

# Media Kit

**Skills**

You're on a roll. Let's find relevant skills for the job your applying for. Listing 6-10 skills is best.

Job Industry  
Sales and Marketing

- Client relationship management
- Brand management
- Social media strategies
- Email campaigns

+ Add another skill

**Lauren Chen**  
Digital Marketing Specialist

(123) 456-7890 | lauren.chen@mail.com | 47 W 13th St, New York, NY 10011

laurenchen.com | linkedin.com/in/lauren.chen | twitter.com/lauren-chen

**SUMMARY**

Digital Marketing Specialist with 4+ years of experience in online marketing, branding, and business strategy across music, media, and entertainment industries. Skilled in evaluating financial needs and implementing multi-pronged digital strategies that increase revenue and drive brand growth.

**PROFESSIONAL EXPERIENCE**

**DIGITAL MARKETING SPECIALIST, New York, NY**  
TRIANGLE MUSIC GROUP, August 2020–Present

- Manage digital sales and streaming accounts to improve brand positioning and growth
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams
- Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 1M+ consumer sales and marketing database

**DIGITAL MARKETING ASSOCIATE, New York, NY**  
MOMO SOFTWARE, August 2020–Present

- Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion
- Devised and implemented robust digital acquisition plans, ensuring precision in financial reporting, budgets, and forecasts
- Increased conversions by 15% from paid sources (PPC, Grant, Display, and VOD)

**EDUCATION**

**BACHELOR OF ARTS, COMMUNICATIONS, New York, NY**  
New York University, Expected Graduation March 2022 | Honors: cum laude (GPA: 3.6/4.0)

**SKILLS**

Brand management | Client relationship management | Social media strategies | Email campaigns

**Job Responsibilities**

Start with our recommended bullet points or write your own.


Digital Marketing Specialist

Showing 50 results for Digital Marketing Specialist


- Manage digital sales and streaming accounts to improve brand positioning and growth
- Source and develop new strategic partnerships, social engagements, and advertising opportunities that generate new revenue streams
- Collaborate with internal departments to execute national advertising campaigns, plan global digital distribution, and re-deploy a 1M+ consumer sales and marketing database
- Worked with management to develop and apply digital marketing plans with a focus on driving acquisition and conversion




# About Us



**3 million +**  
Resumes and Cover Letters Built



**10 million +**  
Free Resource Downloads



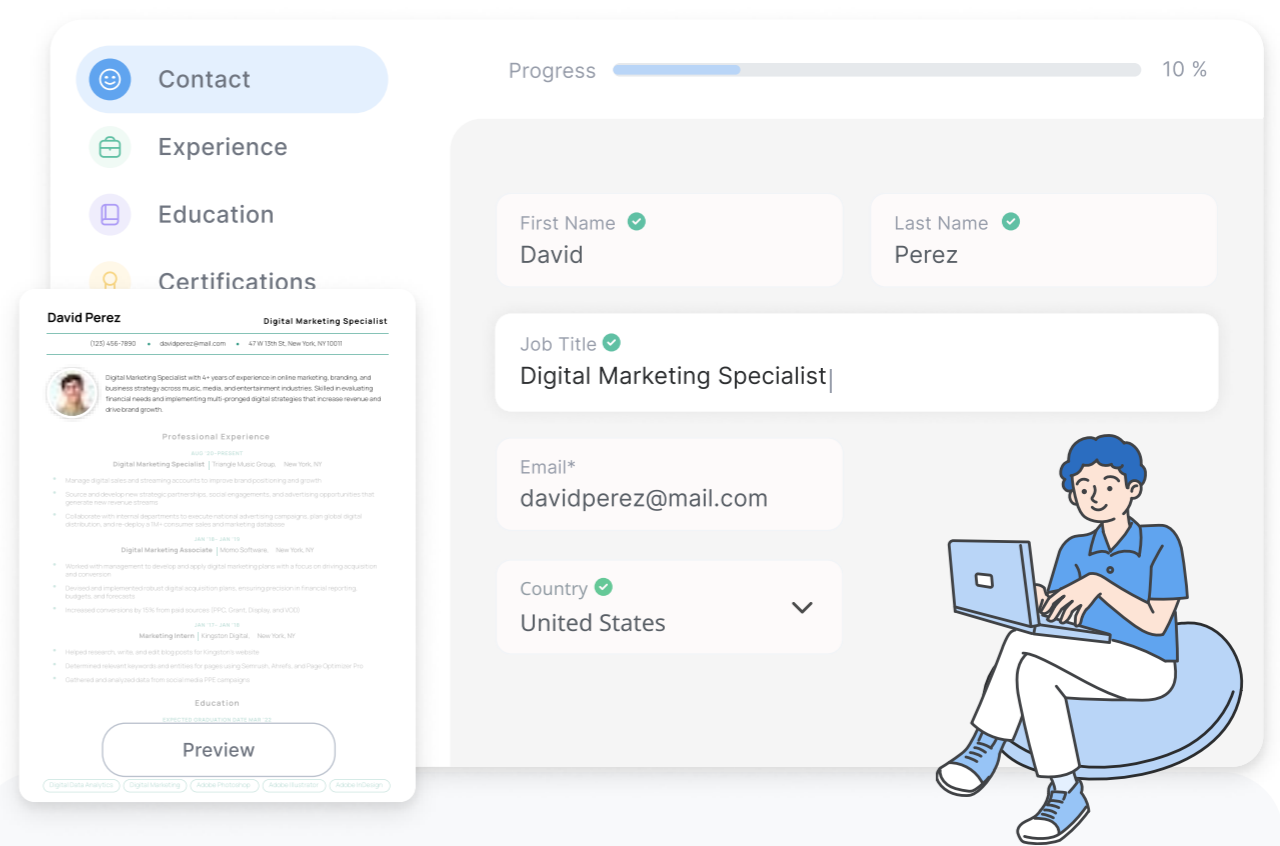
**190 million +**  
Visitors Worldwide

Resume Genius was founded in 2009 with a vision to automate resume creation and simplify the process of finding a job. Since then, we've helped millions of people land fulfilling career opportunities, and have become one of the internet's top destinations for job seekers.

More than 60 million people have used our AI-powered resume builder to quickly craft professional and eye-catching resumes, CVs, and cover letters tailored to every profession and industry. Our builder software comprises a database of over 50,000 key job phrases, with 15 professional templates to achieve the perfect formatting and overall look. Our users can then receive a free resume critique from a Certified Professional Resume Writer (CPRW) — a crucial component of our end-to-end services.

Resume Genius also provides a library of free and downloadable resources, including expert articles and how-to videos, document templates, and downloadable samples, all painstakingly crafted by our in-house team of Career Experts.

While Resume Genius continues to primarily serve a US-based audience, we've had visitors from 218 countries, and plan to continue expanding our global reach in the future.



Recognized by Software Suggest as the Most Popular Software (2022) and for "Great User Experience" (2021), Resume Genius has also been listed among the best resume builders by many reputable websites, including ZipJob, TechRadar, HubSpot, Money, CNET, and Upwork.





# Who We Are

The Resume Genius team is an experienced group of career advisors, resume experts, and hiring managers, assembled for the sole purpose of helping people from all walks of life land fulfilling jobs.

Trusted media outlets and news publications frequently rely on Resume Genius for research-backed career advice and expert insights on resume writing, interviewing, and job hunting. Some of our partners in the media include CNBC, Forbes, The Globe and Mail, Newsweek, Inc., and more.



## Our Mission

We aim to meet job seekers wherever they are on their career journey and provide them with the inspiration, support, and tools they need to achieve their professional goals.

## Our Vision



We strive to be the web's leading resource hub for job seekers by providing the most all-inclusive database of free resume and cover letter templates and examples, comprehensive writing guides, and the best resume builder, cover letter generator, and CV maker on the market.

# Meet The Team



Ed Huang

Director & Co-Founder

  [ed@resumegenius.com](mailto:ed@resumegenius.com)

Ed is a Serial Entrepreneur with expertise in SEO, UI/UX, and Conversion Optimization in industries such as career, legal tech, finance, etc. After graduating from Carnegie Mellon University with degrees in Business and Engineering, leveraging his experience serving as a Project Manager for the Department of Homeland Security for years, Ed set his sights on founding a company that would transform lives.



Geoffrey R. Scott

Senior Hiring Manager & Career Coach

  [geoff@resumegenius.com](mailto:geoff@resumegenius.com)

Geoff Scott is an experienced Certified Professional Resume Writer (CPRW) & Career Coach at Resume Genius, where he teaches an international audience how to improve their job prospects by creating thorough, thoughtful resumes and cover letters. With 7+ years in the careers industry, he's been quoted for his expert advice on major websites like Monster, Fast Company, & Adobe.



Conrad Benz

Hiring Manager & Content Manager

  [conrad@resumegenius.com](mailto:conrad@resumegenius.com)

Conrad is our Content Manager and editor. A graduate of Goucher College, Conrad is passionate about helping people navigate the job search process and find fulfilling work.

You can find Conrad's career insights in publications like Typsy, Resume Library, CompTIA, and more.



Eduardo Fan

Outreach Lead & PR Specialist

  [eduardo@resumegenius.com](mailto:eduardo@resumegenius.com)

Eduardo is our Outreach Lead and PR Specialist. He builds partnerships with industry professionals with the ultimate goal of providing the best career opportunities and resources to more job seekers. He graduated from National Chiao Tung University in Taiwan with an engineering degree, and he leverages his engineering background to make data-driven decisions for the Genius team.



## ...Meet The Team



### Yolaine Amaro

Digital PR Specialist



  [yolaine@resumegenius.com](mailto:yolaine@resumegenius.com)

Yolaine is our Digital PR Specialist and Resume Expert. She's excellent at building community with career industry professionals to equip job seekers with original resources wherever they look, including insider career advice, article collaborations, and social media projects. She graduated from the University of Angers in France with a master's degree in Tourism and Travel Services Management.



### Eva Chan, CPRW

Career Expert and  
Senior Digital PR Writer

  [eva@resumegenius.com](mailto:eva@resumegenius.com)

Eva Chan is a Senior Digital PR Writer and CPRW at Resume Genius. Eva is passionate about researching and discussing the ever-changing career space and its latest trends, and channels this enthusiasm into supporting professionals of all experience levels so they stand out in a competitive job market.

Eva graduated from the University of British Columbia with a bachelor's degree in English. Eva's insights and career advice have earned recognition from leading platforms including CNBC, The Globe and Mail, Forbes, Newsweek, and U.S. News & World Report.



### Corissa Peterson, CPRW

Career Expert and  
Senior Digital Content Writer

  [corissa@resumegenius.com](mailto:corissa@resumegenius.com)



Corissa is a CPRW, Senior Writer, and Career Expert who loves staying current on hiring trends and best job hunting practices to support our readers. She works hard to create articles that bring job seekers the best advice so that they can fulfill their career goals.

Corissa's articles have been published on Diversity Jobs, Recruiter.com, Teachstone, and Jobillico, among others, and her career advice has been featured in Bloomberg Businessweek, GOBankingRates, and UpJourney.



### Chloe Chioy

Social Media Lead & PR Specialist

  [chloe@resumegenius.com](mailto:chloe@resumegenius.com)

Chloe is our Social Media Lead & PR Specialist. She graduated from the University of Sheffield with a BA in Journalism and a National Qualification in Journalism from the NCTJ.

Her job advice has been featured on career platforms like Zapier and CharityJob, as well as on the BBC.

## ...Meet The Team



### Lourdes Arroyave

Senior UX/UI Designer



  [lourdes@resumegenius.com](mailto:lourdes@resumegenius.com)

Lou is our Senior UI/UX Designer, where she builds rich visual and interactive experiences to help job seekers find their ideal job. She graduated from Taipei National University of the Arts with an MA in Cultural and Creative Industries (TWN), and from the Universidad Rafael Landívar with a BA in Graphic Design (GUA).



### Robert Uridge

Senior Technical Project Manager

  [rob@resumegenius.com](mailto:rob@resumegenius.com)

Rob is our Senior Technical Project Manager. With 12 years of web development experience, he specializes in full-stack development. Rob is passionate about using code to build software that delights users and makes the job search easier and more intuitive.



### YC Chao

Video Producer and Senior Video Editor

  [yc.chao@resumegenius.com](mailto:yc.chao@resumegenius.com)

YC Chao is our Video Producer & Senior Video Editor. She adapts articles from our team of career experts into visually engaging videos and oversees the entire video creation process, from scriptwriting and filming to the final editing stages.

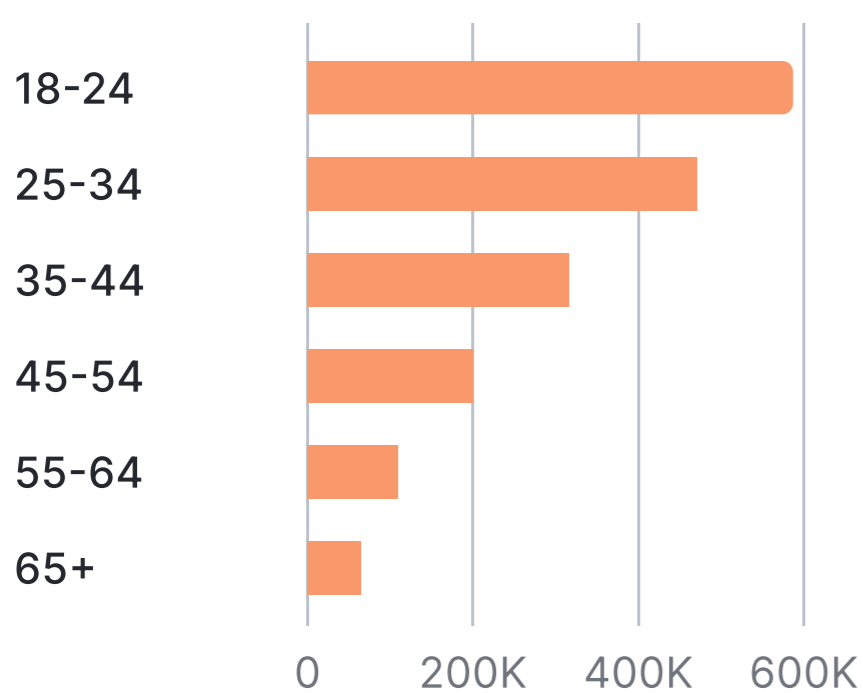
YC graduated from the University of Victoria with a B.F.A. in Visual Arts and a certificate in 3D Animations & VFX.



