

RESUME TIPS

1. A RESUME is your one-of-a-kind, professional summary you will build upon your whole life. Employers read it to evaluate your **EXPERIENCES, SKILLS** and **ACHIEVEMENTS**. The primary goal of your document is to communicate why you are qualified for the position you are seeking.

2. BRAINSTORM your vast experiences. Focus on those most relevant to the position: work, internships, practicum, academic, research, project-based, extra-curricular and leadership-based. **RECENT, RELEVANT, SIGNIFICANT:** Think about your responsibilities; think about skills gained and utilized. Leave no stone unturned.

3. FORMAT makes all the difference. Craft a one-page document unless you are a PhD student or exceed five years of professional work experience. Assume a **CLEAN, CONSISTENT** look. Don't use templates; 10 – 12 point font; 0.5" – 1" margins all around. This is *not* the avenue to show creativity.

4. CONTENT is key. Use action verbs to grab the reader's attention. Avoid passive language, such as "duties include". **QUANTIFY** and **QUALIFY** your experiences to convey the complexity of tasks. Author accomplishment statements that demonstrate the **RESULTS** of your labor. This is a marketing tool.

5. CATEGORIES organize your content. Three to five is the norm: **EDUCATION** (at top), **WORK EXPERIENCE, LEADERSHIP, SKILLS**. You will list your experiences in each category in reverse chronological order. Within each job, you will author 3 – 5 relevant bullets in descending order of importance. Consider beginning with a **SCOPING** sentence: your 10,000 foot view of your role.

**TURN THE PAGE FOR A
MASTERS RESUME SAMPLE**

For more information seek our complete Tammy Trojan guide on our website or Pricenet



Tammy Trojan

Santa Monica, CA | (622) 333-2666 | TTrojan@usc.edu | [linkedin.com/in/ttrojan](https://www.linkedin.com/in/ttrojan)

EDUCATION

- University of Southern California, Sol Price School of Public Policy** Los Angeles, CA
Master of Public Administration | GPA: 3.8/4.0 May 2018
- *Leadership:* President, Graduate Policy & Administration Community | Lead Fundraiser, Graduate Internship Fund
 - *Honors:* Pi Alpha Alpha Honor Society; Dean's Merit Scholarship
- University of California, Berkeley** Berkeley, CA
Bachelor of Arts, Double Major: Global and International Studies, Asian American Studies June 2011

PROFESSIONAL EXPERIENCE

- The Wonderful Company** Los Angeles, CA
Philanthropy Intern April 2017 – November 2017

Responsible for foundation operations and supported community grants programs and employee engagement initiatives.

- Managed over \$4M+ in monthly giving and the full life-cycle of funding requests from initial inquiry to distribution of payment checks for the Resnick Foundation, Resnick Family Foundation, and The Wonderful Company Foundation.
- Composed executive memos identifying potential nonprofit partners and program models for philanthropic initiatives.
- Developed strategies to increase participation for employee benefit programs such as workplace giving and health and wellness, and lunchtime activities.

- USC Civic Engagement** Los Angeles, CA
Communications Intern October 2017 – December 2017

Crafted six-week e-mail fundraising campaign to successfully reach \$1.5M goal for the USC Good Neighbors Campaign.

- Prepared a strategic communications plan identifying messaging themes, execution timelines, and audience projections for the upcoming campaign cycle.
- Analyzed and segmented donor data based on giving trends to personalize campaign messaging and tactics.

- L.A. Care Health Plan** Los Angeles, CA
Marketing Specialist September 2013 – July 2016

Planned, developed, and executed strategic marketing initiatives for the Medi-Cal and Medicare programs, increasing program awareness and membership.

- Launched direct mail and outdoor advertising campaigns, increasing membership growth by 75%
- Managed budget of \$750,000+ for advertising agency fees, external vendors, and translation services.
- Researched healthcare policies and analyzed census data to determine high density areas of Medi-Cal and Medicare eligible individuals. Collaborated with director to match results with sales territories to shape the development and design of targeted marketing initiatives.

- Care1st Health Plan** Monterey Park, CA
Sales and Marketing Coordinator April 2013 – August 2013
Administrative Assistant January 2012 – March 2013

Worked directly under C-level executives to provide administrative support such as preparing high-level communications, acting as a liaison for various departments, and project management.

- Facilitated company-wide donations totaling over \$20,000 for ABC7's Feed SoCal hunger initiative.
- Analyzed membership data to calculate projections and draft Request for Proposals for marketing materials production.
- Initiated a department wide audit of all marketing general ledger accounts resulting in improved accounting processes.

LEADERSHIP

- USC Sol Price Graduate Policy and Administration Community (GPAC)** Los Angeles, CA
President May 2017 – Present

Managed a board of nine individuals to create 25 educational, professional development and social programs

- Oversaw a \$20,000 budget, including setting a goal with the finance chair to add an additional \$1,000 to the organization bank account. Surpassed the goal and added \$2,000.
- Fundraised and distributed the Graduate Student Internship Fund in collaboration with the Price Alumni Association; sat on the selection committee for fund recipients.

SKILLS & INTERESTS

- Computer: Microsoft Office, Canva, MailChimp, CyberGrants, ACT!, Basic Adobe Creative Suite
- Volunteer: CareHarbor, Coalition for Responsible Community Development, Baby2Baby
- Languages: Cantonese Chinese (conversational)
- Interests: Food Network, Digital Photography, Botanical Gardens