**Closely identifying the keywords in the job posting is crucial in creating a targeted application. Often the job posting will have some information about what their company offers (if not, their “About Us” page on the website will have this information), this can be used to help write part of your cover letter. The job responsibilities and requirements sections will give you information on what to include on your resume (and cover letter) and how to effectively present it.**

**Job Position: MOTION AND VIDEO GRAPHICS DESIGNER**

**Company information:**
In Vision is young, socially responsible, positive, fast-paced company. Our team members must work well under pressure and want to grow with us. This position is part of our re-imagined outreach strategy with the upcoming launch of our new platform.

At In Vision, our mission is to think outside the box and to share media in its many forms through creativity, learning, and fun.

**Responsibilities:**
- Collaborate with the team to produce videos and graphic animations that explain concepts, showcases customers, promotes features, how-to’s and more
- Captivate audience with engaging visuals
- Create videos that brings value to our audience beyond just self-promotion
- Film interviews with team members and customers
- Ensure all designs are consistent with In Vision’s identity and values

**Requirements:**
- Completing a university degree, preferably in Communications, Art, or Computer Science
- Must provide portfolio of work – either personal or professional
- Must be creative and love doing video, design and animations
- Talented with the Adobe Creative Suite (After Effects, Premiere, Photoshop)
- Experience with cameras and video editing is an asset
- Experience with sound editing is an asset
- Knowledge of MS Office Suite (Word, Excel, PowerPoint, and Outlook)

Matching the job requirements to Bob’s Experiences:

- Completing a Computer Science degree
- Volunteering at NUTV – involved in filming, video and sound editing
- Knowledge and use of video editing programs
- Brainstormed ideas for short videos; shows creativity
- Experience of MS Office from projects/paper/research/courses
May 1, 2017

Dear Sir/Ma’am,

Please accept my application for the Motion and Video Graphics Designer position as listed on your website.

I am currently a third year Computer Science student at the University of Calgary, concentrating on Computer Graphics.

My previous experience as seen in my resume shows why I fit well with this position. I am interested in the position as I feel that it is a fit with what I want to do as a career. I have been volunteering at the university’s TV station for almost two years and have had experience in editing video and sound. I also did some camera filming.

My courses have not only focused on design but also considering the user’s point of view and the interaction aspects. I love learning new things and believe this will prepare me for a successful future in the technology field.

Attached is my completed resume. Thank you for your time and consideration.

Regards,

Bob Sacamano
Bob Sacamano
B.Sacamano@ucalgary.ca | (403) 900-7777
Portfolio link: www.bobsportolio.blogspot.com

May 31, 2017

In Vision
58 70 Ave. SE
Calgary, AB, (403) 988-7799

RE: Motion and Video Graphics Designer

I am writing to express my interest in the Motion and Video Graphics Designer position. As a Computer Science student, I enjoy sharing my work and creativity through digital media, and it is something I will bring to In Vision. I feel that my educational background and experience working in the many facets of television and production will be a great fit with this position, and I want to play a role in launching the company’s new platform and to grow with it.

Volunteering with NUTV, the university’s TV channel, has provided me with a wealth of experience in producing digital content and exposure into the media field. Working as the production assistance, I had the opportunity to be a part of video production from start to finish. Our team of 12 would meet regularly brainstorming ideas that were novel and creative. After filming, my primary responsibility was to edit the footage in Adobe Premiere. In producing over 15 short videos, I became extremely familiar with the program. I had to put together different intro and transition scenes as well as editing the sound for consistency. One of the creative highlights at this position was my idea to create segments that looked at archived videos compared to present day videos. This helped showcase the differences and dynamics between student populations decades ago. In addition to being played around campus television, currently this series has over 3000 combined views. Additional works from this position can be viewed at my portfolio link.

As a Computer Science student, a few courses in particular have given a broad understanding of media and its many components. In addition, to learning and applying the principles of animation, I have also gained awareness of user experience and how these are interconnected. I look forward to applying my knowledge and skills at this position, I feel that I will not only meet the requirements but will exceed them. Thank you for your consideration, I can be reached at (403) 900-7777 or B.Sacamano@ucalgary.ca.

Sincerely,

Bob Sacamano
Bob Sacamano  
(403) 900-7777, B.Sacamano@ucalgary.ca

Skills
- Video editing
- Camera operation
- Good communication skills
- Able to think creatively
- In computer science
- Organized and orderly

Education
Bachelor of Science, major in Computer Science  
University of Calgary

Work Experience

Brick Cellular  
Sales Consultant  
March 2016 – now

Tom’s Restaurant
Line Cook  
May 2014 – December 2015

Calgary Co-op
Gas Bar Attendant
January 2013 – November 2013

Volunteer Experience

NUTV, University of Calgary
Production Assistant
January 2016 – now

Overall format is quite plain and general; it would be a good idea to add some formatting to it.

The skills listed are related but fairly vague. The student should try to elaborate on these and provide more of an overview.

Within the Education section, including a few courses can show technical and related knowledge.

He should include a description and outline about each position.

