



CHOOSE YOUR WORDS

Employers take less than 20 seconds to review a résumé. They want to quickly find out what your responsibilities and experiences helped you accomplish. To make your resume stronger state the facts, the numbers, the timelines and the quantitative data that will make the words on your résumé come alive. Compare the “weak” and “strong” statements below and then write about your accomplishments.

SIX WORDS/PHRASES TO SKIP

| WEAK | | STRONG |
|------|--|---|
| 1. | Responsible for company website. | Revamped company website increasing unique visitors by 30% in 2 months. |
| 2. | Experienced warehouse manager. | Handled stocking, shipping and receiving at company headquarters. Reduced billing errors to 0 compared to 23 reported in the same period last year. |
| 3. | I have excellent written communications skills . | Wrote jargon-free online help documentation that reduced customer support calls by 50%. |
| 4. | Team player works well in large and small groups. | Managed sales team of 80 and helped double their sales production in 2 months. |
| 5. | Detail oriented restaurant worker. | Helped clean and reset tables in less than 3 minutes and increase restaurant nightly sales volume in service area by 24%. |
| 6. | Successfully sold product. | Increased sales of organic chocolate by 32%. |

GET TO THE POINT

Write your own **fact-based, results-oriented statements**:

Quality: _____ Accomplishment: _____

Quality: _____ Accomplishment: _____

Quality: _____ Accomplishment: _____



10 – 20 SECONDS IS ALL THE TIME YOU HAVE TO PERSUADE A PROSPECTIVE EMPLOYER TO READ FURTHER.



— ROCKPORT INSTITUTE