

Resume Bullet Point Examples

The following are real bullet points from real Careerly resumes. We have racked up close to 15,000+ individual bullet points, covering every possible industry from marketing and consulting to accounting and investment banking to event planning and public relations. The following is a small sub-set of just 200 resume bullet examples, organized alphabetically by industry (and/or function).

Accounting/Auditing

- Senior supervising auditor on 30+ cases, serving key clients in technology, construction, and healthcare; included preparation of all financial statements and tax reports.
- Helped clients reduce income tax payable by up to 50%; achieved this reduction by breaking down cost and expense components and helping forecast future cash flow more precisely.
- Achieved a 40% reduction in working hours by piloting the use of revolutionary audit software.
- Managed the city ledger (and bad debt) on \$30,000+ maintaining a strict 60-day aging policy.
- Consistently maintain operating budget of \$2.7 million within owner-designated budget marker (or under budget) year on year for six consecutive years; includes proper forecasting and ensuring operational efficiency to manage expenses.
- Senior supervising auditor on 30+ cases, serving key clients in technology, construction, and healthcare; included preparation of all financial statements and tax reports.
- Helped clients reduce income tax payable by up to 50%; achieved this reduction by breaking down cost and expense components and helping forecast future cash flow more precisely.

Asset Management / Private Wealth

- Built a book of over \$62M in assets under management for 75+ clients. Achieved 10% growth in assets and revenues for five straight years despite challenging markets.
- Executed financial transactions and securities trading for 1,100 clients with \$160 million assets under management.
- Prepared over 38 individual and family financial plans, with investment strategies ranging from wealth preservation to aggressive growth.
- Generated asset allocation and better forecasting and financial planning to improve clients' portfolios; made recommendations for asset class diversification.

Brand Management

- Repositioned brand with a new brand architecture and packaging design that increased brand awareness by 15%, recovered lost market share by 5%, and gained 200+ new clients.
- Drove key parts of the strategy to increase "Brand Recommended Most Often" metric by 5%; included working with an agency to design promotional materials and a dozen major office visits.
- Expanded membership to 833 and gained brand recognition; realized net profit of 13,000 RMB/month, a significant figure relative to average monthly income of RMB 2200 per capita.
- Lead on the GREAT Britain brand campaign to encourage people to study, visit, invest and do business with Britain. Promotional events (10,000+ participants) included Bloomingdales *We Love London* event, and James Bond movie *Skyfall* in partnership with the Spy Museum.

Business Development

- Evaluated, identified, and met a market need for holiday camps for students in large cities in China. Launched the first English-speaking holiday camp in Guangzhou for 2000+ students.
- Conducted a market and competitive analysis of the education industry to launch a premium service targeting the high-end segment; helped capture 60% of this new market and expanded profits by 20%.
- Developed client relationships and business opportunities by providing trusted risk and taxation advice; successfully turned one of the largest Chinese stated-owned enterprises into a new client.
- Earned two consecutive promotions for growing team's energy and telecommunications portfolio by almost 50% to USD 300 million in 3 years, becoming the youngest Assistant Vice President in a company of 8,000 employees.
- Part of a major team effort to develop new business of over \$100 million; leveraged internal partnerships and increased communication among sales teams.
- Evaluated, identified, and met a market need for holiday camps for students in large cities in China. Launched the first English-speaking holiday camp in Guangzhou for 2000+ students.
- Helped improve business conversion rates by 30% by writing technical proposals for Fortune 500 clients and implementing resource pricing for migration projects.

Commercial Banking

- Developed behavior scoring models to improve credit quality and collection strategies for bank credit card portfolio with over 5 million clients.
- Increased by 80% profitability of over 100,000 low-income customer accounts by extending credit card limits while keeping credit risk low; also significantly improved the retention rate.
- Negotiated and structured credit facility worth \$2 million to fund micro-loan portfolio.
- Implemented a new process for evaluating credit offers in marketing campaigns; doubled disbursements

within two years while also improving the quality of customer database.

- Determined the placement of 17 new Citibank branches based on an analysis of 100+ financial, demographic, and market indicators; recommendations adopted by Citi's Senior Management.
- Researched and resolved 300+ credit card charge disputes, successfully defending 80% of claims, and saving the company \$50,000+ to the bottom line.

Communications

- Oversaw all constituent communication through town halls, public service announcements, and a targeted \$400K direct-mail program.
- Set strategic direction and crafted high-level campaign messaging; included opposition research, issues testing, drafting polling questions, and helping produce a \$2.5 million TV ad campaign.
- Developed the Bureau's overall strategic communications plan, including establishing key goals and making 50 pitches in national and local markets each month.