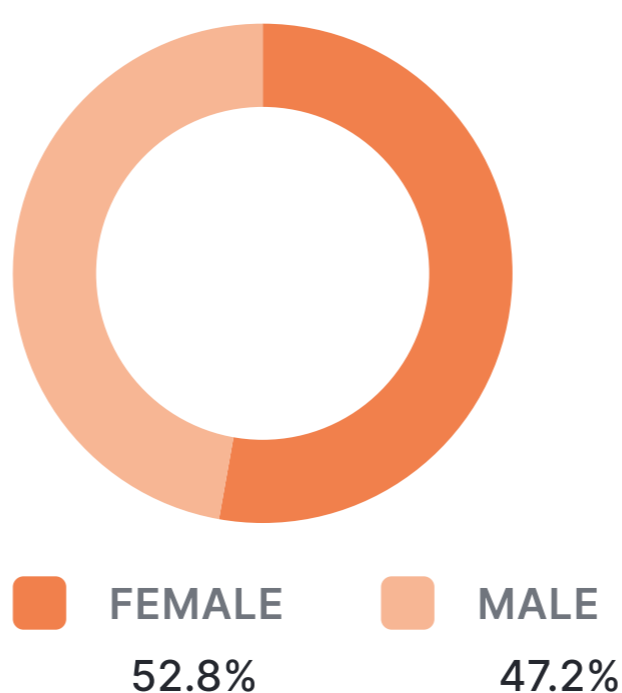
# Our Audience

Resume Genius caters to a predominantly young, global audience, with 62% of users under 34, and 33% under 25. Our users are scattered across the globe, with the majority located in the United States, followed by India and Canada.

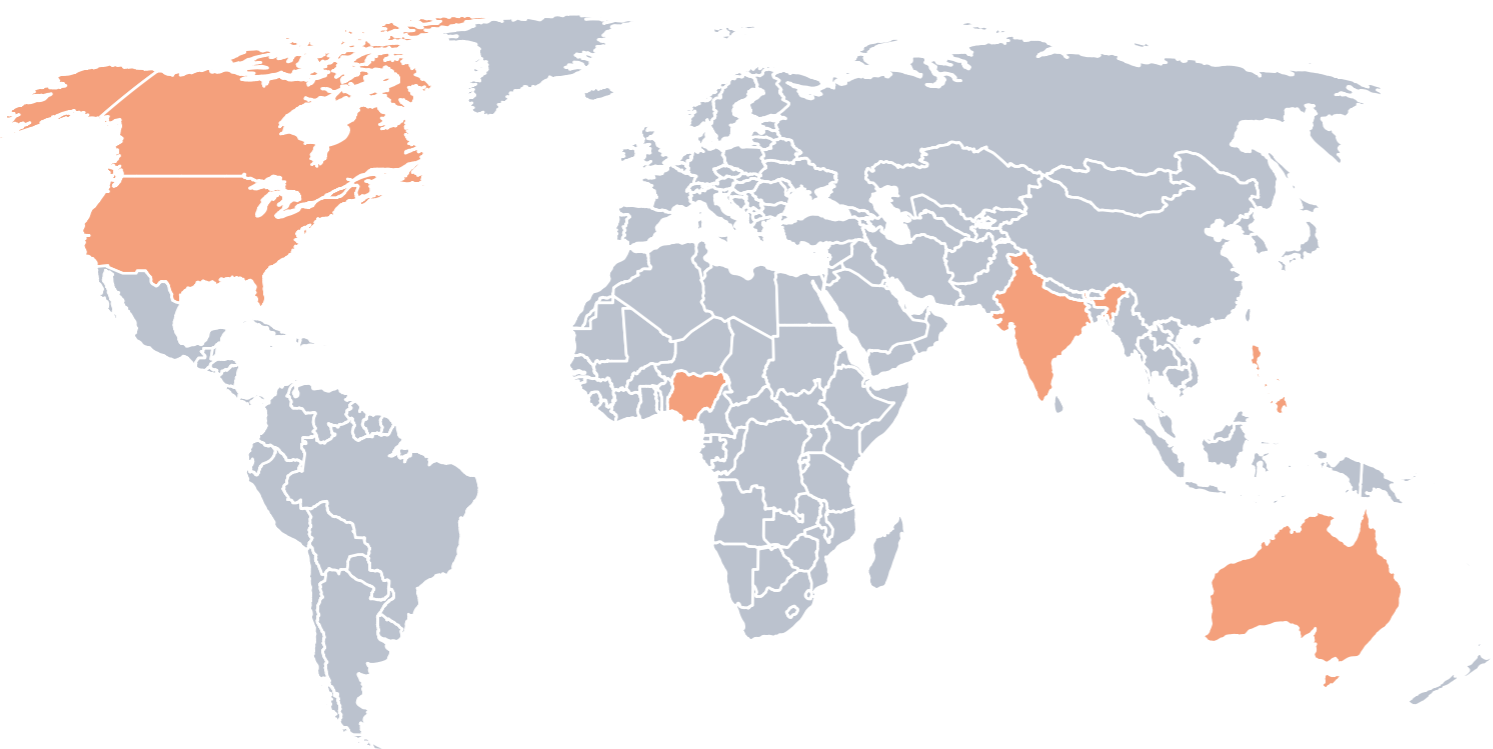
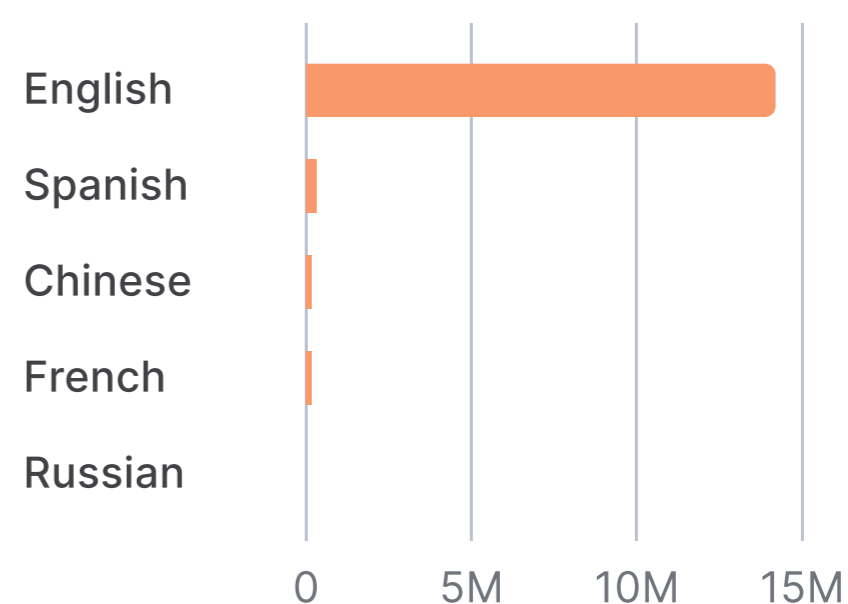
## Age



## Gender



## Language



## Country

COUNTRY	USERS
United States	6.6M
India	2.3M
Canada	942K
Philippines	823K
Nigeria	444K
Australia	329K
Pakistan	241K

## City

CITY	USERS
New York	416K
Lagos	270K
Chicago	223K
Los Angeles	213K
Bengaluru	188K
Toronto	175K
Mumbai	175K

## Interests

CITY	USERS
Shoppers/Value Shoppers	930K
Movie Lovers	930K
Technophiles	930K
Beauty & Wellness	813K
Music Lovers	812K
Fashionistas	798K
Enthusiasts	721K

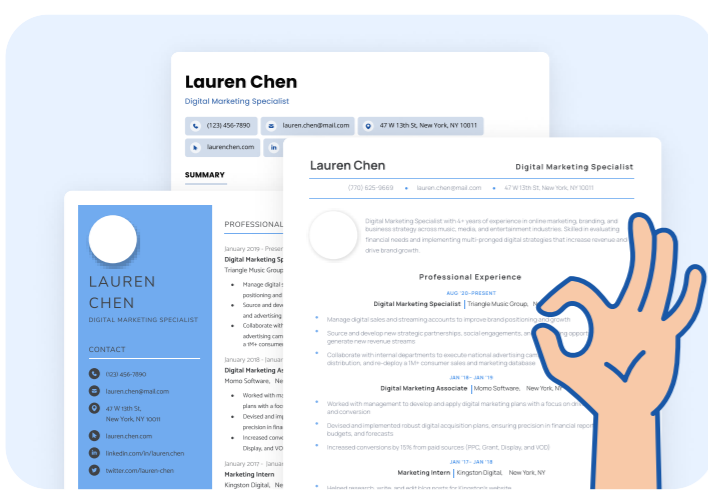
Our audience's primary interests are media & entertainment, shopping, and technology - they're movie lovers, value shoppers, and technophiles. Other major interests of our users include beauty and wellness, music, lifestyle and hobbies, fashion, green living, and travel.

# Our Website

Our marketing, design, and development teams work hard to create a seamless user experience across our site. By making it easy for our users to navigate, we ensure that ResumeGenius.com can deliver the best resources to job seekers in the fastest way.

The numbers speak for themselves, as we see over two million visitors coming to our website per month. With a blend of video, static, and written content, we help learners of all types access the tools they need to succeed.

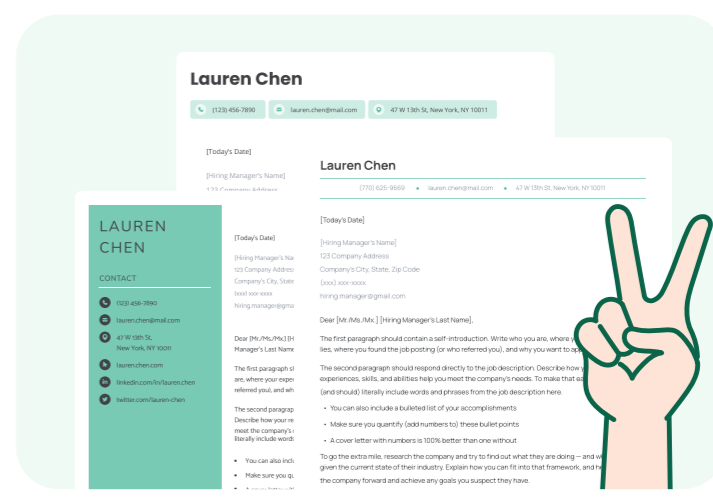
## MOST VIEWED PAGES



**RESUME TEMPLATES**



**HOW TO WRITE A COVER LETTER**



**COVER LETTER EXAMPLES**




# What We Offer

 The Genius Resume & CV Builder

 The Genius Cover Letter Generator

 The Genius Summary Generator

 The Genius Career Blog

 Video Content for Job Seekers (TikTok)

 Video Content for Job Seekers (YouTube)

 240+ Free Resume Templates

 45+ Free CV Templates

 200+ Free Cover Letter Templates

 The Job Search Genius Newsletter

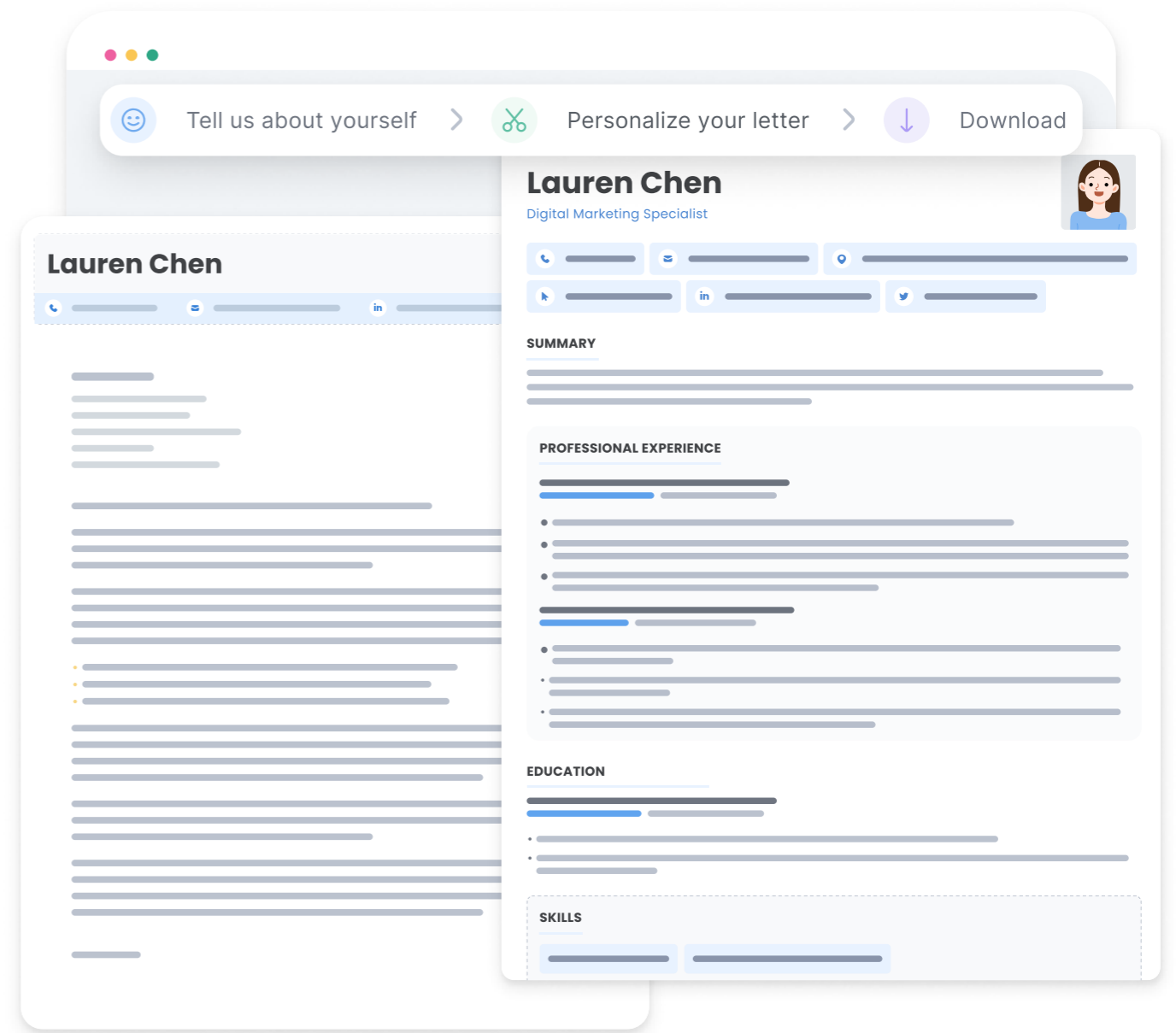
 And more...

