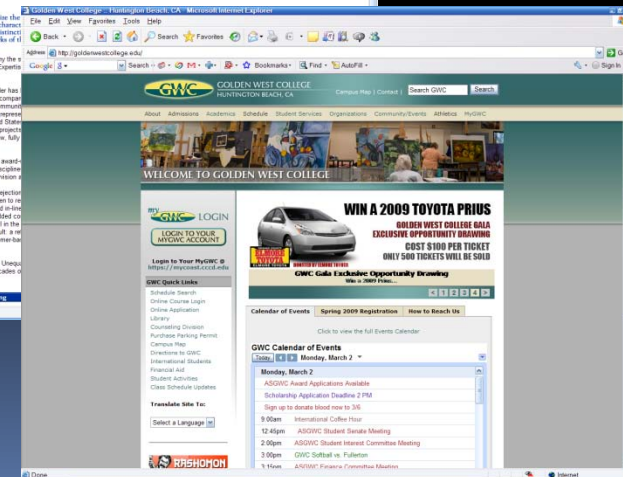
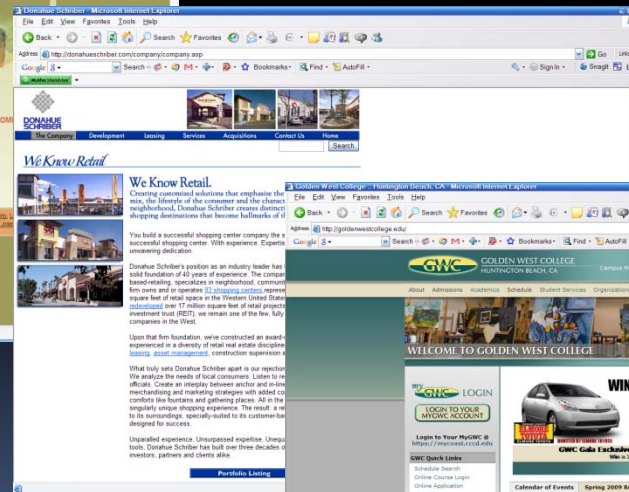
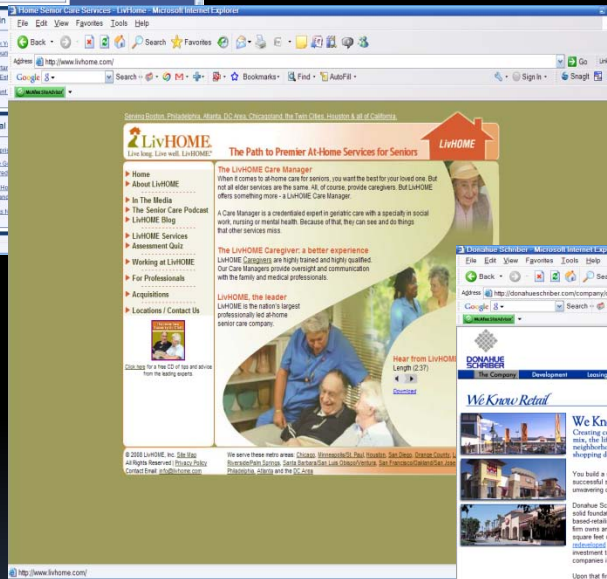
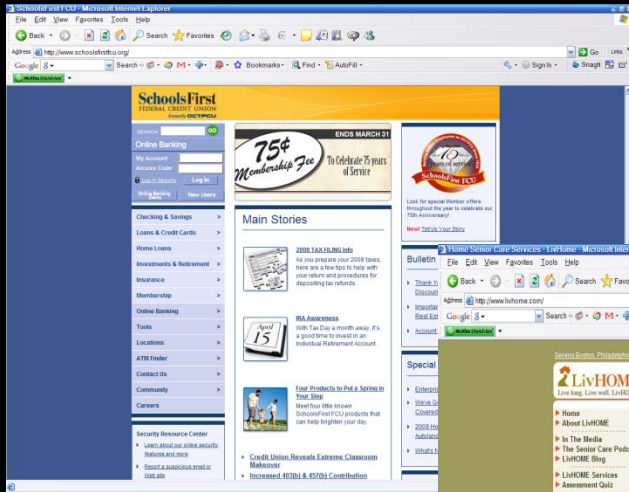




