

Step 3: Use concrete examples instead of vague statements

Vague

- Managed membership
- Part of a team responsible for attracting new clients
- Responsible for the financial modelling



Concrete

- Tripled membership by re-organizing recruitment process both on and off-campus
- Achieved a 10% increase in sales in 7 months by attracting 10 new clients
- Developed valuation models in order to evaluate 3 target companies for a potential business deal

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MARKETING EXAMPLE

Before

- Assisted manager in product marketing projects

After

- Aided in a \$2 MIL USD project to launch loyalty programs that produced results despite operational and technical challenges.

FINANCE EXAMPLE

Before

- Oversaw financial accounting and reporting

After

- Revised rudimentary chart of accounts to provide more detail on expense reporting, allowing for more accurate projections of the annual budget.

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PROJECT MANAGEMENT EXAMPLE

Before

- Served as project manager for an on-campus consulting club

After

- Managed multiple overlapping projects (10 within 6 months) from launch through client delivery for 3 Fortune 500 clients, managing to keep all projects on schedule

ENTREPRENEURSHIP EXAMPLE

Before

- Met all aspects of managing a business

After

- Achieved profit on computer products by establishing, developing, and negotiating supplier relationships with large electronic companies such as Dell, Apple, and Nokia