# Our Builders

Our resume, CV, and cover letter builders allow job seekers to quickly and easily create job application documents. On top of pre-formatting each section and page, our builders offer users industry- and role-specific bullet points and suggestions, 15+ professionally designed templates to choose from (each in multiple colors), and an expert review once their documents are complete.

Want to see what our software looks like in action? We provide a collection of high-resolution screenshots below for download and use.

[View Files](#)



As seen on

BUSINESS INSIDER



Forbes



The New York Times



glassdoor



Chicago Tribune

## Customer Testimonials

“Awesome resources to use when you’ve been out of the business for a while!  
I haven’t written a resume in years and this made it super easy!”

Lauren G



3 hours ago

Excellent

4.8 / 5

Based on 20,729 reviews

Trustpilot

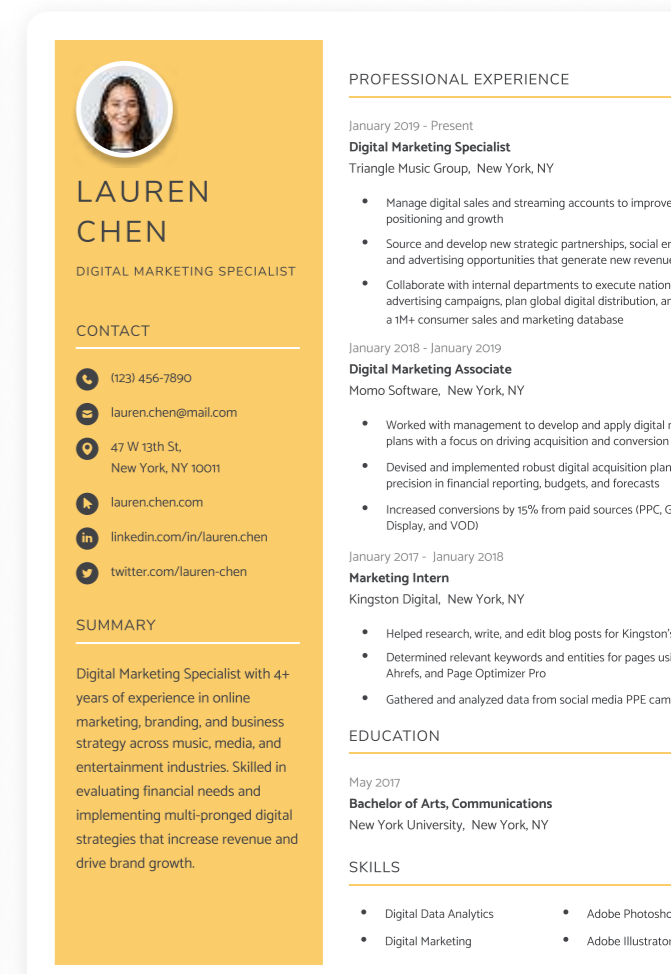
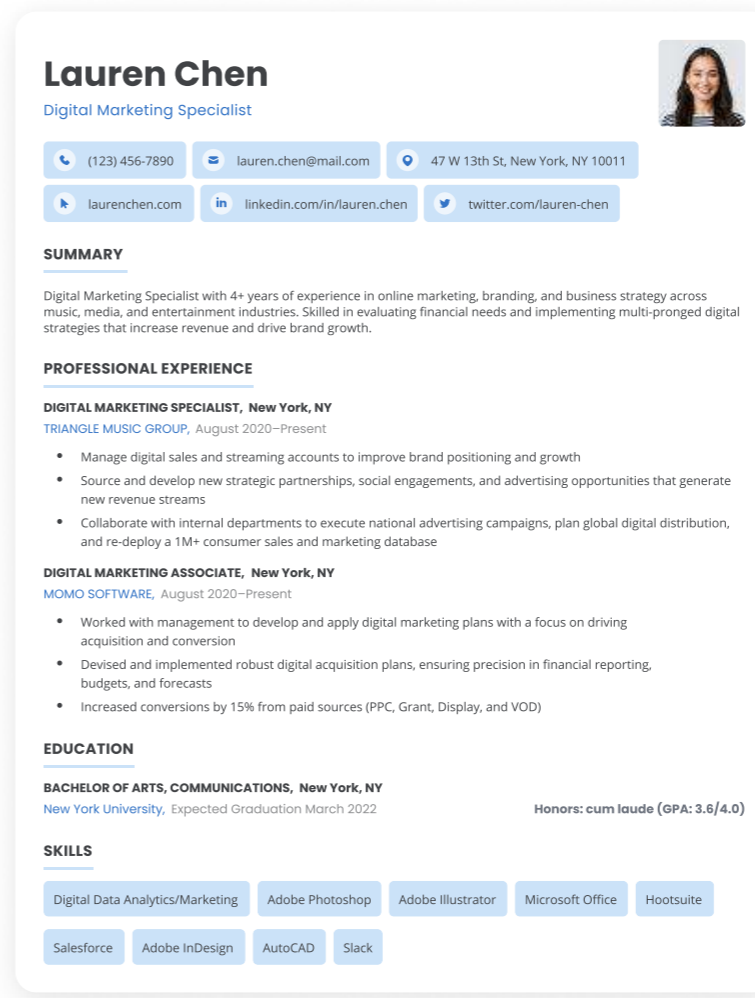


# Resume Templates

- Professional
- Modern
- Creative
- Simple
- Picture
- CV
- G Docs

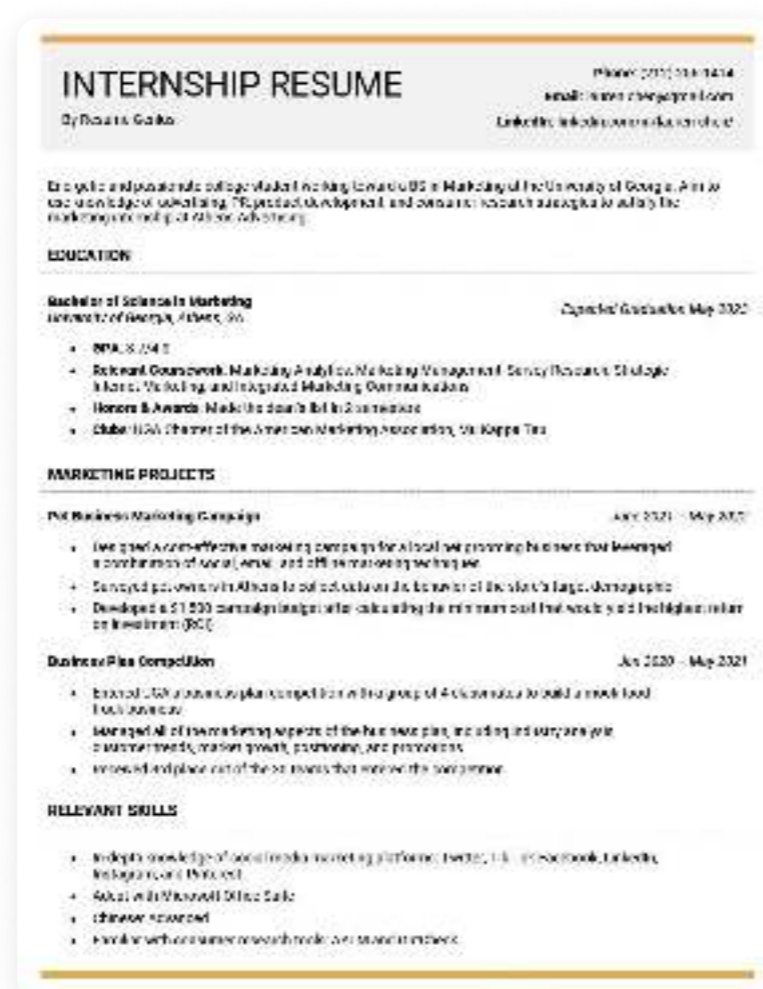
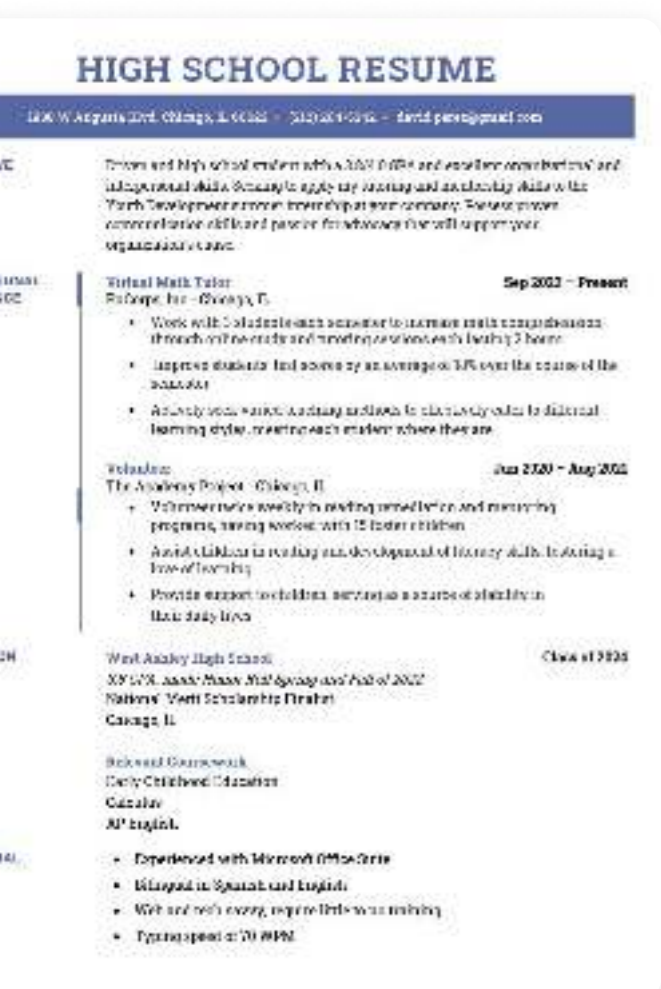
With more than 240+ unique resume template designs, the only issue job seekers face when visiting our template pages is deciding which one to choose!

Each template is meticulously developed by our graphic designers and Certified Professional Resume Writers to draw the eye, impress hiring managers, and ace ATS scans. As the website's most popular page, our resume templates receive millions of downloads per year, and we're always looking for exciting opportunities to expand our collection.



# Samples

- By Job
- Career & Life Situations
- By Format



No job experience? No problem. With resume examples for high school students, recent college graduates, and those looking for their first internship, we make writing a resume from scratch easy.

We have specially-composed templates for every stage in a professional's career, from entry-level to executive.



# Design

We believe that finding a new job should be exciting, fun, and accessible for everyone. Our resources are built to make this vision a reality, and we want our brand and website design to reflect this mission by providing a seamless and visually appealing experience for our users.

We're constantly updating our design to keep our brand fresh, modern, and adaptable.

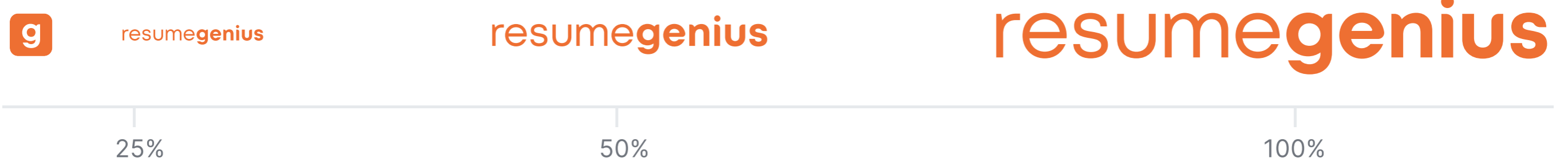


# Our Logo

## resumegenius

The round shapes of the typographic logo and bright orange color convey a friendly, positive, and youthful brand image that appeals to our large global audience.

### Scalability



### Safe Area



**g]** = x

### Color Variation

resumegenius

resumegenius

resumegenius

[Download logo files](#)

# Color Palette

To convey a sense of energy and creativity, we chose a bright and colorful palette for the Resume Genius website. These bright colors can grab the user's attention, make the website stand out, and leave a lasting impression. Using this color palette creates visual interest that keeps the user engaged and gives the website a modern and positive aesthetic.

## Primary



## Secondary



## Neutral



# Typography

Resume Genius' UI/UX designers selected our website's typographies to create a youthful and modern appearance. With top readability qualities, these fonts ensure that our content-based website is easy to process and understand for our users. These well-chosen typographies give our website more visual appeal while improving user experience.

Aa

Aa

## Lexend Deca

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
 Kk Ll Mm Nn Oo Pp Qq Rr Ss  
 Tt Uu Vv Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()<>?

## Inter

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
 Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
 Ww Xx Yy Zz  
 1234567890  
 !@#\$%^&\*()<>?

