

## Building Better Bullets

Often the most difficult part of developing a resume is articulating your experiences and achievements in a way that will impress potential employers.

The **APR (Action + Project/Problem + Result)** formula makes it easy to highlight your accomplishments. Begin by thinking of a project you completed or a problem you solved at a job or through volunteer efforts. Choose an **Action Verb** that describes the actions you took to complete the **Project** or solve the **Problem** and the **Results** you achieved. Quantify your results whenever possible. The first bullet statement in a series describing your accomplishments often includes a phrase describing the scope of your responsibility or the environment in which you worked.

<b>Action Verb:</b>	Initiated
<b>Project/Problem:</b>	Strategies to market company through social media
<b>Environment:</b>	Fashion merchandising company in Manhattan
<b>Result:</b>	Increased brand awareness through more Facebook “likes” and Twitter Followers
<b>Bullet:</b>	<ul style="list-style-type: none"> <li>Initiated strategies to promote new products using social media for fashion merchandising company in Manhattan. Increased brand awareness of Fall clothing line through 400% increase in Facebook “likes” an 350% increase in Twitter followers in 6 weeks.</li> </ul>
<b>Action Verb:</b>	Coordinated
<b>Project/Problem:</b>	Fundraising events for homeless shelters
<b>Result:</b>	Raised over \$8,000 and improved community awareness
<b>Bullet:</b>	<ul style="list-style-type: none"> <li>Coordinated three fundraising events for local homeless shelters which raised over \$8,000 (20% over goal) and greatly improved community awareness</li> </ul>
<b>Action Verb:</b>	Researched
<b>Project/Problem:</b>	University system policies
<b>Result:</b>	Recommendations presented to Board of Regents
<b>Bullet:</b>	<ul style="list-style-type: none"> <li>Researched university system policies regarding international students and study abroad programs with team of 8 students charged with Student Affairs policy review. Recommendations presented to Board of Regents at quarterly meeting</li> </ul>
<b>Action Verb:</b>	Managed
<b>Project/Problem:</b>	Customer concerns and point of sale operations
<b>Result:</b>	Superior customer service
<b>Bullet:</b>	<ul style="list-style-type: none"> <li>Managed point of sale operations and addressed customer concerns and inquiries to ensure superior customer service in 15-seat fine dining restaurant.</li> </ul>

Management Skills	Communication Skills	Clerical or Detailed Skills
administered analyzed assigned attained chaired contracted coordinated delegated developed directed evaluated executed improved increased organized oversaw planned produced recommended reviewed scheduled strengthened supervised	addressed authored collaborated corresponded directed drafted edited enlisted formulated influenced interpreted lectured mediated moderated negotiated persuaded promoted publicized reconciled resolved spoke translated wrote	approved arranged catalogued classified collected compiled distributed executed generated implemented inspected monitored operated organized prepared processed recorded retrieved reviewed screened systematized tabulated validated
Research Skills	Technical Skills	Teaching Skills
clarified collected critiqued diagnosed evaluated examined extracted identified interpreted interviewed investigated researched reviewed solved summarized surveyed systematized tested	adapted assembled built calculated computed designed devised engineered fabricated maintained operated overhauled programmed remodeled repaired solved upgraded utilized	adapted advised coached communicated coordinated developed enabled encouraged evaluated explained facilitated guided individualized informed instructed stimulated trained tutored
Financial Skills	Creative Skills	Helping Skills
administered allocated analyzed appraised audited balanced budgeted calculated computed developed forecasted managed marketed planned projected reconciled reduced researched	acted conceptualized created designed developed directed established fashioned founded illustrated instituted integrated introduced invented originated performed planned revitalized	assessed assisted clarified coached counseled demonstrated diagnosed educated encouraged expedited facilitated familiarized guided referred rehabilitated represented resolved volunteered