

# THE ART OF BUSINESS

ERINISCREATIVE

e. street  
design co. ●

## DO YOU NEED A RESUME AND/OR A CURRICULUM VITAE (CV)?

There are 3 major differences between a resume and a cv:

- Length
- Purpose
- Layout/Format

## A RESUME IS...

- used for gaining employment
- no more than 1-2 pages
- a brief list of skills and achievements generally tailored to a specific position

## RESUME SECTIONS

Name & Contact Info  
Objective  
Summary of Qualifications  
Education  
Work Experience  
Volunteer/Community Service  
Applicable Activities  
Awards & Honors  
Professional Organizations  
Skills  
References

## A CV IS...

- typically used for gaining employment in academia/medicine
- used for applying for grants, exhibitions/performances, fellowships, etc.
- typically 3-4 pages but can be longer
- Lists full career history and achievements chronologically

## CURRICULUM VITAE SECTIONS \*

Name & Contact Info  
Education  
Related Professional Experience  
Teaching Experience  
Awards/Grants/Fellowships  
Exhibition Record  
    Exhibitions  
    Solo Exhibitions or Selected Solo Exhibitions  
    Collaborative Projects  
    Group Exhibitions or Selected Group Exhibitions  
Commissions

Bibliography (Reviews, Articles, Catalogues, Interviews)

Print Media

Radio/Television

Online Periodicals

Website Publications

Blogs

Selected Bibliography

Publications as Author

Lectures, Presentations, Workshops

Visiting Artist Lectures/Presentations/Critiques

Collections

Other Categories

Residencies

Professional Service

Technical Abilities

Certifications & Licensures

Consultancies

Professional Organizations

Exhibitions Juried

Exhibition Curated

Travel/Foreign Languages Spoken

Gallery Affiliation(s)

References

\* <http://www.collegeart.org/standards-and-guidelines/guidelines/visual-art-cv>

### **TIPS FOR HEADSHOTS:**

- Hire a professional photographer. If you can't afford a professional, hire a student or barter for service (please trade something of value...not "exposure")
- Invest in a makeup artist even if you want to look *natural*.
- Professional photos will have higher resolution and can be used for websites, social media, print and other media.
- Be authentic. Be you.

### **LOCAL PHOTOGRAPHERS:**

James Schlefstein, [www.hidefpixel.com](http://www.hidefpixel.com)

Toni Smailagic, [www.tonismailagic.com/www.cre8jax.com](http://www.tonismailagic.com/www.cre8jax.com)

Blue Franswa, [www.bluefranswa.com](http://www.bluefranswa.com)

Chelsea Crumbliss, [www.chelseacrumbliss.com](http://www.chelseacrumbliss.com)

### **WHY YOU SHOULD HAVE A WEB PRESENCE**

#### **(WEBSITE, BLOG AND/OR ACTIVE SOCIAL MEDIA ACCOUNTS)**

- You need a ground zero. There should be at least one place on the web where your audience can get what they need from you without occupying your personal space and time.

- Your audience/clients/patrons are on social media. Meet them where they are.
- You can pose yourself as the Star/Expert.
- Gaining an audience is easy. Keeping them requires engagement. You must engage with your audience on social media. Post a variety of content on a regular basis.

#### **WEBSITE/BLOG RESOURCES:**

[www.wordpress.org](http://www.wordpress.org)  
[www.squarespace.com](http://www.squarespace.com)  
[www.wix.com](http://www.wix.com)  
[www.godaddy.com](http://www.godaddy.com) (domains & hosting)  
[www.hostgator.com](http://www.hostgator.com) (hosting)

#### **SOCIAL MEDIA RESOURCES:**

Facebook, [www.facebook.com](http://www.facebook.com)  
 Twitter, [www.twitter.com](http://www.twitter.com)  
 Instagram, [www.instagram.com](http://www.instagram.com)  
 Snapchat, [www.snapchat.com](http://www.snapchat.com)  
 Pinterest, [www.pinterest.com](http://www.pinterest.com)  
 Linked In, [www.linkedin.com](http://www.linkedin.com)

#### **BONUS! LEARN TO USE KEYWORDS & HASHTAGS**

**Keywords** are the words/phrases that people use for Internet searches.

- You can look up the most common keywords in your field and use them to drive traffic to your site(s).

**Hashtags** (ex. #hashtag) make it easier to find and follow a particular subject. It can also work as a filing system for your posts.

- Try to use unique hashtags so your searches aren't cluttered with everyone else's images and posts.

Check pinterest for more resources on keywords and hashtags.

#### **BRANDING FOR ARTISTS/CREATIVES**

- A brand defines your/your business personality
- Brands establish a visual connection across multiple platforms
- Brands drive expectations
- Brands are more memorable
- Establish a clearly defined brand
- Have an image or text logo made
- Use it well. Use it often.