### HEADINGS

### BODY

**Heading 1**  
 FF: Lexend FW: 700 / Bold FS: 52px LH: 62px LS: 0

**Heading 2**  
 FF: Lexend FW: 700 / Bold FS: 42px LH: 54px (3.375 rem) LS: 0

**Heading 3**  
 FF: Lexend FW: 600 / SemiBold FS: 34px LH: 46px LS: 0

**Heading 4**  
 FF: Lexend FW: 600 / SemiBold FS: 28px LH: 38px LS: 0

**Heading 5**  
 FF: Lexend FW: 500 / Medium FS: 22px LH: 30px LS: 0

**Heading 6**  
 FF: Lexend FW: 500 / Medium FS: 20px LH: 28px LS: 0

**Body Large**  
 FF: Inter FW: 400 / Regular FS: 18px LH: 28px LS: .16px

**Body Large Strong**  
 FF: Inter FW: 600 / Semi-bold FS: 18px LH: 26px LS: .16px

**Body Medium - Paragraph**  
 FF: Inter FW: 400 / Regular FS: 16px LH: 26px LS: .16px

**Body Medium Strong**  
 FF: Inter FW: 600 / Semi-bold FS: 16px LH: 24px LS: .16px

**Body Small**  
 FF: Inter FW: 400 / Regular FS: 14px LH: 24px LS: .16px

**Body Small Strong**  
 FF: Inter FW: 500 / Medium FS: 14px LH: 22px LS: .16px

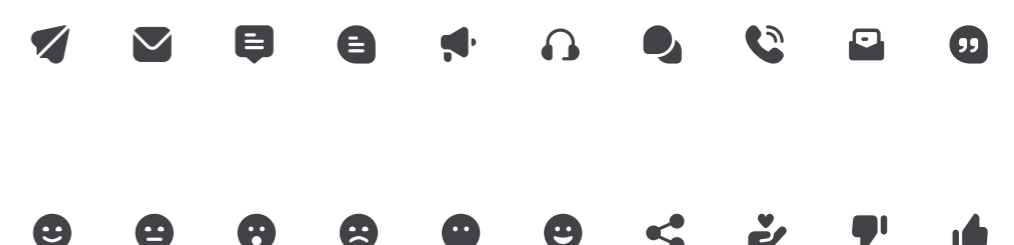
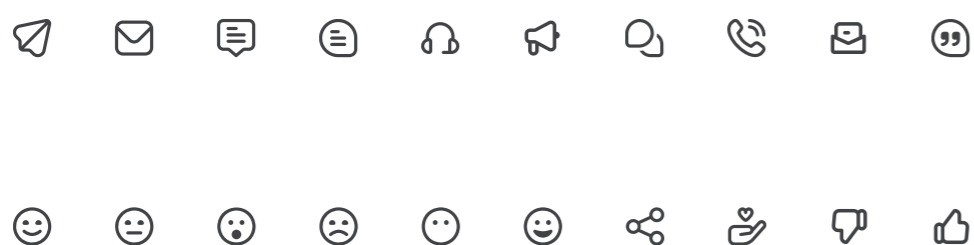
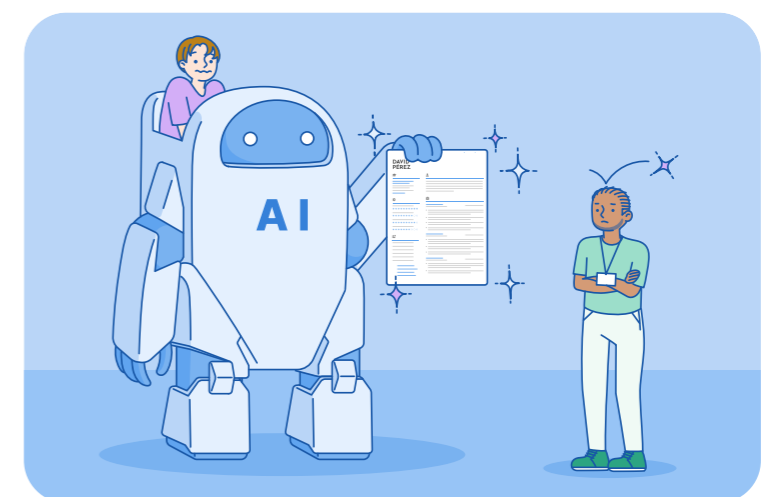
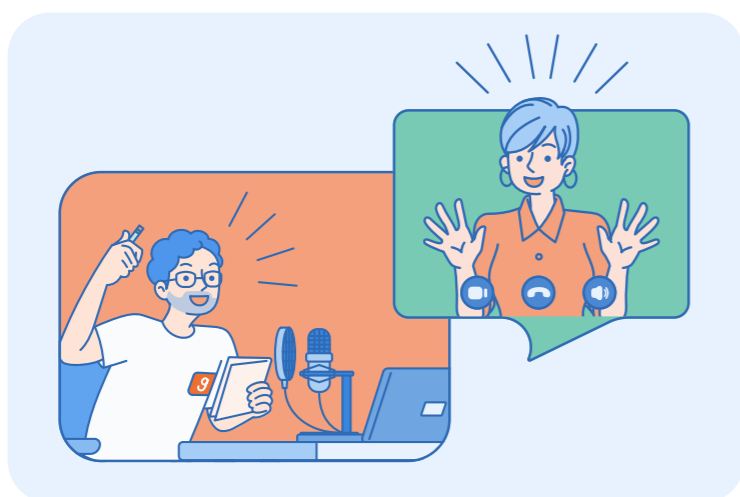
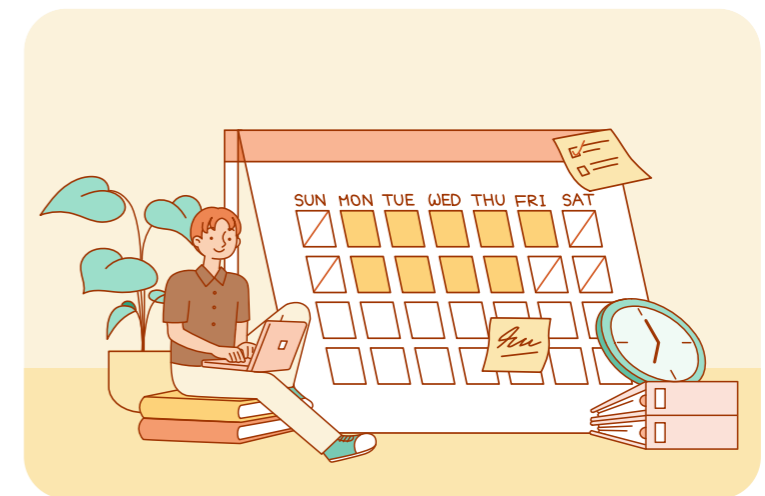
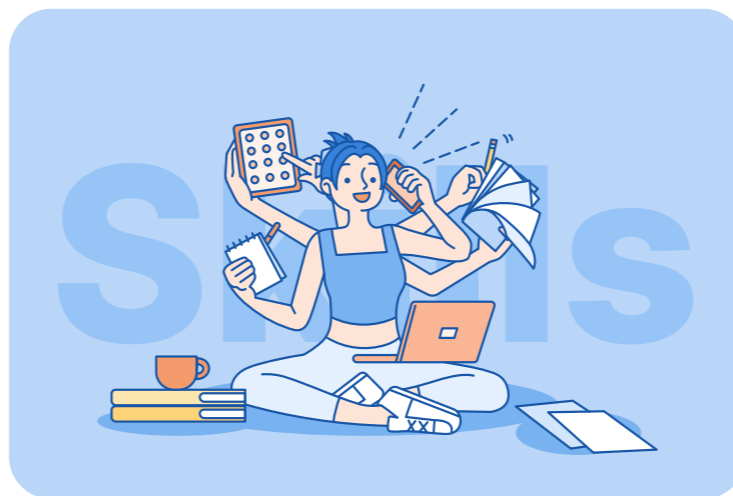
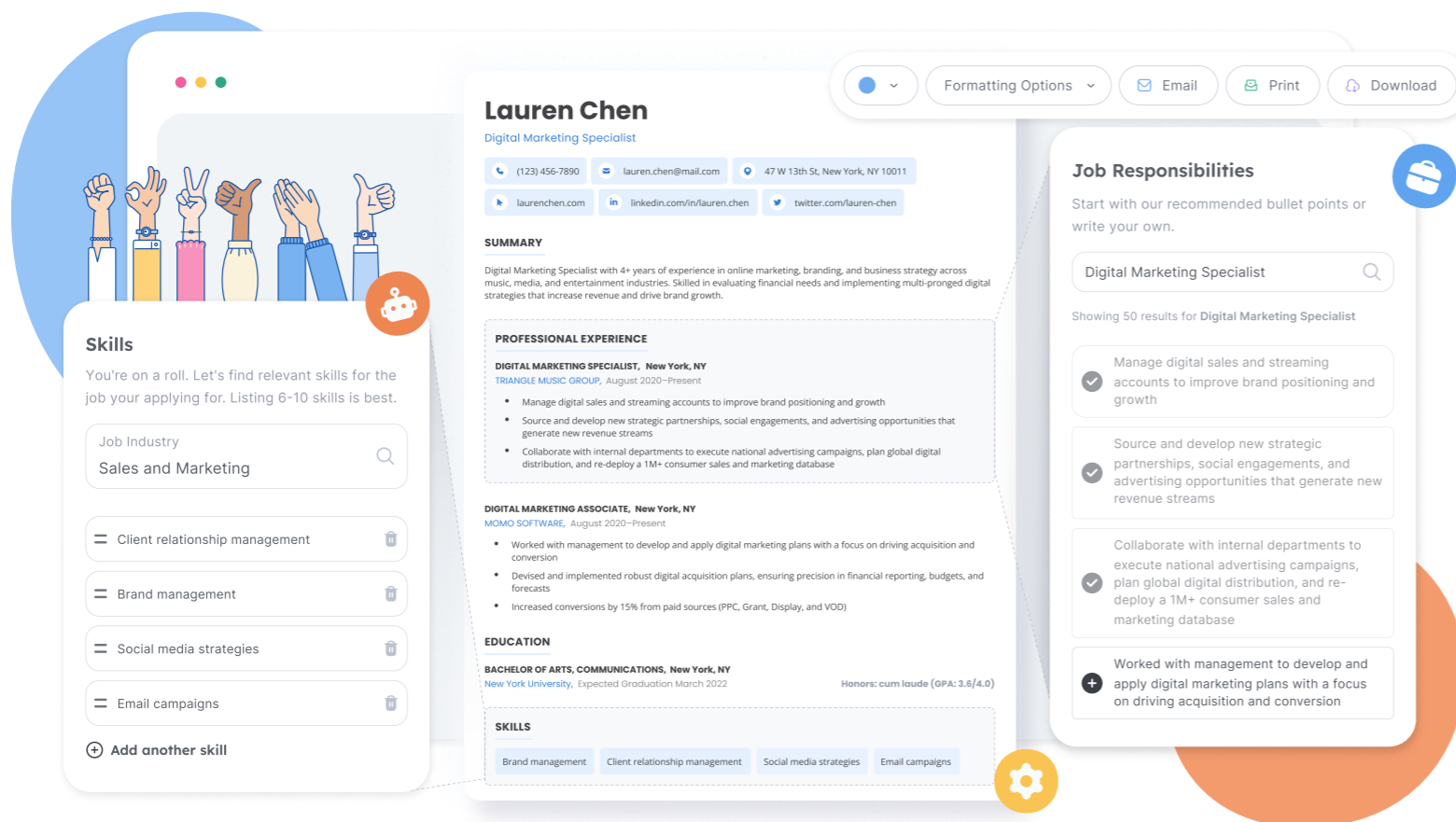
**Body XS**  
 FF: Inter FW: 400 / Regular FS: 12px LH: 20px LS: .16px

**Body XS Strong**  
 FF: Inter FW: 500 / Medium FS: 12px LH: 18px LS: .16px



# Illustrations & Icons

To complement the overall aesthetic of the website and enhance user experience, the Resume Genius UI/UX design team has developed a modern, bright, colorful, and clean illustration style. Our illustrations feature simple and flat designs, with clean lines and minimal detail that add a modern, playful flair. Our illustrations and icons are used across our website to add visual interest and personality.



# The Genius Press Room

The [Genius Press Room](#) showcases the extensive research conducted by our dedicated team.

Renowned for our data-driven approach and the expertise of our in-house researchers, Career Experts, and Certified Professional Resume Writers (CPRWs), we've become a go-to






resource for media outlets seeking authoritative perspectives on career development.

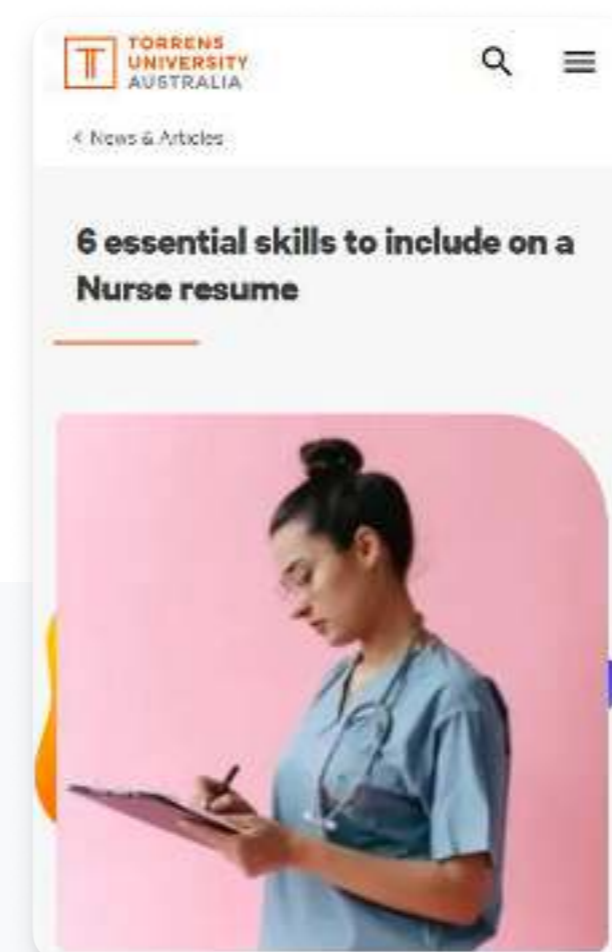
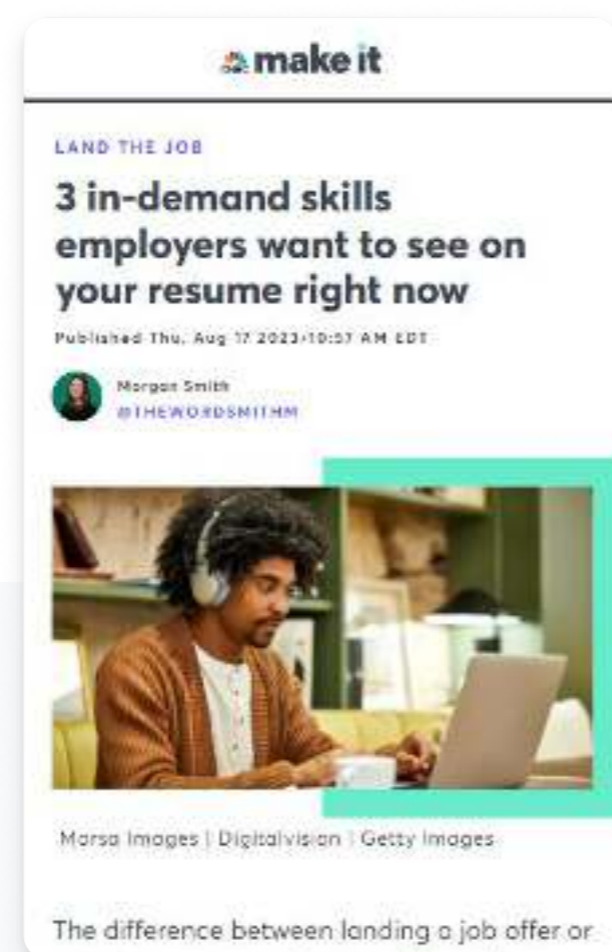
We take pride in our contributions to respected publications and media outlets, where our evidence-based findings and forward-thinking strategies make a real impact on our global audience.