Updated by:
Rick Smith, CWDP, GCDF
Director, Career Development
Jones College

MARKETING ON THE INTERNET WEB PAGE RESUMES

Web Presence Everywhere



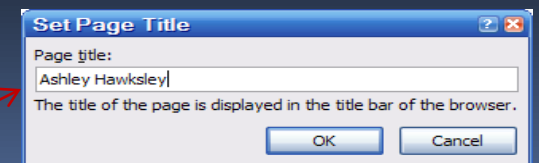
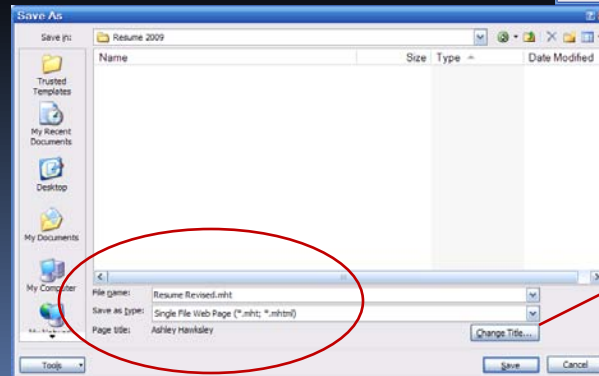
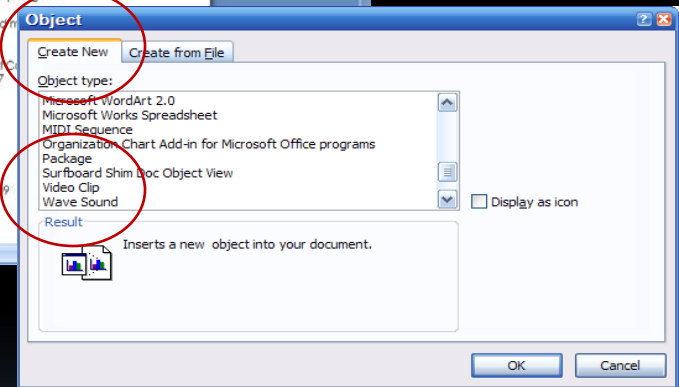
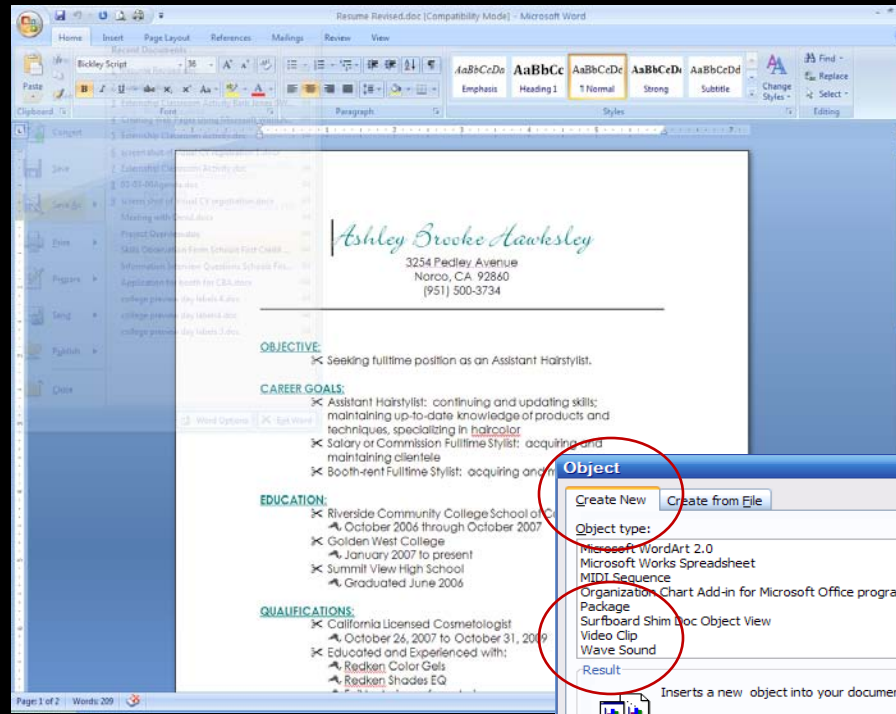
Creating a Resume

- What is the first thing that comes to mind when you hear “resume”?
- For many job applicants, creating a resume is a challenging experience.
 - How can I possibly convey all my experience in one or two pages?
 - Which words will make my resume stand out so that it even seen by the right people.
- Do recruiters have the time to review a “mile-high” stack of resumes?
- Can I present my resume along with video, animation, sound, and graphics highlighting my accomplishments?

