

## **Ways to Incorporate Classroom Projects on 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. Count class projects as any type of experience (whether it is paid, unpaid, internship, class project, student organization, or volunteer) as employers are looking to see what skills and abilities you will bring to them.

Below are samples of adding a class project to your resume.

### **J335, Intermediate Reporting**

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

Editor January-May 2014

- 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

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

The Badger Report UW Madison School of Journalism and Mass Communication

Producer September-December 2014

- 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

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

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

January-May 2015

- 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

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

Carnival Cruise Promotion Campaign

Madison, WI

Account Director

January 2014-Present

- Developed a promotional campaign for Carnival Cruise 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
- Attended press conference to market company’s new slogan

## **J447, Strategic Media Planning**

Final Project  
UW Madison School of Journalism and Mass Communication

September-December 2014

- 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

### **Skills**

Adobe Premiere, InDesign, iMovie, iPhoto, Outlook, Access, Final Cut Pro, Photoshop, Crossfire, Flash, Prezi, WordPress, Audacity, Dreamweaver, Simmons Oneview, Soundslides, HTML