## Collaborations

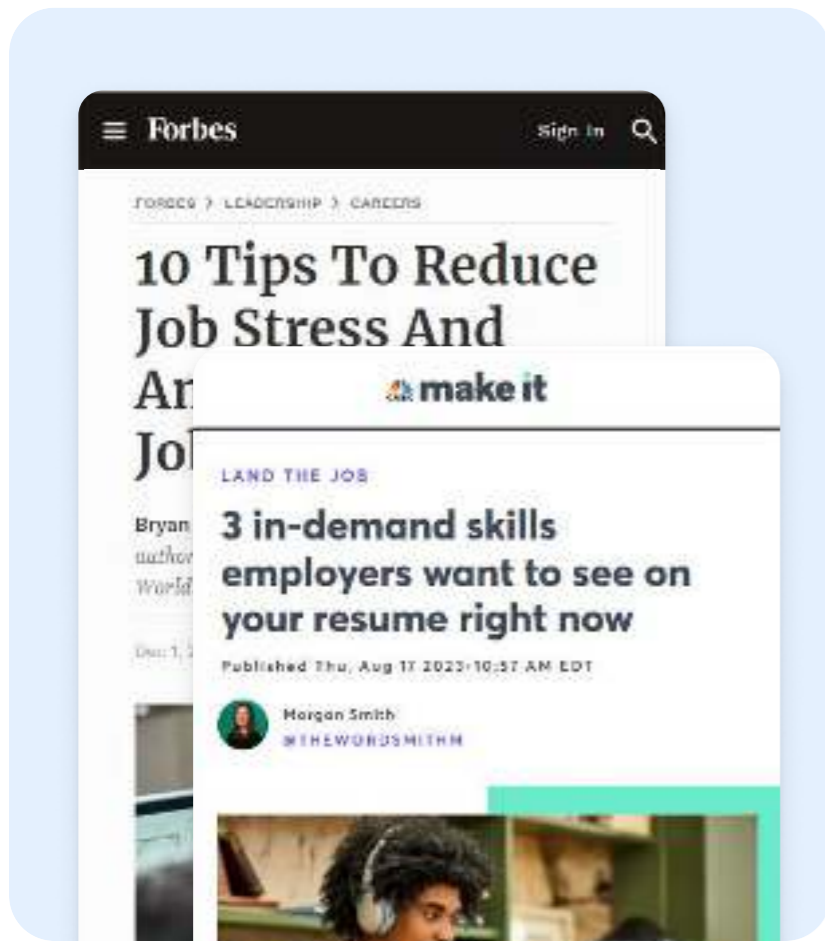
We've collaborated with hundreds of websites to produce high-quality infographics, articles, and videos. It's all part of our dedication to equipping job seekers with the best career resources around.

### We've partnered with websites that focus on the following areas:

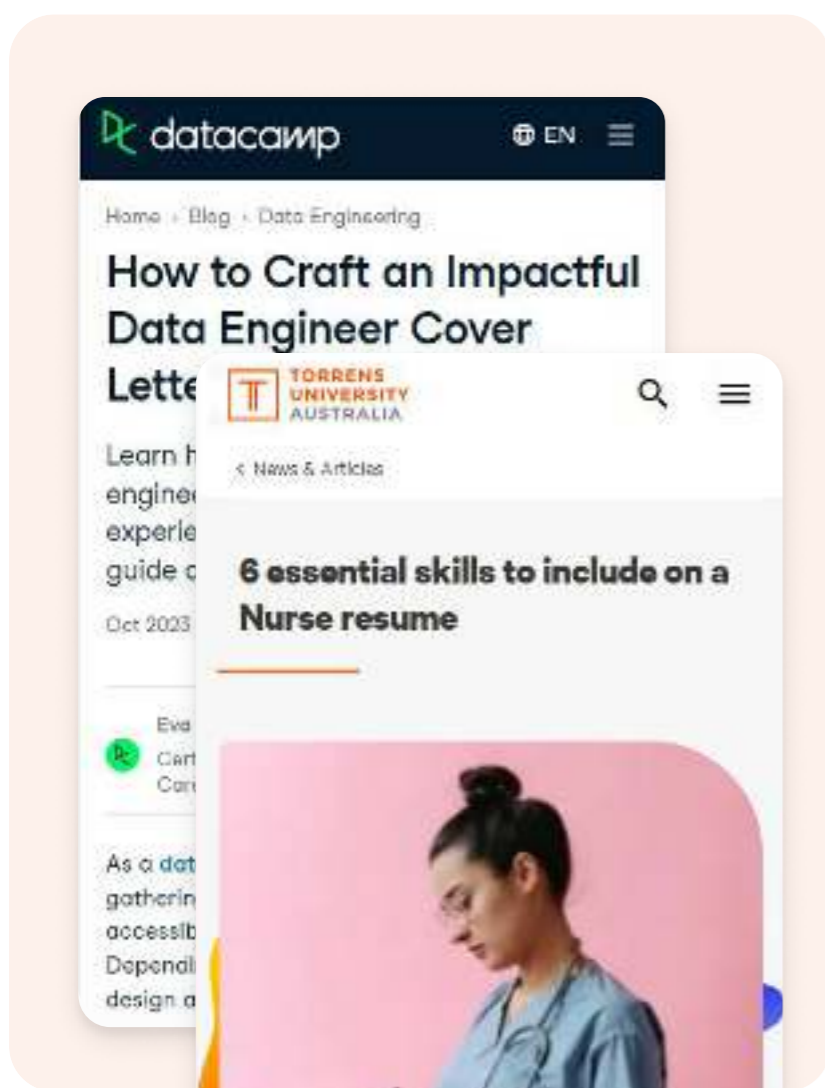
-  Global & Media Outlets
-  Tech Companies
-  Academic Institutions & Educational Organizations
-  Philanthropic & Non-Profit Organizations
-  HR & Recruitment Companies



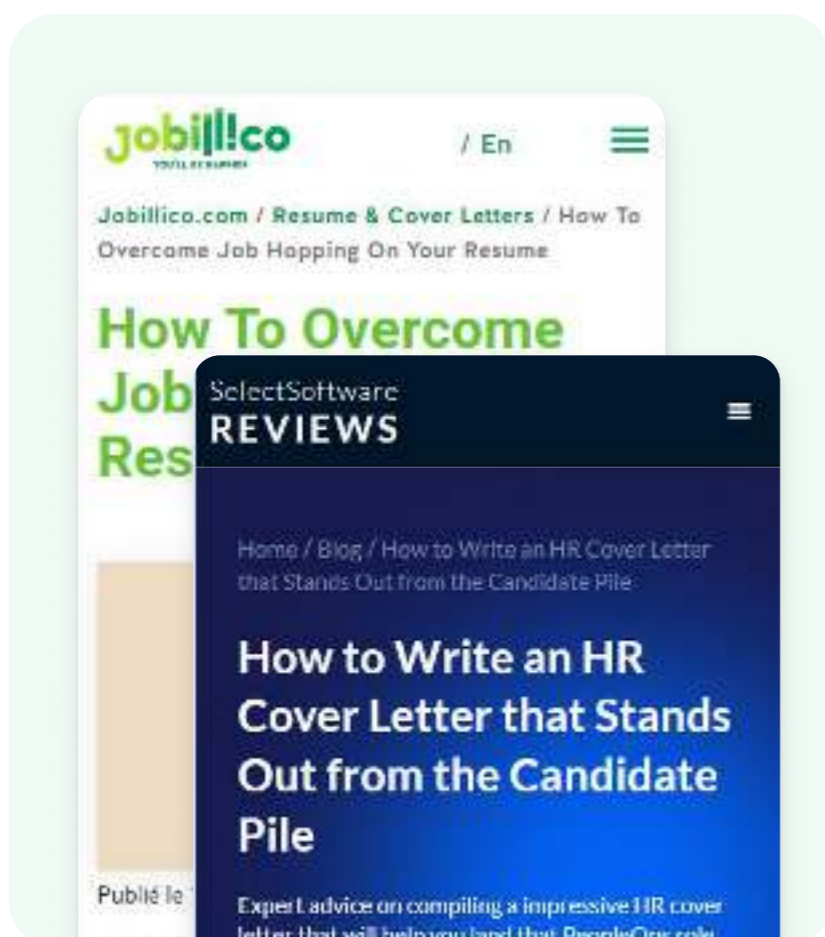




### Global News & Media Outlets

### Academic Institutions & Educational Organizations

### HR & Recruitment Companies


# Industry Experts

In addition to our in-house team, we're building a panel of industry experts representing a variety of fields, from tech to healthcare and everything in between. Each expert helps us review the content of our website to ensure accuracy and relevance.

We regularly interview career professionals who share their voices and insights on job searching and career-building topics. From these interviews, our team creates YouTube videos, articles, and LinkedIn newsletters, and incorporates engaging and relevant quotes into our web content.

## Our resume reviewers



**Abhijeet Kulkarni**  
 Founder & CEO of  
 Exuberant Coaching  
 International



**Bonnie Dilber**  
 Business Recruiting  
 Manager at Zapier



**Matt Erhard**  
 Executive Recruiter at  
 Summit Search Group



**Jada Reed**  
 Sales Recruiter



**Michele Darley**  
 Senior Sales Recruiter



**Maggie Krudwig**  
 Lead Internal  
 Recruiter



**Letticia Pierrez**  
 Dental Recruitment  
 Manager



**Krystin Morgan**  
 Technical Recruiter

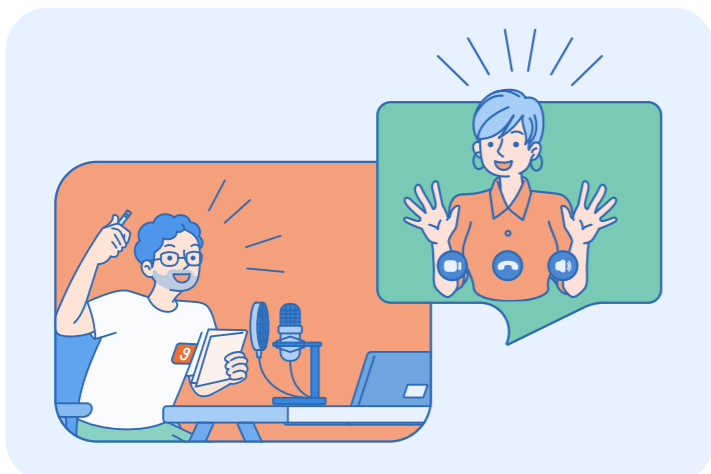


**Amy Laiker**  
 Support Staff  
 Recruitment Director

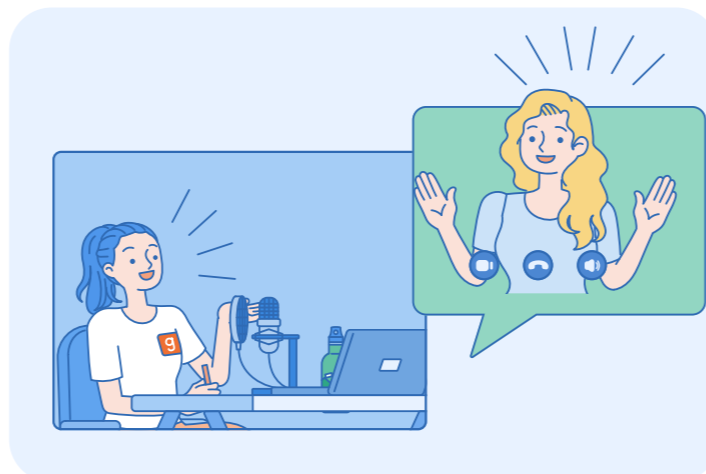


**Jan Tegze**  
 Director of Technical  
 Recruiting

## INTERVIEWS WITH CAREER EXPERTS



A CAREER INDUSTRY PROFESSIONAL'S  
 GUIDE TO WRITING RESUMES AND  
 COVER LETTERS



ELEVATE YOUR JOB HUNT WITH BONNIE  
 DILBER



AN HR PROFESSIONAL'S GUIDE TO JOB  
 HUNTING (WITH JEN EMMONS)





# Social Media

With social media growing into a source jobseekers turn to for lighthearted and interactive career content, We're always doing our best to do just that. From short videos covering interview content to hilarious skits revealing what it's like working in an office, we challenge you to find a topic we haven't covered.




Our strategy is ever-changing as social media trends don't stop for anyone!



