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LaunchToLead

Resume Analysis & Rewrite

Jesus Dominguez — Civil Engineering

Analyzed against the Impact Bullet Builder™ framework



Overall Score

20

out of 100



2/10

Accomplishments

All duty descriptions

1/10

Metrics

Zero quantification

4/10

How / Method

Tools listed but not in bullets

0/10

Why / Business Impact

No impact on any bullet

Verdict: "The Doer" Tier — Currently Invisible

This resume reads like a course syllabus and a list of job duties. Every bullet describes **what** was done but never **why it mattered**. There are zero quantified results — no dollar amounts, no percentages, no scale, no time savings. The capstone project was done for a real city (Hood River) and that context is completely wasted. The entrepreneurial experience shows real initiative but is presented so generically it could be anyone's resume. A recruiter would skip this in under 6 seconds.



Key Issues Identified

1 Zero quantified results on the entire resume

There is not a single number, dollar amount, percentage, or metric anywhere on this resume. "Two retaining walls" is the closest thing to a count and it's buried in a task description. The Impact Bullet Builder requires a **Metric** in every single bullet — right now the score is 0/10 in a category that carries the most weight with hiring managers.

2 No business impact on any bullet — the "Why" is completely missing

Every bullet stops at "what I did." None explain why it mattered. "Designed two retaining walls per ODOT standards" — okay, so what? Did they prevent slope failure on a \$2M project? Did the design save construction cost vs. alternatives? Did they pass review on the first submission? Without the **Why**, the hiring manager has no reason to be impressed.

3 Resume formatting error — bullets appear BEFORE the employer name

In the Work Experience section, the bullet points are listed **above** the company name, title, and dates. This is backwards. The reader sees "Walked job sites to identify safety hazards" with no idea who the employer is or what role this person held. The header line "Dennis 7 Dee's Landscaping | Crew Lead | June 2019 - February 2024" appears **after** the bullets. This is immediately confusing and looks like an oversight — it signals to a recruiter that the candidate didn't proofread.

4 "Walked job sites" is one of the weakest opening verbs possible

"Walked" tells the reader about physical locomotion, not professional accomplishment. This was actually a **safety leadership** activity — Jesus was identifying hazards and planning safe work as a Crew Lead. That's a real responsibility with real stakes. The verb and framing completely bury the value. Per the Impact Bullet Builder: never start with a weak or passive verb.

5 No Dragon Slayer context anywhere

Every bullet jumps straight to the task. None of them paint the problem first. The capstone project was for the **City of Hood River** — a real municipality with real constraints, real budgets, real terrain challenges. That Dragon Slayer context is gold and it's completely absent. "The bigger the monster you slay, the bigger the hero you become."

6 Entrepreneurial experience is massively underutilized

Running your own shoe business for 6 years shows initiative, financial acumen, and self-discipline. "Analyzed market trends to develop effective pricing strategies" could be powerful if it had numbers: revenue generated, profit margins, customer base size. Right now it's written so generically it sounds like a ChatGPT template. This is a differentiator — most civil engineering students don't have 6 years of business ownership on their resume.

7 Tools listed in project headers instead of embedded in bullets

"Tools Used: ArcGIS Pro, Civil 3D, ODOT Standards" appears as a separate line under each project title. This wastes space and separates the tool from its impact. Per the Impact Bullet Builder: show skills in action. "Processed LiDAR data **in ArcGIS Pro**" is better — but it still needs metrics and impact layered on top.

8 Grammatical/formatting inconsistencies signal carelessness

"utilized" starts with a lowercase letter. "Creaw Lead" appears to be a typo of "Crew Lead." Missing periods at the end of some bullets but not others. These details matter — civil engineering is a precision discipline. If the resume has errors, a hiring manager will wonder about the calculations.



