

“Communicate your talent with CDC’s
artist’s tools for success”

–Wendy Morosoff, MEd. Director
Career Development Center, Purchase College, SUNY

Self-Branding & Resumes

ARTIST’S GUIDE



Purchase College | Career Development Center

EXPLORE. DISCOVER. SUCCEED.

ARTIST'S RESUME & SELF-BRANDING GUIDE

The ***Artist's Resume and Self-Branding Guide*** is designed to assist you as you prepare for your career. Inside you will find a host of resume and self-marketing resources for ***theatre arts, film, visual arts, dance, music, creative writing and arts management***.

Your resume is a summary of your background that can provide the first impression to a potential employer. Its purpose essentially is to help you to land an interview. Therefore, you have to quickly engage attention and capture the eye of the reader. ***The resumes included are limited to one page and are just a small sampling for different creative industries***. You will need to adapt your resume to your own personal career objectives. Most importantly, create a resume that truly expresses “who you are” and promotes you to the right audience. Resumes also provide an opportunity to market your talent and highlight your background, skills and experience.

Also included in this guide are tools for self-promotion and a listing of useful websites that can help you research or apply for positions in the arts.

We hope this guide empowers you to prepare, promote and locate the opportunities you seek!

For an extensive list of online Arts resources, please visit

www.purchase.edu/offices/career-development/explore-majors-careers/major-and-career-possibilities.



CAREER DEVELOPMENT CENTER
Purchase College, SUNY
735 Anderson Hill Road, Purchase, NY 10577-1400
914-251-6370
www.purchase.edu/offices/career-development/

RESUME GUIDELINES & SAMPLES

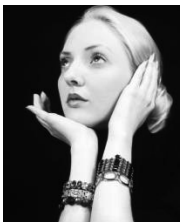
The main purpose of a resume is to persuade a potential employer to interview you. It is a summary of your abilities, accomplishments, and experiences. This guide is an *introduction* to writing your basic job/internship search resume.

- One-page resumes are preferred for most fields.
(Two-page resumes are appropriate if you have a great deal of relevant experience.)
- Keep your formatting clear and consistent.
- Have others proofread for clarity, grammar, and spelling. (Make an appointment with a Career Counselor.)
- There are two basic resume formats: *reverse chronological* and *functional*. Artists may also consider using an infographic format or a resume that demonstrates one’s creative skills.

The following categories are typically included in a reverse-chronological resume (dated categories starting from the most recent). However, your particular situation will dictate those that are most appropriate for you.

See samples in this guide for more ideas.

Categories	Basics to Include	More to Include/Tips
Name/Contact Information	<ul style="list-style-type: none"> ✓ Full name or name you wish to use ✓ Local and/or permanent address ✓ Phone number(s) and email address 	<ul style="list-style-type: none"> ✓ URL to your website, portfolio, blog, professional social media ✓ Use appropriate email (name, initials)
Qualifications Summary <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Highlight key skills and expertise ✓ Snapshot of qualifications focused on the position 	<ul style="list-style-type: none"> ✓ Can be bullets, a brief paragraph or both
Education	<ul style="list-style-type: none"> ✓ Institution, school/conservatory, location, degree, (expected) grad date ✓ All majors/minors; GPA if above a 3.0 ✓ All relevant institutions; study abroad 	<ul style="list-style-type: none"> ✓ Specialized training/ workshops/ instruction in your field ✓ Senior Project/Thesis (if it doesn’t fit into another category)
Related Coursework <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Coursework- even if outside your major - that is relevant to the position 	<ul style="list-style-type: none"> ✓ Be sure to focus this section on what you are applying for
Experience	<ul style="list-style-type: none"> ✓ Paid employment, internships, freelance, gigs, performances and more ✓ Organization name, location (city/state), job title, dates of employment (month/year – month/year), and a brief job description ✓ Use concise and concrete descriptions; Action verbs to describe responsibilities/skills ✓ Specific relevant details of the experience 	<ul style="list-style-type: none"> ✓ Emphasize results/accomplishments! ✓ Don’t lead with “Duties” or “Responsibilities”; avoid “I” statements ✓ Demonstrate what YOU accomplished & the skills YOU used ✓ Include transferrable and career specific skills/experiences ✓ Quantify when you can. Show results!
Related Experience/ Professional Experience	<ul style="list-style-type: none"> ✓ Related experience can be a separate section that focuses on relevant experience 	<ul style="list-style-type: none"> ✓ Can separate into individual sections (see below)
Arts Experience Sections <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Freelance Gigs Projects ✓ Exhibits Performance ✓ Teaching Fellowships Residencies 	<ul style="list-style-type: none"> ✓ See the resume examples in this guide for additional resume categories for artists
Skills	<ul style="list-style-type: none"> ✓ All arts/creative skills, computer, foreign language, or other technical skills, even if you are less than proficient in them ✓ Characterize ability level: “basic/ conversational/ fluent,” “familiar with,” “knowledge of,” or “proficient in” 	<ul style="list-style-type: none"> ✓ Skills specific to your field ✓ Skills may be broken down into separate categories or sub categories
Honors and Awards <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Honors, scholarships, or awards you have received 	<ul style="list-style-type: none"> ✓ Educational, community and outside organization honors
Activities/Leadership/ Athletics <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Student organizations, student government, athletic teams and other involvement 	<ul style="list-style-type: none"> ✓ Emphasize leadership roles, if any ✓ Can be listed under Experience instead if related
Volunteer/Community Service <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Steady or sporadic volunteer experience/service learning 	<ul style="list-style-type: none"> ✓ If steady (ex: once a wk. for 6 m) can be included in Experience/Related Experience instead
Interests/Hobbies <i>(optional)</i>	<ul style="list-style-type: none"> ✓ Adds a personal dimension to the resume that can’t be expressed in another section 	<ul style="list-style-type: none"> ✓ Travel experience may be included ✓ Show career focus in other areas



Attach your headshot to the back of the resume with a 4 corner staple

ACTORS

Penelope Landcruz

SAG, AGVA

www.penelopelandcruz.com

Penelope@penelopelandcruz.com

917 555 1234 / 123 Avenue Z, New York, NY 10000

Height: 5'8"
Weight: 135lb
Hair: Blonde
Eyes: Brown

FILM

L'Année dernière à Marienbad
Goodbye, Mr. Chips
Once

Supporting
Lead
Supporting

French Film Production
Frito Raymond Production
Old Line Production

TELEVISION/WEB

Difficult People
Revenge
Monday Morning
White Rain

Series Regular
Recurring
Co-star
Lead

Hulu
NBC Television
USA Network
Web series/Dinah Jones

THEATRE

A Cat on a Hot Tin Roof
Cabaret
The Producers
The Beauty Queen of Leenane
A Man Which Knew Too Much

Margaret
Sally
Ulla
Man
Jill

Roundtable Theatre
Circle Line Theatre
Strawhat Actors Theater
Inishmore Theatre
Purchase College

