

ARTS, COMMUNICATION, MEDIA & DESIGN TEMPLATE

Sammy Spartan

Greensboro, NC | 336-123-4567 | sspartan@gmail.com | LinkedIn: ADD LINK HERE | Portfolio: ADD LINK HERE (Optional)

EDUCATION

UNC Greensboro

Greensboro, NC

Bachelor of Arts in Communication Studies; Minor: Public Relations

May 2028

GPA: 3.57

Honors: Dean's List (Spring 2026), Lloyd International Honors College (Fall 2025 – Present), Chancellor's List (Fall 2025)

PROJECTS & CREATIVE WORK

Campus Social Media Campaign Project

August 2025 – December 2025

- **FOR ALL SECTIONS:** Include 2–4 bullet points that highlight your creative contributions, responsibilities, skills, and results. Begin each bullet point with a strong action verb and focus on the pro you created, supported, or contributed to. Use past tense for experiences you no longer hold and present tense for current roles. When possible, include details such as project scope, audience reach, tools used, or measurable outcomes to demonstrate the impact of your work.
- Developed digital graphics and short-form content using Canva while incorporating brand guidelines and visual storytelling principles
- Crafted sample captions and social media messaging tailored to Instagram, LinkedIn, and TikTok audiences
- Presented a cohesive campaign strategy outlining content concepts, messaging, and communication goals for peer and instructor feedback

RELEVANT EXPERIENCE

University Communications, UNCG

Greensboro, NC

Communications & Media Assistant

August 2025 – Present

- Create and edit digital content for university social media platforms, including Instagram, LinkedIn, and TikTok
- Design flyers, promotional graphics, and digital assets using Canva and Adobe Creative Suite
- Collaborate with communications staff to ensure consistency in tone, design, and branding across platforms
- Develop captions, announcements, and newsletter content to communicate campus updates, initiatives, and events to university audiences

BrightWave Creative Agency

Greensboro, NC

Social Media & Marketing Intern

May 2025 – August 2025

- Created and scheduled social media content for client platforms, including Instagram, LinkedIn, and TikTok, to support brand visibility and audience engagement
- Developed digital marketing materials, including graphics, promotional content, and campaign assets using Canva and Adobe Express
- Analyzed social media performance metrics and engagement trends to evaluate content effectiveness and inform future marketing strategies

LEADERSHIP & INVOLVEMENT (If you have relevant professional, internship, or work experience, this section may be condensed.)

Cosplay Club, UNCG

Greensboro, NC

Member

January 2026 – Present

- Collaborate with club members to plan and participate in meetings, events, and activities that support student engagement and community building
- Contribute creative ideas and feedback during club discussions to enhance member experiences and event programming

Make-A-Wish Foundation

Greensboro, NC

Volunteer

August 2025 – December 2025

- Supported fundraising initiatives, generating \$5,000 in donations to help grant wishes for children facing critical illness
- Engaged with community members, donors, and volunteers to promote organization's mission and strengthen public outreach

ARTS, COMMUNICATION, MEDIA & DESIGN TEMPLATE

ADDITIONAL SKILLS

Computer Skills: Microsoft Office, including Word, PowerPoint, and Excel

Language Skills: Fluent Spanish

KEY REMINDERS:

- Be sure to spell out the full name of the university the first time it appears and include the abbreviation in parentheses. List your major, GPA (if 3.0 or higher), expected graduation date, and any academic honors or awards. The Education section is one of the most important parts of your resume because it helps employers quickly determine whether you meet position requirements related to your major, academic standing, and class year. Your expected graduation date is especially important, as employers often use it to identify candidates for internships, creative roles, student leadership programs, and entry-level opportunities in communication, media, and design fields.
- **Relevant coursework** helps demonstrate the knowledge and skills you have developed in the classroom. Consider including this section if you have limited professional experience or are looking for additional ways to showcase your qualifications and preparation for roles in communication, media, marketing, public relations, or design.
- **Relevant experience** can include internships, on-campus jobs, part-time or seasonal positions, freelance work, and leadership roles that are directly related to your major or demonstrate transferable skills relevant to Arts, Communication, Media & Design.
- **Relevant projects** can enhance your resume by showing applied creative and communication skills, especially if you do not yet have internships or professional experience. They can also be included even if you do, as they highlight your abilities in areas such as digital storytelling, branding, design, collaboration, problem-solving, and communication strategy.
- **Campus involvement** demonstrates leadership, creativity, and time management skills as you balance academic responsibilities with extracurricular activities. If your clubs and organizations are directly related to communication, media production, design, or storytelling, this can make you even more marketable to employers and recruiters in creative industries.
- **Key skills** should ultimately be determined by the job you are applying for. Therefore, it is important to carefully review the job description before applying. For example, if an organization is looking for a candidate with strong communication skills, creativity, and attention to detail, you should highlight those skills on your resume. The strongest resumes demonstrate these skills through experience and project bullet points, not just in the Skills section.

PRO TIPS:

- Proofread your resume carefully for spelling, grammar, and formatting errors before submitting it to employers
- Font: Times New Roman or Arial Narrow, size 10–12
- Your resume should be **ONE PAGE**
- For Relevant Coursework, list the title rather than the course code
 - Incorrect: COM 210
 - Correct: Digital Media and Society
- List Relevant Experience and Relevant Projects in reverse chronological order (most recent to least recent)
- Each experience entry should include 2–4 bullet points describing your tasks, actions, and outcomes when applicable
- Use numbers whenever possible to strengthen your bullet points (engagement, attendance, reach, projects completed, etc.)
- Be as descriptive as possible. Recruiters review your resume before speaking with you
- Do not use pronouns (I, my, me)
- Use consistent formatting (spacing, alignment, and bullet style throughout your resume)

ARTS, COMMUNICATION, MEDIA & DESIGN TEMPLATE

- Tailor your resume to each job description by highlighting the most relevant creative, communication, and technical skills

*****This resume format is best suited for students pursuing careers in Arts, Communication, Media & Design-related fields. *****