

# Hello.

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Welcome to Creative Circle's interactive resume experience — a guide helping you make better hiring decisions.

This guide outlines important information in the format of a resume, providing a unique experience. Take it from us, across our 29 offices, we review and critique 2,000+ resumes and portfolios of digital, marketing and creative professionals a week.

While reviewing and using this tool, please note that no two resumes are alike: aesthetic, formatting and information will vary between individual, job type and experience level.

This interactive resume experience is not meant to be representative of all resumes, and is not intended for all hiring managers.

Extra tips and insights will be highlighted in a gray bar at the bottom of each section. Need a freelance or full-time resource? Fill out a [talent request form](#).

FIRST ● LAST NAME

FREELANCER

## CONTACT INFO

☎ Phone Number

✉ Professional Email

🔗 Digital Portfolio/Website Link

in LinkedIn Profile

## EDUCATION

**College or Certificate, Date**

Degree or courses in related field

## SKILLS

Adobe Creative Suite

Google Analytics

HTML/CSS

Javascript

Axure

Eloqua

## ACHIEVEMENTS

Awards and recognitions

Certifications

Software proficiencies

## SUMMARY

The resume should be well designed and easy to read. It should clearly sell the candidate's skills and highlight achievements, while including relevant keywords. Important details take priority, followed by information that helps tell their story.

## EXPERIENCE

### Directly relevant position

**Date**

Results and impact are listed in clear bullet points

Uses metrics, stats and figures to illustrate performance

### Relevant position

**Date**

Responsibilities show a natural and upward progression in career path

Description is customized to suit the prospective position or company

### Freelance position

**Date**

Includes a list of clients, titles and timespan of work

Look at the type of projects, as an indicator of work ethic and experience

A good resume utilizes white space; has a typographic hierarchy; shows creativity and personal branding; avoids distracting layouts, fonts, colors. Remember, a resume is only a snap shot of a candidate's experience and does not tell the whole story. Portfolios and additional work samples help flesh out a candidate's career journey.

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If a skill set is missing or you're curious to know more about a detail mentioned in a candidate's resume, just ask the recruiter you're working with to help clarify. If you're not working with a recruiter, simply ask the candidate to elaborate.

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It's imperative not to focus on job titles, but to look at the specific duties, the impact of the work, and – if the candidate is a creative (design, copy or digital) – their portfolio should also be reviewed.

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Look for progression and growth (not necessarily in the job title!), but in skills, duties, responsibilities and overall impact.

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Freelancers often jump from project to project, so don't be alarmed if you see a series of two-to-three week gigs or four-to-five month assignments. Also, note that some projects and assignments might interlap; freelancers' resumes may not have a neat and organized time progression, resembling more a series of trampolines than a ladder.

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Freelancers may have an unconventional education, listing certificate programs in order to build on a particular skill set or trade. Note: the interview is an excellent opportunity to ask how he/she has augmented his/her craft through continuing education, classes, etc.

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Skill sets will depend on the candidate and his/her specialty, so take note: Are the skills listed relevant to the specific position? If so, this person is showing attention to detail by tailoring their resume for your open role.

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Look for recognition from -- or affiliations with -- well-known organizations. For creative, digital, marketing types, here are some of the top awards and organizations: ADDY, Adobe, AIGA, AMA, Cannes Lion, Clio, D&AD, Emmy and Webby. What shouldn't be in this section? Unrelated hobbies.

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