

# O'Neill Career Hub | Writing Effective Bullet Points

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A resume is essentially a marketing tool used to highlight a candidate's skills and accomplishments. Too often resume bullet points become a list of job tasks or basic duties without any connection to skills employers seek or accomplishments to demonstrate performance ability. Follow the guidelines below to create a marketable resume that stands out against the competition.

## Skill Word + Task + Outcome = Effective Bullet Point Formula

### ✓ SKILL WORD - Describes a Specific Skill (Action)

For Example: Analyzed, Researched, Presented, Resolved, Initiated, Collaborated, Wrote, Delegated, Organized, Adapted, Designed, Planned, Interviewed, Trained, Supervised, Operated, Instructed, Improved, Evaluated, Partnered, Monitored...

#### **Avoid Weak / Non-Skill Words:**

Assisted, Worked, Helped, Used, Provided, Aided, Performed, Attended, Participated, In Charge of, Conducted, Responsible for...

### ✓ TASK - Explains What Was Done

Give details of how skills were used by explaining specifically WHAT was done. Also consider for WHOM, WHEN, WHERE, and HOW/HOW MANY, if those details can further enhance the description of the task. Avoid vague or general terms: Various, Multiple, Variety of, Several, Other, Some, All, Miscellaneous, and the abbreviation "etc."

#### **For Example:**

- Presented **monthly** (WHEN) **orientation training** (WHAT) **at three** (HOW MANY) **branch offices** (WHERE) for **newly hired bank tellers** (WHO).....

### ✓ OUTCOME - Why? The Value, Result, Purpose, Goal, or Accomplishment

At the end of the bullet ask "**Why**", or "**So What?**" If the "**Why**" or "**So What?**" isn't clear then probably the outcome is missing. When possible, quantify the outcome with a number, percent, or dollar amount.

#### **For Example:**

- Presented monthly orientation training at three branch offices for newly hired bank tellers **to confirm understanding of and 100 % compliance with company policies** (WHY)

## **Bullet Points Examples (Before and After) - SKILL + TASK + OUTCOME**

*Assisted professor in creating and presenting class material*

**Presented review of course material for a class of 50 students to prepare for midterm and final exams**

*Find prospective donors for fundraising efforts*

**Research alumni in the 25-45 age range using LinkedIn to identify prospective donors for the Greater Good Internship Fund scholarship awards**

*Responsible for organizing client information files*

**Organized hundreds of client files in Microsoft Excel to ensure contact information is accurate and easily accessible**

*Perform analysis of museum visitors' attendance*

**Analyzed 12 months of visitor surveys to determine success of marketing targeted to new museum visitors**

*Conducted training for new volunteers*

**Trained more than 20 guest services volunteers in on-site ticket sale procedures to efficiently manage sales volume and deliver excellent service to patrons**

*Served as a team lead on the database team responsible for consumption data*

**Lead a team of 4 energy database interns maintaining EPA facility's energy and water consumption data**

### **Transferable Skills**

- Oral and written communication including listening
- Analytical/quantitative and research
- Critical thinking/Decision making
- Self-motivation/Initiative
- Teamwork
- Technical/Computer skills
- Interpersonal/ Relationship building
- (emotional maturity)
- Flexibility/Adaptability
- Planning/Strategic planning
- Organizing/Detail Oriented
- Problem solving/Solution oriented
- Leadership/Professionalism
- Creativity