



WRITING AN EFFECTIVE PROFESSIONAL EXPERIENCE SECTION

1. **Similar to your student resume, you will want to use bullet points.** However, it's important to avoid giving your reader "bullet fatigue," which can be caused by reading a long string of bullet points. Here are two alternate formats you may want to consider.

Paragraph / Bullet Format: This option uses a short paragraph (no more than 5 lines of text) to summarize the day-to-day responsibilities of your role. Then add a bullet point list that highlights your accomplishments – aim to include your quantifiable metrics here. You can bold key accomplishments to help them to stand out.

Regional Sales Manager

20xx – Present

Name of Company

City, State

Provides testing, visibility, security solutions, network testing tools, and virtual network security solutions to strengthen applications across networks.

Develop strategies to grow market share in 5-state western U.S. territory, focusing on 5 separate product lines. Establish and leverage relationships with decision-makers from Directors to CIO levels to sell, negotiate, and close multi-million-dollar opportunities. Proactively manage channel and technical partnerships to develop new markets and revenue opportunities. Negotiate contract terms and pricing to maximize value.

- **Achieved 150% of established quota and surged product-segment market share by 75% in 2 years.**
- **Added 6 new clients in 20xx, leading to \$5.6M in revenue and President's Club designation.**
- Provide superior account-management service to retain and grow business by introducing new products and solutions, as well as understanding clients' project needs.
- Leverage technology-industry contacts and resources to generate leads, research prospects, and devise sales strategies to target national and large regional-based businesses. Manage entire sales cycle from prospecting to close.
- Generate weekly sales forecast summarizing activity of 30 accounts, evaluating clients' buying cycles and typical budget to estimate revenue targets.

Chrono-Functional Hybrid: This format works nicely if your role includes several types of responsibilities. You can reorder each section to match the priorities of individual roles.

CLINICAL CARE COORDINATOR • NAME OF ORGANIZATION, CITY, ST

20XX – Present

MANAGE OPERATIONS FOR PRIVATE DERMATOLOGY PRACTICE

- Supervise clinical operations for outpatient dermatology practice with 3 locations, 7 providers, and 50 total staff, attending to 50+ medical and cosmetic patients in each office per day.
- Coordinated processes to open new 2000 square-foot facility, including filing health department paperwork, compiling medical safety data sheets and laboratory certificates, as well as ordering all supplies, and equipment.

FACILITATE CLINICAL AND ADMINISTRATIVE PROCESSES

- Manage 75-100 daily incoming patient phone calls, including delegating return calls to 5 nurses, researching outstanding issues, calling pharmacies, and referring patients to appointment schedulers.
- Check 40+ patient charts per day, ensuring nurses updated documentation, sent prescriptions, and entered notes.

2. **Focus on describing your accomplishments, not your tasks.** Take some time to think about your roles and responsibilities, then take this a step further by considering your achievements.

- a. Ask yourself “how do I know I’ve been successful in my job?” Whether it’s exceeding a benchmark, creating a new process, or earning great feedback, you should add your successes to your job description. It can be helpful to review performance evaluations to obtain this information.
- b. When thinking of your tasks, ask yourself “why do I do this?” Often, answering that question can take a task statement to an accomplishment statement. For instance, “File annual reports to achieve compliance with federal regulations and maintain operating status” is more effective than “File annual reports.”
- c. Quantify your accomplishments whenever possible, keeping in mind that you can use numbers or percentages. Ballpark figures are fine if you don’t have access to exact data.
- d. Use impactful action verbs to facilitate a quick review of your resume. Vary the verbs to keep your reader interested and to convey your excellent communication skills.

3. **Keep your content relevant.**

- a. Write your experience section with your next role in mind. For instance, if you’ve done a combination of sales and marketing, but you want to pursue a sales role next, focus on describing your sales roles in more detail.
- b. Take a look at position descriptions for roles that interest you, and pull out key skills and qualifications that you can highlight on your resume. Use similar language to your job description to help you get through applicant tracking systems. For instance, if the role your applying to discusses working with “clients,” change the word “customer” to “client” on your resume.
- c. Include your last 10-15 years of experience, and remove older roles. If you would like to include older content, be brief. For instance, you could include a brief note at the end of your experience section stating: “Early career includes roles as a **Public Accountant** at *Local Accounting Firm* and **Staff Accountant** at *Big Four*.” Remember that you’ll expand on your experience in the interview.

4. **Remember to be brief.** Employers and hiring managers only spend a few seconds reviewing each resume. Do your best to keep summary paragraphs to 5 lines of text, and aim for bullet points that are only 1-2 lines in length. In most cases, you’ll want your entire resume to be around 2 pages long.

5. **Know your audience.** If you are applying to an internal position, feel free to use your company’s jargon and terminology, as your audience will understand that verbiage. Otherwise, make sure external audiences understand your points. You may need to reword some items by using some general language to make sure that your accomplishments will shine through to your reader. Having your resume reviewed by a friend, family member, or a Career Consultant at the UGA Career Center can be a great way to ensure that your resume resonates with a broad audience.

