

CRAFTING STRONG BULLET POINTS

Bullet points add both depth and breadth to a resume. Your bullet points allow you to showcase your responsibilities, skills, and accomplishments. They allow you to paint a picture of what a job, internship, volunteer opportunity, student organization, etc. looked like for you.

Bullet Point Formula

Use this formula to help you structure your bullet points:

(action verb) + (task/responsibility) + (how/why/results)



How were you able to accomplish your task? Did you use specific tools? Did you collaborate with others?
Why did you perform this task? Why was it important in your role or to the organization?
What were the results? Did you increase participation? Save money? Build relationships? Automate a process?

Examples

Demonstrated excellent customer service

Option 1: Provided a prompt greeting to customers and checked in to assist with any questions (How)

Option 2: Provided prompt and friendly greeting to customers, answered questions and provided information on products and current sales to build relationships with customers and create a welcoming environment (How/Why)

Made a documentary

Option 1: Produced 7-minute documentary on the traditional crafts of Western North Carolina for exhibit at Mountain Heritage Center on preserving Appalachian craftsmanship (Why)

Option 2: Collaborated with colleagues to create a 7-minute documentary highlighting the overarching goals and message of the exhibit (How/Why)

Bullet Point Length

It's essential to add depth where it's needed, but you want to keep a variety of lengths in your bullets. If a task or skill used in completing a task isn't highly relevant to the employer, keep it short. You don't want to cause reader fatigue. Additionally, it's important to demonstrate your understanding of what skills and experiences are most relevant to the position.

It's also okay not to include everything you did – if a task has no relevance and you have plenty of other experience, leave it off your resume. Just keep transferable skills in mind. Maybe you won't be stocking shelves in your next opportunity. Still, you might want to talk about attention to detail, taking initiative, or creating a positive customer experience!

Your Turn

On the back of this sheet, write two initial bullet points and then write two different version of this same bullet, just like the examples above. Consider the different skills you might highlight or try emphasizing how in one bullet and why in another. Add numbers where possible to add clarity and detail!