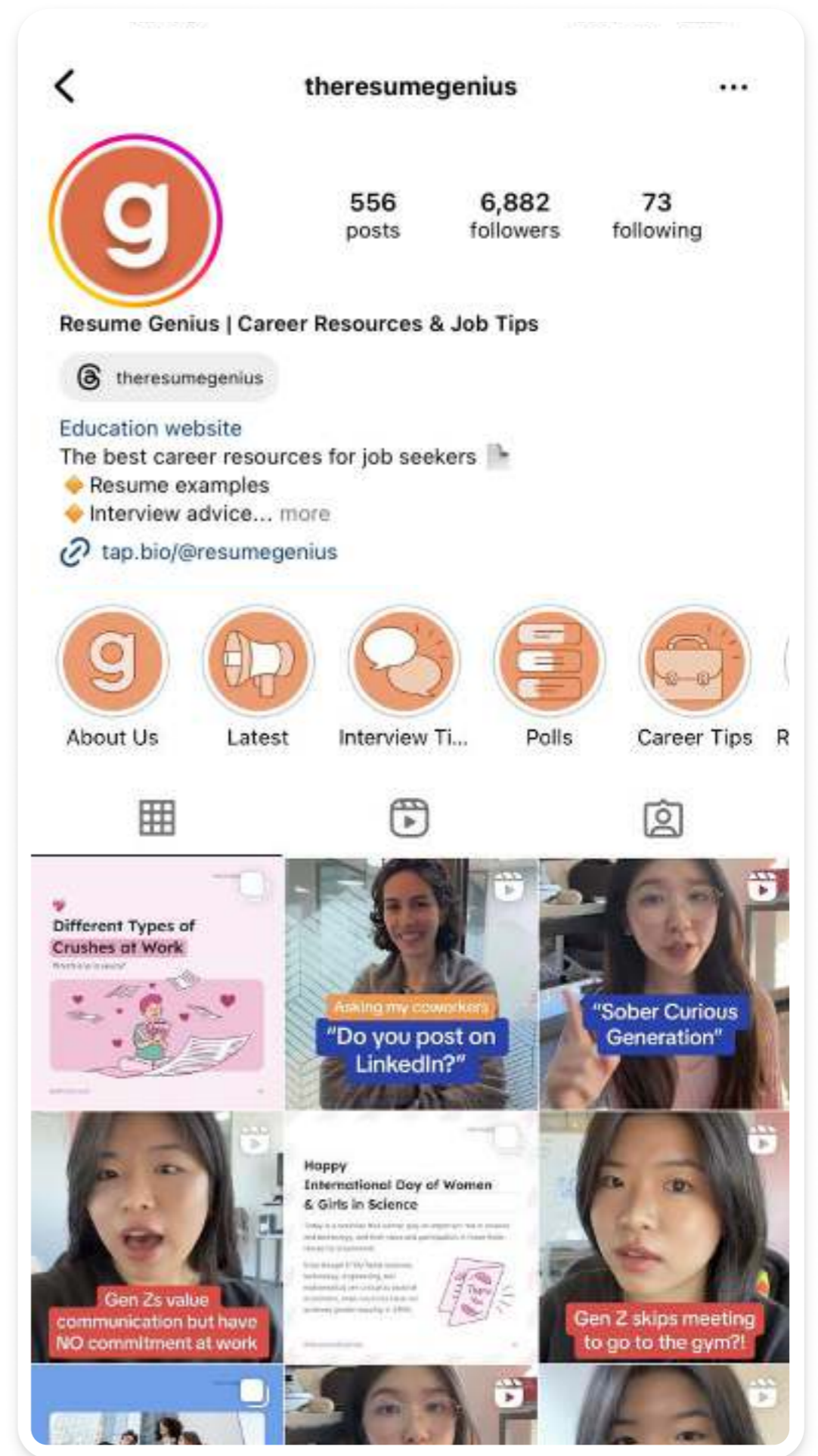
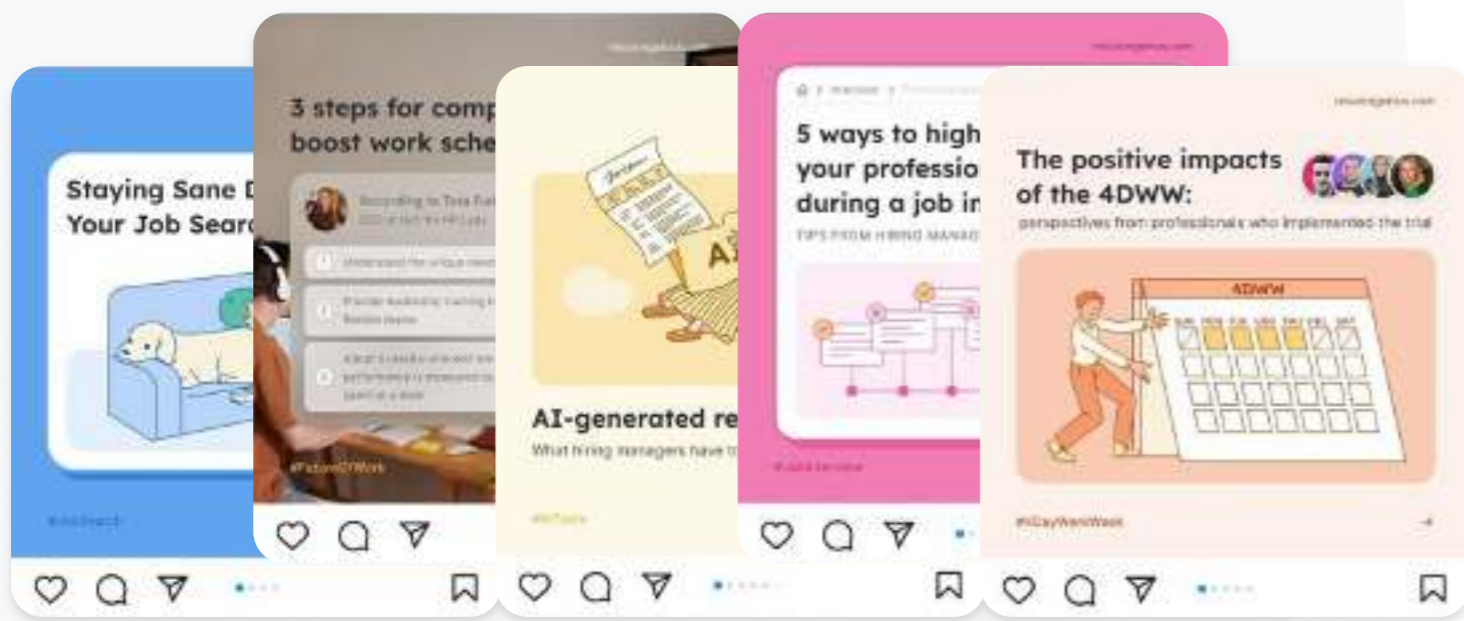
SOCIAL MEDIA

# Instagram

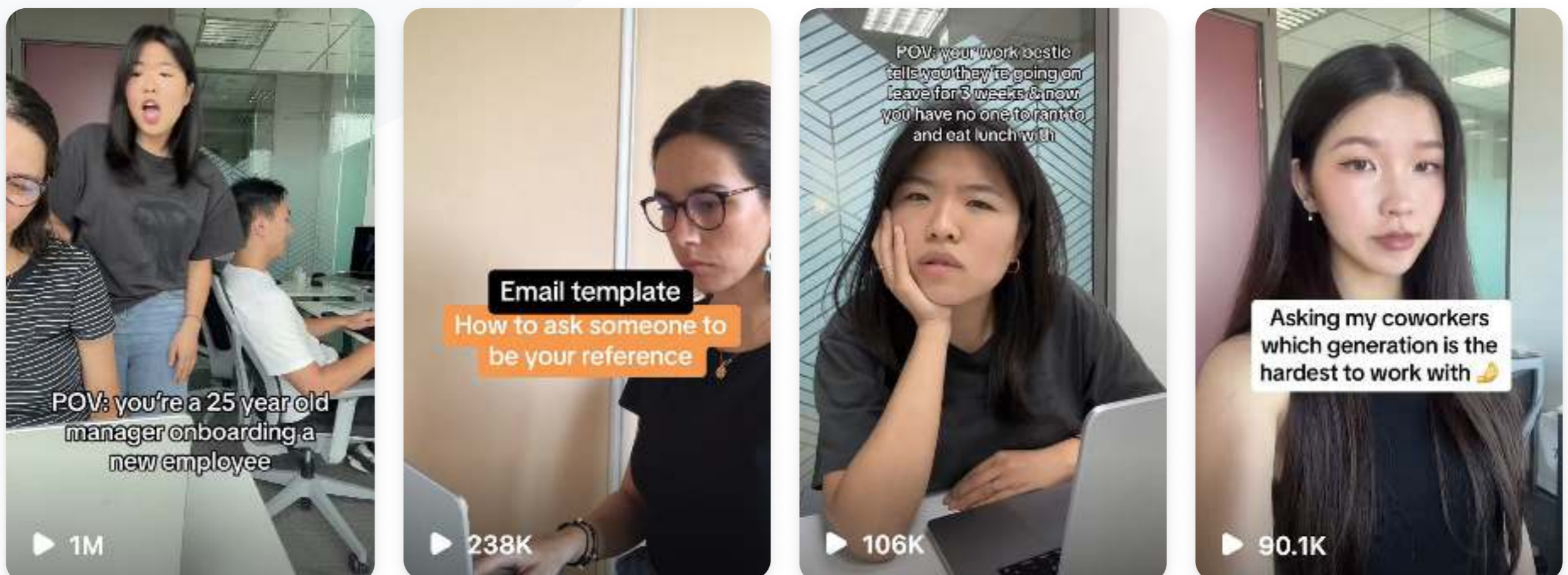
Focusing on both informative and fun content, our Instagram page helps job seekers learn how to navigate the career world in different ways. We use a variety of approaches to our content, including:

-  **Static posts:** Informative and well-designed content
-  **Reels:** Funny, relatable, and interview-focused
-  **Stories:** Quizzes, trending topics, career tips, and article highlights

Our Instagram Reels, Stories, and posts provide our audience with career insights, interview pointers, and tips on how to craft a compelling resume.



## MOST VIEWED REELS



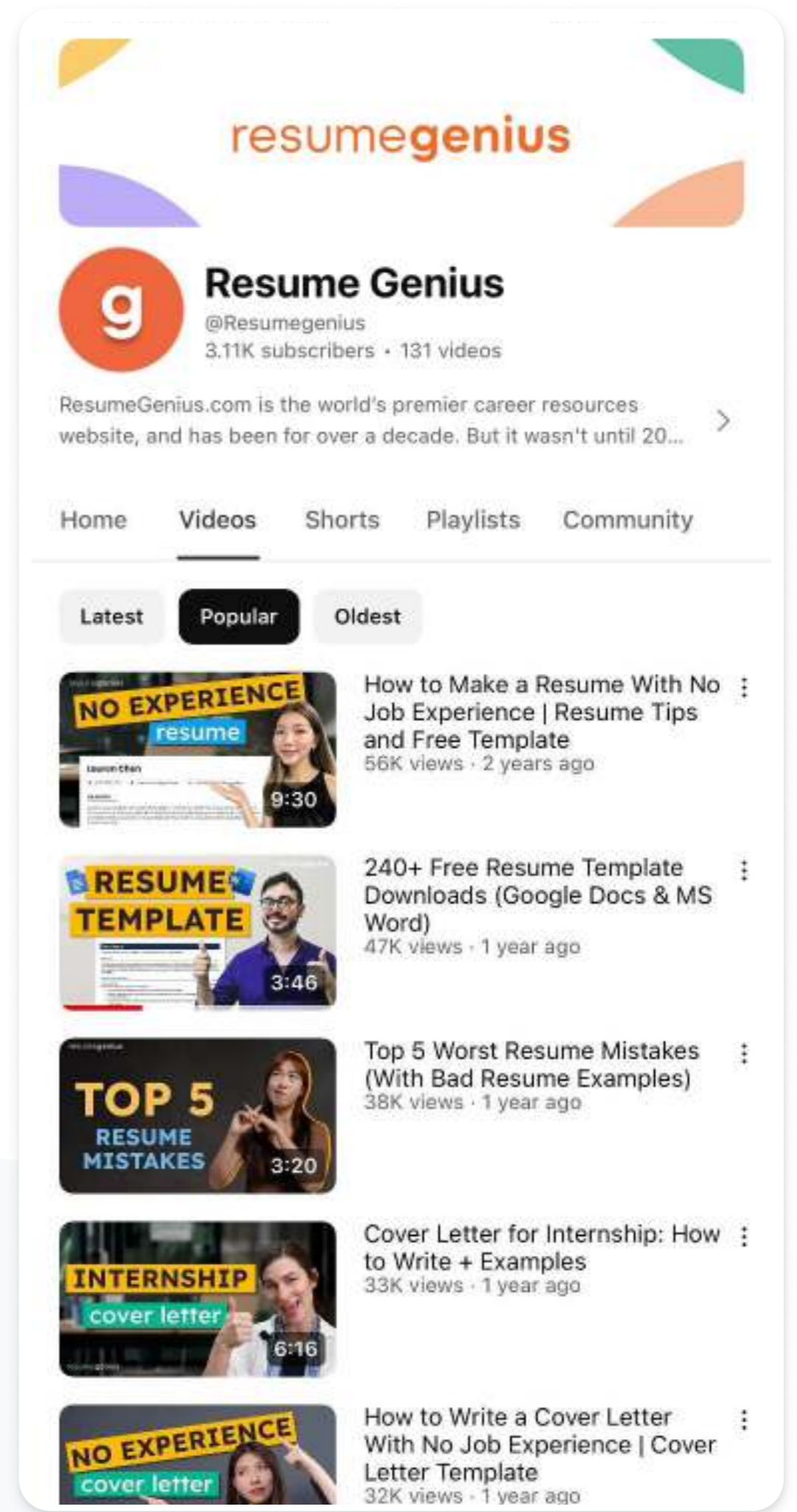
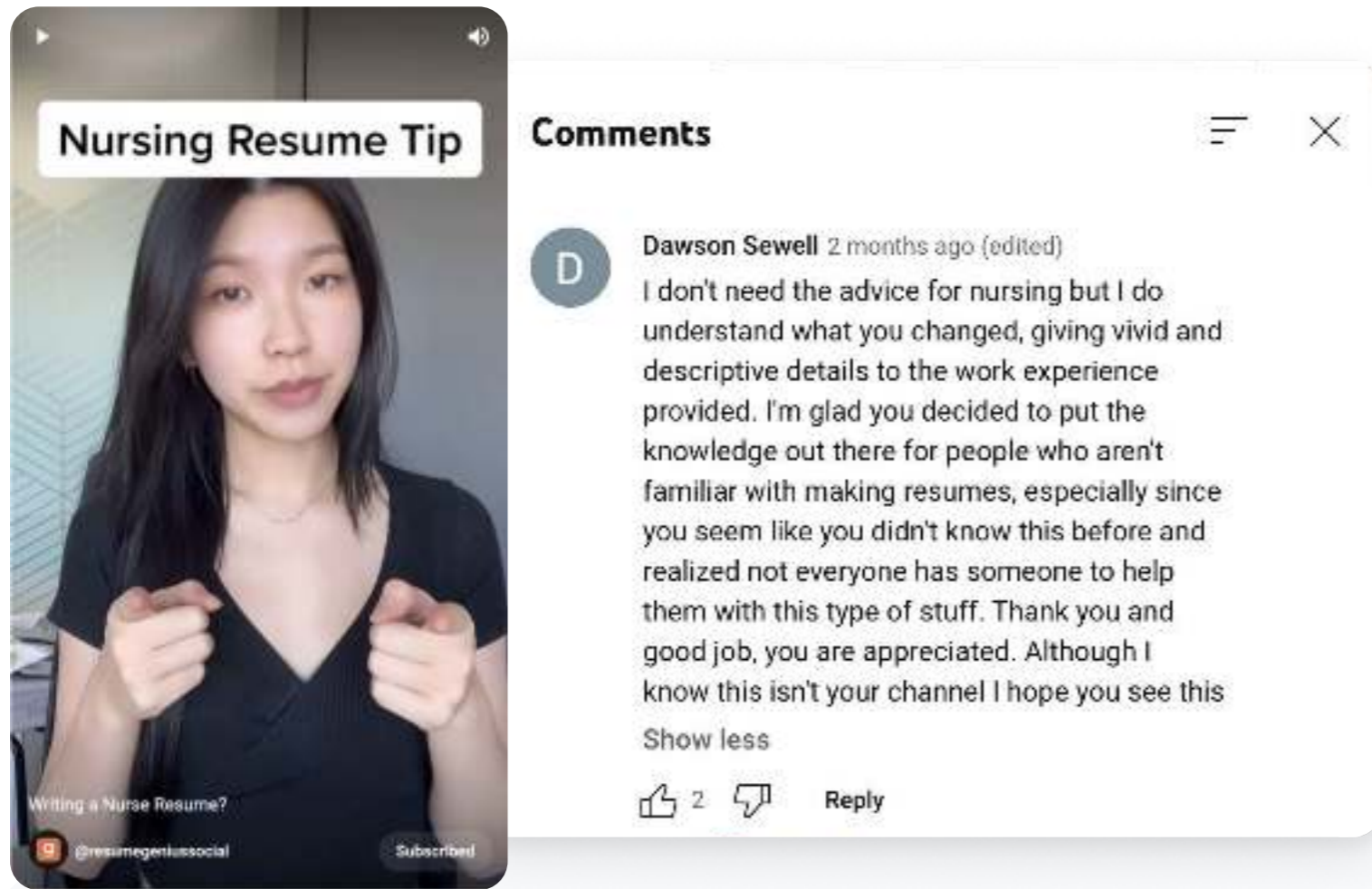


SOCIAL MEDIA

# Youtube (video + shorts)

Since launching our YouTube channel in December 2021, we've racked up 473K+ views and have gotten noticed 2.4M times with our 45+ long-form videos. Our in-house career experts cover topics on everything from how to make a resume with no experience to helping teens find their first jobs.