TRAINING

**Purchase College - State University of New York
Conservatory of Theatre Arts**

Bachelor of Fine Arts - MO. YEAR *Major:* Acting

- Acting - *Name(s) of who you studied with*
- Speech - *Name(s) of who you studied with*
- Dance/Movement - *Name(s) of who you studied with*
- Stage Combat - *Name(s) of who you studied with*

HBB Studio

Trainer: Uta Hagen
Classes: Improvisation, Monologue, Scene Study

SKILLS

- o Fluent in Spanish, conversational in Italian and French
- o Dialects & Dictions: Southwest, Southern, New England, Standard British, Spanish, Italian, French
- o Stage Combat
- o Experience with firearms
- o Three ball juggling
- o Ballroom dance
- o Works well with animals and children

DANCERS

Donna Prime

www.DonnaPrime.com

donnadonna@gmail.com / 123-456-7890

12334 West 264th Street, New York, NY 10098

Height: 5'6"

Weight: 125lb

Hair: Brown

Eyes: Light Blue

EXPERIENCES

Purchase College Performing Arts Center

Coppélia	Coppélia	James Direct (Art Director)	YEAR
The Magic Flute	Pamina	Bill Shiner (Choreographer)	YEAR

Riverdale Community Hall

The Ocean	Clown	David Irwin (Choreographer)	YEAR
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AWARDS/ACHIEVEMENT

Junior Regional Championship	1 st Runner up	YEAR
Mikhail Bally Memorial Fellowship		YEAR

TEACHING EXPERIENCE

Private Ballet lessons for 8 th and 9 th graders	YEAR
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EDUCATION

Purchase College – State University of New York

BFA Conservatory of Dance

MO. YEAR (anticipated)

PRINCIPAL TEACHERS

Private Instructor: Ginger Astaire

Coach: Martha Graham bears

Master Class: Vaslav Nijinsky blue

TRAINING

Private Ballet Lesson	Instructor: Katya Whiteman	YEAR - YEAR
Private Hip Hop Lesson	Instructor: JJ Coolman	YEAR - YEAR

PROFESSIONAL MEMBERSHIP

- Member of the American Ballet Union

WORK EXPERIENCE

The Dance Shop

White Plains, NY

MO. YEAR - Present

Sales Associate

- Provide customer service for dance apparel customers
- Design sales displays and maintain a favorable store appearance

ADDITIONAL SKILLS

- Fluent in Russian
- Certified Yoga Instructor

DESIGN/TECHNOLOGY

Sam F. Diaz

(201) 555-5555
sam.f.diaz@gmail.com

123 Elm Street
Maywood, NJ 07607

STAGE MANAGEMENT EXPERIENCE

YEAR	Our Town	Stage Manager	Purchase Repertory Theatre	Purchase, NY
YEAR	Macbeth	Stage Manager	Purchase Repertory Theatre	Purchase, NY
YEAR	The Crucible	Assistant Stage Manager	Hudson Valley Theater	Cold Spring, NY
YEAR	A Man for All Seasons	Assistant Stage Manager	Hudson Valley Theater	Cold Spring, NY
YEAR	James Joyce's The Dead	Assistant Stage Manager	Forum Theatre Company	Metuchen, NJ

CARPENTRY EXPERIENCE

YEAR	Doubt	Carpenter	Purchase Repertory Theatre	Purchase, NY
YEAR	The House of Yes	Carpenter	Purchase Repertory Theatre	Purchase, NY
YEAR	Fiddler on the Roof	Carpenter Apprentice	Bucks County Playhouse	New Hope, PA
YEAR	Evita	Carpenter Apprentice	Bucks County Playhouse	New Hope, PA
YEAR	As You Like It	Carpenter Apprentice	VT Shakespeare Festival	Burlington, VT

RELATED EXPERIENCE

YEAR	52 nd Street Project	Intern		New York, NY
YEAR	Riverspace	Theatre Internship		Nyack, NY
YEAR	Six Degrees of Separation	Lighting Board Operator	Purchase Repertory Theatre	Purchase, NY
YEAR	Little Shop of Horrors	Sound Operator	Paramus High School	Paramus, NJ

PROFESSIONAL TRAINING/ EDUCATION

Professional Training in Design/Technology

Conservatory of Theater Arts - Purchase College, SUNY – Purchase, NY

B.F.A. in Stage Management MO. YEAR

RELATED SKILLS

Wire set electrics, operate a light & sound board, operate a followspot, read a light plot, hand & machine sewing, cad and hand drafting, valid NJ state drivers license, certified in C.P.R., proficient in Mac OS X and Windows, knowledge of French

REFERENCES

Name of Reference	Name of Reference	Name of Reference
Title of Reference	Title of Reference	Title of Reference
Organization Name	Organization Name	Organization Name
Phone Number	Phone Number	Phone Number
Email	Email	Email

ellen.amos@purchase.edu
www.ellenamos.com
914.555.5555
735 Anderson Hill Road, Box 503
Purchase, NY 10577-1400

FILM

ELLEN
AMOS

Education & Skills

Education:

Purchase College, SUNY, Purchase NY
School of Film and Media Studies
Bachelor of Fine Arts, mo-yr.
Major: Film

New Jersey Media Arts Center
Workshops
New Brunswick NJ

Qualifications:

Sound Recording:
Nagra, DAT

Editing Software:
Avid, Final Cut Pro, Adobe Premiere,
Adobe Effects

Directing & Producing:
Short Films

Proficient in:
Microsoft Office, Windows, and MAC OS

Familiar with:
Spanish

WORK EXPERIENCE

Writer and Director New York, NY – MO. YR
Super 16mm short film "*Susan's Self Discovery of Innocence*"

Production Assistant for Hungry Two Films New York, NY – MO. YR
Worked with in-house staff of writers, producers, editors, and designers to create auto commercials. Trained in on-set organization and high-end visual effects.

Production Coordinator for Big Dog Films New York, NY – MO. YR
Organized rehearsals to ensure production of Tom McCain's film: *Love is a Dog*.

Freelance Gaffer and Grip New York, NY – MO. YR
Managed equipment, lights, and dolly for various productions.

Consulting Editor for LMC-TV 32 Mamaroneck, NY – MO. YR
Produced, taped, and edited short projects. Assisted Director in increasing audience reach and improving image of television station.

SELECTED PROJECTS

Any Given Wednesday – Key Grip / MO. YR

Harlequin of Hate – Gaffer / MO. YR

Shattering Sky – Writer / MO. YR

Unusual Culprits – Cinematographer / MO. YR

Children's Land – Writer, Editor / MO. YR

Lawful Citizens – Producer / MO. YR

ADDITIONAL EXPERIENCE

Usher at the Performing Arts Center Purchase, NY – MO. YR
Greeted, assisted, and accommodated patrons, worked at various events.

