

Communication/Writing Skills

Use the following lists to show your skills on your resume and cover letter. You may have additional skills not shown on this list. List your skills in a separate Skills/Qualifications section on your resume. Highlight the most relevant skills in the middle paragraph of your cover letter.

Sample Skills/Skill Headings

Content Development	Multimedia
Contract Management/Negotiation	Presentation/Public Speaking
Copy Writing	Project Coordination
Corporate/Internal Communications	Project Management/Planning
Database Development/Management	Proofreading and Document Review
Designing & Developing Information	Proposal Development
Desktop Publishing	Publishing
Document Control	Public Relations/Networking
Editing and Publishing	Quality Assurance
Education/Training	Researching
Events Planning	Research and Development
Grant Development	Sales Management & Planning
Instructional Design	Social Media
Interviewing	Technical Support
Management/Administration	Technical Writing & Documentation
Marketing Communications	Training and Development
Market Analysis	Website Design
Media Preparation/Monitoring	Writing/Publishing

Sample Skill Statements

Following is a long list of skill statements for specific fields (scroll down to your interest area):

- **General Writing Skills**
- **Feature Writing/Journalism**
- **Marketing/Public Relations**
- **Web/Social Media Marketing**
- **Editing**
- **Researching/Interviewing**
- **Project Coordination**
- **Technical Writing**
- **Background Knowledge/Experience (Technical)**
- **Communication/Teamwork**
- **Linguistic Skills**

General Writing Skills

Write copy and integrate graphics into projects
Proofread written and printed material, using proofreading symbols
Ability to write in various genres and writing styles
Prepare and deliver formal presentations

Accomplished writer across a spectrum of content types, media, and audiences – write Tweets, blog posts, press releases, reports to the C-suite, white papers
Apply page layout and composition techniques
Knowledge of visual design principles: graphic design, layout, typography, color, icon development, sizing, corporate identity and branding
Apply knowledge from a variety of writing style guides, such as AP, MLA, APA, Chicago, AMA, legal, IEEE, CSE, etc.
Follow appropriate publishing style standards
Interpret and apply copyright laws
Experience in creative writing/drafting eye-catching hooks that appeal to student audiences

Feature Writing/Journalism

Investigate and write articles on various topics/areas: politics, business, technology, science, health, environmental issues, entertainment, religion, fashion
Create multi-media stories, using photos, videos, and sourced images
Write feature and special interest articles, news reports, and headlines
Write informed product reviews, thoughtful analysis and opinion pieces
Write literary, music, artwork, food, product reviews
Create custom content including news and trends, press releases, blog posts, ebooks, newsletters and event materials
Familiar with video storyboards
Familiar with latest digital video storytelling techniques
Experience in writing eye-catching hooks that appeal to diverse audiences
Knowledge of how to fact check and create basic header images for a story
Conduct in-person, phone, taped and filmed interviews
Photograph and videotape news events
Provide media (original photography, sourced images) to accompany copy
Monitor sources for new story ideas
Pitch unique story ideas
Organize story elements
Write short stories, novels, biographies, articles, descriptive and critical analyses, and essays, demonstrating creativity in storytelling and writing
Brainstorm in a team setting ideas for stories and articles
Collaborate with team members to generate story pitches, drafts, and finished work ready for publication
Work collaboratively with editors, reporters, website producers, photographers, videographers, and designers
Follow confidentiality procedures
Suggest, write, shoot, edit and produce news stories relating to the community and local government
Knowledgeable regarding current places, events and people in the local community
Research, organize and prioritize topics for news and other programs
Produce creative, engaging, and compelling content on a variety of platforms, including web, social networking sites, and mobile devices
Present stories on-camera from the studio and indoor/outdoor locations, and perform as voiceover talent
Ability to draw conclusions and make connections from disparate opinions and perspectives
Meet deadlines according to editorial calendar
Adhere to journalistic standards for fact-finding, research, verification, and style
Solid working knowledge of grammar and AP style

Marketing/Public Relations

Write and edit a variety of marketing communications materials: publications, sales letters, articles, announcements, brochures, bulletins, newsletters, flyers, ads, catalogs, speeches, text for websites and social media, etc.

Create brochures, newsletters, PowerPoint presentations, and blogs to explain issues and motivate involvement

Write public service announcements and press releases

Create advertisement copy

Edit, create and manage content for marketing collateral

Conduct media outreach

Prepare media kits

Build and update media contact databases

Identify customer issues and interests

Possess polished presentation skills

Coordinate marketing and advertising for television, radio, and newspaper ads

Research, organize and prioritize topics for marketing projects

Review advertising trends and consumer surveys to determine the best avenue to promote products

Ability to discern the needs, motivations and aspirations of given target audiences

Identify trends and areas for developing/expanding coverage of new topics

Co-create business and grant proposals

Follow RFP, IFB and RFQ guidelines

Provide quality document design that adheres to formatting standards and brand guidelines

