

# WRITING EFFECTIVE RESUME BULLET POINTS

## **KEY OBJECTIVES:**

- Highlight your skills with clear, concise bullet points.
- Provide specific and detailed information.
- Use quantifiable metrics where possible, such as dollar amounts, quantities, or percentages.
- Begin each bullet with a strong action verb. Use present tense for current roles and past tense for previous roles.

## **GUIDELINES FOR CREATING BULLET POINTS:**

- **Who:** Identify the organization or company, your clients or team members, and the context of your role.
- **What:** Describe the tasks you performed, your contributions, any awards received, and the skills utilized.
- **When:** Specify the frequency of tasks and the number of achievements or milestones.
- **Where:** Mention the location or venue, and whether you worked on-site or remotely.
- **Why:** Explain the purpose of the task, the goals you aimed to achieve, and the benefits of your actions.
- **How:** Detail the methods or processes used, including the scope or scale of your efforts.

**\*NOTE:** *Omit periods at the end of bullet points.*

## **BULLET POINT 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

- Crafted engaging social media campaigns using Canva
- Boosted online engagement by 20% through targeted SEO and content aligned with follower interests
- Monitored and analyzed social media metrics to refine strategies and improve performance