



University of Phoenix®
CAREER WITH CONFIDENCE™

Bullet statements guide

3 tips to writing effective bullet points

Bullet points make it easier for recruiters to quickly scan your resumé since they're intended to grab the eye and lead to the key points you want to emphasize. Use them when you're highlighting your skills and accomplishments.

In this guide...

YOU'LL LEARN THREE TIPS TO WRITING EFFECTIVE BULLET POINTS.

- 1** **Bullet statement formula**
- 2** **Dos and don'ts**
- 3** **Action verbs**

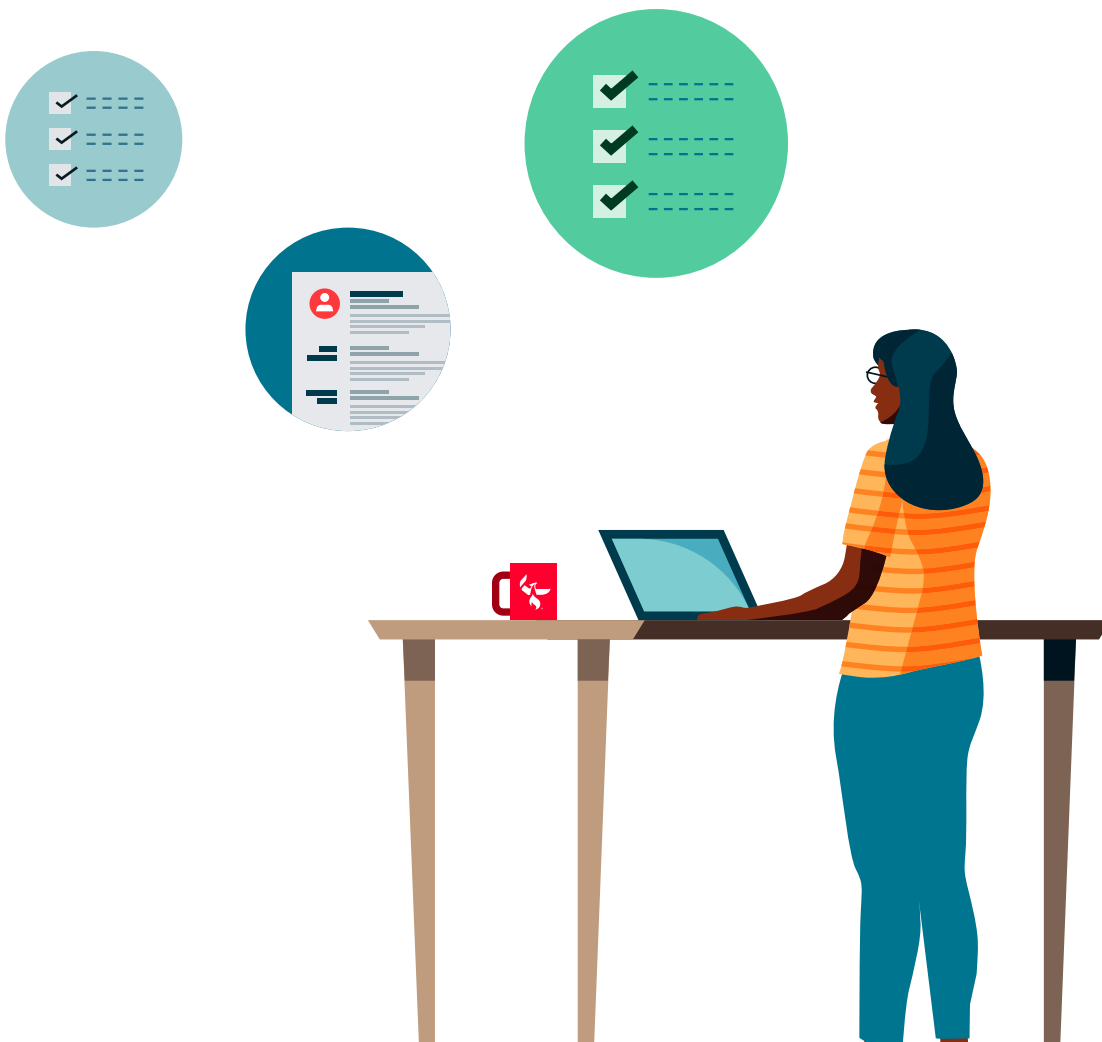
1 Bullet statement formula

A HELPFUL RECIPE FOR WRITING AN EFFECTIVE BULLET POINT:

- Action verb **description of task result/purpose**

Here are a few examples:

- Trained **10 sales associates on CRM system to improve speed and proficiency**
- Guided **scheduling, data entry and payment collection, resulting in efficient patient flow**
- Reduced **time to complete month-end close from one week to three days**
- Greeted **customers and assisted with product selection to create a positive shopping experience**



2 Dos and don'ts

CHECKLIST FOR WRITING EFFECTIVE BULLET STATEMENTS

- ✓ Avoid using personal pronouns (e.g., I, me, my, we, our, us)

CORRECT

Promoted to team lead within 6 months and led team to achieve 130% annual sales goals.