Develop training programs and materials

Create short videos for use as training aides

Prepare and deliver formal presentations

Assist in planning, coordinating, and executing special events

Recruit and work with volunteers in large fund raising special event (name the event)

Attend radio/TV station sponsored events and conduct promotions

Photograph bands and patrons at events

Work with vendors to obtain and review printed goods and product photographs for documentation and marketing use

Design and produce materials used in tabling and networking events

Work with graphic design team to coordinate visual design of communications for a variety of promotional materials

Use design software (Photoshop, Illustrator, InDesign) to create and edit logos, infographics, e-books, brochures, and header/icon images

Skilled at converting data into visually meaningful charts, reports, and infographics

Utilize screencasts and record and edit live videos for customer success stories

Stay abreast of current copywriting and editing, design, and marketing trends to ensure engaging and informative communications for intended audiences

Ability to consult with clients, articulate findings and identify recommendations

Create, coordinate, and execute promotions: on-site activities at concerts, remotes, programming events and client appearances

Arrange public appearances, lectures, contests, and exhibits to increase product/service awareness

Web/Social Media Marketing

Develop and maintain web sites for internet and intranet
Serve as point of contact on web-related issues including site design and development, message strategy, key content creation and technical troubleshooting
Create and update Facebook, flickr, Myspace and LinkedIn pages
Author and post a podcast
Create and maintain a blog site
Manage online presence across multiple channels: Facebook, Twitter, YouTube, Instagram, Google+, NewsBeat Social
Provide recommendations for new company website, write new and edit existing content
Write original, informative, interesting, and SEO-rich content for websites, including landing pages, blog posts and press releases
Comply with data integrity and security policies
Maintain organization (department) website, including electronic newsletter, blog, community calendar, and social media sites
Create, implement, and manage digital assets and workflow
Illustrate content using screen capture and drawing software
Skilled with presentation recording and demonstration video software (Adobe Connect and Captivate)
Author "About Us" and product website pages
Develop and maintain online help documentation
Familiar with image, photo, and audio/video editing tools
Use HTML & CSS to set up a social media profile
Ability to convey ideas clearly and precisely on social media channels
Create visually appealing graphics to coordinate with social media posts in order to encourage more hits and shares
Skilled at engaging diverse audiences through social media posts and interactions
Ability to effectively deal with trolls on social media
Regularly post product images on social media and promptly respond to inquiries and comments
Understanding of search engine optimization and social media
Manage a website using current SEO techniques to increase traffic and improve site rankings
Familiar with search engine optimization, link building, website to email conversion rates, and email marketing
Proven expertise in SEO (Search Engine Optimization) and AdWords
Build paid per click (PPC) campaigns in Google AdWords and Bing ads
Track reach and engagement metrics
Monitor website usage patterns through detailed analytics
Run marketing email metric and SEO analytic reports
Familiar with analytics and insights areas of various channels -- Twitter, Facebook, and LinkedIn
Use Google Analytics to track traffic to website from social media channels and display the metrics in PowerPoint and Excel presentations
Understanding of various types of advertising options for social platforms
Familiar with Canva, Piktochart and PhotoShop to create images for social media and blog articles
Experience producing podcasts and video
Familiar with use of personas to help write email, blog, and social media content
Ability to translate an audience segment into a persona
Incorporate contests, quizzes, discussions to generate interest and connection
Adept at building relationships with influencers

Adjust and create new social media strategies for constantly evolving industry
Astute awareness of core audiences for several social media platforms and ability to post meaningful, relevant content to match
Familiarity with a variety of media formats, including YouTube, WMV, MPEG, etc.

Editing & Publishing

Proofread written and printed material, using proofreading symbols
Edit newsletters and online promotional pieces
Keen eye for detail on consistency in voice, style, grammar, and usage
Review published materials and recommend revisions or changes to scope, format, and content
Edit for clarity, accuracy, tone, completeness, and consistency
Review, proofread and edit drafts prepared by other staff
Edit blog articles, white papers and direct mail pieces
Review written, audio, and video copy, correcting errors in content, grammar, and punctuation
Familiarity with non-linear video editing
Solicit, review, and evaluate a variety of literary and artistic submissions for publication
Evaluate manuscripts for inclusion in publications & professionally communicate decisions to accept or reject
Participate in the complete publication cycle, including the mechanics of keyboarding, design, layout, and proofreading

Researching/Interviewing

Monitor market and sales trends to maximize sales
Analyze target market for evolving E-tailing business
Conduct business/market research
Study flowcharts, specifications, mockups, and business processes
Proficiency in collecting, analyzing and reporting data
Research technical project-related topics using primary and secondary sources
Research and fact-check empirical data
Adept at assessing and using qualitative and quantitative research methods and usability studies
Research data for infographics and provide design feedback and suggestions
Pull data for evaluation of communication activities' effectiveness
Conduct research to obtain factual information and authentic detail, using sources such as newspaper accounts, diaries, and interviews
Identify reader issues and interests
Identify user needs, use cases, and metrics to focus priorities
Interview bands, promoters, and sponsors of events
Research and write press releases
Research and monitor multiple forms of media outlets, including traditional news outlets, blogs, and social networking sites
Monitor press clippings, industry news, and social media platforms
Use social media tools to identify trending stories and topics
Research what is trending and write own engaging, insightful content
Monitor current events, trends, best practices, emerging technologies, and risks
Track competitor and industry news
Plan and conduct market and public opinion research to test products and determine product success

