

How to write a resume

General information

- **Brevity** is key: Keep descriptions short and sweet. Your resume should not be longer than **one DIN A4 page** (a sample/template can be found at the bottom of this document).
- Highlight **key skills and experience**
- Resumes are **more anonymous** than a German CV and should not include:
 - a photo
 - your date/place of birth, nationality or marital status
 - signature or date
- **Your name, address, email address and telephone number** should be at the top of the page (ex. your name written in larger font with your contact information on one line below)
- **References optional**

Content and structure

1. **Executive summary** as your introduction and the first point:
 - short running text (just a few sentences)
 - includes your **motivation, soft skills/personal strengths, key skills** and possibly your professional goals.
2. Optional: List your **areas of expertise** as **keywords**: List your skills (focusing on the keywords used in the job listing; you may also highlight these words by using a different coloured font)
3. **Your experience in reverse chronological order** (most important part of your resume)
 - For each experience listed, include the dates (month, year)
 - Can be split into **professional experience** and **education**
 - List jobs, internships, secondary education, university studies, periods abroad, etc. Prioritize professional training and university studies – secondary education can be left out
 - **Job titles go in the first line**, company name in the second line
 - List your **duties** as bullet points (pick the duties that are most relevant for the job you are applying for). You can also list older positions and summarize duties from longer ago
 - Highlight your professional **successes** with facts and numbers
 - **Translate** professional qualifications and academic certificates/degrees (for example General Higher Education Entrance Qualification for 'allgemeine Hochschulreife'), consider focusing on academic background
4. **Additional Skills and Qualifications**
 - Two categories: **Educational information** and **other skills and expertise** (such as language or IT skills, interests or hobbies when relevant; references including name, company, position, phone number and email address can be provided). Carefully consider what makes sense to include.

Structure

- Typically small margins, single spacing
- Centre resume and section headings
- Highlight important aspects (such as job titles) with boldface or colour (pick a muted, professional tone)

Useful tips:

- Use the progressive form ('successfully developing marketing strategies') or the simple past form ('successfully developed marketing strategies')
- Use American English when applying to American companies
- Keep your resume to one page

JANE SMITH

Example Street 1 | 12345 Example Town | Germany | example@email.de | +49 171
1234567

Résumé

Executive Summary

Meritocratic Marketing Manager with 7+ years of professional experience in the retail sector. Offering in-depth expertise in online marketing with outstanding skills regarding the development of promising marketing campaigns. Forward-thinking strategist, familiar with all aspects of SEO, SEA and content creation. International experience and fluent language skills in German and English, coupled with intercultural competence.

Areas of Expertise

Online Marketing, Marketing Strategies, Search Engine Optimization, Content Creation, Marketing Controlling, Google Analytics, Conversion Rate Optimization

Professional Experience

- 07/2016-ongoing **Online Marketing Manager**
Example GmbH, Bochum in Germany
- Launching and monitoring strategic marketing campaigns
 - Conceptualizing and developing marketing research tools
 - Implementing technological SEO optimizations
- Key Achievements:
- Successfully expanded the market share
 - Increased online sales by 10%
- 01/2010-07/2016 **SEO Manager**
Example GmbH, Bochum in Germany
- Developing and implementing marketing strategies, focusing on affiliate marketing
- 05/2009-12/2015 Prior positions: Sales Executive, Customer Service Representative, Content Marketing Trainee, Intern in Social Media Marketing

Education

- 04/2013-04/2015 **Master of Arts in Marketing**
Saarland University, Saarbrücken in Germany
- 09/2014-12/2014 **Semester abroad**
University of Bristol, Bristol in England
- 04/2009-09/2012 **Bachelor of Arts in Business Administration**
Saarland University, Saarbrücken in Germany
- 03/2008-08/2008 **Apprenticeship as a Marketing Communications Assistant**
Example GmbH, Bochum in Germany

Additional Skills and Qualifications

- Languages German, native speaker | English, business fluent | French, fluent written and spoken
- Computer skills MS Office (Word, Excel, PowerPoint, Outlook), Photoshop, Google Analytics
- Interests Creative writing, website development
- References **Judy Baker** | Example GmbH | Head of Online Marketing | +49 176 1234567
| professionalexample@mail.de
Professor John Smith | Example University | Professor of Marketing | +49 175 1234567
| professionalexample@uni.de