Consulting

- Led a cost saving initiative for a mortgage foreclosure review project of over 800 consultants; restructured full project and saved the client ~\$7 million dollar.
- Led a team of six to analyze internal controls for clients with \$30M paid-in capital; client passed government control and was successfully listed on OTC Securities exchange.
- Led a \$6 million ERP system rollout for multiple legal entities: translated business requests from 10+ departments to IT consultants, customized data-flow, and eliminated 30%+ redundant data.
- Advised successful management buyout of a division of Alcoa: identified lenders and private equity groups; helped define capital structure; and completed all due diligence in 6 months.
- Interviewed senior management from 10 departments to identify and assess risk and profit margins, and propose effective pricing; delivered a 30+ pages value chain analysis.
- Implemented sales compensation program change from product approach to customer-centric approach based on customer lifecycle models.

Corporate Finance

- Built financial models, consolidating financial statements and forecasting revenues, expenses, and income for 150+ subsidiary branches of a large real estate company.
- Narrowed the gap between forecasted budget and actual cost to almost zero (0.0028%) by quantifying foreign currency and other risks; this placed branch in the Top 3 in it's network.
- Reduced \$250,000+ in tax exposure for a German company's Chinese subsidiary by uncovering financial discrepancies and advising it to restructure its profit allocation.

- Reduced \$1,000,000 of fixed costs per year of personal installment loans by developing a forecasting model that yielded a deviation of less than 1% in a \$1 billion portfolio.
- Developed a long-term budget plan to ensure OPEX and CAPEX are funded despite 10% loss in revenues during the implementation period of the mandatory K-12 program required by law.

Customer Service

- Helped increase district-wide customer satisfaction and product quality, improving the percentage of “highly satisfied customers” from 57% to 80%.
- Led client presentations and negotiated deals resulting in a 20% increase in new business; maintained a 60% corporate client retention rate.
- Improved client service experience by redesigning clients’ compliance work and decreasing processing time by up to 33%.
- Provided recommendations for service improvements impacting over 200,000 customers; included analyzing competitor strategies, 'voice of the customer' data, and process mapping.

Digital Media / Social Media

- Increased social media traffic by 750% over 26 months to the Brightlight Foundation, a technology-focused open government site with 6 million visits per year.
- Helped network of U.S. consulate officers deliver communication solutions to reach audiences of 350,000+ on Twitter, Facebook, Tumblr, and other social and traditional media platforms.
- Developed a social media and marketing campaign (using Yelp, Facebook, and other social media platforms) to increase client intake by 30%.

Can't find the numbers? Try:

- Nurtured and grew a limited social media presence into a robust and comprehensive experience, engaging users across a variety of platforms and third party sites.
- Launched social media strategy for the Alternative Health Program, leading to an increase in public awareness among key constituencies.
- Developing a marketing and social media strategy to increase membership and engagement for Southeast Fiber Arts Alliance, a non-profit group serving 1000+ community participants.

Diplomacy / Communications

- Communicated at the highest diplomatic level with over 75 foreign governments during the Arab Spring, the lead-up to Libya, the Japanese earthquake, and the capture of Osama bin Laden.
- Made timely, rapid-call recommendations to the DOS Spokesperson and other officials on delivery of complex and sensitive foreign policy messages, e.g. during the Haiti earthquake.

- Authored 60+ daily news and weekly media analysis reports for the U.N. headquarters.

Event Planning

- Organized 20+ tenant events to market building in a competitive (greater DC metro area) leasing environment; worked with brokers to design targeted marketing content and leasing materials.
- Organized first public screening of Luis Marden's 1958 film *The Bones of the Bounty*, a first for National Geographic in presenting a historical lecture film.
- Directed logistics, fundraising, and media activities for H.R.H. Prince Harry's first official visit to the U.S.; included organizing a VIP trip for a wounded warrior of the Prince's marine battalion.
- Planned and managed 40+ weekly breakfast meetings, for close to 100 constituents, including VIPs, special tours, and lobbying groups.

Human Resources / Talent Management

- Developed hiring and training plans for new staff, resulting in 50% reduction in attrition over four years and an average of 35% improvement in staff productivity.
- Decreased employee turnover rate by 20% by developing an Employee Incentive Program.
- Developed store manager talent, improved employee engagement, and lowered turnover from 118% to 58% within 24 months.
- Led the HR operations and strategy for 300 Starbucks stores, covering 3 regions (30 districts) across DC, MD, and VA, and generating over \$340 million in revenues.
- Played pivotal role in company re-organization; oversaw closure of 27 stores and over 50+ job cuts. Spearheaded a complex change management initiatives and helped transition employees into new roles.
- Designed on-boarding and training for 60+ new staff, lowering training time from 2 months to 6 weeks, and significantly reducing the turnover rate within the department.
- Helped reposition the Washington DC market and rebuild the entire DC corporate leadership team. Included assessing, recruiting, and training 80+ mid-level staff and senior level managers.
- Responsible for 120+ staff; reduced "super user" employee complaints and compliance calls by 80%.
- Implemented a private pension plan for 1000+ employees working in subsidiaries of Mexican and U.S. based companies by offering specialized investment funds and retirement portfolios.

International Development & Policy

- Managed \$10 million infrastructure project for the Inter-American Development Bank; created a financial model to assess the viability of building a wastewater treatment facility in Belize.

- Provided critical strategic direction to the USAID team and the Government of Mozambique in the development of a US\$1.2 Billion HIV prevention, treatment, and care plan.
- Designed and implemented the country's first electronic medical records system at a regional hospital for 30,000+ patients and doctors; included inventory management, and distribution of pharmaceuticals.
- Wrote grant proposal and secured \$44,000 in funding from the U.S. Department of State; managed disbursement of funds and led major purchasing decisions on network infrastructure for hospital.
- Jointly responsible for formulating the 2023 strategic vision for South Africa's long-term economic development and drafting several chapters of the National Development Plan (NDP).
- Prepared over 50 policy briefings and talking points on economic policy that informed South Africa's position at G-20/G-4/G-24, and IMF/World Bank meetings.
- Designed, planned, and executed a multi-agency development and governance program to include a \$2.2M agricultural project and a \$1.3M assistance initiative funded by USAID.
- Developed a critical tracking system to capture vast realms of data (costs, accounting, contractor information) on 300+ internationally funded programs in health, education, and infrastructure.
- Led team to coordinate service delivery efforts between the State Department, the U.K. Department for International Development (DFID), the U.S. Marine Corps, and Afghan officials.
- Advised the Minister of Finance in his role as Chair of the Committee on IMF Governance Reform on the final report of the Committee to the IMF's Board and senior management.

Legal

- Lead paralegal and researcher for a law-office that provides low-cost immigration services; conducted 45+ client intakes and initial vetting for actionable cases under the Immigration and Asylum Act, the Violence Against Women Act, and the Temporary Protective Status Act.
- Assisted the senior attorney in over 500 cases including the preparation of Asylum, Adjustment of Status, Nonimmigrant and Immigrant Visa petitions, and Naturalization applications.
- Represented over a dozen corporate clients in investigation, defense, and prosecution of high profile civil suits; interviewed witnesses, researched complex areas of law (fraud, racketeering, bankruptcy) and wrote legal briefs helping clients assess and minimize liability.

Lobbying

- Represented a large financial services client in a congressional inquiry, reviewing thousands of sensitive documents, building trust with investigators, and avoiding adverse publicity.
- Analyzed and vetted nearly 100 amendments and advised Senator on over two dozen votes during passage of \$350 billion Jobs & Growth Tax Relief & Reconciliation Act of 2003.
- Counseled Chairmen of 3 Committees on parliamentary procedure; drafted and negotiated key financial services technology liability legislation; advised sponsors of bills during floor debate.

- Executed 20+ complex and sensitive lobbying assignments, including PR and messaging, developing relationships with key policymakers, and leveraging trade association influence.

Select assignments include:

- Insurance client with a core financial product (\$25+ billion market): developed and lead multi-year industry-wide campaign to preserve state regulatory regime from federal encroachment.
- Mutual fund company with tax concern: secured reauthorization of \$84 million provision through outreach to key committees protecting client's funds from significant outflows.

Management / Leadership

- Managed small staff on-site and 17 outsourced developers in 3 teams located in Europe and Asia.
- Oversaw the performance of 12+ high profile Starbucks coffee shops in Washington DC- a \$15 million portfolio. Achieved 12% - 18% year on year sales growth.
- Led all aspects of property management for three large Class A commercial properties, average size 80,000 sq. ft.; owned and occupied by the world's largest association for HR Management.
- Helped manage 20+ professional policy staff, coordinating appropriations, disseminating strategy, compiling vote record, and developing expertise in parliamentary procedure.

Marketing / Online Marketing

- Developed new strategy for packaging content in targeted ways to engage different user segments including hard to reach but essential segments.
- Designed, planned and executed mid-size marketing events for clients such as ING Clarion, Beacon Capital Partners, and Carr Properties. Included:
 - Identifying and inviting close to 50 key client-brokers to showcase new buildings
 - Analyzing the return on investment (ROI) on marketing events.
- Ran 53 online marketing campaigns, reaching 500 million+ users to Brightlight properties and driving 30,000 sign-ups.
- Developed full branding strategy and promoted online traffic growth using Facebook, Twitter, LinkedIn, YouTube, Vimeo, Flickr, Google Business Apps, Radian6, and Google Analytics.