Yes!

Saving a Word document as a Web Page

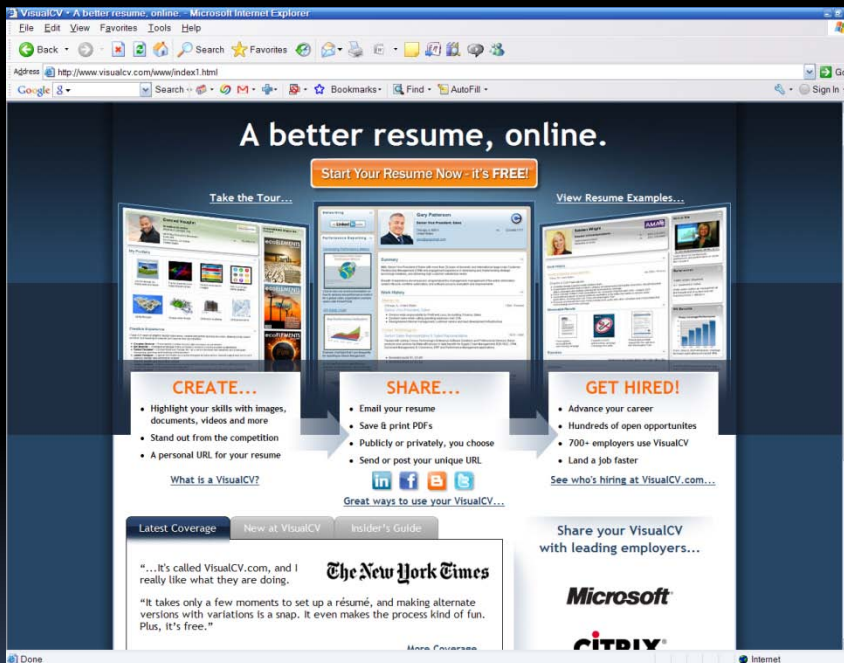
1. Create your resume and tailor your content and order to the specific job you are applying for.
2. Insert Video Clips, Photos, Sound, etc. to enhance your resume.
3. Save As...Single File Web Page
4. Change Title
5. Post to College Placement Office/Career Office Web Site or own Web Site.



Curriculum Vitae.

VisualCV is a website that allows you to create a FREE Internet-based resume, and allows you to securely share your information with recruiters, professionals, customers, and employers.

- **Stand out from the crowd**
 - Enhance your traditional resume using multi-media tools:
 - Video, audio, images
 - Graphs and Charts
 - Work samples, presentations, and references
- **Share your VisualCV your way**
 - Publicly or Privately, you choose
 - Email your resume
 - Save and print your PDFs
 - Send or post your unique URL
- **Find a job**
 - Hundreds of employers are **seeking employees** at VisualCV.com
 - Choose **what jobs**, employers, or recruiters you wish to pursue
 - Post a link to your VisualCV on job sites, send a link to employers, recruiters and colleagues during your job search



VisualCV.com

Add and manage work samples, images, videos, diplomas, certificates, and other details that will enrich your resume.

Kristen Wright
 Sample PR Media Professional
 2450 Richmond Street
 Alexandria, VA 22307
 Home: (111) 222-0000
 Mobile: (444) 995-6666

Work History
American Medical Association (A.M.A.)
 Director of Communications
 • Currently manage 8 person-media relations team.
 • Responsible for entire media relations strategy, including media training the physicians, managing public affairs campaigns and strategic planning for elected press coverage.
 • Press coverage of A.M.A. on major public affairs has increased 50% from April 2004 - August 2007 public affairs, including New York Times and Washington Post.
 • Produced and directed Democratic Healthcare Initiative public education campaign and implemented the media strategy around the campaign.
 • Recent public affairs campaign (pre-existing campaign aimed at youth) was an ADOY award.

