

# Sample Resume and Cover Letter

## Communications Student



**LUCAREER**  
GET YOUR **START.**

### Social Media Internship

The Greenpeace USA Online Strategy team is a group of online experts who thrive on **creative** thinking, grounded in what the **data** is telling us. We continue to develop highly specialized skills in the most important areas of online communications -- **web design, blogging, social media, mobile, email fundraising and activism, search engine optimization and online to offline organizing**. Most importantly we have fun and take pride in thinking big, failing big and winning big. While building expertise in the most cutting edge online organizing strategies and tactics the Online Organizing intern will help Greenpeace launch a renewable energy revolution to combat global warming, stop the destruction of ancient forests, hold corporations accountable and yes, save the whales!

These are key skills that the employer/recruiter will be looking for on a resume and cover letter

In addition to helping the team promote Greenpeace campaign pushes to our online supporters, the **Online Organizing Intern is encouraged to take on projects of their own**. Creativity and new ideas are valued greatly on our team.

They want someone who is a self-starter who can show work from independent projects

👉 **Action verbs** that could be included in your resume and cover letter

### Responsibilities

- 👉 **Support** the Online Strategy team in creating and executing high quality content and creative for Greenpeace **campaign pushes**
- 👉 **Participate** in social media and email writing and creation for year-end fundraising efforts
- 👉 **Write** and design content to post to on email, social network platforms such as Facebook, Twitter Tumblr, YouTube, Instagram, and blogs to promote and publicize priority Greenpeace campaigns
- 👉 **Recruit** and engage online and on-the-ground activists in key regions using social media, email, and the website.
- 👉 **Track** the growth and impact of social media on our organization, Greenpeace USA
- 👉 **Measure the impact** of campaign pushes in social media

The recruiter wants a candidate who has marketing and social media experience

They will look for examples of growth and impact in prior experiences

### Qualifications

- Strong interest in environmental issues
- Familiarity with blogging
- **Experience using online social networks such as Facebook, Twitter, Instagram, and Tumblr**
- Excellent written and verbal communications skills
- Strong online research skills
- Ability to work independently and prioritize workload
- Ability to multitask and work in a fast-paced environment
- Although not necessary, basic HTML experience would be ideal
- **Knowledge of graphic design and software such as Adobe Photoshop is a BIG plus**

Recruiters will want to see how you represent this experience, ideally using measurable results

While Adobe is not required, they will look for other graphic design experience instead

## Cover Letter Example

1234 N. Roll Street  
Chicago, IL 60626  
March 20th, 2020  
Greenpeace USA  
29 E. Madison Street #1507  
Chicago, IL 60602

Dear Hiring Manager,

I am a junior at Loyola University Chicago majoring in Communication Studies with a minor in Public Relations. I was excited to learn about the Social Media Intern position with Greenpeace USA advertised on your website, and I would value the opportunity to work for an **environmental organization that uses organized action and public education to expose global environmental problems and promote solutions. I believe my experience in environmental activism, social media campaign management, and blogging make me a strong candidate for this position.**



Applicant clearly understands the organization's mission and directly connects his background to the job description

As the **Sustainability Intern** for the Loyola University Office of Sustainability, I maintain both the Facebook and Instagram platforms for the organization. My primary responsibility is to **create marketing campaigns that generate public education around environmental issues** impacting our campus, as well as to promote campus events through which students can participate in meaningful actions toward reducing energy consumption and increasing campus-wide sustainability efforts. Last year, I **helped increase our social media followers on each platform by 50%, and supported the recruitment of over 300 students** to participate in sustainability events throughout the academic year. In addition, I **co-created a resource** called "Living Off Campus and Living Sustainably" (LOCALS), which is available on the organization website and details basic steps for students to reduce energy consumption, share resources, and save money.



Applicant explains relevant experience in more detail, using specific numbers and objectives

In my role as Project Coordinator for Inigo Communications, I **write blog posts** on varying topics and **manage blog submissions for a team of five writers**. Over the course of last year, I wrote and edited over 20 blog postings. I also serve as the primary contact for organizational events, promotion, and planning.



Highlights additional example connecting experience directly to the job description

**I'm passionate about both climate protection and marketing through social media**, and it would be my privilege to join the Greenpeace team this summer! I can be contacted at [tnguyen1995@luc.edu](mailto:tnguyen1995@luc.edu) or at (773) 555-5555. Thank you for your time and consideration.

Sincerely,



Applicant closes letter reiterating the main points and provides contact info

(Handwritten Signature)

Thuy Nguyen

# THUY NGUYEN

1234 N Roll Street | Chicago, IL 60645 | 773.555.5555 [tnguyen1995@luc.edu](mailto:tnguyen1995@luc.edu)  
Linkedin.com/in/t\_nguyen



## EDUCATION

### Loyola University Chicago

Bachelor of Arts (B.A.) in Communication Studies, minor in Public Relations

GPA: 3.5/4.0

Honors & Awards: Deans List (2018-2019)

Relevant Coursework: Public Relations 300, Corporate Marketing Strategies, Organizing Environmental Campaigns

Chicago, IL  
Expected May 2021

## EXPERIENCE

### Inigo Communications

*Project Coordinator*

- Manage Inigo blog posts and regularly posted internship and job opening opportunities for members
- Serve as primary contact for key organizational events, promotions, and planning including Final Showcase, Founders Day project, and Open House event

Chicago, IL  
May 2018 – Present

Relevant coursework supplements applied experiences

### Loyola University Chicago, Office of Sustainability

*Sustainability Intern*

Present

- Maintain social media platforms, including Facebook and Instagram, creating marketing strategies and promoting upcoming campus events to over 1,000 followers
- Raise awareness of sustainable on-campus events through tabling, engaging with 50+ students
- Contributed to idea generation, data collection, and implementation of sustainable projects and events with a team of 13 interns and administrative faculty members
- Coordinated and presented a "Sustainability in Action" Plan for Felice's Pizzeria in one week
- Co-Created a resource called "Living Off Campus and Living Sustainably" (LOCALS)

Chicago, IL  
August 2017 –

Highlights relevant experiences using strong verbs and outcomes

### Chicago Museum of Art

Chicago, IL

*Events Coordinator Intern*

October 2018 – May 2019

- Provided marketing support for 25 events per month; supervise groups of five to ten student employees
- Created marketing materials to send to public organizations to promote exhibitions
- Maintained records of events, including financial details in MS Excel and Word documents

## LEADERSHIP & ACTIVITIES

### The Green Initiative Fund (TGIF)

*TGIF Project Lead*

Present

- Review grant proposals from campus organizations and recommend funding for sustainability projects

Chicago, IL  
December 2018 –

### Delta Sigma Pi Co-ed Business Fraternity

*Member and Pledge Chapter VP of Operations*

- Recruit new members by organizing campus social events and creating targeted social media campaigns

Chicago, IL  
February 2017 – Present

## SKILLS

**Technology:** MS Excel (Intermediate) Revit, Sketchup

**Languages:** Intermediate Spanish (oral, reading, writing)

**Social Media:** Instagram, Facebook, Snapchat

Emphasizes skills and passions through additional examples of leadership and engagement

Uses SKILLS section to highlight concrete/technical skills, NOT soft skills