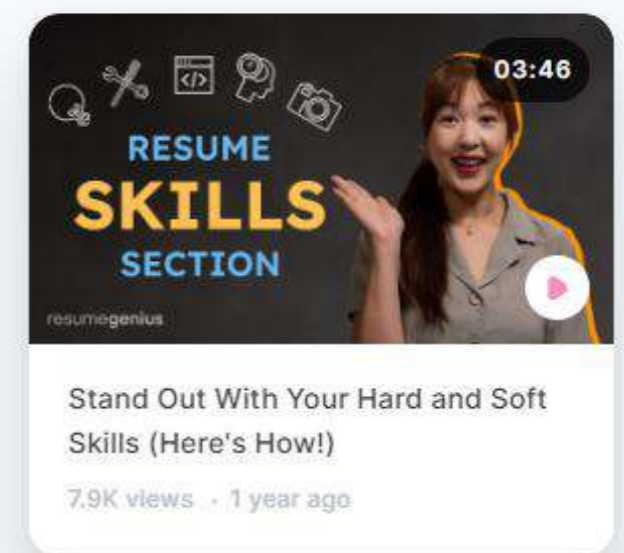
With a growing collection of shorts and a goal to include a unique video for each of our articles, we're striving to meet our audience's diverse preferences and make our resources more accessible to everyone.



FEATURED ON OUR WEBSITE

Youtube

See More →





SOCIAL MEDIA

# Pinterest

With more than 22 million views, we're a trusted source for resume templates, cover letter templates, and general career advice. As Pinterest is a platform that focuses on aesthetics, we delight in providing design inspiration to job seekers around the world.

Our idea pins are split into different career categories and focus on answering questions about the career world, such as "how to answer difficult interview questions."



**Job Interviews** 23.06K Impressions  
125 Pins



**Employment, Career &...** 20.51K Impressions  
312 Pins

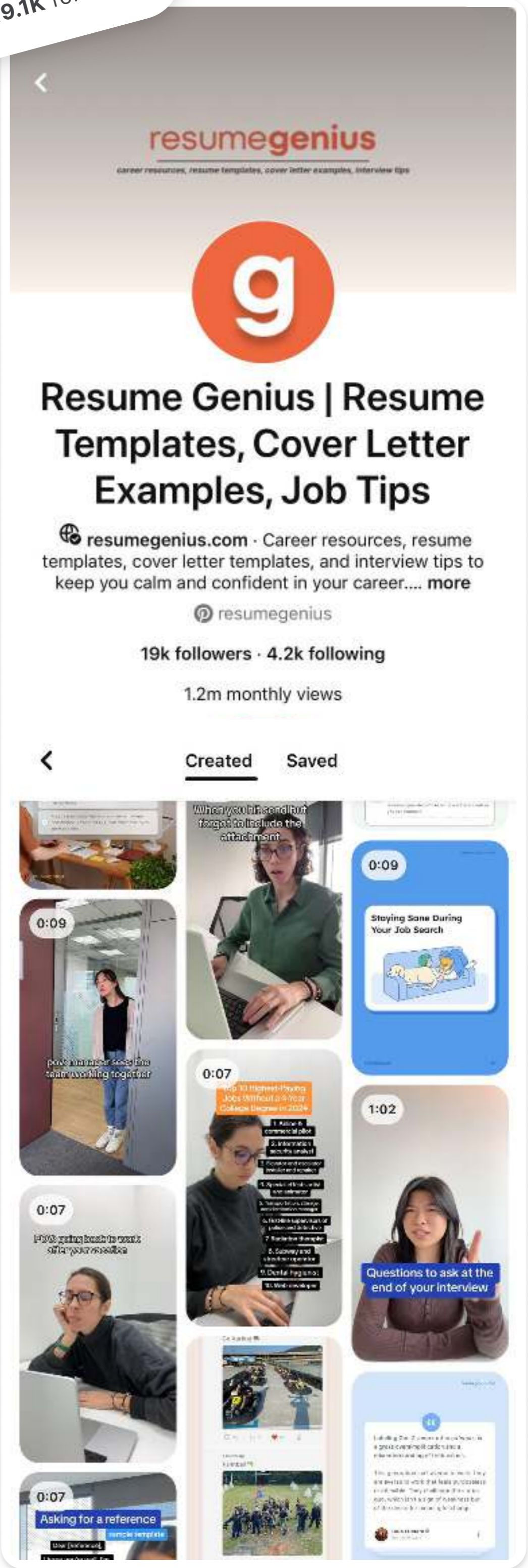


**\*\*\*High School...** 16.23K Impressions  
2374 Pins

## Our Top Boards

Our most popular pin is the Teen Resume Template which has gotten the attention of more than 250,000 Pinterest users to date - mainly in the 25 – 34 age range.

19.1K followers





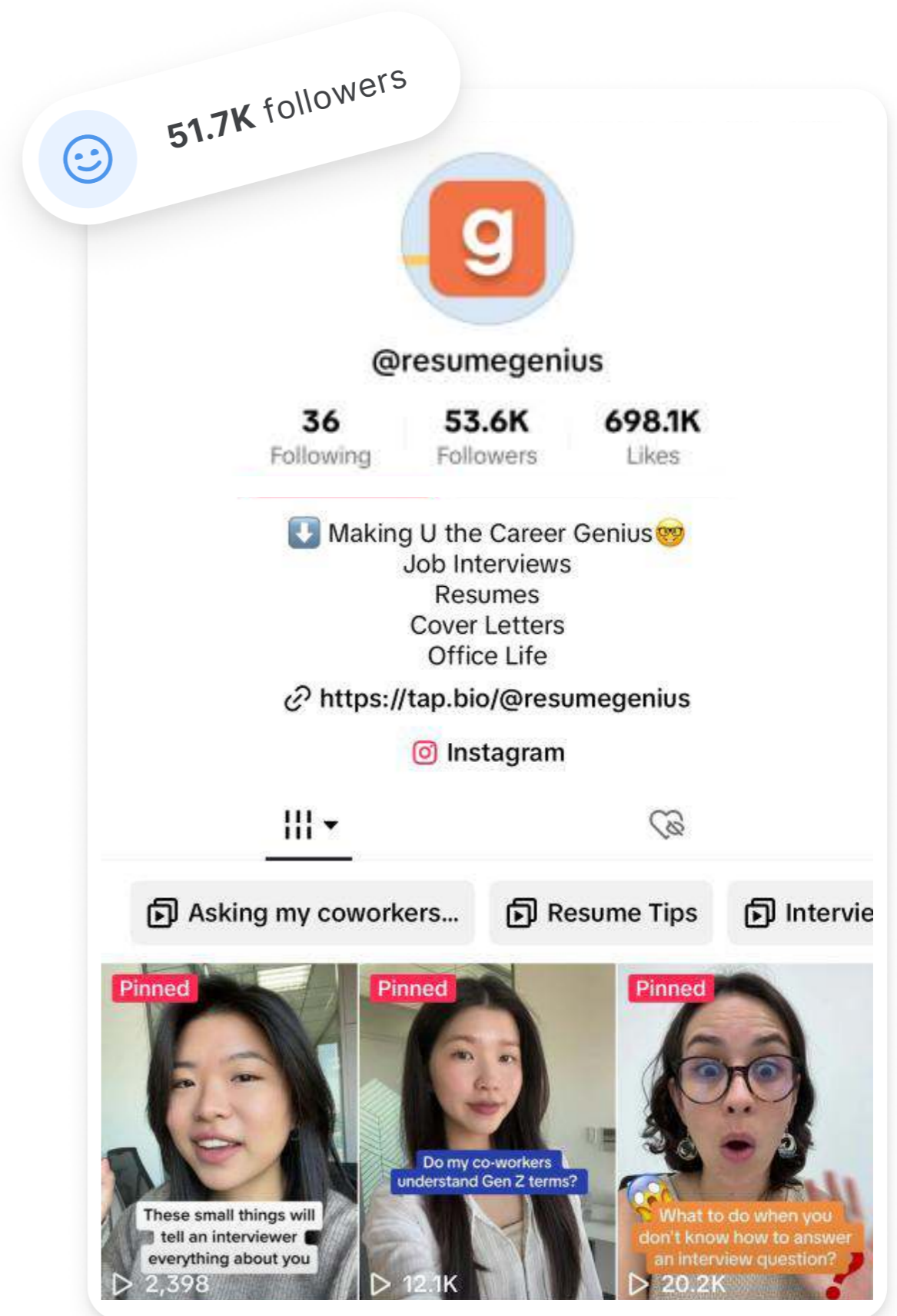
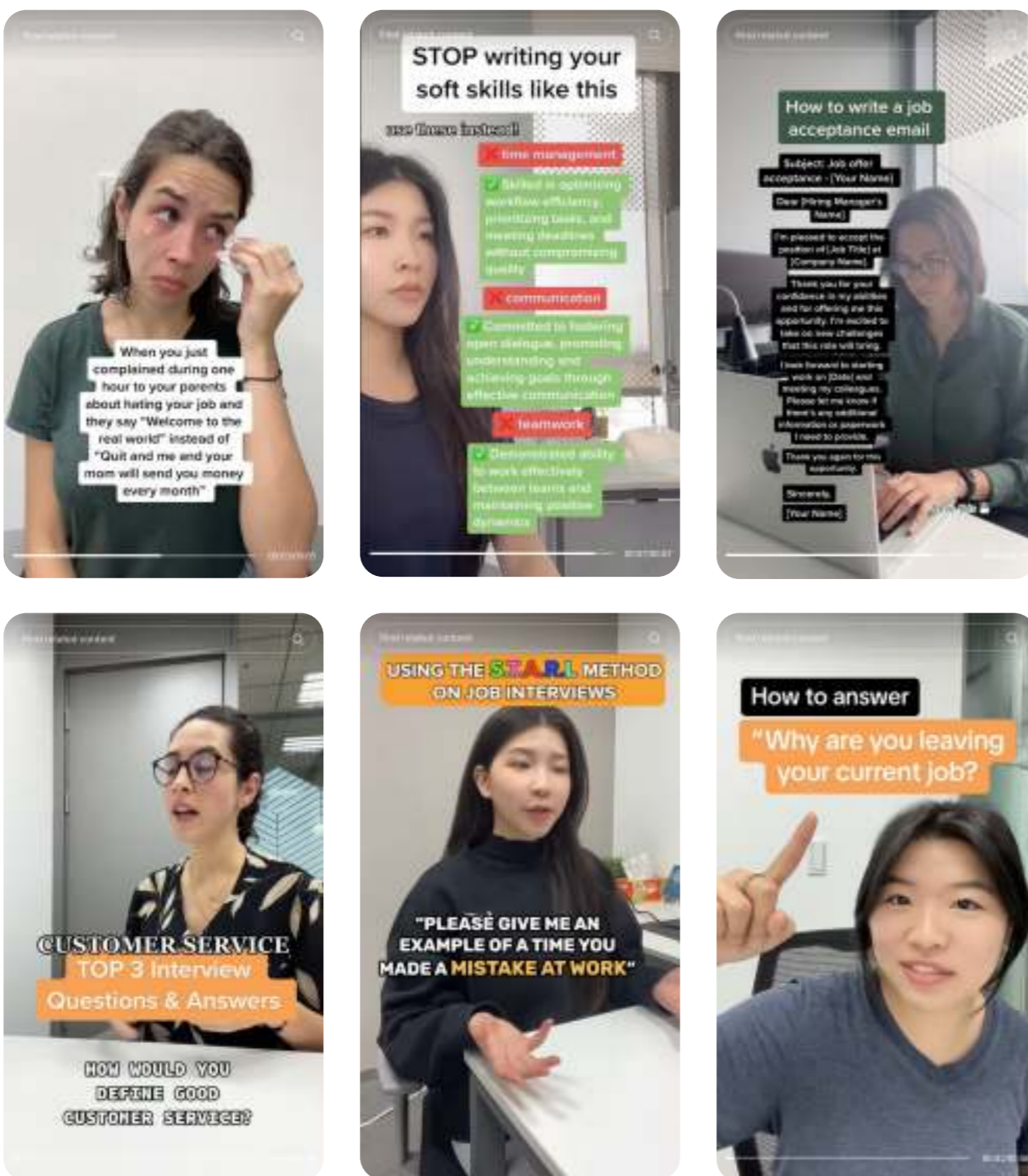
SOCIAL MEDIA