Rewritten Resume — Impact Bullet Builder™ Applied

[X] = placeholder where Jesus needs to provide missing information (metrics, specifics, or context we can't know from the outside)

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EDUCATION

Bachelor of Science: Civil Engineering

June
2025

Portland State University, Portland, OR

Relevant Courses: Structural Analysis, Reinforced Concrete, Timber Design, Steel Design, Intro to Earthquake Engineering, Geotechnical Design

ENGINEERING PROJECTS

Multi-Use Path Design — City of Hood River REAL MUNICIPAL 2025

CLIENT

Portland State University — Senior Capstone

- **REWRITTEN** Processed [X] acres of LiDAR and topographic survey data in ArcGIS Pro, building a high-fidelity surface model that fed Civil 3D corridor analysis for a [X]-mile multi-use path for the City of Hood River — enabling the design team to evaluate [X] alignment alternatives and identify the route with [X]% less earthwork than the initial proposal.
- **REWRITTEN** Led sidewalk widening design across [X] linear feet of corridor, producing [X] grading alignments and cross-sections in Civil 3D that accounted for [X] ft of elevation change — delivering a design that met ADA accessibility requirements while reducing estimated earthwork costs by \$[X] vs. the original alignment.
- **REWRITTEN** Designed 2 retaining walls (up to [X] ft high) per ODOT standards, verifying stability against bearing failure, sliding, and overturning using conservative soil parameters — achieving safety factors of [X] and [X] respectively, exceeding ODOT minimums by [X]% and passing city review on **[X — first submission?]**.
- **REWRITTEN** Finalized reinforcement detailing for both walls by matching calculated structural demands to standardized ODOT wall types — eliminating the need for custom fabrication and saving an estimated \$[X] in construction costs vs. a non-standard design.

Historic Park

Portland State University — Senior Capstone

- **REWRITTEN** Designed the complete timber structural system for a [X] sq-ft visitor center at San Juan Island National Historic Park — sizing joists, glulam beams, posts, shear walls, and diaphragms across [X] load combinations per NDS 2018 and SDPWS 2021 to withstand [X] mph design wind speeds in a coastal exposure.
- **REWRITTEN** Sized [X] structural members and [X] connections using dead, live, and wind load combinations, ensuring all members met code strength and serviceability requirements with utilization ratios under [X]% — designed roof diaphragm system using APA Q225J for sheathing, achieving [X] lb/ft lateral capacity.
- **REWRITTEN** Delivered a [X]-page structural calculation package in full compliance with NDS 2018 and APA standards — package served as the basis for **[X — what? construction drawings? permitting submission? client presentation?]**.

WORK EXPERIENCE

Crew Lead

June 2019 – Feb 2024

Dennis 7 Dee's Landscaping, Portland, OR

- **REMOVE OR REWRITE** Walked job sites to identify safety hazards and plan the safest way to complete work.
→ "Walked" is one of the weakest possible verbs. Rewrite as: "Conducted pre-work safety assessments on [X]+ job sites over 5 years, identifying and mitigating [X] hazards before crew mobilization — maintaining a [X]-incident safety record across a [X]-person crew and [X]+ projects."
- **REWRITTEN** Consulted with [X]+ residential and commercial clients to scope landscape projects valued at \$[X]-\$[X] each, translating client vision into actionable site plans based on soil conditions, drainage, and grading constraints — earning a [X]% repeat business rate and [X] client referrals.
- **CONSIDER REMOVING** Performed full clean-outs of overgrown or damaged areas including removal of brush, debris and unwanted trees.
→ This is a physical task, not an accomplishment. If keeping: "Managed [X]+ site restoration projects across properties up to [X] acres, coordinating crew schedules and equipment logistics to complete clean-outs [X]% faster than the company's average timeline — generating \$[X]K in repeat business."

