



UNITED TALENT
AGENCY

Why is your online presence important?

35% of college admission officers say they check students' social media

-Kaplan Test Prep

42% said it was a negative
factor

-Kaplan Test Prep

47% said social media
positively impacted
application

-Kaplan Test Prep





3rd

Student Sample

Social Media Branding Specialist | Seeking Marketing Internship

The Highlander Newspaper • University of California, Riverside

Greater Los Angeles Area • 6 🌐

InMail

Connect

SAMPLE STUDENTA second year Business Administration undergraduate student at UC Riverside with an interest in marketing, advertising, and social media. Seeking a summer internship to apply my experience assisting... [See more](#)

Experience



Advertising Account Executive

The Highlander Newspaper

Oct 2011 – Present • 5 yrs 5 mos • UC Riverside

- Manage more than 100 clients and their advertising needs.
- Design advertising campaigns and marketing related plans utilizing AdPro software.
- Create and work with designers using Adobe software to develop effective advertisements.
- Raise approximately \$3,000 in advertising revenue each month.

See less ^



Advertising Intern

Young & Rubicam

Jun 2010 – Sep 2011 • 1 yr 4 mos • Irvine, CA

See description v

LinkedIn Profile Checklist

PHOTO: It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

HEADLINE: Tell people what you're excited about now and the cool things you want to do in the future.

SUMMARY: Describe what motivates you, what you're skilled at, and what's next.

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

HONORS & AWARDS: If you earned a prize in or out of school, don't be shy. Let the world know about it!

Amy Gomez
Gadget Lover and Aspiring Engineer
San Francisco Bay Area | Computer Software

Previous: Best Buy
Education: Archbishop Mitty High School

153 connections

www.linkedin.com/in/amygomez/ | Contact Info

Background

Summary

I live for tech. I'm always the first one in my school to know about the latest gadget or newest website. And while it may be a little geeky, that's my passion.

My dream is to go from someone who reads about the newest technology to the person who makes it! So I'm working hard to learn Java and Ruby. And then, someday, I plan to start my own tech company.

Experience

Repair Technician
Best Buy
June 2013 – August 2013 (3 months) | San Jose, CA

Worked 20 hours a week in the Service Department, fixing everything from laptops to iPhones. Received 5-star rating from 97% of customers.

Honors & Awards

California Scholarship Federation
Archbishop Mitty High School
May 2012

Received a scholarship from the California Scholarship Federation (CSF), the oldest such institution in the state. CSF grants scholarships to just 50 students across California each year, based on academics, community service, and citizenship.

PROJECTS: Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

COURSES: List the classes that show off the skills and interests you're most excited about.

SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

EDUCATION: Starting with high school, list all the educational experiences you've had - including summer programs.

RECOMMENDATIONS: Ask managers, teachers, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Projects

FIRST Robotics Competition

April 2013

Worked with my fellow Robotics Club members to build a functioning robot for the world's largest high school competition. By using artificial intelligence, our robot was able to cross a playing field on its own and score goals!

8 team members, including:

Amy Gomez
Gadget Lover and Aspiring Engineer

Ashley Reese
Robotics Club VP

Courses

Archbishop Mitty High School

- AP English Literature and Composition
- Statistics
- AP Physics C Electricity & Magnetism

Skills & Expertise

Most endorsed for...

- 12 Laptops
- 11 Customer Service
- 10 Troubleshooting
- 10 Computer Hardware
- 10 Windows 7

Organizations

Robotics Club

President

April 2012 – Present

Helped found and lead my school's first robotics club, including a trip to the Sacramento Regional for the FIRST Robotics Competition.

Volunteer Experience & Causes

Volunteer

Habitat for Humanity International

January 2013 | Disaster and Humanitarian Relief

Helped to build a new home for a refugee family from Somalia.



Education

Archbishop Mitty High School

2010 – 2014 (expected)

Recommendations

Received (1)

Repair Technician

Best Buy

David Lee
Manager, Service Department

Amy was one of the best summer workers I've ever had. She came in and figured out how to fix just about anything, no matter how tricky. And she always made our customers feel good about their experience, even if they were nervous about using technology. Highly recommended!

October 30, 2013, David managed Amy at Best Buy

UTA Mentoring Summer Checklist

- Build/Update your resume and cover letter
- Identify a fall/winter job or internship that you plan to apply for
- Assess your online presence using your social media checklist
- Build your LinkedIn profile