How to Write a Bullet Point

1. Think of the **skill** you want to showcase.
2. Write it as a simple statement that starts with a verb.
3. Add context to the statement by answering any of these questions:
   - How did you do it?
   - How many/ how much/ how often?
   - Whom did it help?
   - Why did it matter?
   - What was the result?

What does that look like?

1. Think of the **skill** you want to showcase.
   - **Marketing**
2. Write it as a simple statement that starts with a verb.
   - **Promoted events**
3. Add context to the statement by answering any of these questions:
   - How did you do it?
     - Planned and implemented long-term marketing strategies to promote events
   - How many/ how much/ how often?
     - Promoted 5-10 major events every semester
   - Why did it matter?
     - Promoted campus events to raise awareness of community issues and encourage student civic engagement

Real World Examples

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
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</thead>
<tbody>
<tr>
<td>Responsibilities included beach clean ups and blogging about them</td>
<td>Wrote daily blog posts documenting community beach cleanups to raise awareness of threats to ocean life</td>
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<tr>
<td>Working at the reception desk to give directions to tourists visiting the embassy</td>
<td>Provided a friendly and engaging welcome to Embassy visitors representing more than 35 countries around the world</td>
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<tr>
<td>Dealt with angry or frustrated customers with a smile on my face</td>
<td>Prioritized customer satisfaction, leading to 100% positive performance reviews by Secret Shoppers</td>
</tr>
<tr>
<td>I had to do ice and heat therapy for injuries</td>
<td>Coached patients through therapeutic exercises and applied ice and heat therapy as needed for athletic injuries</td>
</tr>
<tr>
<td>I am responsible for filing paperwork, making copies, answering the phone, and covering the reception desk</td>
<td>Coordinate daily operations, scheduling, and filing for a busy office of 25 professionals</td>
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