Owner & Founder

Independent E-Commerce Business (Footwear),
Portland, OR

June 2018 – Feb

2024

- **REWRITTEN** Founded and operated a footwear resale business for 6 years while pursuing a civil engineering degree — analyzing market trends across [X]+ product categories to set competitive pricing, achieving [X]% average profit margins on \$[X]K in cumulative revenue.
- **REWRITTEN** Built a multi-platform marketing engine across [X] social media and e-commerce channels, growing the customer base to [X]+ buyers and generating \$[X]K in online sales — all while self-funding [X]% of college tuition through business profits.
- **REWRITTEN** Managed end-to-end supply chain operations — sourcing, inventory tracking, and fulfillment — for [X]+ SKUs, maintaining a [X]% on-time fulfillment rate and [X]-star average customer rating while operating as a solo entrepreneur.

TECHNICAL SKILLS

Civil Design & Modeling: Civil 3D (corridor analysis, grading alignments, cross-sections), ArcGIS Pro (LiDAR processing, surface modeling), AutoCAD (plan production)

Structural Analysis: Timber design per NDS 2018 / SDPWS 2021, retaining wall stability analysis (bearing, sliding, overturning), reinforcement detailing per ODOT standards

Geotechnical: LPile (lateral pile analysis), GeoStudio (slope stability, seepage)

Professional: Bluebeam (plan review & markup), Microsoft Excel (structural calculations), Bilingual — English & Spanish



Before & After — Best Examples

X ORIGINAL (Doer Level)

"Walked job sites to identify safety hazards and plan the safest way to complete work."

✓ REWRITTEN (Impact Standard)

"Conducted pre-work safety assessments on [X]+ job sites over 5 years, identifying and mitigating [X] hazards before crew mobilization — maintaining a [X]-incident safety record across a [X]-person crew and [X]+ projects."

X ORIGINAL (Doer Level)

"Designed two retaining walls per ODOT standards; verified stability against bearing, sliding, and overturning using conservative soil parameters."

✓ REWRITTEN (Impact Standard + Dragon Slayer)

"Designed 2 retaining walls (up to [X] ft high) per ODOT standards, verifying stability against bearing failure, sliding, and overturning using conservative soil parameters — achieving safety factors of [X] and [X] respectively, exceeding ODOT minimums by [X]% and passing city review on first submission."

X

ORIGINAL (Doer Level)

"Analyzed market trends to develop effective pricing strategies and maximize profitability."

✓

REWRITTEN (Impact Standard)

"Founded and operated a footwear resale business for 6 years while pursuing a civil engineering degree — analyzing market trends across [X]+ product categories to set competitive pricing, achieving [X]% average profit margins on \$[X]K in cumulative revenue."



Summary: What Jesus Needs to Do

1

Add a number to EVERY single bullet

This is priority #1. Go through each bullet and answer: How many? How big? How much money? How long? What percentage? Even conservative estimates are better than nothing. "Approximately 15 projects" beats zero numbers. Right now the resume has zero metrics — that needs to be 100%.

2

Fill in every [X] placeholder in the rewrite above

The rewritten bullets have the right structure — but only Jesus knows the real numbers. How many acres of LiDAR data? How tall were the retaining walls? How many clients served? How much revenue from the shoe business? Go through each [X] and fill in the truth.

3

Fix the formatting — employer name ABOVE bullets

The current resume has bullets listed before the company name and title. This is backwards and immediately confusing. Company, Title, Dates should always appear FIRST, then the bullet points underneath. This is a quick fix that dramatically improves readability.

4

Lean into the City of Hood River — that's your Dragon Slayer

You did a capstone project for a real municipality with real constraints. Lead with that. "On a multi-use path project commissioned by the City of Hood River with [X] ft of elevation change across [X] terrain..." — now the reader knows the stakes. Most students have hypothetical projects. You have a real one. Use it.

5

Reframe the landscaping experience as leadership

You were a Crew Lead for 5 years. That means crew management, client communication, site assessment, budget awareness, and safety responsibility. Those are civil engineering soft skills disguised as landscaping bullets. Rewrite them to emphasize the leadership, project management, and client-facing aspects.

6

Quantify the shoe business — it's a differentiator

Running your own business for 6 years while getting a CE degree shows initiative that 99% of applicants don't have. But the bullets are so generic they could be anyone. Drop in the real numbers: total revenue, profit margins, customer count, platform ratings. Make it concrete and it becomes a conversation starter in every interview.

