

Resume Tips for an Advertising Job

The advertising industry is always growing, so everything in your resume should be tailored in such a way as to sell yourself to a prospective employer, especially if you are applying for a specific advertising job. Reading the job description for a specific advertising position will help you relate your relevant experience and place emphasis on those abilities. As you draft your resume, focus on the skills and qualifications the company is looking for. If you have limited experience, you can focus on your education. Talk about the projects you completed while you were in school. Keep in mind that employers want to see diversity, so include anything that will set you apart from the competition. But don't clutter important information to fill space. You should try to make your resume fit onto one page by experimenting with spacing and font sizes. A two-page resume should be reserved for individuals with extensive work experience in the industry. That said, employers like to see volunteer work experience with community organizations because it gives them a clearer picture of your capabilities and who you are.

There are a few things you want to keep in mind as you are writing a resume for the advertising industry. This is an industry that is always growing, and no matter where you start, there is room for improvement. Therefore, there are going to be a variety of job opportunities available. You want to be sure that the resume you are supplying is one that is uniquely yours, and while you may be applying for the same position as many other competitors, your resume should stand out to the people who are going to be asking you for an interview.

Within the advertising industry, like all others, the resume should be what highlights the skills and experience you've had within the field. It should be a way to sell yourself to the employer. You want to convince them that you're the best one for the job. Carefully go over each sentence on the resume so that it is easily readable by the potential employer. Everything on your resume can be tailored to a specific advertising job.

Your relevant experience should be emphasized. Be sure to read the description of the job for which you are applying and include the skills and qualifications you possess that the company is looking for. These skills may have been acquired in previous positions, even those that are unrelated to the advertising field. If this is the case, do not hesitate to include this in your work history.

If you don't have a lot of experience, or if you have just graduated, you can focus instead on the education you've had. If you have a degree in advertising of any sort, the employers are going to want to see this, where you earned the degree, and what you have done with it. Be sure to talk about projects you completed while you were in school, and by all means if you did an internship, that should be included as well.

Keep in mind that employers want to see diversity, so don't hesitate to include anything that will set you apart from the competition. If you have experiences that might qualify you for an advertising job, you should go ahead and add these into your resume. You never know what employers might think about them, and more experience and education won't hurt you – they could even help make your resume more memorable.

You should always try to make your resume fit onto one page, unless you have an extensive work history, in which case two pages may be used. However, for the jobs that you know have competition from a lot of other entry level applicants, keep your resume down to one page because the potential employer will only have time to briefly scan it anyway.

There are other sections you may opt to include in your resume if you feel they will give a better idea of what you have to offer. All employers like to see any volunteer work you've done. Community organizations you have been involved in may also give the potential employer a clearer picture of your capabilities. However, you also don't want to clutter your resume with redundant or unnecessary segments. Whether you choose to include something or not is up to you.

All of this will help to increase the chances that you will be the one getting asked for the interview. Then, once you wow the interviewer, you're on track to get the job. For now, your main objective should be writing that perfect resume that will get you on to that crucial next step – the interview!