

Writing a Resume Bullet Point

Making the Point

- x The best way highlight your skills is in short, easy to read bullet points
- x It's always better to be as specific & detailed as possible
- x Start bullets with power verbs in the appropriate tense, illustrating transferrable skills (hint: use language from job description) and focusing on projects & accomplishments rather than duties
- x A great way to start is by answering these questions:
 - o Who: What organization were you working for? Who were your clients?
 - o What: What specific task did you perform? What did you contribute/accomplish?
 - o When: When/how often did you perform this task?
 - o Where: What venue were you working in? Were you working internally off-site?
 - o Why: Why were you performing this task? What goal of the organization were you forwarding?
 - o How: How did you go about performing the task? How many/much..? Try to add numbers when possible.
- x Remember that you don't have to answer all of these questions in each section

Relevant Coursework Example

Before

Introduction to Sales & Marketing, Towson University, Towson, MD

Fall 20XX

- x Designed a marketing strategy for local nonprofit organization
- x Created presentations
- x Managed a team

After

Introduction to Sales & Marketing, Towson University, Towson, MD

Fall 20XX

- x Designed and implemented a marketing strategy for a local nonprofit organization by applying online networking tools such as Twitter, Facebook and Instagram
- x Created three presentations on the effectiveness of visual displays; presented to audience of 30 peers
- x Managed team of nine colleagues to carry out an online marketing project; raised \$8,000 for Race for the Cure