7

Kill weak verbs and fix typos

"Walked" → "Conducted." "utilized" (lowercase) → "Built." "Creaw Lead" → "Crew Lead." Fix every inconsistency. In civil engineering, precision matters — if the resume has errors, a hiring manager will question the calculations too.



What's Already Working

Real municipal capstone project

The City of Hood River is a real client with real project constraints. Most students have hypothetical designs — Jesus has one that could actually be built. This is a major differentiator that just needs proper framing and Dragon Slayer context.

6 years of entrepreneurship

Running a business while earning a CE degree shows initiative, financial literacy, time management, and self-discipline. Once quantified, this becomes one of the strongest differentiators on the resume — most 22-year-olds can't claim 6 years of business ownership.

Bilingual — English & Spanish

In civil engineering and construction, bilingual professionals are in high demand for client communication and field coordination. This is a genuine competitive advantage, especially in the Pacific Northwest market. Don't let it get buried in a skills list.

Strong tool coverage for entry-level CE

ArcGIS Pro, Civil 3D, AutoCAD, LPile, GeoStudio, Bluebeam — this is a solid software toolkit for a new grad civil engineer. The tools are mentioned in bullets (not just listed), which is the right instinct. Just needs metrics and impact layered on top.

5 years as Crew Lead — real leadership

Crew Lead at a landscaping company means managing people, coordinating logistics, handling clients, and owning safety. These are transferable project management and leadership skills. Most new grad engineers have zero leadership experience. Jesus has 5 years of it.



Scorecard: Impact Bullet Builder™ Criteria

Criteria	Score	Notes
Accomplishments (not duties)	2/10	Nearly every bullet is a duty or task description. "Processed LiDAR data," "Walked job sites," "Performed full clean-outs" — all describe what was done, not what was accomplished.
Metrics / Quantification	1/10	Zero quantified results. "Two retaining walls" is the only number and it's a count, not an impact metric. No \$, no %, no time, no scale.
How / Method Shown	4/10	Tools are mentioned (ArcGIS Pro, Civil 3D, NDS 2018, ODOT) but mostly in separate "Tools Used" headers rather than embedded in bullet impact statements.
Why / Business Impact	0/10	Not a single bullet explains why the work mattered. No cost savings, no risk avoided, no client outcome, no project delivery impact. Complete blank.
Me-in-We Extractor™	4/10	Most bullets use "I" verbs which is decent. But no clarity on personal vs. team contribution in the capstone projects. "Led sidewalk widening design" is good — this is the strongest personal ownership on the resume.
Dragon Slayer Context	0/10	Zero problem context on any bullet. No stakes, no "what was at risk," no before/after. The Hood River project has massive Dragon Slayer potential — completely unused.
Action Verbs	3/10	"Walked," "Performed," and "utilized" (lowercase) are weak. "Led," "Designed," and "Processed" are stronger. Mix is inconsistent — needs a full verb audit.

Criteria	Score	Notes
Bullet Quality Consistency	2/10	Quality varies wildly. Project bullets have some technical substance. Work experience bullets are generic to the point of being interchangeable with any applicant. Formatting error (bullets before employer name) adds to inconsistency.
OVERALL SCORE	20/100	Tier: "The Doer" — resume is functionally invisible to hiring managers

The Good News

The raw material here is surprisingly strong. Jesus has a real municipal capstone project (City of Hood River), 6 years of entrepreneurship, 5 years of crew leadership, bilingual capability, and a solid civil engineering toolkit. The problem is not the experience — **it's the communication**. Every piece of experience is presented as a duty instead of an impact. Applying the Impact Bullet Builder formula to this resume could realistically jump it from 20/100 to 70+ in a single session. The foundation is there — Jesus just needs to learn to tell the story of his impact, not the list of his tasks.

Analysis prepared by LaunchToLead | Impact Bullet Builder™ Framework

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