**Sample of summaries**

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| **Problem** | **Suggest to improve** |
| "I am a highly motivated and results-oriented individual with a passion for marketing and a proven track record of success. I have over 5 years of experience in the industry and have consistently exceeded expectations in every role I have held."  **Problem:** This introduction is too generic and doesn't tell the reader anything specific about the individual's experience or accomplishments. | “I am a marketing strategist with a passion for helping businesses achieve their growth goals. I have over 5 years of experience in developing and executing successful marketing campaigns that have generated significant ROI for my clients. I am also a skilled content marketer and have a strong understanding of social media marketing.” |
| “I am currently responsible for managing a team of 5 employees and overseeing all aspects of our marketing department.”  **Problem:** This description is too vague and doesn't provide any specific examples of the individual's accomplishments or responsibilities. | “I currently lead a team of 5 marketing professionals responsible for developing and executing our company's marketing strategy. I have successfully increased brand awareness by 20% and generated a 15% lead increase in the past year. I am also responsible for managing our social media presence, email marketing campaigns, and website content.” |
| “I have a diverse background in customer service, with experience in both retail and call center environments. I am also a skilled problem solver and have a skill for de-escalating difficult situations.”  **Problem:** This description is too focused on the individual's skills and doesn't provide any context for their experience. | "I am a customer service professional with over 10 years of experience in resolving customer issues and providing exceptional customer service. I have a proven track record of exceeding customer satisfaction expectations and have consistently received positive feedback from my customers. I am also a skilled problem solver and have a knack for de-escalating difficult situations. In my previous role, I was responsible for handling a high volume of customer inquiries and complaints via phone, email, and chat. I was also responsible for training new customer service representatives and providing ongoing customer service support to my team." |
| “I have a bachelor's degree in business administration from [University Name]. I graduated with a GPA of 3.5.”  **Problem:** This description is too generic and doesn't provide any information about the individual's coursework or extracurricular activities. | “I graduated with a bachelor's degree in business administration from [University Name], where I focused on marketing and finance. I was a member of the business school's honour society and participated in several extracurricular activities, including the marketing club and the entrepreneurship club. I also completed an internship at a local marketing firm, where I gained experience in developing and executing marketing campaigns.” |
| “I’m a passionate marketing professional with a proven track record of success. I'm always looking for new opportunities to grow and learn.”  **Problem:** This call to action is too vague and doesn't tell the reader what they should do next. | “I'm a passionate marketing professional with a proven track record of success. I'm eager to connect with companies seeking to enhance their marketing strategies and achieve their business goals. Feel free to reach out if you'd like to discuss potential opportunities.” |