

How to Write Effective Bullet Points & Descriptive Lines

The best resumes describe job tasks, skills, and concrete accomplishments accurately and completely while still being succinct. Effective use of language is the key to conveying your marketable talents to employers. Depict your experience clearly, so they will understand exactly what you learned and what you'll bring to the position you are applying for.

Example:

Good: *Wrote press releases*

Better: *Wrote press releases about upcoming events to enhance publicity and increase participation*

Best: *Wrote 15 press releases detailing upcoming events which were sent to 100 local media outlets to raise publicity and attract up to 2,000 community members to a movie premiere*

Note that you do **not** need all "Best" bullet points! Include a mix of "Better" and a few "Best" and you will be in good shape! Use the examples below for ideas on how to compose effective bullets of your own.

Organizational Skills

- Reconciled end-of-day receipts with cash and credit transactions to account for daily sales averaging \$1500
- Honed time management and planning skills by maintaining full-time academic status and employment
- Protected the integrity of confidential, privileged information, and large cash transactions
- Handled late accounts effectively, and securing \$5000 in past-due accounts
- Organized database to track business contacts and was commended for attention to detail and accuracy

Teamwork Skills

- Gained a reputation for working well on a team, and was commended with a "Team Player" award
- Entrusted to work and uphold company protocol within corporate office among high-level executives
- Served as an office liaison by communicating employee concerns to management

Public Relations & Interpersonal Skills

- Established and maintained good rapport with over 20 colleagues and managers
- Broadened and maintained an extensive network of contacts and clients
- Interacted with diverse customers on a constant basis, promoting excellent communication and customer service skills
- Diffused situations with angry customers and efficiently resolved complaints

Fundraising/Project Development & Implementation

- Raised over \$10,000 at annual fundraiser, increasing attendance and media coverage from previous year
- Initiated redesign of office management systems resulting in easier access to information
- Entrusted with special projects that afforded the opportunity to work independently
- Exceeded fundraising goal, doubling the profit from the previous year
- Maintained internet site as it grew to over 2000 pages and images that generated 200 hits daily

Leadership & Supervisory Skills

- Developed strong communication/leadership skills supervising two other prep cooks
- Manage daily operations of upscale bar and restaurant including opening and closing operations, inventory management, new employee training, customer service, and sales
- Supervised lawn care maintenance team, including customer satisfaction, planning daily schedule and sales, maintenance of equipment, landscape construction and snow plowing and removal

Written & Oral Communication Skills

- Wrote weekly features articles for the Badger Herald, a student newspaper with a daily circulation of over 17,000
- Presented research findings to panel of 8 faculty and students at undergraduate research symposium

Overview of Accomplishments

- Praised for the ability to solve difficult problems independently and efficiently
- Named "Sales Associate of the Month," September 2015

Resume Section Headings

Cluster your experience!

To make your resume really stand out, consider grouping similar experiences under specific section headings. This way your resume will be more targeted towards your particular skills and will highlight your accomplishments and experience within a specific area. It is much more interesting than just having a "Work Experience" and a "Volunteer Experience" section. The type of experience you have gained is more important than whether or not you were paid for it. Also note that you may need to add "-Related" to the end of a category name so you are able to honestly fit more in that category. For example, working at a reception desk in a law office may not be "Legal Experience", but could be included in "Law-Related Experience".

Common general headings

Career Objective	Relevant Coursework	Skills / Strengths
Interests	Activities	Memberships
Licenses / Certificates	Computer Skills	Global Profile
Experience (Professional or Related)		
Education (Honors, Awards, Scholarships, or Fellowships)		

Types of paid / unpaid experience

Administrative Experience	Classroom Teaching	Clinical Experience
Community Organizing	Community Service	Counseling Experience
Cross-Cultural Experience	Customer Relations	Editorial Experience
Event Planning	Field Work	Fundraising Experience
Graphic Design and Layout	Health Experience	Human Resources Experience
International Experience	Leadership Experience	Managerial Experience
Marketing Experience	Market Research	Performing and Visual Arts
Program Design / Development	Project Experience	Promotion and Publicity
Public Relations Experience	Public Speaking Experience	Records Management Experience
Research Experience	Research and Writing	Supervision and Training
Technology Experience	Writing and Editing	

Professional activities

Conferences Attended	Professional Affiliations	Professional Associations
Professional Development (workshops, trainings, and conferences you've attended)		
Professional Presentations and Trainings (you've given)		
Publications (complete or in progress)		

Technical experience

Computer Skills	Laboratory Techniques	Language Skills
Multi-media Skills	Technical Skills	Information Technology Expertise

Additional ideas

Campus Involvement and Service	Community Activities	Entrepreneurial Achievements
Experience With Children	Military Experience	Professional Experience
Marketing Projects	Research Projects	Senior Research Project
Senior Thesis	Volunteer Activities	