Office Assistant at Purchase College Purchase, NY – MO. YR
Performed various office duties for the Conservatory of Theatre Arts

MUSIC

Joanne S. Bach
4 Brandenburg Court
White Plains, NY 10606
914-555-5555 joanne.bach@purchase.edu

EDUCATION:

Purchase College, State University of New York

Purchase, NY

Bachelor of Music, Expected Month, Year

Major: Studio Production

Related Coursework: Digital Audio I & II, Junior Production, Acoustics and Design

RELEVANT EXPERIENCE:

Glimmerglass Opera

Cooperstown, NY

Production Intern

Month Year

- Developed new electrical circuiting for a variety of venues
- Assisted with installation, use and maintenance of audio systems
- Participated in Seminars presented by leading industry professionals

WORK EXPERIENCE:

Barnes & Noble

White Plains, NY

Music Sales Associate

Month Year- present

- Research and facilitate music selections for customers
- Create new promotional displays for new releases
- Organize space and equipment for visiting artists on promotional tours
- Process and tally cash register totals daily

The Performing Arts Center, Purchase College

Purchase, NY

Usher

Month Year - Month Year

- Directed patrons to their seating assignments
- Arranged programs prior to theater opening
- Attended music, dance and dramatic presentations

Camp Kiwi

Mahopac, NY

Music Counselor

Month Year - Month Year

- Directed musical production of "The Wizard of Oz"
- Coordinated music program for children between the ages of 5 and 15

PERFORMANCE EXPERIENCE

Culture Shock

Purchase, NY

Almost Alive

Month Year

- Composed music for computer generated performance group
- Performed pieces on synthesizer and percussion

TECHNICAL SKILLS:

Pro Tools, Logic Pro X, Cubase 8.5, Ableton

Recording, mixing, editing and mastering; Outboard gear

Familiar with Microsoft Word, Excel, PowerPoint

LANGUAGE:

Working knowledge of French

ACTIVITIES:

Culture Shock - Purchase College, student run concert program - Year

Baroque Chamber Music Group, violin - Year

Purchase College Soul Voices- Year

MUSIC PERFORMANCE

MARK REYNOLDS

❧ **TENOR** ❧

735 Anderson Hill Road
Purchase, NY | (914) 555-2278

Height: 5'10"
Weight: 185

❧ OPERA ROLES ❧

Spoletta
Gastone
Belfiore
Detleffe
Tamino

Tosca
La Traviata
La Finta Giardiniera
The Student Prince
Die Zauberflöte

Wildwood Festival
Westchester Opera
Westchester Opera
Summer Repertory
Purchase College

❧ SCENES PERFORMED ❧

Don Ottavio (Act I)
Nadir (Duet with Zurga)
Fenton (Act II, Scene 2)

Don Giovanni
Le Pêcheurs de Perles
Falstaff

South Shore Opera
Westchester Opera
Westchester Opera

❧ ORATORIO/CONCERT ❧

Soloist: *Messiah*
Soloist: *Beethoven's Ninth Symphony*
Soloist: *Mozart Requiem*
Soloist: "Basically Bach"

Purchase College
Bloomington Symphony
St. John's Church
White Plains Arts League

❧ TEACHERS/CONDUCTORS/COACHES ❧

Elizabeth Randall (present), Martin Long, Jerry Appleton, Lois Whey,
Leonard Baum, Joseph Stewart, Elaine McEnroe, Lottie Harris

❧ OPERA TRAINING/DIRECTORS ❧

Stephen Ross, Dolores Dunne, James Magee, Stuart Lapin

❧ EDUCATION ❧

Purchase College, SUNY: MusB Music Performance, YEAR

FINE ARTS

Amy Williams

100 Smith Ave, Troy, New York 12180
awilliams@gmail.com

(917) 555-5555

www.yourwebsite.com

SKILLS

- Drawing/Painting: Pastels, Pen & Ink, Watercolor
- Sculpture: Ceramics, Wood and Bronze; Mold making and casting
- Digital Design: Proficient in Adobe Illustrator and Photoshop
- Computer: MAC OS/Windows; Microsoft Word, Excel, PowerPoint, Publisher, Outlook
- Language: Proficient in Spanish, Knowledge of French

EDUCATION

Purchase College, State University of New York, Purchase, NY

School of Art & Design

Bachelor of Fine Arts, Expected MONTH, YEAR

Major: Drawing/Painting

Dean's List- 5 semesters

Semester Abroad, Purchase College, Burgos, Spain

MO/YR – MO/YR

Coursework: Intermediate Spanish, Language and Culture, Modern Spain

RELEVANT EXPERIENCE

Gallery Assistant – Windmere Galleries

Port Chester, NY

MO/YR – PRESENT

- Support all programs including gallery sales, student registration and client services
- Prepare art for display; set up exhibition, install pieces, pack and ship art
- Assist with programming and instruction in area schools and community centers

Gallery Assistant Intern – ArtsWestchester

White Plains, NY

MO/YR – MO/YR

- Assisted in the day to day operations in a thriving fine arts space
- Greeted clients and visitors and addressed all questions
- Provided support for exhibitions including at all gallery events

Art Teacher – Action Art School

Old Greenwich, CT

MO/YR – MO/YR

- Taught children ages 5-12 in the areas of painting, drawing, mixed media and collage
- Developed curriculum and lesson plans to engage children in a range of ages

FREELANCE

Mural for Metrolife Office Building

Tarrytown, NY

MO/YR

Commission Painting for Medical Office

Troy, NY

MO/YR

ADDITIONAL EXPERIENCE

Sales Associate – Anthropologie

White Plains, NY

MO/YR – PRESENT

- Implement the highest level of customer care, ensuring customers satisfaction
- Determine the customer's needs and offer suggestions or alternatives
- Assist the Visual Manager with creating/maintaining displays; upholding the overall aesthetic of the store.

EXHIBITS

B.F.A Exhibition, Purchase College

Purchase, NY

MO/YR

Summer Show, Troy Library

Troy, NY

MO/YR

Group Exhibit, Flynt Park

Larchmont, NY

MO/YR

Juried Show, Hudson Nature Center

Troy, NY

MO/YR

VOLUNTEER

March of Dimes

White Plains, NY

YR - YR

- Assisted with events including marketing, outreach and day of event assistance

ARTIST

ARTHUR FINE

735 ANDERSON HILL ROAD, PURCHASE, NY 10577 | 914 251 5555 | ARTFINE@GMAIL.COM | WWW.ARTFINE.COM

EDUCATION

YEAR **Purchase College, SUNY** | Purchase, NY
School of Art+Design
BFA, Visual Arts Interdisciplinary

YEAR **University of the Arts** | London, England
Camberwell College of the Arts
Study Abroad

HONORS/GRANTS

YEAR New York Council on the Arts Grant

YEAR DRS Foundation Award

YEAR Honorable Mention at Riverstate Art Guild

YEAR Student Competition for Public Art on Campus

YEAR Presidential Artist Scholarship

YEAR Purchase College Merit Scholarship

SOLO EXHIBITIONS

YEAR **Gallery X** | New York, NY

YEAR **Miranda Arts Project Space** | Port Chester, NY

YEAR **Apple Arts Center** | Monroe, NY

YEAR **Bigtown Library** | Bigtown, NY

GROUP EXHIBITIONS

YEAR **Sugar Hill Arts Festival** | New York, NY
Hard Rain

YEAR **Purchase College** | Purchase, NY
Senior Show

YEAR **NY State Museum** | Albany, NY
SUNY Student Exhibition

YEAR **Riverstate Art Guild** | New Hope, PA
Winter River

YEAR **Forum Art Space** | Purchase, NY
Bodies Exhibition

YEAR **HVCCA** | Peekskill, NY
Student Exhibition

RELATED EXPERIENCE

YEAR- **Studio Assistant** | New York, NY

YEAR *Vernita Nemec Studio*

YEAR- **Gallery Monitor** | Purchase, NY

YEAR *Richard & Dolly Maass Gallery*

YEAR- **Intern** | Purchase, NY

YEAR *Forum Art Space*

PUBLICATIONS

YEAR **Submissions Magazine**, Issue #60

This can be inclusion & reviews of your art in books, magazines, newspapers, catalogues, online media & more.
View www.collegeart.org/guidelines/resume for details.

