



Marketable Skills

1. **What did you do?** – The **task**
2. **How did you do it?** – The **skill**, described with strong action verbs
 - a. *EX: Assisted, developed, communicated, coordinated, facilitated, implemented, organized, determined, etc.*
3. **What was the result?** – **Benefit to the employer**, your accomplishments – use **quantities! Numbers show impact & skill level!**

EXAMPLE:

- **TASK** – you answered the phones as a front desk assistant
- **SKILL** – effective communication with students and staff
- **RESULT** – Maintained the organization's brand, made visitors feel welcome, help increase/maintain foot traffic, etc.

Written as:

- “**Communicated effectively** with **10-20** customers **via phone** regarding appointment information in a manner that **promoted the company's brand.**

Each of your resume bullet points should be tied directly to a powerful result for the employer – show why you are a valuable addition to the team!

"Past Tense Power Adjective + Action = Result"

EXAMPLES:

- **Worked** in a fast-paced environment serving **200 clients per day**, completing extensive cash handling and ensuring the register was balanced with **100% accuracy**, leading to **increased responsibility as key holder.**
- **Collaborated** with **6 classmates** to **develop the XYZ program**, **leading all aspects of research, planning, and presentation** of the finding to a class of **30 students.**