

Curriculum Vitae (CV) Guide

When applying for a job, especially internationally, or applying to a graduate/professional school, a CV may be requested. A CV is a document that highlights your academic and professional experiences. There is no set formula for writing a CV; however viewing samples within your disciplinary area may help.

DIFFERENCE BETWEEN A CV AND A RESUME

- CVs are longer in length and are more comprehensive than a resume. Resumes are generally limited to one page, whereas a CV is two or more pages.
- CVs contain greater detail, whereas resumes provide a concise snapshot of your experience. In a CV, you have the flexibility to expand upon your qualifications.
- The goal of a resume is to create a professional identity; the goal of a CV is to create a scholarly identity.

GUIDELINES FOR CREATING A CV

- Be creative; don't use a template
- Become familiar with CV requirements in your academic field to tailor the style, format, and content
- Can use current resume as a starting point
- Conduct an inventory of your skills, education and experience, focusing on transferable skills
- Organize all skills, qualifications, and experiences into corresponding categories
- Include dates when applicable
- Be mindful to use appropriate present and past tense verbs
- List experience in reverse chronological order, starting with the most recent
- The most important information should come earlier on a CV, after your education section
- High School information should not be included unless relevant to your objective

CV CONTENT

The list below provides suggestions of content to include on your CV. If searching for international opportunities, some countries vary in what they include on CV's so be sure to research that country's requirements.

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| • Basic Contact Information | • Professional Affiliations | • Publications |
| • Education | • Committees | • Theses/Dissertations |
| • Professional Licenses/Certificates | • Skills | • Grants |
| • Honors/Awards | • Languages | • Scholarships/Fellowships |
| • International Experience | • Relevant Coursework | • Workshops/Clinics/Seminars (Attended or Facilitated) |
| • Leadership Involvement | • Class Projects | • Interests |
| • Volunteer Experience | • Research | • Travel |
| • Athletics | • Presentations | • References |

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EDUCATION

St. Norbert College, De Pere, WI

Bachelor of Arts Degree in Communication, May 2012

Minor: Business Administration

Concentration: Marketing

Major GPA: 3.84/4.0, Overall GPA: 3.6/4.0

Relevant Coursework: Business and Professional Speaking, Intercultural Communication, Organizational Communication, Foundations of Management, Marketing Research

HONORS AND AWARDS

- Dean's List
- Midtown Lions Club Scholarship for Academics
- St. Norbert College Trustees Scholarship for Academics
- St. Norbert Presidential Scholarship for Academics
- Outstanding Senior in Communication Award

INTERNATIONAL EXPERIENCE

Museo de Santa Cruz, Toledo, Spain, Spring 2012

Study Abroad program

- Enhanced understanding of Spanish history and lifestyle by living with host family and participating in a Spanish speaking group every week
- Adapted quickly to Spanish culture and academic system by attending classes at the university daily
- Developed global perspective from interviewing Spanish natives

Museo de Santa Cruz, Toledo, Spain, Spring 2012

Art Intern

- Maintained, catalogued, and restored pieces within museum
- Administer the lending of pieces to exhibitions
- Lead a variety of tour groups through the museum, developing strong leadership and communication skills

MARKETING EXPERIENCE

United Way of Brown County, Green Bay, WI, September 2011 – Present

Communications/Campaign Intern

- Assist in all communication functions and some campaign functions, including contacting potential donors to raise money for the campaign
- Create printed materials, including news releases, newsletters, and correspondence letters
- Facilitate production and printing of various brochures and invitations

Sargento Cheese, Plymouth, WI, June 2010 – August 2012

Special Markets Department Intern

- Evaluated and updated monthly sales reports, financial reports and graphs
- Wrote monthly newsletter articles highlighting current marketing trends
- Created five sales presentations, which were presented to the Board of Directors
- Conducted daily research on product histories

ADDITIONAL WORK EXPERIENCE

St. Norbert College Women's Center, De Pere, WI, September 2010 - May 2011

Desk Staff Member

- Assisted hall directors and resident assistants in coordinating 10 hall activities per year
- Addressed residents' concerns and questions about campus activities and resources

The Abbey, De Pere, WI, October 2008 – August 2010

Manager/Server

- Received promotion to manager as reward for hard work and initiative after one year of employment
- Created and managed schedule for 25 employers
- Provided excellent customer service by multi-tasking

PRESENTATIONS

Knight, Natalie, 2010. "Writing in the Public Relations World: How to be Successful." Presented at St. Norbert College.