TEACHING EXPERIENCE

YEAR **Bergen Community College** | Paramus, NJ
Instructor, Portfolio Workshop for HS Students

YEAR **Clay Arts Center** | Port Chester, NY
Ceramics Teacher

YEAR **Arts Student League** | New York, NY
Instructor

YEAR **Free Arts NYC** | New York, NY
Volunteer Teacher

YEAR **Purchase College** | Purchase, NY
Teaching Assistant, Materials & Methods

RESIDENCIES

YEAR Skowhegan School of Painting & Sculpture

YEAR Acme Studios London

COLLECTIONS

Bigtown Library | Bigtown, NY

JCC of Mid-Westchester | Scarsdale, NY

Private Collection | New York, NY

LANGUAGE/TRAVEL

Fluent in Spanish; Traveled to Madrid and Seville

Intermediate Italian

For full details on creating your Artist Resume or Curriculum Vitae (CV) visit www.collegeart.org/standards-and-guidelines/guidelines

ART ADMINI

735 Anderson Hill Road
Purchase, NY 10543

(555) 123 1234

www.ArtAdminiEntertainment.com

art.admini@purchase.ed

**EDUCATION****Purchase College, SUNY** - Purchase, NY

MO/YR

Bachelor of Arts

GPA: 3.5

Major: Arts Management

Senior Project:

(Include title of senior project as a minimum. If your project is relevant to your career interest, you can include under related experience and fully describe).

RELATED COURSEWORK

Arts & Entertainment Law, Fundraising and Development in the Arts, Business Management

**RELATED EXPERIENCE****Westchester Arts Council, White Plains, NY**

MO/YR - Present

Marketing Intern

- Draft and design promotional ads
- Market events through social media and handle daily website maintenance
- Usher and direct patrons for performances

Neuberger Museum of Art, Purchase, NY

MO/YR - MO/YR

Administrative and Visitor Services Assistant

- Monitored and recorded daily visitor count
- Arranged hourly tours throughout the museum
- Maintained financial spreadsheets using QuickBooks

Rock 'n' Art Community Fair, Tarrytown, NY

Summer YR - YR

Founder & Coordinator

- Developed a brand new community engagement event for local artists
- Promoted and advertised numerous 'featured artists'
- Ran preliminary series of fundraising events to raise over \$10,000
- Became a local signature summer event to attract many tourists and industry representatives

**SKILLS**

- Microsoft Publisher, Word, Excel, PowerPoint
- Adobe PageMaker & Photoshop
- Social Media: Facebook, Twitter, Tumblr
- QuickBooks

**ADDITIONAL EXPERIENCE****IHOP Restaurant, Harrison, NY** MO/YR - MO/YR
Host

- Coordinated guest flow and estimated wait time
- Trained and motivated wait staff

CREATIVE WRITING

Janie Writer

735 Anderson Hill Road
Purchase, NY 10543
www.janiewriter.com

(555) 123-1234

janiewriter.wordpress.com

janie.writer@purchase.edu

EDUCATION

Purchase College, SUNY, Purchase NY
Bachelor of Arts, Expected Completion MO/YR
Major: Creative Writing GPA: 3.5

WRITING EXPERIENCE

Play	<i>A New Rose</i>	Maywood Arts Festival	YEAR
Short Story	<i>Amy and Rory</i>	Italics Mine	YEAR
Poem	<i>River</i>	Submissions Magazine	YEAR

INTERNSHIP EXPERIENCE

Brant Publications New York, NY MO./YEAR - present
Advertising Intern- Interview Magazine

- Organize and maintain daily schedules
- Develop transcriptions of interviews
- Maintain and update customer mailing lists
- Facilitate monthly issue distribution

The Purchase Phoenix Purchase, NY MO./YEAR - MO./YEAR
Editing Intern

- Wrote and contributed weekly articles, covering campus events and relevant issues
- Edited pieces and worked closely with reporters
- Attended weekly meetings and pitched stories

HONORS & AWARDS

Winner of the Bergen Schools Annual Writing Competition YEAR
Recognized by the National Council of Young Writers YEAR

WORK EXPERIENCE

Barnes and Noble White Plains, NY MO./YEAR - present
Sales Associate

- Answer customer questions and provide educational information
- Promote and advertise numerous 'Books of the Month'
- Compute and record customer transactions
- Maintain stores overall appearance

ACTIVITIES

Purchase College Basketball, Team Captain YEAR – present
Bethel Nursing & Rehabilitation Center, Volunteer YEAR – YEAR

COMPUTER SKILLS

Microsoft Publisher, Word, Excel, PowerPoint; Adobe InDesign and Illustrator

A / B

ANDREW BOND

914.555.0000
andrew.bond@bondcreation.com
www.abcreation.com

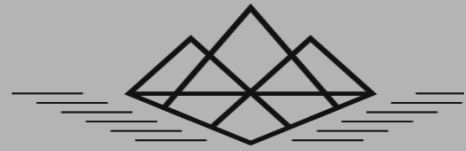
Graphic & WebDesign
Creative Director

TECHNICAL SKILLS:

PHOTOSHOP
INDESIGN
ILLUSTRATOR
CSS/HTML
JAVASCRIPT
SUBLIMETEXT
MAC OS
WINDOWS
OFFICE

EDUCATION:

MONTH/YEAR PURCHASE, NY
PURCHASE COLLEGE, SUNY
SCHOOL OF ART + DESIGN
BFA GRAPHIC DESIGN



RELATED EXPERIENCE

Year - Present
New York, NY
Design Royale
Web and Graphic Design

Design brochures, contracts, and highlight sheets for various clients. Design and launch website.

Year - Year
New York, NY
Brand Yourself
Web Designer

Performed mock-ups using grid frame works and designed websites using CSS, XHTML & JavaScript with crossbrowser compatibility.

Year - Year
New York, NY
John Sleek, LLC.
Information Architect

Planned and executed digital libraries with built-in CMS. Created artwork and prepared assets for web interfaces.

Year - Year
New York, NY
Think BRAND
Wed & Graphic Desinger

Conceptualized corporate branding and identity for diverse products. Created wire frames, mock-ups, and artwork for various CMSs.

TOM ROSENCRANTZ



735 Anderson Hill Road, #A113, Purchase NY 10580
tom.rosencrantz@rosencrantzdesign.com
tomrosencrantzdesign.com
914-555-0000

Education

Purchase College, SUNY
School of Visual Arts
Bachelor of Fine Arts
Major: Graphic Design
Expected Graduation: Month / Year
GPA: 3.8

Professional Profile

INNOVATIVE, CREATIVE PROFESSIONAL WITH A VARIETY OF
INTERESTS IN ART AND APPAREL INDUSTRY

Experience

Mo/Year - Present / New York, NY

DESIGN ROYALE - Creative Director

Mo/Year - Mo/Year / New York, NY

BRAND YOURSELF - Product Designer

Mo/Year - Mo/Year / New York, NY

JOHN SLEEK, LLC. - Design Director
Account Manager

Mo/Year - Mo/Year / New York, NY

UPSTATE MAGAZINE - Intern, Logo Designer

Technical Skills

- InDesign
- Photoshop
- Illustrator
- Flash Professional
- Premiere Pro
- Sumblime Text
 - HTML 5
- DreamWeaver

Suzie Jones

123 SESAME STREET
BROOKLYN, NY, 11205
718-555-1111
SUZIE.JONES@PURCHASE.EDU
WWW.SUZIEJONES.COM

PROFESSIONAL OBJECTIVE

A POSITION IN PHOTOGRAPHY UTILIZING OUTSTANDING PRODUCTION AND CREATIVE SKILLS TO CAPTURE AND SUPPORT BRANDING EFFORTS.

KNOWLEDGE AND SKILLS

- BLACK AND WHITE FILM DEVELOPMENT
- COLOR FILM DEVELOPMENT , PRINTING . NEGATIVE AND DIRECT POSITIVE PROCESS
 - LARGE FORMAT VIEW CAMERAS
- STUDIO AND LOCATION LIGHTING EQUIPMENT SETUPS
 - SPECIAL EFFECTS , MULTIPLE IMAGERY, CONVENTIONAL AND ELECTRONIC MANIPULATION TECHNIQUES
- MAC , WINDOWS, ADOBE PHOTOSHOP, ADOBE INDESIGN, ADOBE PREMIERE, ADOBE LIGHTROOM, ADOBE BRIDGE

ACCOMPLISHMENTS

- HARD LINE ADVERTISING / MARKETING BROCHURES / CORPORATE PORTRAITS - SMITH INDUSTRIES, SUFFREN, NY, YEAR
- PROMOTIONAL PHOTOGRAPHY FOR BALLET RECITAL - RAMAPO COLLEGE, MAHWAH, NJ, YEAR
- LOCATION PHOTOGRAPHY OF MEN'S SWIM TEAM FOR U.S. OLYMPIC COMMITTEE, YEAR

EDUCATION

PURCHASE COLLEGE, SUNY - PURCHASE, NY
SCHOOL OF ART + DESIGN
BACHELOR OF FINE ARTS IN VISUAL ARTS
CONCENTRATION: PHOTOGRAPHY

Mo. YEAR

EXPERIENCE

PHOTOGRAPHER / ASSISTANT : WORK ON A VARIETY OF LOCATION AND STUDIO ASSIGNMENTS, DEVELOP CURRICULUM, AND INSTRUCT PHOTOGRAPHY CLASSES. PRODUCE SUPERIORS PHOTO WORK IN A NUMBER OF VENUES.

MO. YEAR - PRESENT

- ARTICLES I N NATIONAL STAMP COLLECTOR MAGAZINE
- PHOTOGRAPHS FOR PORTFOLIO REPRODUCTIONS AND THEATRICAL HEAD SHOTS AT RAMAPO COLLEGE
- PHOTO ESSAY FOR BOB FISHERIES: "A DAY OFFSHORE"
- INTERPRETED LAYOUTS, DESIGNED AND CONSTRUCTED SETS FOR COMPLETE ON-FIGURE FASHION SHOOTS
- HIGHLY SKILLED AT LAYING OUT AND SHOOTING HARD-LINE ADVERTISING

PHOTOGRAPHIC ASSISTANT

- SARAH LANNA, STILL LIFE, HUBBEL PEN, DOM CHAMPAGNE
YEAR - PRESENT
- JACK JONES, STILL LIFE, MERRY MAIDS
YEAR- PRESENT



ACTION VERBS FOR YOUR RESUME



Management/ Leadership Skills Administered Analyzed Appointed Approved Assign Attained Authorized Chaired Considered Consolidated Contracted Controlled Converted Coordinated Decided Delegated Developed Directed Eliminated Emphasized Enforced Enhanced Established Executed Generated Handled Headed Hired Hosted Improved Incorporated Increased Initiated Inspected Instituted Led Managed Merged Motivated Organized Originated Overhauled Oversaw Planned Presided Prioritized Produced Recommended	Reorganized Replaced Restored Reviewed Scheduled Secured Selected Streamlined Strengthened Supervised Terminated Communication & People Skills Addressed Advertised Arbitrated Arranged Articulated Authored Clarified Collaborated Communicated Composed Condensed Conferred Consulted Contacted Conveyed Convinced Corresponded Debated Defined Described Developed Directed Discussed Drafted Edited Elicited Enlisted Explained Expressed Formulated Furnished Incorporated Influenced Interacted Interpreted Interviewed Involved	Joined Judged Lectured Listened Marketed Mediated Moderated Negotiated Observed Outlined Participated Persuaded Presented Promoted Proposed Publicized Reconciled Recruited Referred Reinforced Reported Resolved Responded Solicited Specified Spoke Suggested Summarized Synthesized Translated Wrote Research Skills Analyzed Clarified Collected Compared Conducted Critiqued Detected Determined Diagnosed Evaluated Examined Experimented Explored Extracted Formulated Gathered Identified	Inspected Interpreted Interviewed Invented Investigated Located Measured Organized Researched Reviewed Search Solved Summarized Surveyed Systemized Tested Technical Skills Adapted Applied Assembled Built Calculated Computed Conserved Constructed Converted Debugged Designed Determined Developed Engineered Fabricated Fortified Installed Maintained Operated Overhauled Printed Programmed Rectified Regulated Remodeled Repaired Replaced Restored Solved Specialized Standardized Studied Upgraded
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Teaching Skills Adapted Advised Clarified Coached Communicated Conducted Coordinated Critiqued Developed Enabled Encouraged Evaluated Explained Facilitated Focused Guided Individualized Informed Instilled Instructed Motivated Persuaded Set goals Stimulated Taught Tested Trained Transmitted Tutored Financial/ Data Skills Administered Adjusted Allocated Analyzed Appraised Assessed Audited Balanced Budgeted Calculated Computed Conserved Corrected Determined Developed Estimated Forecasted Managed	Marketed Measured Planned Prepared Programmed Projected Reconciled Reduced Researched Retrieved Creative Skills Acted Adapted Began Combined Composed Conceptualized Condensed Created Customized Designed Developed Directed Displayed Drew Entertained Established Fashioned Formulated Founded Illustrated Initiated Instituted Integrated Introduced Invented Modeled Modified Originated Performed Photographed Planned Revised Revitalized Shaped Solved Helping Skills Adapted Advocated	Aided Answered Arranged Assessed Assisted Cared for Clarified Coached Collaborated Contributed Cooperated Counseled Demonstrated Diagnosed Educated Encouraged Ensured Expedited Facilitated Familiarized Furthered Guided Helped Insured Interviewed Motivated Prevented Provided Referred Rehabilitated Represented Resolved Simplified Supplied Supported Volunteered Organizational Detail Skills Approved Arranged Catalogued Categorized Charted Classified Coded Collected Compiled Corrected Corresponded Distributed Executed	Filed Generated Implemented Incorporated Inspected Logged Maintained Monitored Obtained Operated Ordered Organized Prepared Processed Provided Purchased Recorded Registered Reserved Responded Reviewed Routed Scheduled Screened Set up Submitted Supplied Standardized Systemized Updated Validated Verified Other Accomplishment Verbs Achieved Completed Expanded Exceeded Improved Pioneered Reduced Resolved Restored Spearheaded Succeeded Surpassed Transformed
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Cover Letters

