



AAP CAREER SERVICES

ENHANCING RESUME BULLETS

OVERVIEW

The information written in the bulleted section of a resume provides guidance, answers, and evaluation for the person reviewing the resume. *To keep a reviewer interested in the applicant the information needs to be concise yet informative and relevant to the open opportunity.* **Eliminate** the guess work as the more a reviewer/hiring manager has to speculate if previous experience is related, useful, or fitting for the open position the higher the probability the resume will be discarded. Use this guidance to enhance the bullets on the resume to *efficiently demonstrate skills, abilities, contributions, achievements, knowledge, and effectiveness.*

PREPARING YOUR BULLETS

- ◆ Read the job announcement
- ◆ Ask yourself:
 - What does the employer need to know about the utilization of your skills?
 - How can you demonstrate your contribution from a particular role in the lens the hiring manager needs to see in order to:
 - 1-understand your effective qualities
 - 2- determine or evaluate the usefulness of your skill set
- ◆ Think beyond your duties and responsibilities
 - **How** did you do the duty/responsibility you are reporting?
 - What made you effective when completing or adhering to your duty/responsibility?
 - What skills did you demonstrate in order to perform well?

THE 2-BULLET RULE

Hiring managers spend on average 6-10 seconds on the initial review of a resume. In this extremely short time the hiring manager or reviewer determines **KEEP** or **DISCARD**. In this first read one rarely reads every word you have carefully constructed; they skim, or read the first two bullets. Here's a test you can use to review your resume prior to submitting it: **The 2-Bullet Rule.**

READ ONLY THE FIRST TWO BULLETS OF EACH JOB ENTRY:

- ✓ *After you review the first two bullets have you conveyed the skills, knowledge, and experience being sought as posted on the job announcement?*
- ✓ *Utilize the job announcement to determine if you have shown the hiring manager the major skills (soft & hard/ interpersonal & technical), abilities, and knowledge*
- ✓ *If you determine the first 2-bullets do not satisfy what the hiring manger needs to know then enhance them by using your OAR*



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USE YOUR OAR

OAR- Outcome/Action/Result

Focusing on what the employer needs to know is key. **REMEMBER** your effectiveness goes a long way in determining how effective you will be in a new position.

Employers who can have a better sense of what you have done and how it relates to the needs to the company/department will be more inclined to continue the conversation with you.

There are many ways to use your **OAR** on your resume: **STAR** or **CCAR** and using **FACED**.

STAR- SITUATION/TASK/ACTION/RESULT

SITUATION

Describe the situation briefly that you are demonstrating your skills. Leave out unnecessary details.
Ex. Assigned seven new projects to lead.

TASK

Express what had to be accomplished to address the situation.

Ex. Implemented new processes and hired staff to meet all project deadlines.

ACTION

Inform the action steps taken to solve or address the situation.

Ex. Developed and defined goals and timeline from planning to delivery while managing project budgets and ensured quality assurance for each project.

RESULT

Discuss the outcome from utilizing your skill in response to the situation.

Ex. Provided timely reports to all internal and external stakeholders as well as documented all project changes and processes. Presented evaluation of each project; delivered all projects on time and met budget.

CCAR- CONTEXT/CHALLENGE/ACTION/RESULT

CONTEXT

Present the context of the situation.



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Ex. Manage branding team of 15 at global public relations firm

CHALLENGE

Inform the challenge(s) that you had to overcome, address, or solve

Ex. Team lead for new branding campaign from conception to implementation to attract two million new consumers.

ACTION

Provide information about the action(s) taken. (This should showcase your skills)

Ex. Organized team through identifying strengths, conveyed mission to team into clear goals and deliverables. Designed strategic plan and timeline. Effectively managed the team by addressing and solving problems.

RESULT

State the outcome from implementing your skills to address the challenge.

Ex. Produced and implemented new branding campaign.

FACED- CAN SUPPORT CCAR & STRAR OR STAND ALONE (AS APPLICABLE)

FREQUENCY

Note how often you have performed the skill.

Ex. Daily, weekly, monthly, bi-monthly, bi-weekly, annually, etc.

AUTONOMY

Report your level of autonomy- the degree or level you are allowed discretion or independence to perform your job (creativity, decision making, selection, etc.)

Ex. Independently, lightly-supervised, with supervision, collaboratively, leading a project/team

COMPLEXITY

Showcase the level of thinking, kind of knowledge/understanding/awareness, concepts

Ex. Type of: report (weekly vs. annual); writing (manual vs. thesis) planning (meeting agenda vs. city development)

EFFECTIVENESS/EVALUATIVE



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Convey your effectiveness from demonstrating/utilizing your skills. Report out on how you were evaluated or the effectiveness of the outcome.

Ex. Recommendation was approved by CEO. Customer satisfaction increased by 54%. Major points of briefly were accepted by Senate committee. Awarded Research Excellence. Reduced gas emissions by 10%.

DEPTH

Express how far it reaches, the seriousness, or the intensity. (Who is your audience?)

Ex. Reviewed by senior management; utilized by constituents; provided to congress; targeted Fortune 500 companies; distributed to staff.

PUTTING IT ALL TOGETHER

SAMPLE EXCERPT OF JOB ANNOUNCEMENT

We are looking for a highly motivated and agile scientist. Your contributions may include independently designing, developing and validating the cellular/immunology cell-based functional assays to test and analyze molecule activities, investigate the mechanism of action of biological drugs in vitro and in vivo, and ultimately to deliver preclinical evidence for future clinical testing.

SAMPLE RESUME BULLET FITTING 2-BULLET RULE USING YOUR OAR

- **Independently** designed, conducted, and validated 15 experiments for cellular/immunology cell-based functional assays for research, resulting in approval for clinical testing on 3 experiments
- Analyzed and interpreted experimental data for 10 experiments, presented findings to panel of experts as well as two professional conferences, **approved for a peer-reviewed scientific journal**
- Independently provided **monthly interpretation of biological drug data** for subject matter expert scientists to utilize for FDA submissions resulting in **accepted submissions**

This is autonomy

This is depth and result

frequency

Complexity and action

Evaluation/effectiveness

ALL OF THE LETTERS IN THE ACRONYMS OAR/STAR/CCAR/FACED ARE NOT ALWAYS GOING TO BE USED IN EACH BULLET. THE IDEA IS TO CHECK TO SEE WHICH ONES ASSIST IN ENHANCING YOUR BULLETS TO PROVIDE THE MOST ACCURATE, RELEVANT, AND USEFUL INFORMATION TO EFFECTIVELY EVALUATE YOUR SKILLS AND ABILITIES.