

# FLASHPOINT CHICAGO

## A CAMPUS OF COLUMBIA COLLEGE HOLLYWOOD

### How to Write a Professional Summary

Writing a great professional summary is probably one of the toughest, but most important, parts of the entire résumé writing process. A professional summary is the first thing potential employers see, and it can determine whether they decide to read any further. This statement is a more effective substitute for the "Objectives" section of resumes from days gone by. The professional summary paints a picture of who you are and what makes you qualified for a position.

#### Why You Need a Great Résumé Summary Statement

Unlike an objective, which tells an employer what you hope to gain from a job, a summary statement emphasizes what you can offer a company. Think of it as your sales pitch. This statement should be approximately four to six lines highlighting your experience, achievements and characteristics that make you uniquely qualified for a position.

#### How to Make Your Summary Statement Stand Out

It's absolutely imperative that you tailor each and every summary statement to the particular job for which you're applying. Every position has its own set of requirements, and every company its own culture. Therefore, it just makes sense that the summary of your qualifications should speak to each one individually.

A great resume summary statement should catch the reader's attention right away. Be sure to include specifics about your unique achievements, as well as an overall picture of the characteristics you possess that differentiate you from the rest. Include details such as how many years of experience you possess, particular awards or goals you attained and specific skills or areas of expertise you bring to the table.

#### Who Should Use a Resume Summary Statement

While it's true that summary statements are an eye-catching selling point for any résumé, there are particular groups of job seekers for whom this kind of tool is particularly useful. People who are looking to change careers should definitely write a summary that showcases their transferable skills. These are the kinds of things you may have used on your last job that will benefit employers in your new career field. By showing potential employers what you've learned in past professions, you can avoid having your résumé tossed in the slush pile due to apparent lack of industry experience.

New grads should also be sure to craft a detailed résumé summary statement. By doing so, you'll be sure to show hiring agents the kinds of characteristics you possess that will benefit them, despite possible limited experience. Finally, those with a vast array of job experience will want to be certain to include a targeted summary for each position they apply. Include only your most relevant qualities in order to demonstrate how you can help this particular company with your past knowledge and experience.

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### Professional Summary Samples

#### **Social Media Marketing**

Social media expert with expertise in the creation and management of social media strategies and campaigns with extensive experience in the commercial use of multiple social media channels including Facebook, Twitter and Instagram; I build successful social strategies that increase brand awareness, promote customer engagement and ultimately drive web traffic and conversions. I bring a customer focused approach to online and social marketing.

#### **2D Animator**

Talented 2D animator experienced in the age-old art of hand drawing sequences to create the illusion of movement in media. Creative and innovative ready to use learned skill to enhance any production on the web, television, on the big screen or in video.

#### **Live Sound Engineer**

Highly detail-oriented and dedicated Live Sound Engineer with significant experience in sound production in jazz pop and electronic music. Able to adjust work pace to accommodate changing performance schedules and deadlines.

#### **Video Editor**

Remarkable experience with video editing and production. Familiarity with Final Cut Pro/2 editing platform and proficient with Final Cut Studio, Adobe Photoshop, Compressor, Motion, Soundtrack Pro, and After Effects. Expert at using video/sound/photo editing, encoding and optimization software and systems. Ability to capture, edit and archive video footage.

#### **Graphic Designer**

Creative and multitalented Graphic Designer with extensive experience in multimedia, marketing and print design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.