Your cover letter accompanies your resume serving as an initial greeting that identifies and explains any material you are sending (work samples, resume, etc.). It can be as short as a few sentences, telling what is enclosed and why, or it can be longer with more information. **Cover letters communicate more information about you and request responses.** They can express your personality, describe your experience, and reflect your artistic sense or style, allowing you to be friendly and professional while engaging the reader.

A cover letter will generally have three parts:

The Opening: Grabs the attention of the reader, states the goal of the letter, and sets a professional and courteous tone.

- Is it to introduce your work? (your music, your video, your writing, etc.)
- Does it follow-up on previous correspondence?
- Were you referred to this lead or are writing at the suggestion of a third party?

The Middle: The body of the letter.

- It may include more detailed information about your enclosed or attached works/samples/website.
- Summarize or restate a component of your artist statement, if you have submitted one.
- Could include something important that has happened in your career, such as a grant, a commission, an artist in residence, a current or recent show, etc.

The Closing: Motivates the reader to act.

- Request an appointment to meet with them.
- The goal is to schedule a visit to the studio, production, or other meetings where there can be an exchange or interview.

TIPS

- **Be direct.** Be real. Try to be honest about your work, your passions and your objective in writing.
- **Avoid duplicating any enclosed information.** Use a one sentence summary of your artist statement or a strong line, but do not repeat sentences or paragraphs from the resume.
- **Be brief.** Cover letters should be no more than one page.
- **Effective letters** are encouraging and make the reader want to read more or meet you.
- **Edit, proofread and edit again!**

Eliminate unnecessary words

Relax Formal language

Simplify every phrase

Short sentences

Write in an active voice

Use positive sentences

Query Letters

A query letter is a bit different from a cover letter. The purpose is to secure an informational interview or meeting where you seek career advice and information on the types of positions you may qualify for at a particular organization. A query letter should clearly state why you are contacting the individual to whom the letter is addressed, why you are interested in the organization.

You can also demonstrate you have done your research and express why you feel you are qualified to work in that field and firm. Query letters can also be tailored and structured when presenting or proposing your art or writing samples, treating them more like a letter of application for a specific job or opportunity (to exhibit, to publish, to design.)

Sample of a Cover Letter

Sarah College

735 Anderson Hill Road - Box 00, Purchase, NY 10577

(914) 555- 5555

E-mail: sara.college@purchase.edu

Mrs. Smith
Music Educators Inc.
125th Street
New York, NY 10001

Today's Date

Dear Mrs. Smith:

(Why are you writing?)

I am writing to express my interest in the Music Education Internship with *Music Educators Inc.* which I found on Purchase JobScore. I am a junior Music Performance major at Purchase College, SUNY. I intend to pursue a career in piano performance and simultaneously hone my teaching skills to instruct and inspire the next generation of musicians.

(How are you qualified?)

The intensive training in the Music Conservatory and the extracurricular environment that fosters collaboration and creativity at Purchase College has inspired me to take the steps towards a career in music education. I have taken classes in theory, composition and performance. As a part of the New Music concert, I had the privilege of leading the student orchestra as they performed their original compositions. I have also gained experience teaching piano lessons to children aged 9-12 at *Music First* in Harrison for the past two years.

(Why Them?)

I am particularly interested in interning for Music Educators Inc. because I am aware of the high quality music lessons that you provide for students. Your mission of supporting each individual student's confidence and passion for music through personalized instruction and on-going performance truly resonates with me. I know firsthand how important music programs are for children. My early experience in a similar program set the foundation for my professional journey. I would love to be a part of your passionate team of musicians and teachers to contribute to the wonderful work that you do.

(Ask for interview)

Attached is my resume for your review. I will follow up next week to see if we can make an appointment to further discuss the internship position and my qualifications. Thank you for your time and consideration, I look forward to hearing from you.

Sincerely,
Signature

Sarah College
MusB Music Performance
Purchase College, State University of New York

Sample of a Query Letter to a Gallery Director

Gallery Director
Art Gallery Name
Address

September 1, 20__

Dear xxxx:

I am writing to introduce you to my work. I am a watercolor landscape artist with a focus on marine life themes.

Enclosed is my bio, artist statement, current resume, and a postcard sample of one of my paintings. I invite you to visit my website at www.mywonderfulart.com to review a more comprehensive selection of my work.

If you are interested in seeing my art in person, I will be hosting an Open Studio on October 15th from 7 – 9 pm at the Blue Columns Gallery. Please drop by if your schedule permits or contact me to arrange a specific time to visit. I can be contacted by phone at 555-555-5555 or email at artist@mywonderfulart.com

Thank you for taking the time to review my work.

Sincerely,
Artist Name

❖ THANK YOU LETTERS ❖

The “Thank You” letter is written after you have interviewed with an organization. It should be sent to every person who has interviewed you (i.e. if you met with three individuals, then send three individual letters) and do not make copies of the same letter.

A thank you letter reminds the hiring manager that you exist and offers the following vital opportunities:

- Politely reconfirms your interest in the position and the organization
- Gives you a chance to share additional information that was not covered during the interview
- Further demonstrates your excellent communication skills
- Can be sent as an email or even a personally written card (particularly if you have good handwriting)

Make an outline of the key points covered during the interview and remember what seemed important to the interviewer. See below for a sample and additional tips.

Keep in mind that a thank you letter may give you a second chance to strengthen their first impression of you!

SAMPLE THANK YOU LETTER

236 Briarcliff Road
Scarsdale, New York 10538

Ms. Melissa Brown
Jacob’s Pillow Dance
358 George Catch Road
Becket, MA 01223

Date

Dear Ms. Brown:

- *Use a formal greeting, Mr., Dr., Ms. or Mrs. and spell out titles such as President or Vice President.*

Thank you for meeting me today to discuss the program development position in dance. I enjoyed speaking with you and learning more about the work that you do within the community, creating dance venues for various settings.

