



Write strong, evidence-based bullet points following this method:

Verb

Start with a past tense
Action Verb
(Keep it past tense to show that these are skills you have *gained*, use a variety of verbs)



W

What did you do? (tasks and activities you enjoyed; challenges you handled)

H

How did you do the work? (skills, methods, strategies, attitudes)

O

Outcome of the work? (results, impact, contribution, scope, intention)

What = *Italicized* How = **Bold** Outcome = Underlined

Data Organization Example

Before: • Updated data entries

After: • *Organized and maintained a database* **by managing 500+ client records, streamlining data retrieval, reducing processing time by 25%, and improving overall team efficiency**

Class Project Example

Before: • Participated in a marketing course project for local business

After: • **Collaborated with a team of 4 to analyze the market for a local company, conducting competitor research, product mix evaluation, and a SWOT analysis,** resulting in strategic insights for product development

Club Involvement Example

Before: • Participated in weekly meetings for a business club

After: • *Engaged in weekly business club meetings* **to discuss market trends and collaborate on case studies,** developing analytical skills and expanding professional connections within the club

Customer Service Example

Before: • Assisted with customer service calls

After: • Built positive relationships and improved client satisfaction *by resolving customer inquiries and managed complaints* **with an empathetic approach**

Resume Tips

- Ask yourself, “**What key competencies do I want my readers to recognize?**” Bullet points should do more than list tasks—they should strategically shape your resume to highlight your strengths.
- Tailor your resume to match each job you apply for. Identify qualifications, skills, and responsibilities in the job description and reflect them in your past experience when possible.
- Come into Mohr Career Services (155 Lillis) or visit mohr.uoregon.edu to get feedback from career advisors!