Knight, Natalie, 2009. "Effective Corporate Marketing Through the Use of Creative Social Media." Presented at Psychological Convention at St. Norbert College.

Knight, Natalie, 2009. "The Management of Quantitative Data Within SPSS." Presented at University of Wisconsin.

PUBLICATIONS

Knight, Natalie, 2011. Importance of Marketing a Brand. *Journal of Communications and Marketing*, 48-52.

Knight, Natalie, 2011. Conceptualizing the Value of Marketing and its Consumers. *Journal of Public Relations and Marketing*, 88-90.

Knight, Natalie, 2010. The Power of Public Speaking: How to Persuade and Audience in the Field of Marketing. *Journal of Communications and Marketing*, 130-136.

RESEARCH PROJECTS

Research Methods in Marketing, St. Norbert College, De Pere, WI, Fall 2011

- Conducted research on psychological & sociological aspects of consumer behavior
- Interviewed over 100 consumers on buying habits and how marketing affects habits
- Presented research through a Power Point presentation at a national marketing conference in Madison, WI

Foundations in Management, St. Norbert College, De Pere, WI, Spring 2010

- Analyzed and made decisions about the relevant allocation of resources necessary for the successful management of a simulated business
- Met regularly with teammates outside of class to discuss strategies and plans for future decision making
- Presented a simulated "Stockholder's Meeting" to report on past performance and future goals

ATHLETICS

Cross Country and Track, St. Norbert College, De Pere, WI

Division III Varsity Athlete, Academic years 2008 – 2012

- Developed leadership skills by serving as team captain
- Achieved team cohesiveness by organizing athletic awards events

Tennis Team, St. Norbert College, De Pere, WI

Division III Varsity Athlete, Academic years 2008 – 2012

- Used effective teamwork and communication skills while playing doubles matches
- Attended state championship in October 2010
- Successfully managed athletics and academics

LEADERSHIP AND ACTIVITIES

Independent Social Group, St. Norbert College, De Pere, WI

Service Chair, Academic years 2009 – 2012

- Encouraged organization members to participate in service-oriented programs

Student Government Association, St. Norbert College, De Pere, WI

Secretary, Academic years 2009 – 2010

- Accurately recorded minutes for monthly executive board meetings
- Managed internal and external correspondence

Treasurer, Academic years 2008 – 2009

- Managed all member dues and financial obligations utilizing Microsoft Excel
- Organized fundraisers at the Resch Center and Lambeau Field twice per semester

VOLUNTEER EXPERIENCE

American Red Cross, Fall 2010

St. Norbert College Blood Drive Volunteer

- Collaborated with campus Health Center to publicize event
- Developed flyers to post around campus, utilizing strong creativity skills

Relay for Life, Spring 2010

St. Norbert College Volunteer

- Organized group of 20 students to support the American Cancer Society
- Raised over \$3,000 as a group for the fight against cancer

PROFESSIONAL AFFILIATIONS

Current Young Professionals Network, November 2010 – Present

Student Member

- Meet with local professionals in the Green Bay area, expanding network and exchanging ideas about current business trends
- Hosted etiquette dinner at St. Norbert College by contacting alumni to speak at the event

American Management Association (AMA), April 2011 – Present

Student Member

- Stay current on new business trends by subscribing to the monthly AMA journal
- Attend bi-monthly training sessions provided by AMA that focused on managerial skills

Society for Human Resource Management (SHRM), September 2009-May 2012

President

- Led weekly meetings by developing an agenda and goals for the group
- Attended periodical events sponsored by SHRM, including networking activities within the Green Bay area
- Improved professional competency through annual Suited for Success workshop

COMMITTEES

Board of Trustees, April 2010-December 2011

Student Member

- Managed yearly budget with Microsoft Excel
- Helped plan retreat utilizing exceptional organizational skills