- *Use the word “meeting” instead of “interview”. It has a more professional overtone.*
- *Remind the interviewer of the position for which you were interviewed for and the date of the interview.*

My excitement for the opportunity to work at *Jacob’s Pillow Dance* has been strengthened as a result of our meeting. I am confident that my dance background and internship experience will prove to be a good fit with the requirements of the assistantship. I am sure, that if given the chance, I can make a significant contribution to *Jacob’s Pillow Dance*.

- *Stress your interest in the position and in the organization.*
- *Emphasize one or two of your strongest talents and slant them towards the interviewer’s concerns.*

Please feel free to contact me at (914) 248-7893, if you have further questions or require additional information. Thank you again for your time, and consideration.

- *Always include your telephone number and the best times you can be reached.*
- *If possible, close the letter with the suggestion for further action, such as a second meeting*

Sincerely,
Your Signature
Daniel Green



WRITING ARTIST STATEMENTS FOR THE VISUAL ARTS



"An artist cannot talk about his art any more than a plant can discuss horticulture"
— Jean Cocteau

While there is some truth to the above challenge of discussing one's art, artists statements are an essential component needed for showing or presenting one's work. A good artist statement will present the answers to the following questions—start out by considering:

- *Who you are?*
- *What you do?*
- *How you do it?*
- *Why you do it?*

These questions can provide the framework for the development of your statement. A good Artist Statement supplements the visual information in a body of work, portfolio, or an exhibition so the reader/viewer can better understand it.


Compose your statement as if communicating to a friend who is genuinely interested in the work. Speak to a reader who wants to know the answers to any questions that may be asked by anyone viewing your work. Start by describing one or two recent pieces. What do you want the reader to know about them?

Helpful Hints for a Well-Written Statement

1. **Engage the reader:** Do keep it short, coherent, clear, and engaging.
2. **Avoid artspeak and jargon:** Try not to use flowery or over-technical jargon. ***Make your statement approachable and engaging as you hope your art will be.***
3. **Describe your influencers:** ***DO*** develop a strong opening. Think about what may have influenced the work that you do. Explain clearly why you make art, what your work means to you and what materials you use.
4. **Tell a brief story:** Illustrate in a short discussion about that which may have moved you into making a specific body of work.
5. **Less is more:** Try to keep it short and sweet. Limit it to one typed page, double spaced. Your statement is truly an introduction and a supplement to the visual material.
6. **Describe accomplishments:** Rather than what you are attempting to do with your work
7. **DO focus on technique:** Along with other things not apparent from your visual presentation including themes and issues that concern you. Describe the materials used or scale of the work can also be important information to include.

For ideas and samples of Artist Statements, view:

- *Gallery Websites:* include statements made by artists describing their exhibition and work
- *Artists Blogs:* See "about the artists" sections
- *Artists Websites:* Statements can be found under "Artists Bios," "Work," and "About the Artist"
- *Review Samples:* Just be sure to find *your own voice*. Never copy another artist's statement.

 **MARKETING YOUR ART** 
PREPARING YOUR CREATIVE PORTFOLIO

Portfolios that represent one's creative body of work can be **essential for all of the arts**, including visual arts, performing arts, creative writing and film. Your "*Career Portfolio*" provides a method for presenting your creative work, experience, accomplishments by showing specific samples of the work you have done. Art directors, art buyers, copy editors, or any potential employer in a creative field want to see not just for whom you have worked or interned, but also a visual demonstration of your work. Creative professionals often use websites, videos, artist's statements or profiles, blogs, physical portfolios, printed work, demos and demo reels.

Where do I Begin?

Most art directors want to review your portfolio digitally, via online samples. Sometimes the preferred method for viewing work is by using a classic portfolio or portfolio of slides. Originals are viewed on occasion. While you are still in school, seize as many chances as you can to get more pieces in your portfolio. *In addition to the resume*, here are other components that can be included:

- **Visual Artists:** Your "book" can be represented both as an online/digital portfolio and a physical portfolio and as a selection of visual work. Photographs, prints, design work, and tear sheets can constitute the makings of a particular artist's portfolio.
- **Writers:** You can include articles, clips, video pieces, advertising copy, short stories, poems, excerpts of screenplays/plays/script/blogs or other relevant work.
- **Performers:** Include videos of performances, photographs, reviews, demos and/or other examples of your work preferably on your own website/page.
- **Filmmakers:** This can include a selection of video clips/highlights of your work in online/digital format.

As you develop your portfolio, take advantage of opportunities for critique. Get plenty of feedback from people in the field; professors, colleagues, even interviewers can give valuable advice on how to make improvements in the content and quality of your portfolio.

Quality vs. Quantity

A portfolio should be indicative of your best work, not a compilation of everything you have ever done. Remember – those looking at your portfolio have other portfolios to review. Give thought to the organization of the work within the portfolio. Employers in creative fields report that the portfolio should be able to "tell a story." Just as a resume should be easy for any employer to follow, so should the portfolio. When meeting in person a "leave behind" is also a nice touch and gives the employer a visual reminder of your work to keep. These can be color prints, business cards with your design and the list can go on. The bottom line on organizing your portfolio and presenting your work is - sloppiness is always remembered and rarely tolerated.

Formats

Online/Digital Portfolio

An online or digital portfolio is essential and is especially important for artists who need to present video or audio samples of their work. Having an online portfolio is an important way to promote yourself and demonstrate your capabilities. You can create your own website or utilize sites that allow you to build an online portfolio. **See the following page for suggestions.**

Physical Portfolio

Although it is essential for artists to have an online portfolio, you will also want to have physical copies of your work to bring to an interview or meeting. Include your name and contact info on the back of each individual piece as well as on the portfolio itself. Keep things relatively consistent and standard in terms of size. The overall portfolio should be no larger than 20" x 30" or it may become difficult to handle. Remember, keep your portfolio neat, consistent, and reflective of your best work. Organize the content by theme and relevance, making it easier for you to talk about.



ONLINE PORTFOLIO RESOURCES



*Most of the resources below have a free version and some also have an upgraded fee-based membership.
Always read the terms/policies of a site before you create an account and upload your work.*

www.behance.net: Platform for creative professionals. Has a simple-to-use editor where you can create projects that incorporate text, image, video, and audio; as well as embed media from other sites.

www.coroflot.com: Create your art portfolio in minutes. There is no upload limit, so you can share as much work as you would like.

www.carbonmade.com: Display and manage your portfolio online using an easy set of management tools.

www.wix.com: Create a free website that looks and functions the way you want. Includes an online editor with a drag & drop interface that lets you learn how to make a website without the need to know code or web programming.

www.tumblr.com: Share text, links, photos, quotes, music, and videos - from your phone, desktop, and more.

www.blogger.com: Create a blog. Easy to post text, photos, and videos. Unlimited flexibility to personalize your blog with themes, gadgets and more.

www.flickr.com: Online photo management/sharing application. Organize photos and video, and customize availability.

www.deviantart.com: Share and sell artwork, start your art collection and track your favorite artists.

www.issuu.com: Digital publishing platform where you can upload/showcase your publications as digital editions.

www.arenana.com: Combine images, links, files, and texts into collections (using the term channels). Use it collaboratively, publicly, or privately.

www.cargocollective.com: Offers free-standing websites; a variety of customizable design templates, tools to control the way content is displayed, and a unique user interface built entirely around the work itself.

