

# STEVEN JACOBS

## PROFESSIONAL TITLE

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## 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.x- 4.0 2000 2003) and UNIX
- **Databases**: MS SQL Server (2008, 2005, 2000, 7.0, 6.5, 6.0), MS Access, FoxPro, DTS, 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
- Rename 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 (ballpark/appx 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

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Action-getting Resumes for Today's Jobs Gary Turbak,1983 After explaining the basic method of building a resume it continues with a chapter on cover letters followed by a large selection of sample resumes      **Career Planning and Job Hunting for Today's Student** Edmond Billingsley,1978 Monograph on career planning and job searching techniques for students in the USA covers aptitude testing identification of skills and potential employers interview preparation determining the labour demand of an organization contact and follow up      **CVs In A Week** David McWhir,2012-07-13 The ability to write the perfect CV for a job is crucial to anyone who wants to advance their career Written by David McWhir a leading expert on CVs as both a recruiter and a coach for candidates this book quickly teaches you the insider secrets you need to know to in order write the CV that will get you the job you want The highly motivational in a week structure of the book provides seven straightforward chapters explaining the key points and at the end there are optional questions to ensure you have taken it all in There are also cartoons and diagrams throughout to help make this book a more enjoyable and effective learning experience So what are you waiting for Let this book put you on the fast track to success      Winning Resumes Matthew Greene,1994 You want the job but how do you get your resume to stand out from the hundreds of others employers usually get Writing the old type of basic resume just doesn t cut it anymore It s too vague too bland and too lackluster It won t sell you Written by a personal expert this remarkably effective guide shows you how to turn your resume into a mini sales presentation that grabs immediate attention because it offers your best selling points Whether you are a recent college grad or a midlife career changer you ll learn how to get a jump on other job applicants with this strategy packed book that is complete with sample resumes tips on format style and words phrases and sentences that sell There s so much you can copy or adapt      *Railway Age* ,1883      **Good words, ed. by N. Macleod** Norman Macleod,1871      **Electronic Resumes & Online Networking** Rebecca Smith,1999 Smith shows how to use the Internet to conduct a better job search in this complete up to date resource guide that reveals where the jobs are how to make resumes available around the clock and how to inform the right people about one s job skills      **The Railway Conductor** ,1900      *Engineering and Mining Journal* ,1879      **Career Planning Today** C. Randall Powell,1981      Investors Chronicle and Money Market Review ,1889      **Railway News, Finance and Joint-stock Companies' Journal** ,1886      *Military Justice* United States. Department of the Army,1996      *Graduating Engineer & Computer Careers* ,2001      *Congressional Record* ,1888      High Impact Resumes and Letters Ronald Louis Krannich,William J. Banis,2006-04-07 More than a resume guide this unique book analyzes today s job market includes self assessment exercises outlines the net working process includes distribution and follow up strategies and addresses 107 key questions      *Concordant Version* ,1926      **Editor & Publisher** ,1956 Special features such as syndicate directories yearbook numbers annual newspaper lineage tabulations etc appear as separately pagged sections of regular issues      **Electronic Resume Revolution** Joyce Lain Kennedy,Thomas J. Morrow,1994 Answers

such questions about writing resumes as Electronics is in Is paper out What are the keywords at the center of the new resume Now that computers read and evaluate resumes is it still useful to personalize mine How do I perform my resume in front of a video camera      **Kempe's Engineers Year-book** ,2002

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