

Make Your Résumé Content Come Alive

Throughout your résumé, you will have statements that can often be made more powerful by using specific words and by quantifying the information. Here are some examples and suggestions.

Poor: Provided excellent customer service

Better: Served telephone and counter customers while meeting shipping and delivery deadlines

Best: Recognized three times by supervisor for tactful dealings with difficult customers. Received award for having highest customer satisfaction rating for the quarter

Poor: Trained employees

Better: Developed customer service training program and provided training to new staff

Best: Developed customer service training program and presented it to 78 staff members over a 6-month period, resulting in a 95% increase in customer satisfaction levels

Poor: Used accounting software

Better: Taught self to use QuickBooks

Best: Taught self and others to use QuickBooks and set up first computer-based bookkeeping system for small business

Poor: Worked while attending college

Better: Worked 20 hours per week while attending college full-time

Best: Maintained high GPA while working 20 hours per week and being involved in campus activities in leadership roles

Your Résumé Says:

- Two years experience in retail and restaurants
- Typed letters to send to clients
- Helped with newsletter to mail to customers
- Performed data entry to maintain client list
- Created flyers about products
- Attended and took minutes of sales meetings

SO WHAT? Give it some PUNCH! This is underselling!

Your Résumé should say:

- Two years experience in the retail and restaurant industries, resolved customer issues, and provided excellent customer service (if you have specific examples of this, list them!)
- Developed marketing communications to send to our client base
- Produced company newsletter on our products and services that was sent to 10,000 customers
- Maintained client list in database; ensured contact information was consistently updated; merged mailing lists into database
- Marketed company products through creation of marketing pieces
- Attended sales/marketing staff meetings and gained knowledge of analyzing sales figures

Explain your job in better terminology. Think about which person YOU would hire.