U.S. Department of Justice
 Press Secretary
 • Handled press inquiries on DOJ media relations team.
 • Set up over 150 interviews.
 • LARRY KING LIVE
 • THE TODAY SHOW
 • GOOD MORNING AMERICA
 • Responsible for the media relations media relations.
 • Press coverage about "The Capital IQ"
 • Awarded "Young PR Pro" by The PR Society

Senior PR Relations (S.A.)
 Deputy Press Secretary
 Washington, DC, United States Jan 2000 - Sep 2001
 • Handled press inquiries on all issues for the Senator.
 • Scheduled interviews with major national networks, all of networks, and 160 radio stations.
 • Senator's quotes in major daily newspapers increased 24% from February 2000 - July 2001.
 • Produced public affairs program with Senator and guests for local radio stations to understand policy formulation.
 • Included media show with Senator to discuss relevant issues.

Georgetown University
 B.S., Communications & Nursing
 • GPA: 3.75
 • Dean's List all four years
 • Served as President of Communications Club 1999-1997
 • Awarded "Outstanding Achievement Award in Communications," 1999

Callout Boxes:
 - "Use optional video to demonstrate your presentation skills or on-camera appearances." (points to video player)
 - "Embedded charts, documents and links to published work showcase your samples and achievements." (points to bar chart)
 - "Informational pop-ups provide data about employers and educational institutions." (points to U.S. Department of Justice pop-up)
 - "Images, charts, video, audio and documents build a multimedia profile to present professional qualifications in a compelling format." (points to various media items)

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The VisualCV Portfolio...
 One of the features that makes VisualCV so incredibly powerful is the Portfolio. Quickly and easily upload and store multimedia content and documents all in one place, then add those items to as many VisualCVs as desired.

Documents - Word, Excel, PowerPoint, PDF, SlideShare, plain-text

Images - JPG, GIF, PNG for charts, photos, graphics

Video

Audio

Hyperlinks

VisualCV Dashboard Portfolio Module

Select	Title	View	Edit
<input type="checkbox"/>	Rep. Aft Sessions - Letter of Recommendation	PDF	View Edit
<input type="checkbox"/>	PRWeb Magazine (Interview reprint)	PDF	View Edit
<input type="checkbox"/>	Young PR Professional of the Year '06 and certificate	PDF	View Edit


Buttons: Delete, Add to VisualCV

An Internet-based resume brings you, your skills and background to life with multi-media: keyword pop-ups, embedded documents, video and images.

Control Who Sees Your Resume

Control Privacy


- Public
- Controlled Sharing
- Offline



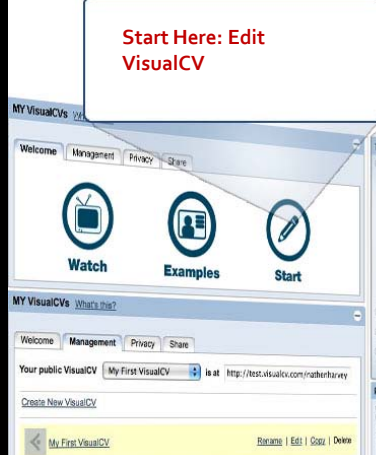
Public—Anyone can view your resume

Controlled—Must have your permission to see your resume

Offline Edit and update offline



Start Here: Edit VisualCV



TIPS & TRICKS (new)

Looking for some inspiration?

Looking for creative ideas for your VisualCV? Check out what other members are doing in the Example VisualCVs folder located on your Professionals page.

Do you really want everyone to know where you live?

PROMOTE YOUR VISUALCV

Download a VisualCV button for your blog and/or personal website.

Step 1: Select your VisualCV button

Personalized VisualCV button (with your headshot)

Standard VisualCV button (with your headshot)


ACCOUNT SETTINGS (new)

Sign Up for Account Settings: Select a category below to update your account settings.