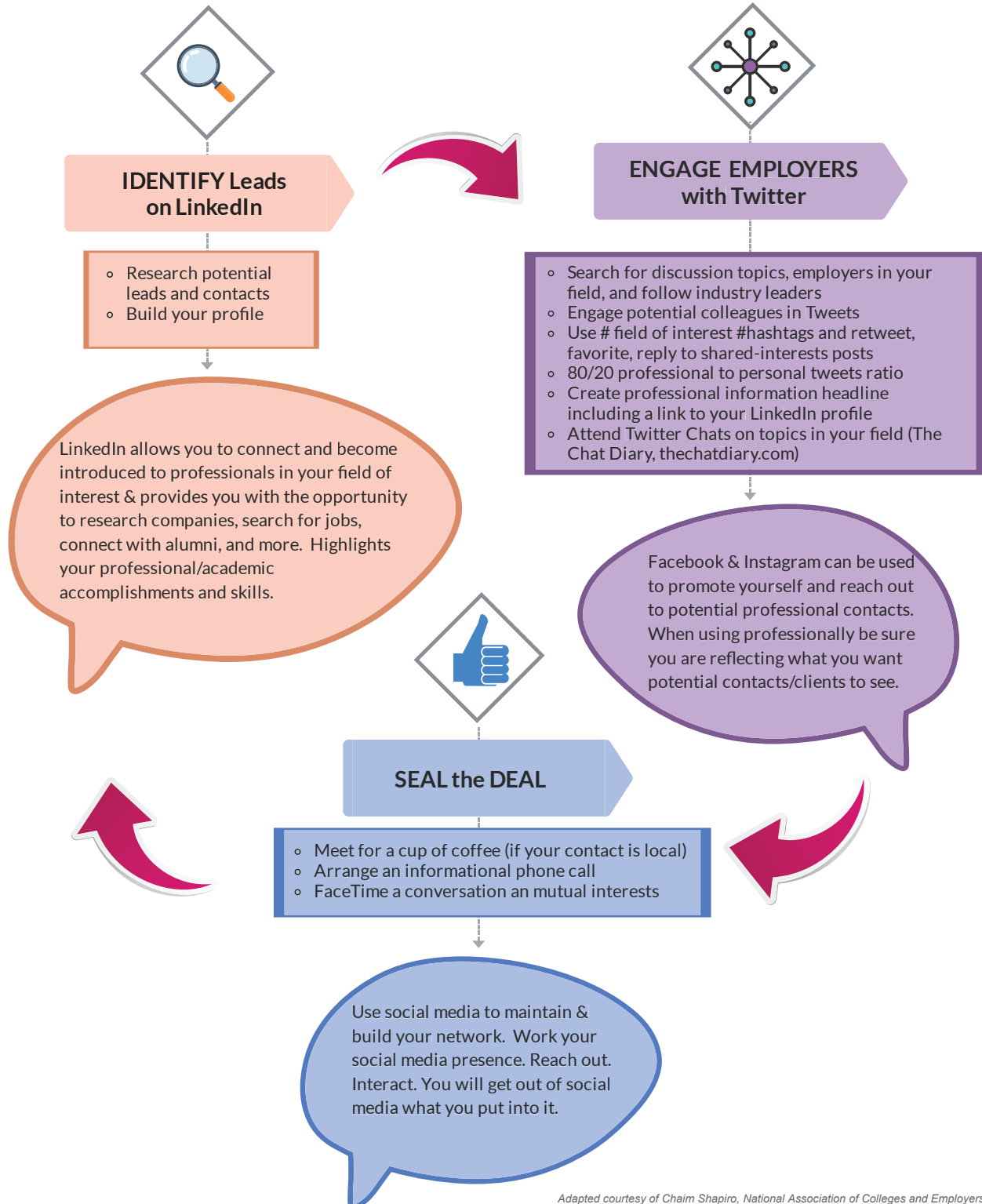
www.vimeo.com: Video sharing site where you can upload and share HD and 4k videos.

www.etsy.com: Online marketplace for buying and selling all things handmade. Sign up for free and pay small fees for listing, transaction and payment processing.

www.pinterest.com: A tool for you to show your work and what inspires you as an artist.

Social Media Marketing

On-line networking allows you to make connections and effectively market your skills and talents with a consistent message to potential contacts. Social & professional networking sites are an essential resources in the job search.



Your Professional Presence Online

Employers are searching for their candidates online and through social media. *Why?* They want to learn more about potential candidates and see what influence (both positive and negative) your online presence has on their decision to hire you. ***Here are some tips:***

Search for Yourself Online

“Google” yourself and see what comes up. It is important to know what others see when they search for you.

What Does Your Online Presence Show

Does it show a negative view of you such as drinking/drugs, inappropriate photos, or bad mouthing a previous employer OR does it show your professional experience, skills and interests?

Your Online Presence *Should* Show

How do you present yourself professionally and spotlight your interests, talents and skills that an employer or a networking contact would be interested in? It is a tool to promote what you have to offer.

Stay Up-to-Date

If you have a professional website, online portfolio, blog or social media page be sure it is current and representing you in the way you want employers to see you.

Know What Your Industry Wants

For some industries having an online/social media presence is a necessity for being considered for a job.

Tips for Building Your Online Network

Connect

When you meet someone in your day-to-day life, connect with them online. This is a good way for them to know you online and shows that you are interested in keeping in contact.

Attract

Get (or keep) people interested in you by getting involved in existing conversations or discussions. You’ll find that if you are contributing (and not just self-promoting), you’ll be welcomed with open arms.

Shift Your Focus

Shift your focus from ‘Getting’ to ‘Giving’. If someone shares your content or mentions you online – do the same for them! Start with a simple ‘Thank you’ and be sure to follow back so you can find the opportunity to reciprocate. Seek out opportunities to answer questions and help out – you’ll be remembered for it down the road.

Consistency

Nothing’s genuine if it isn’t consistent. It is not a good idea to just ‘pop in’ when it’s convenient for you. Being online, doesn’t hide the phonies; trust-based relationships are only built through regular, consistent effort.

www.socialmediatoday.com/content/social-networking-beginners-tips-building-your-online-network

Career Development Center

Purchase College

State University of New York

735 Anderson Hill Road

Purchase, NY 10577

Student Services Building, 2nd Floor

Phone: 914-251-6370 Fax: 914-251-7802

career.development@purchase.edu

www.purchase.edu/careerdevelopment