

MARKETING PHRASES - to describe you

Tailoring your resume and cover letter means that you choose marketing phrases that describe you **and** connect meaningfully with the employer. Begin by identifying the most important skills and keywords featured in the position description, rank them, and find successful ways to include them in your documents.

- Highly effective communicator with all levels of professional contacts
- Efficient project leader with an eye for detail
- Self-starter who enjoys a fast-paced environment
- Energetic negotiator and strategist
- Good at long-range planning
- Proven track record of prioritizing needs and getting things done
- Actively seeking innovative ways to save time and increase productivity
- Mandates high quality work from self and colleagues
- Artistic and expressive with an eye for aesthetics
- Practical and prefers working independently
- Enjoys uncovering new facts and gathering information
- Calculated risk-taker who enjoys a competitive challenge
- Effective communicator with empathetic sense for others
- Assertive and bold, offering strong leadership
- Preference for detail, accuracy, and logical expression
- Magnetic leader, able to win loyalty and get results
- Efficient and effective colleague with excellent analytical skills
- Action-oriented, with a focus on the bottom-line
- Proactive doer, facilitator, and analytical problem solver
- Creative contributor offering a uniquely artistic perspective
- Keen sense of organization and how to create effective systems
- Optimistic approach with innovative ideas to share
- Steadfast and calm in crisis situations
- Frank and factual, creates opportunities for honest, open conversations
- Introspective, insightful and understanding
- Enthusiastic team leader
- Goal-oriented strategic thinker