VisualCV Document: Manage All Documents | Add New Document

VisualCV Document: My Public VisualCV (Offline)

Internet
Internet
Members
Private



VisualCV URL: <http://www.visualcv.com/sheryl>



Sheryl Lun

Honolulu, HI
United States

sheryl.v.lun@gmail.com

Interests

- Interior design
- Graphic design
- Hiking, snorkelling, bodyboarding
- Latin dance
- Photography
- Travelling

Printable CV

My Resume

Letter of Recommendation

Moana Events
Recommendation Letter

My Design Portfolio

I love to dabble with Adobe Photoshop on my free time. Additional work samples are available upon request.

Photoshop Portfolio



Turning one of my favorite actors into a vector image.



I created this banner for Modern Living Hawaii's company blog.

Hello and Welcome!

I am a recent graduate from the University of Hawaii at Manoa looking for a position in Event Planning. I realized I was interested in producing events while helping to host wine-bottling events at the winery I work at. I would be there to witness birthday parties, bridal showers, company meetings, and even a Tango night! I would get this tremendous feeling of satisfaction every time one of the bottling events was successfully executed and I realized I really wanted to be a part of these special occasions. This is my resume and portfolio.

I plan to utilize my energetic creativity, attention to detail, enthusiasm to learn, and effective communication to help your company produce stellar corporate and social events.

Please contact me with any opportunities available.

Writing Samples

Donation Letter



This is a donation letter I wrote on behalf of the Chairman of a Foundation asking for donations for an upcoming fundraising gala.

Green Corporate Events Article



I researched and wrote this article during an internship to be submitted to Hawaii Business Magazine. It was later summarized and featured in one of the issues.

Modern Luau Blog



This was a blog entry I wrote while I was at my event planning internship for the company blog.

Education

University of Hawaii at Manoa

<http://www.visualcv.com/sheryl>

Sheryl Lun

35 N. Kukui St. Apt 1612, Honolulu, HI 96817 • (808) 381-6466 • sheryl.v.lun@gmail.com
www.visualcv.com/sheryl



- Objective** To utilize energetic creativity, attention to detail, enthusiasm to learn, and effective communication to produce stellar corporate and social events in a challenging and engaging position.
- Education** **University of Hawaii at Manoa** Aug 2004 – May 2008
Bachelor of Business Administration Degree in Management
Chinese Minor
- Cumulative GPA: 3.8/4.0
 - Dean's List: Aug 2004 – May 2008
- Hong Kong University of Science and Technology** Sep 2007 – Dec 2007
Shidler College of Business International Exchange
- Attended Management and Financial courses with an International perspective.
 - Networked with local business owners and students.
- Experience** **Wine Maker, Wine the Experience** Aug 2004 - Present
- Gained extensive knowledge of the winemaking process and over 70 wine varieties.
 - Performed winemaking duties including stabilizing and filtering wines.
 - Provided friendly customer service and interacted with clients at wine-bottling events.
 - Trained and directed 5 new employees in standard procedures.
 - Successfully increased customer retention by creating and maintaining a customer database with over 5000 entries and e-mail marketing.
 - Pioneered in developing Excel spreadsheets, graphs and charts for expense/income analysis and budgeting and finance tracking to reduce overall operating costs by 13%.
- Intern, Moana Events** Jun 2008 – Sep 2008
- Worked side-by-side with event coordinator to meet clients, contact and book vendors, and set-up/breakdown for weddings and parties with 100+ guests.
 - Developed and maintained Excel spreadsheets for budgets, vendor lists, and timelines for a non-profit fundraiser with over 300 guests.
 - Did extensive research on pertinent event information including possible venues and vendors, themes, and decorations for weddings, birthday parties, and fundraisers.
 - Updated and maintained the company's lifestyle and event planning blog to increase web traffic, and wrote event planning articles for print and online media.
- Intern, Events International** Mar 2008 – May 2008
- Observed and assisted with set-up and breakdown of corporate events.
 - Researched vendors and venues for upcoming events.
- Computer Skills** **Hardware:** IBM PC, Macintosh
Software: Microsoft Office Suite, Adobe Dreamweaver, Adobe Photoshop CS3
Programming: HTML
WPM: Average 85
- Language Skills** **Fluent:** English, Cantonese, Mandarin
Read/Write: Japanese
- References** Available upon request



Summary

Digital resume allows you to display links to supporting files.

Include color, graphics, photos, and sound in your resume.

Enhance your strengths and showcase your knowledge, creativity, and skills.



YOU'RE HIRED!