

Creating Detailed and Focused Bullet Points on a Resume

Writing bullets may be the hardest part of creating a resume for some people. When writing bullet points it is important to go beyond just your “duties” or “tasks” at a job. An effective bullet point focuses on your accomplishments. By answering the questions in the different areas below, creating detailed and focused bullets can be easier to accomplish.

- **WHO**- Who did your job help? The company? Clients? Customers?
- **WHAT**- What happened with the results of the job? If you had to do a report, what was done with that information?
- **WHEN**- When did this happen? How often? Daily? Weekly, Monthly? Talking about how often you did something is an easy way to show productivity in your job.
- **WHERE**- Where did your duties occur? Did you have to travel for a job? Were you responsible for interacting with people outside of your organization?
- **WHY & HOW**- This focuses on the purpose. How did your accomplishments help the organization? How often did you perform the job task or duty?
- **QUANTIFY** – Is there quantifiable information? Can you add numbers such as money, amount of times you did something, or how much of something you accomplished? Quantifiable information shows productivity and productivity is always transferrable!

Use the examples provided below to help you in creating your own detailed and focused bullet points:

BEFORE

Iowa State University Marketing Club – Ames, IA
Member

Fall 20XX-present

- Create personal brand
- Attend weekly meetings
- Volunteer at service activities and fundraising events

AFTER

Iowa State University Marketing Club – Ames, IA
Member

Fall 20XX-present

- Enhance skills for future success by creating personal brand shared with 12 area employers
- Participate in bi-weekly meetings in order to expand knowledge of several marketing concepts and career areas
- Attend and participate in 4 service activities and 3 fundraisers in order to apply learned theory

BEFORE

Shoe Warehouse - Story City, IA
Associate

June 20XX- September 20XX

- Assist with inventory
- Handle complaints
- Build displays for featured products
- Handle money

AFTER

Shoe Warehouse – Story City, IA
Associate

June 20XX-September 20XX

- Assist with daily and monthly inventory of over 1200 domestic and foreign products
- Provide quality customer service by handling customer questions, complaints and problem solving
- Create display areas to showcase and promote new and seasonal merchandise
- Handle over 200 accurate cash and credit transactions to ensure balanced drawer as part of each shift