Because his NUTV experience is most related, he should try to list it first and highlight it the most.
Bob Sacamano  
(403) 900-7777, B.Sacamano@ucalgary.ca

Skills Summary

- Experience in editing video and sound; can use Photoshop
- Creative and able to design posters and handouts
- Organized and efficient; can take on multiple projects at once
- Worked in a studio setting

Education

Bachelor of Science, major in Computer Science  
Concentration in Computer Graphics

University of Calgary
- Dean's List
- Alexander Rutherford Scholarship
- Jason Lang Scholarship

Relevant Courses

- CPSC 481 – Human-Computer Interaction
- CPSC 587 – Fundamentals of Computer Animation
- ART 319 – Digital Illustration

Professional Experience

NUTV, University of Calgary  
Production Assistant  
January 2016 – Current
- I mainly operated the camera during our shootings at different sites on campus. After the footage was obtained, I would process and edit it on Adobe Premiere. These videos are shown on the campus televisions as well as upload on YouTube. I am also partly responsible for coming up with different ideas for our videos

Brick Cellular  
Sales Consultant  
March 2016 – Current
- I would greet customers and answered any questions that they have. It is also my responsibility to ensure that the store is neat and organized. I often demonstrate to customers the features of different phones. This lead to positive interactions and high sales numbers.

Tom’s Restaurant  
Line Cook  
May 2014 – December 2015
- I had to prepare and cook many dishes at once while following the specific details of customers’ orders. This help me enhance my attention to detail skills, as well as time management skills.

Calgary Co-op  
Gas Bar Attendant  
January 2013 – November 2013
- I followed the safety procedures in filling gas to customers’ vehicles, and also made sure that the convenient store was clean and stocked
BOB SACAMANO

B.Sacamano@ucalgary.ca | (403) 900-7777
Portfolio link: www.bobsportfolio.blogspot.com

Skills Summary

Video and Sound Editing: Familiar and able to utilize multiple video and sound editing software (i.e., Vegas Pro, Premiere, Magix), creating videos for YouTube

Design: Advanced knowledge of Photoshop; created several promotional posters for our university campus’ TV channel, NUTV

Microsoft Office: Developed from creating presentations and writing research papers; coordinated filming schedules on Outlook

Creativity: Collaborated and communicated with directors and writers in deciding scenes and storyboard of our short clips; portfolio of personal ideas and artwork

Organization: Coordinated the filming of several projects; ensure that work files are stored and organized properly

Education

Bachelor of Science: Computer Science

Concentration in Computer Graphics

University of Calgary

September 2015 - Current

Relevant Courses:

Human-Computer Interaction – focused on understanding how people currently use technology, and the process of designing user experiences to be creative and engaging. Analyzed the trade-offs of efficiency, creativity, time/cost, and logistics.

Fundamentals of Computer Animation – focused on the principles of tradition animation. Topics included key framing, inverse kinematics, numerical integration, space-time constraints, human and behavioural animations, metamorphosis, and motion capture.

Digital Illustration – Introduction to vector-based illustration techniques, their historical context, and terminology. The course provided a focus on the fundamentals of designing with imagery, and the relationship between verbal and visual communication.

Relevant Experience

Production Assistant (Volunteer), NUTV - University of Calgary

January 2016 - Current

- Processed raw footage on Adobe Premiere, produced over ten three-minute videos that featured a variety of segments (i.e., cooking, fun shorts, student elections, etc.)
- Edited transitions (i.e., cross-fade, wipe, compositing) into videos; adjusted sound levels and added clips/bites
- Regularly met with team of 12 to discuss video ideas and created storyboards, which resulted in an organized and timely process for meeting submission deadlines
- Proposed idea of creating a segment that featured archived videos being compared with present day videos; over 1500 combined views on YouTube
- Operated camera during shooting; kept track of all associated equipment and managed raw footage

As requested on the posting, he includes a link to his portfolio. He has refined his format and added subtle variations to make the resume stand out. Enthusiastic and creative computer science student pursing a co-op position. Experience in video and sound editing; extensive knowledge with editing software. The skills section is much more detailed and comprehensive. Each skill is communicated quickly but clearly. Instead of “Work” & “Volunteer”, he uses “Relevant” & “Additional” as his experience titles to target the job position. Instead of a short paragraph, it is broken into bullets, and they are more descriptive and detailed. Each bullet only addresses one to two specific tasks, and this allows him to create a picture of his different responsibilities and to highlight some of his accomplishments.
Additional Experience

Sales Consultant, Brick Cellular
March 2016 – Current

- Created solutions for customers by thinking outside the box using all the resources available ensuring record levels of satisfaction resulting in a 98% satisfaction over two years
- Organized the store every morning to ensure customers received the full experience with complete and accurate information
- Executed initiative to find promotions that more correlate with customers’ needs resulting in more communication between the store and corporate levels

Line Cook, Tom’s Restaurant
May 2014 – December 2015

- Prepared up to five different dishes at once while maintaining quality of different meals and dishes; ensured that food was cooked according to customers’ requirements
- Enhanced my time and priority skills by breaking down the steps of cooking instructions
- Collaborated with up to seven co-workers during peak hours ensuring thorough communication within our team

Gas Bar Attendant, Calgary Co-op
January 2013 – November 2013

- Assisted customers in filling their vehicles efficiently
- Ensured that store was properly stocked and clean

Awards and Achievements

- Jason Lang Scholarship - 2015, 2016
- Dean’s List – 2015
- Alexander Rutherford Scholarship – 2015
- International Baccalaureate - Western High School – 2015

Campus Clubs and Interests

- Problem Solving Club – 2016
  - Programming and coding activities amongst students; opportunity to join programming contests
- Bike Share Club – 2016
  - Encourage and recruit users for our bike share program on campus
- Board Games Club – 2015, 2016
  - Play a variety of board games on social nights

His personal accomplishments are in a section of its own, allowing him more room on the first page to showcase what is most important.

He also include an “Interests” section that has the extracurricular activities that he is involved in; shows that does he well-rounded.