Project Coordination

Coordinate among project teams, communicating details about work schedules and task responsibilities

Coordinate document and project schedules

Utilize CRM tools to implement task workflows on schedule

Create informal documentation plans, schedule, and time estimates at beginning of project

Work collaboratively with product managers, product owners, designers, developers and quality engineers

Work with internal SMEs and stakeholders to move content through various phases of production

Work collaboratively with internal and external stakeholders to gather technical information

Incorporate reviewers' suggestions and corrections, resolving questions or conflicting information to ensure clear, consistent content

Write progress reports and other project documentation

Technical Writing

Ability to quickly grasp technical concepts and make them easily understandable in text and pictures

Comprehend, apply and communicate complex technical information

Interpret technical information for various audiences

Transform technical ideas into creative, conversationally-toned copy

Write, update and edit technical documentation: procedure manuals, user guides/manuals, programming manuals, service manuals, product and operational specifications

Write clear descriptions of products, processes, and concepts for technical and lay audiences

Diagram and write technical specifications for manufacture of a product

Create product descriptions and brand support materials for blogs and sites

Write and edit newsletters, internal memos, white papers, reports, presentations, tutorials and Web content

Create, develop, plan, write and edit operational, instructional, maintenance and test procedures for paper, multimedia and web-based publication

Create/implement updates to: user manuals, service manuals, installation instructions, and technical data sheets in support of company products

Write procedures manuals and instructions and project reports, create fact sheets

Design tables depicting data

Write user interface text, online help and developer guides

Compose technical papers from original research

Author technical proposals

Follow RFP, IFB and RFQ guidelines

Interview, communicate, and collaborate effectively with subject matter experts

Evaluate data from technical projects

Study drawings, specifications, mockups, and product samples in order to integrate and delineate technology, operating procedure, and production sequence and detail

Read schematics and specifications

Incorporate photos, drawings, sketches, diagrams, and charts to illustrate material

Ability to scan and summarize web content, classify content into a taxonomy, extract keywords, and do copyediting

Research, assimilate, interpret, format and publish information on new tools, systems and materials

Review published materials and recommend revisions or changes to scope, format, and content

Background Knowledge/Experience (Technical)

Draft technical communication in various occupational fields including computer hardware and software, robotics, finance, consumer electronics, biotechnology, chemistry, engineering, etc.

Deep understanding of various technologies: (list them)

Experience with (or Knowledge of) IT including computer networks, software development, database management, and systems support

Understand operating systems and coding and scripting used with programming applications

Experience creating/modifying HTML/CSS using common editors

Document software products, including compilers, debuggers, libraries, performance tools, software development kits, and various services

Create software product documentation, including user guides and reference manuals, and online help

Translate requirement documents, mock-ups, test cases and prototypes into help documents for various user groups

Write content that describes the technology, competitive features and sequence of installation, configuration, and operating procedures

Basic familiarity with software development lifecycle and software development

Generate product documentation from engineering specifications and determine appropriate structure, syntax, style, and grammatical usage

Familiarity with product life cycle documentation

Broad knowledge of the current tech landscape

Knowledge of health care and health care IT

Experienced user in biological databases platforms including Pubmed, UCSC genome browser, TRANSFAC, ENSEMBL

Knowledge of medical and legal terminology

Ability to learn/grasp the overall functionality/applications of machinery systems

Communication/Teamwork

Attention to detail, and the capacity to prioritize among multiple tasks with competing deadlines

Ability to thrive in a deadline-driven environment while managing multiple, priority assignments

Flexible and adaptable to shifting priorities

Meet deadlines according to editorial calendar

Effective time management skills -- prioritize projects and stay on task

Ability to pivot content based on rapidly changing products and requirements

Work well in a project-oriented environment

Exceptional written communication skills, excellent editorial judgement, and solid proofreading skills

Ability to work with remote teams in different time zones

Handle sensitive and confidential documents and information

Communicate effectively and knowledgeably with clients, writers, designers, programmers, and other stakeholders

Collaborate with marketing, public relations, publicity, social media, advertising, IT, and creative teams

Facilitate staff planning meetings, promoting goal achievement

Meet with an interdepartmental team on a weekly basis to discuss company goals, objectives, client relations, marketing strategies, and overall performance

Linguistic Skills

Fluency in speaking, reading and writing Spanish

Proficiency in written and oral communication in both English and German

Bilingual fluency in English and Vietnamese

Bilingual (Spanish/English) and bi-culturally competent