# TikTok

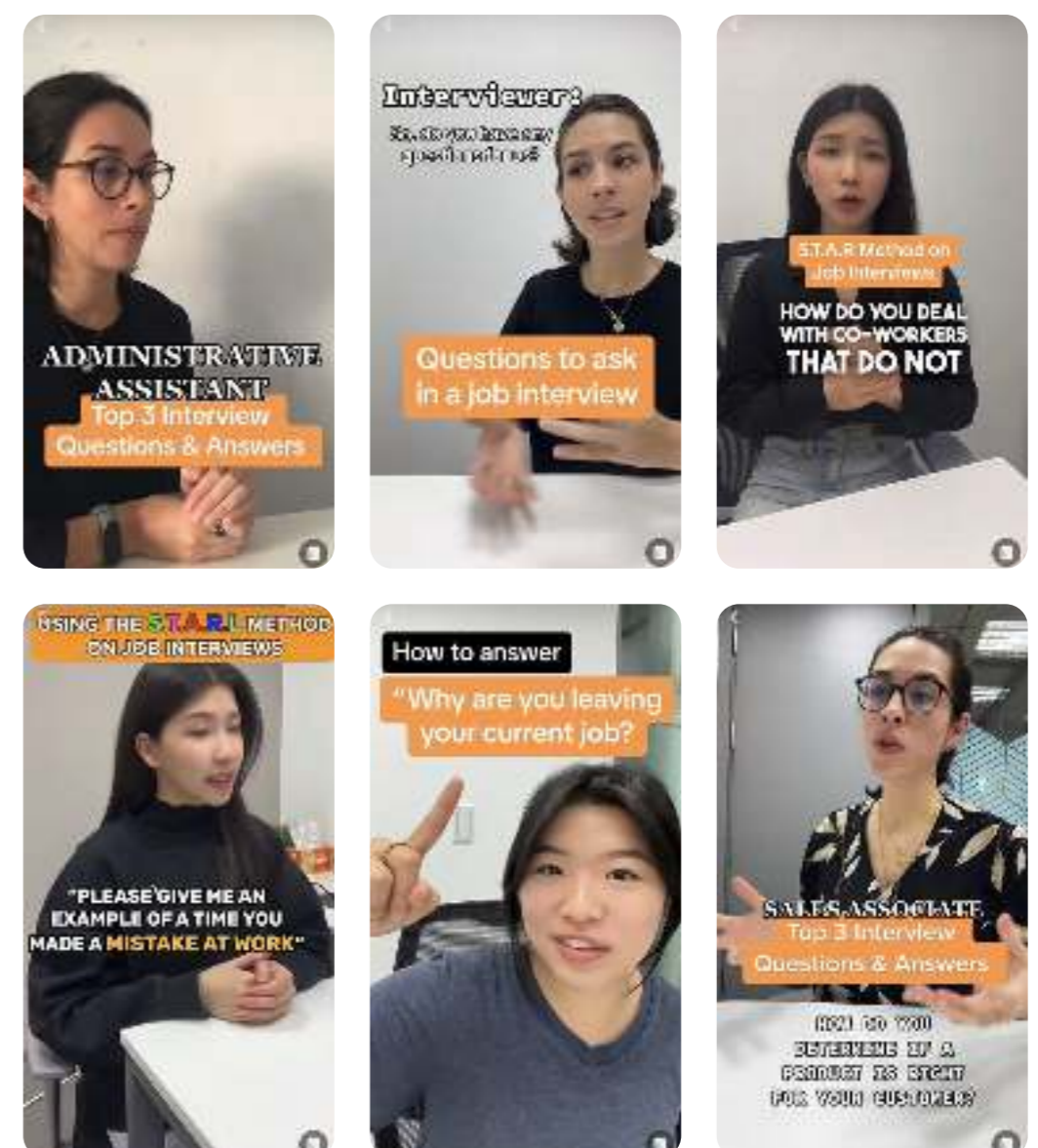
We created our TikTok account to make the ever-serious job search process a little more fun. From skits to informative videos, we cover everything a casual scroller or professional might need.

Following the positive response to our TikToks, we've added the most popular short videos to our blog posts to give users who enjoy scrolling through social media different ways of absorbing important information.

## Our Top Tiktoks



## Job Interview Tips






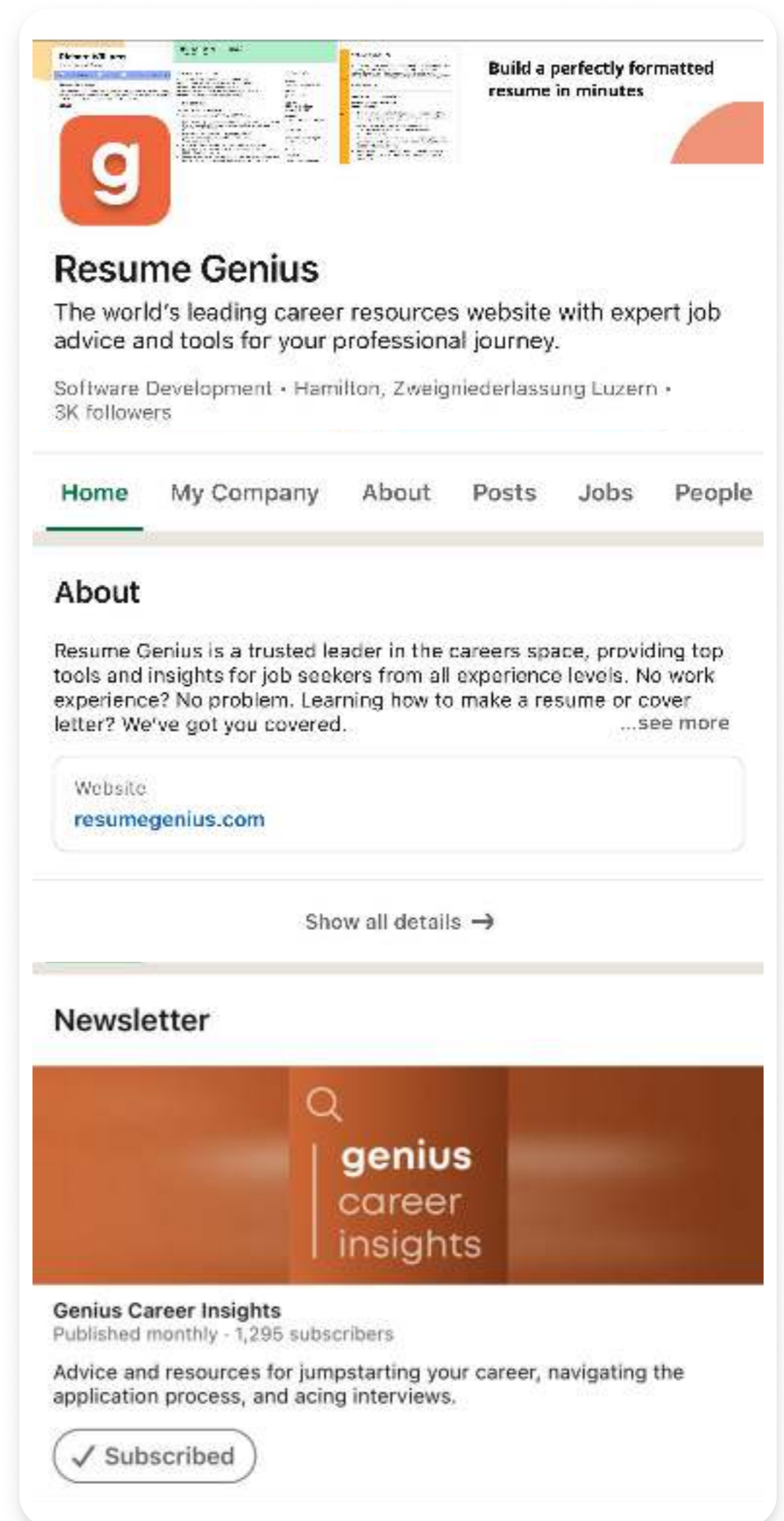
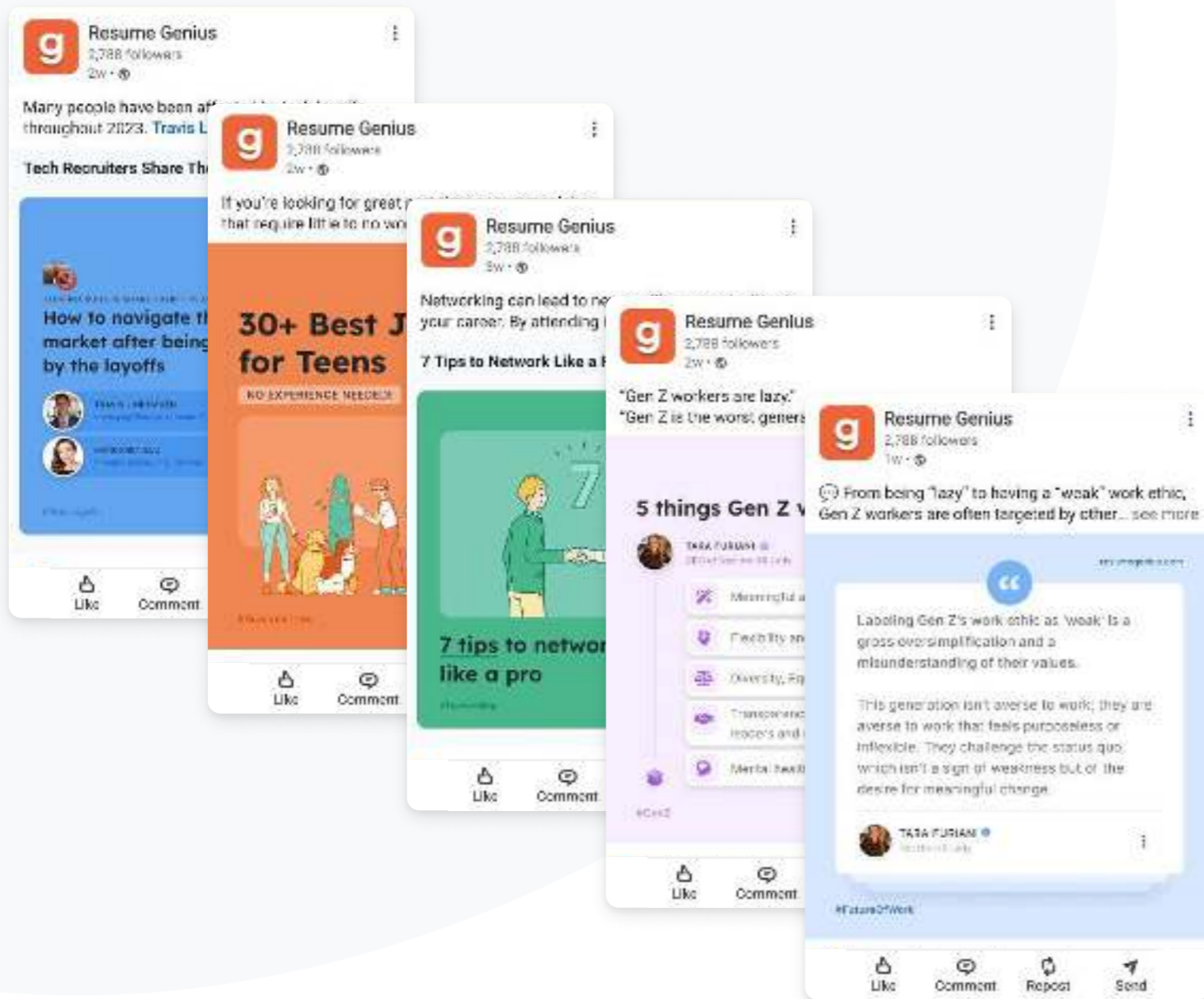


SOCIAL MEDIA

# LinkedIn

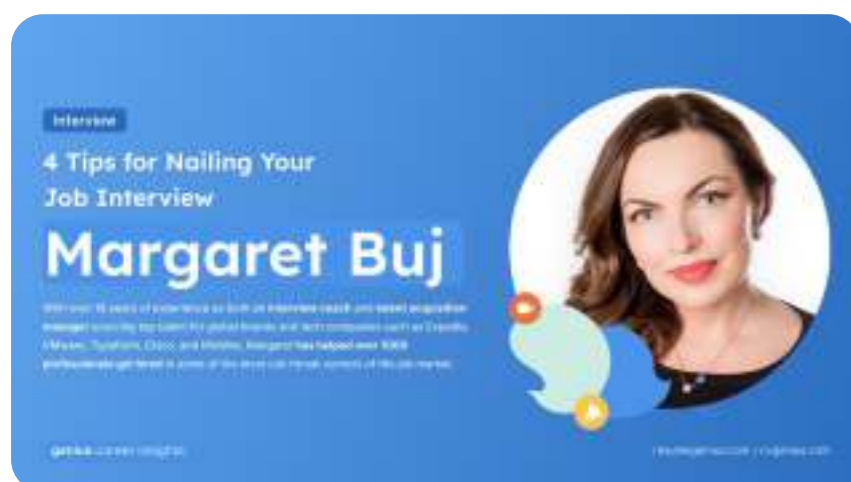
Our LinkedIn page features a variety of content designed to engage our audience and help job seekers navigate their search, including:

-  Tips for effective job hunting and helpful career advice
-  Video interviews with top voices across industries
-  Polls our audience can interact with on trending career topics



OUR NEWSLETTER FEATURE ARTICLES

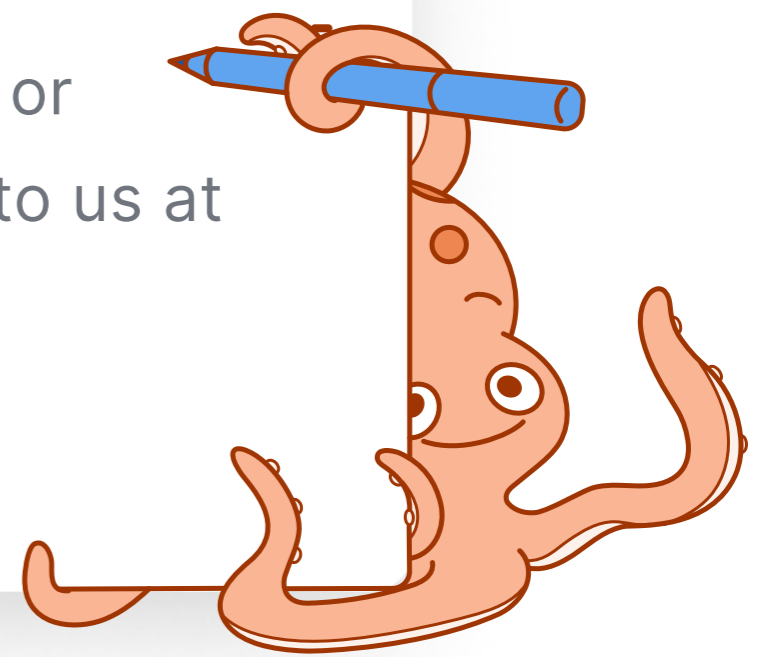
Our newly launched newsletter, Genius Career Insights, highlights expert advice, resources, and personal stories of success. It helps our readers create blueprints for overcoming challenges and offers inspiration to pursue their career goals.



# Media Inquiries

As we continue to innovate and lead in providing top-tier resume building solutions, we welcome inquiries and collaborations.

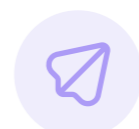
For more detailed information, insights, or partnership opportunities, please reach out to us at [pr@resumegenius.com](mailto:pr@resumegenius.com).



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