

CREATE YOUR CAREER SUMMARY

Worksheet

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What are three job titles that commonly describe the role(s) you are pursuing?

These will be titles that you may run across the top of your new resume, setting the stage for the reviewer that you “are” the very thing they are seeking. Reminder: choose generic, common titles that reflect your desired role and align with your background.

- 1.
- 2.
- 3.

Bullet Point #1 – Your Elevator Pitch

This will be the overarching introductory statement that introduces you to the reviewer and sums up who you are and in what you specialize.

Example:

- ***Influential and transformative marketing director*** with 15 years of experience building brands and driving revenue growth through innovative strategy, exceptional team leadership and meticulous project execution.

Now, your turn:

Bullet Points #2 & #3 (or #2, #3 and #4)– Highlight Specific Strengths

Your second and third bullets – or second, third and fourth bullets – will each highlight a specific strength you bring to the table, or experience you have that aligns directly with what your target employer is looking for. If you can include specific, objective evidence of your strengths, even better.

Example:

- ***A “best of both worlds” marketer*** with deep expertise across both digital and traditional marketing platforms, and an ability to devise and execute integrated campaigns that engage audiences and deliver strong ROI.
- ***Superior rapport-building, client relations and negotiation skills.*** Drove a 47% increase in revenue and improved brand recognition by forging a strategic alliance with a leading global retailer.

Now, your turn:

Final Bullet (If needed)

If needed, you may use a final bullet to spell out specifically how or why your combined background aligns directly with that your target employer is seeking. This last bullet point can really come in handy when you're maybe not a super obvious on-paper match, or if you're trying to make a deliberate career pivot.

You can use this last bullet point as a quick opportunity to marry your skills for -- and outline your intentions to the reviewer, so that he or she can understand how or why you're a good match. The example below features our sample candidate from Module 5, who has early career background in accounting, and is now pursuing marketing leadership roles within the financial services sector.

Example:

- ***Present a skill set that combines marketing leadership with accounting experience.*** Specifically interested in meshing these areas of expertise to deliver value as a senior marketing leader within a financial services or accounting firm environment.

Now, your turn:
