

## Ways to Incorporate Classroom Projects into Your Resume

Class projects provide valuable experiences and can be used on your resume to illustrate skills you have learned. Many syllabi have a description of the project, which can help you in adding it onto your resume. Incorporate class projects based upon the type of experience as employers are looking to see what skills and abilities you will bring to them.

### **J 202, Mass Media Practices**

Anhydrous Ammonia, Video Project, Madison, WI September 20xx-Present

- Developed an informative video story using iMovie to depict a fictional story in Madison, WI
- Wrote script and presented the story on camera
- Edited a 100 second television story including video inclusive interviews with various parties

### **J335, Intermediate Reporting**

In the Red, UW Madison School of Journalism and Mass Communication

Editor January-May 20xx

- Developed two extensive stories regarding the efforts of students paying for college
- Edited all content for the website including the audio and video
- Finalist for the Milwaukee Press Club awards

### **J345, Principles of Strategic Communication**

XXX (*Name of Project*) Promotion Campaign, Madison, WI

Media Director January 20xx-May 20xx

- Developed a promotional and media campaign for XXX (*Name of Project*) to increase sales for Principles of Strategic Communication class
- Provided a comprehensive campaign strategy to present to the team
- Served as the spokesperson during our pitch meeting with the company representatives

### **J419, Electronic News for Web & Broadcast**

The Badger Report UW Madison School of Journalism and Mass Communication

Producer September-December 20xx

- Producer for state election coverage resulting in 14 live updates and an exclusive interview with the governor
- Developed piece for the web and streamed live half hour long newscast

### **J447, Strategic Media Planning**

Final Project September-December 20xx

UW Madison School of Journalism and Mass Communication

- Analyzed research data to gain better understanding of organizations performance
- Created media plan for organization by becoming proficient at utilizing media math formulas and performing competitive media spending analysis
- Produced a media plan proposal for a real world brand

## **J465, Social Media Marketing**

Account Executive, UW-Madison Certificate in Sports Comm January-May 20xx

- Conducted secondary research on brand, competition and category to identify key insights, to formulate social media strategy, including content strategy and SEO
- Utilized social media monitoring using Infegy
- Worked as a team, developed a fully-integrated social media recommendation including FB, Insta, TW, LinkedIn, YT, blog
- Solely responsible for Instagram recommending post, copy, visuals, bio and hashtag strategies
- Pitched recommendations to client twice during semester and received excellent feedback

## **J475, Long Form Video Journalism**

“Second Chances”, UW Madison School of Journalism and Mass Communication

January-May 20xx

- Produced documentary of an inmate at the Milwaukee Women’s Correctional Center
- Served as reporter, producer, videographer and editor of the entire story
- Received an award from the Wisconsin Broadcasters Student Awards

## **CA155, Introduction to Digital Media Production**

Website Design and Podcast, Class Project, Madison, WI, September 20xx-December 20xx

- Developed individual website utilizing HTML, photos, and videos
- Maximized search engine optimization by keyword analysis
- Used Tascam Zoom and Adobe Premiere to create a 3 minute audio story and uploaded to website

## **CA200, Introduction to Digital Communication**

Video Assignment, UW-Madison

January-May 20xx

- Developed a video related to the issue of digital communication and delivered a persuasive argument that advocates for a specific course of action
- Wrote script and shot video which was uploaded to You Tube

## **CA355, Introduction to Media Production**

“Winter in Madison”, UW-Madison, January –May 20xx

- Used Sony NX5U camcorder to shot a short video on students perspective of winter in Madison
- Created a series of overheads to include character and camera placement, diegetic lighting sources and a rough architecture of the setting
- Learned film shooting logistics and knowledge about the importance of proper formatting
- Edited raw footage using Adobe Premiere Pro software

## **CA368, Theory and Practice of Persuasion**

Pro-Social Campaign, UW-Madison, September 20xx-December 20xx

- Developed a campaign on the benefits of utilizing social media for environmental issues
- Provided research and data and persuaded the Environmental Madison Group to partake in a new way of involving the public

## **Skills and Equipment**

Adobe Premiere, InDesign, iMovie, iPhoto, Outlook, Access, Final Cut Pro, Photoshop, Crossfire, Flash, Prezi, WordPress, Audacity, Dreamweaver, Simmons Oneview, Soundslides, HTML, CSS, Da Vinci Resolve, AVID, Rhino, DSLR, Tascam Zoom, 3D printer, Sony NX5U video camera, Sound Recording Technology, Film Technology, 3D Modeling, Modo, Lightwave, Esko, Sysomos