

# STEVEN JACOBS

## PROFESSIONAL TITLE

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 Boston, MA

 www.linkedin.com/steve

 stevejacobs.com

### SUMMARY

Your summary goes here. It's the **last stage in the resume writing process**, so pick it up in the end. Focus more on what value you can provide, instead of what you are looking for. Limit it to 2-3 lines max.

### KEY SKILLS

Market Research

Social Media Strategy

Social Media Analytics • Social Media Content Creation & Curation

Marketing Collateral

Keyword Research

Search Engine Optimization

Client Servicing

Blog Writing

Digital Marketing

Website Content Proofreading

Content Management & Editing

### TECHNICAL SKILLS

Languages: VB6, SQL, Web Services - C#, C, C++, Java, Perl

- Operating Systems : Windows (XP, NT, 3.1x, 4.0, 2000, 2003) and UNIX

- Databases: MS SQL Server (2008, 2005, 2000, 7.0, 6.5, 6.0), MS Access, FoxPro, ODBC, DB2

- Reporting: Crystal Report, SQL Server 2005 Reporting Services (SSRS)

### INTERNSHIPS

Enter official designation as per company records

Sep '18 - Nov '18

Enter company name | Enter location (with state)

Enter a one-line description of the company where you were working, with figures around revenue, geographic presence, no. of clients, etc.

Some rules will apply as discussed above

### PROFESSIONAL EXPERIENCE

Enter the official designation as per company records

Jun '19 - Sep '19

Enter company name in full | Enter location (with state)

Enter a one-line description of the company where you were working, with figures around revenue, geographic presence, no. of clients, etc.

- Use one-liner points to present the details of your internship/part-time/professional experience
- Remove the section heading as **Relevant Experience** (if you want to show all your roles - Internships, part-time, volunteering, etc. - in one section).
- Bold** keywords and phrases where you would like to draw the recruiter's attention.
- Use action verbs to start off your points, and achievement figures (bold/underline) figures will work as well to demonstrate the extent of your contributions.
- It's the **first step in the resume writing process**. Start off with updating this section first. Based on the keywords and functions you bold, accordingly update the Skills section. Based on that, update your summary. Make sure only those functions are mentioned in the Summary/Skills which have been substantiated in this section.
- Instead of writing all your one-liner points together, group similar points under unique subheadings as shown below:

#### Social Media Marketing

- Conducted research on industry trends & wrote compelling content for social media posts; created 5+ posts daily
- Tracked social media analytics via Hootsuite & other tools, and reported results & new ideas to our marketing team
- Created content to be shared by 20+ influencers on Instagram, Facebook, and blog accounts to increase traffic by 33%

#### Content Management

- Liaised with the Editorial team of 25 to manage social media content & community, while coordinating with 30+ freelancers
  - Increased Instagram & Facebook followers by 20% and 25% respectively in 3 months
- Coordinated with the Design team to create platform-specific social media assets such as flyers, ads, videos, GIFs, etc.
- Received 2 million+ likes on 20+ posts on Facebook, Twitter, and Instagram

### EDUCATION

Enter your official degree (with major)

Jun '12 - May '15

## Resume Template Compare

**Kim Marino**

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