

Along with a resume, a professional portfolio is often required for those going into a creative field such as writing, advertising, graphic design, or computer programming. A portfolio highlights and showcases samples of your best work, along with life experiences, values, and achievements. It does not take the place of a resume, but it can accentuate your abilities and what you can offer in the chosen field.

This resume purposefully uses elements geared toward creative industries. Skills in Adobe Creative Cloud are highlighted in the creation of a logo.

Website shows portfolio of work – relevant for certain fields such as the arts, film, and design.

ANDREA O'BERT

aobert@email.com | 520.621.2588 | www.andreaobert.com

Collaborative Art History student with 3 years' experience in community service. Driven to impact non-profits by leveraging marketing strategies to grow sponsor participation.

EDUCATION

Bachelor of Arts in Art History | Minor in Spanish | anticipated graduation May 2019
University of Arizona, Tucson, Arizona | GPA: 3.8

WORK EXPERIENCE

Marketing Director | Tucson School of Photography, Tucson, Arizona | 2016 - Present

- Develop strategies using social media and call campaigns to market classes to potential clients
- Manage social media platforms and create appealing content to increase student engagement
- Coordinate class schedules and oversee correspondence for a population of 100+ students
- Provide additional instruction on equipment to increase student understanding of material

Photographer | Andrea O'Bert Photography, Tucson, Arizona | 2015 - Present

- Oversee complete photographic process for weddings and events with up to 250 attendees
- Consult with clients to understand vision and create action plans for portrait sessions and events
- Process and edit images using Adobe programs to exceed client expectations
- Manage scheduling and promotion of services to engage new clientele and grow brand

COMMUNITY SERVICE & LEADERSHIP

Volunteer Photographer | Youth On Their Own, Tucson, Arizona | 2016 - Present

- Provide photography services for an organization dedicated to serving underprivileged students
- Photograph students for senior portraits. Encourage a positive outlook on education and achievement
- Create promotional images to support marketing initiatives and draw potential sponsors

Blue Chip Leadership | University of Arizona, Tucson, Arizona | 2016 - Present

- Assist 15 students during first year transition and establish a community of support
- Build relationships with fellow leaders to grow network and enable opportunities for collaboration
- Develop leadership skills by analyzing problems and creating solutions in a hands-on environment

Volunteer | Southern Arizona Arts & Cultural Alliance, Tucson, Arizona | 2017

- Analyzed marketing issues and collaborated with a team to develop strategies within a limited budget
- Surveyed vendors and community members at arts events to determine how to better reach sponsors
- Created sample materials such as flyers, pamphlets, and slogans to support marketing efforts

SKILLS

- Adobe Photoshop, Adobe Lightroom, Adobe InDesign, Adobe Bridge
- DSLR cameras- photo and video functions | Studio lighting equipment and setup
- Bilingual: English & Spanish | Social Media marketing | Client relationships

The summary statement is tailored to a desired industry and focuses on key skills, like collaboration and leveraging marketing strategies, which are also clearly demonstrated in the experience section.

First bullet point helps clarify organization's mission.