INCORRECT

I was promoted to team lead and my team exceeded our annual sales goals.

- ✓ Avoid starting bullet statements with “ing” verbs

CORRECT

Process payroll for 200 employees, including input of insurance deductions, retirement benefits, garnishments, and paid time off (PTO).

INCORRECT

Processing payroll for the company and inputting required information.

- ✓ Avoid using passive phrases like *responsible for* or *duties include*

CORRECT

Introduced daily inventory audits and access control systems that reduced shrinkage by 1.2%.

INCORRECT

Responsible for inventory control.

- ✓ Avoid brief, non-descriptive statements that add little to no value to the resumé

CORRECT

Directed over 250 incoming calls per day with a 90% average customer satisfaction rating.

INCORRECT

Answer incoming calls.



Use simple present tense for current/ongoing experience

CORRECT

Plan and coordinate events that raise \$40k annually for local nonprofit women's foundation.

INCORRECT

Plans and coordinates events that raise \$40k annually for local nonprofit women's foundation.



Use simple past tense for past experience or completed accomplishments

CORRECT

Revamped business development strategy, resulting in a 67% lift in annual sales.

INCORRECT

Was in charge of revamping business development strategy resulting in a 67% lift in annual sales.



HERE'S AN EXAMPLE OF BULLET STATEMENTS ON A RESUMÉ:

Jane Doe

City, State, ZIP | Phone | Email

Career Summary

Skills

Education

Experience

Company Name, City, State
Job Title

Number of Years

- Increased customer satisfaction 25% by revamping customer service training.
- Planned, supervised and coordinated daily activity of 3 junior business analysts to boost workflow efficiency.
- Improved communication with the Marketing department to better understand the competitive position.
- Directed the creation and implementation of a Business Continuity Plan and the management of audit programs to support resiliency efforts.

3 Action Verbs

LIVEN UP YOUR RESUMÉ WITH ACTIVE VERBS

Most resumé bullet points start with same tired old words that hiring managers have seen over and over (e.g., *handled*, *responsible for*). By now these words have lost much of their meaning and are ineffective at showing off your accomplishments.

Instead, switch out those common words and phrases with stronger, compelling action verbs that will help make your bullet points sing. Check out the examples below.



- **Communication skills:** addressed, consulted, drafted, influenced, negotiated, promoted
- **Creative skills:** advertised, designed, formulated, invented, modified, visualized
- **Data/Financial skills:** audited, balanced, depreciated, forecast, qualified, yielded
- **Helping skills:** advocated, counseled, educated, furthered, motivated, volunteered
- **Management/Leadership skills:** administered, coordinated, guided, hired, oversaw, supervised
- **Manual skills:** assembled, calibrated, moved, operated, palletized, welded
- **Organizational/Detailed skills:** cataloged, collated, diversified, maintained, scheduled, verified
- **Research skills:** analyzed, critiqued, evaluated, hypothesized, observed, studied
- **Teaching skills:** advised, coached, educated, guided, instilled, trained
- **Technical skills:** authenticated, digitized, installed, networked, programmed, troubleshoot
- **Value-Add achievements:** championed, drove, elevated, launched, maximized, streamlined

HERE ARE EXAMPLES OF BULLET POINTS WITH STRONG ACTION VERBS:

Jane Doe

City, State, ZIP | Phone | Email

Career Summary

[Redacted]

Skills

[Redacted]

Education

[Redacted]

Experience

Company Name, City, State
Job Title

Number of Years

- Collaborated with engineering to push boundaries and integrate consumer feedback throughout iterative process that elegantly blended innovation and function.
- Empowered team leaders and managers to create marketing plans and calendars to share across the division and collaborate to maximize ROI.
- Instituted annual reviews and quarterly performance management meetings for improved results, enhanced teamwork and increased staff engagement.
- Navigated language and cultural differences through research, community involvement and off-the-beaten-path travel planning.

**For more career support
and resources, visit:**

phoenix.edu/blog/career-support/tools-resources.html

