

# WRITING A RESUME BULLET POINT

## WHAT'S THE POINT?

- The best way to highlight your skills is with short, easy-to-read bullet points
- Be as specific and detailed as possible
- Incorporate numbers where you can. These can be dollar amounts, quantities, percentages, etc.
- Start each bullet with a power word or an action verb. For positions that you are still involved with, use the present tense. Positions that you have left, go with past tense verbs
- Brainstorm ideas by answering some of these questions. You don't have to answer each question in every section.
  - **Who:** What organization/company were you working for? Who were your clients/customers/students? Were you working with another person or a team?
  - **What:** What specific task did you perform? What was your contribution? What awards were you given? What skills did you work on while completing your task?
  - **When:** How often did you perform this task? How many times did you make an achievement?
  - **Where:** What venue/location were you working in? Were you working internally or off-site?
  - **Why:** Why were you performing this task? What goal were you hoping to achieve? What benefit did your actions have on others?
  - **How:** How did you perform your task? How many/much...?
- Remember to exclude periods from the end of each statement

## EXPERIENCE EXAMPLE

### Before

**Social Media Marketing Intern**, Sofia Health  
San Francisco, CA

May 20XX – August 20XX

- Designed social media campaigns
- Tracked social media engagement
- Utilized major social media platforms

### After

**Social Media Marketing Intern**, Sofia Health  
San Francisco, CA

May 20XX – August 20XX

- Designed captivating social media campaigns with Canva
- Increased Sofia Health's online engagement by 20% via SEO and publishing content based on followers' interests

- Published company blogs and advertisements for events on Facebook, Instagram, Twitter, and LinkedIn

## **RELEVANT COURSEWORK EXAMPLE**

### Before

**Introduction to Sales & Marketing**, Regent University      August 20XX – December 20XX  
Virginia Beach, VA

- Designed a marketing strategy for a local non-profit organization
- Created presentations
- Managed a team

### After

**Introduction to Sales & Marketing**, Regent University      August 20XX – December 20XX  
Virginia Beach, VA

- Designed and implemented a marketing strategy for Race for the Cure by applying online networking tools such as Twitter, Facebook, and Instagram
- Created 3 presentations based on the effectiveness of visual displays
- Presented information to an audience of 30 peers by incorporating engaging content and interactive activities
- Managed a team of 9 colleagues to carry out an online marketing project which raised \$8,000 for Race for the Cure