

# RÉSUMÉS

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Planning 10 Nov 4, 2013

# What is a résumé?

- A résumé is a piece of **technical** writing intended for a particular audience for a particular purpose.
- For **WHOM** might a résumé intended for?
- **WHAT** is the purpose of the résumé?
- **WHEN** might one require a résumé?

# A résumé must be *PERSUASIVE*.

- A person writing a résumé is in want of something (job, scholarship, award etc.)
- You want to show that you are the **BEST** possible candidate.
- You must **SELL** yourself; **SHOW** why you are the ideal applicant
- HOW?
  - “packaging”

# It's you on paper...

- For most employers, the first impression they have is your résumé and cover letter.
- You want neat, eye-catching, concise information.
- Things to consider (the 3 “F’s”):
  - Function
  - Form
  - Effectiveness

# Function:

- The function is to inform the audience about you in order to accomplish something.
  - E.g. getting a job, getting into University, winning a scholarship or award and being selected for an internship.
- We state this purpose in our “objective”
  - Eg. Objective: *To work as a waiter at Rumors in order to save money for college, gain valuable customer service skills and further my love of gastronomy.*

# Form:

- Résumés are expected to look a certain way.
- They need to include the expected, specific information for e.g.
  - Name
  - Address
  - Contact info
  - Skills
  - Education
  - Work and volunteer experience
  - Special skills
  - Interests, awards, references...

# What kind of form depends on the kind of résumé.

- There are two main kinds of résumés: chronological and functional
- A **chronological** résumé lists things in order from the most recent (reverse chronological order)
  - Useful for when your most recent experience relates to the job and/or you show a pattern of growth and responsibility over time
- A **functional** résumé organizes your competencies and accomplishments into groups according to theme.
  - Useful for when your most recent experiences are unrelated to the job

# Form cont.

- Your function will determine your form.
- It needs to make sense.
  - A logical flow of information
  - Proper formatting: layout, whitespace.
  - Good grammar, punctuation, vocabulary



# (e)Effectiveness:

- For a résumé to be effective, it must demonstrate your knowledge of both function and form.
- An effective résumé:
  - Has a clear purpose
  - Is visually appealing
  - Includes ALL necessary information about the writer
  - Is grammatically correct
  - Uses powerful, concrete language
  - Is specific, not vague

# Modern résumés:

## ALEXANDRA EASLER

264 Mission Sky Drive • Atlanta, GA 29387 Home: 867-818-6881 Cell: 887-425-9102 Email: aeasler@gmail.com

### Profile

I've had a passion for photography since I was in first grade. 12 years ago I decided to make photography my profession.

I've been taking photographs since I was 5 years old and have been a professional photographer for the last 15 years. My clients have included some of New York City's top artists, art galleries, and museums and my work has been featured in many publications.

My experience includes historical documents, sculptures, flat works, still life and portraiture.

My expertise includes high-resolution digital photography, fine lighting techniques, accurate color reproduction, 35mm, large and medium format photography.

### Educational Background

BA, Fine Art, Virginia Commonwealth University, Richmond, VA  
Studied photography at Pratt Institute, Brooklyn, NY

1994 - 1997  
1997 - 1999

### My Experience

#### The Civil Studio, New York City

2004 - Present

##### Owner/Principle Photographer

Developed successful business as independent art photographer. Clients include major art galleries and fashion houses, and design publications including Saatchi Gallery, Dior, and Architectural Digest. Developed long-standing relationships and international recognition with clients in New York, London, and Paris.

- Shot exclusive exhibits for Saatchi Gallery for 10 years. Photographs were used in international marketing campaign focused on Southeast Asia, Europe, and South America.
- Photographed fashion models for over 40 fashion houses and designers including Diesel, Dior, Ralph Lauren, Yves Saint Laurent, and Marc Jacobs.
- Hired by Conde Nast Publications to manage a team of independent photographers over the course of 6 years for special edition shoots in Vogue, Epicurious, Teen Vogue, Architectural Digest, and Vanity Fair.

#### The Grey Principle Gallery, New York City

1999 - 2004

##### Managing Art Photographer

Hired as junior photographer and then promoted to full-time time as a result of critical acclaim for work and proven leadership. Handled model relations, photographed residential and textile art, and led team of freelance photographers in various commercial and event-related projects.

- Trained 12 freelance photographers in advanced studio lighting and digital color correction technologies.
- Retained 100% of firm's clients and grew new client base by 50%, contributing to firm's dramatic growth.

# ALEXANDRA. EASLER

Alexandra Easler

## - EXPERIENCE -

### 11. The Civil Studio, NYC

#### OWNER/PRINCIPLE PHOTOGRAPHER

2004-Present

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#### MANAGING ART PHOTOGRAPHER

1999-2004

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- Trained 12 freelance photographers in advanced

## EDUCATION

BACHELOR OF ART IN FINE ART  
VIRGINIA COMMONWEALTH UNIVERSITY  
RICHMOND, VA (1994 - 1997)

STUDIED PHOTOGRAPHY AT PRATT INSTITUTE,  
VIRGINIA COMMONWEALTH UNIVERSITY  
BRIDGEWATER, NJ (1997 - 1999)

## SKILLS

MY EXPERTISE INCLUDES HIGH-RESOLUTION DIGITAL PHOTOGRAPHY, FINE LIGHTING TECHNIQUES, ACCURATE COLOR REPRODUCTION, 35MM, LARGE AND MEDIUM FORMAT PHOTOGRAPHY.

EXPERIENCE WITH THE FOLLOWING SOFTWARE:  
Microsoft Office Suite, Quickbooks,  
Adobe Creative Suite, Adobe Lightroom  
Basic HTML, Basic CSS

## PROFILE:

I've had a passion for photography since I was in first grade. 12 years ago I decided to make photography my profession.

# Modern résumés cont.

- Prezis = “prezume”
- Include QR codes
- Websites