Media

- Managed pre-production of National Geographic Kids Network, delivering 500+ hours of footage and traveling to meet with clients, including *Fox International*.
- Facilitated media bids and build key relationships with over 20 journalists in print and broadcast media including, *BBC, ITV, Sky, Times, Telegraph, and The Sun*.
- Media lead in the U.S. for the London 2012 Olympics, organizing countdown events and a major promotional push on the London 2012 brand in the run up, during, post-event.

- Worked closely with partners at NBC, BP, and British Telecom to deliver an opening ceremony event for 2000+ invitees; local media coverage from WTOG and NBC4.

Mentoring / Training / Coaching

- Developed and facilitated 200+ participant training seminars for government agencies such as the United States Customs and Border Protection (CBP) and foreign national equivalents.
- Trained communications officers in media-handling skills; delivered presentations on best practices, how to work with media in a crisis, and how to promote the "Great Britain" brand.
- Trained government officials in Afghanistan government ministries in public administration, budgeting, and service delivery; helped them design initiatives to build public confidence.
- Trained and coached 20+ individuals per week in basic skills training from English language to computer, Internet, and Microsoft Office programs.
- Delivered internal training on financial modeling and US GAAP to over 40 finance staffers.
- Created 80+ programs of Education and Physician Training to improve clinical expertise for 1000+ surgeons and nurses; boosted market share from 40% to 95% in key hospital accounts.

Non-profit

- Principal lead on five major educational programs for an urban parish serving 2800+ households.
- Planned and executed 50+ educational initiatives per year, including flagship lecture series and annual retreats; scheduled all speakers, marketed events, and managed to a tight budget.
- Designed a job placement program for the long-term unemployed; included individual counseling and job search classes and workshops, delivering a total of 30+ hours per month of training.
- Recruited and trained 40+ volunteers each year for organization's key committees on social services, community outreach, and fundraising.
- Volunteered in a non-profit organization in Turkey, raising charity funds and teaching language, music, and art classes to 38+ children in underdeveloped areas around Ankarra.
- Obtained funding for small rural development projects in southern India, for example- the construction of two water wells providing potable water for over 1500 people in three villages.
- Spearheaded project to educate youth countrywide on pressing health concerns; raised \$6,000 grant and worked with key officials from USAID to deliver health services.

Operation Management

- Introduced planning automation by designing workflow for a Business Intelligence system "COGNOS", shortening bottom-up communication cycle by 66%, from 42 to 14 days.

- Performed cost mapping and equipped the Operations Managers to monitor costs effectively; generated savings of US\$200,000 per year by redeploying staff resources.
- Conceptualized a productivity index to monitor marketing departments' output, which eventually led to cutting US\$100,000 of extraneous staff costs.
- Implemented an end of day batch process alert program, which reduced service level agreement non-compliance by 90% within 2 months from implementation.

Press & Public Relations

- Arranged and managed 30+ media interviews, and prepared and briefed high-level officials, including the Secretary of State, on key education and cultural topics.
- Led the acquisition of two commercial PR databases of over 1.5 million contacts to improve and optimize outreach to Congress and specific media markets.
- Responded on the record to 100+ queries from national and international media, including *The New York Times*, CBS, NBC, AFP, and FOX, clarifying U.S. foreign policy positions.
- Drafted 200+ pieces of State Department press guidance and releases, on hot-button issues including visas, international adoption, and American hostages overseas.
- Responded on the record to 100+ inquiries from major media outlets, including the *New York Times*, *Washington Post*, and Al Jazeera, and gave live television and radio interviews.
- Wrote 300+ press releases, editorials, letters to the editor, and political speeches; organized all TV, print, and radio interviews and managed all communications for the Congressman.

Process Improvement

- Reduced hundreds of hours of duplicate efforts, streamlined accounting processes, and improved quality of programs accounting for \$250 million in development finance.
- Selected and implemented technology-based solutions to streamline investor request processing which saved, on average, 40+ hours per month.
- Improved 25% forecast accuracy by developing a “pipeline report” of 10,000+ daily procurement data points and projected income statement cost; methodology adopted as best practice.
- Provided specifications for a new portfolio optimization tool, and helped the executive leadership better evaluate over 400 bank projects worth ~\$2B in the capital markets business.
- Analyzed current state processes, identified opportunities for efficiency gains, and implemented 40 process improvements using the lean six-sigma methodology.
- Optimized financial reporting process, improving data accuracy and shortening the financial reporting cycle by 50% to 7 days from 14 days.

Research & Writing

- Wrote for Demand Progress, 23,000+ circulation; one news story was parent company Media General's "most viewed" story in week of September 2006.
- For primary research project, recruited 400+ focus group participants through an aggressive screening process and strategy combining cold calls, databases, and referrals.
- Conducted over 75 customer interviews on-site at retail locations for product testing and placement teams doing research for Fortune 500 clients such as Alcoa and McGraw-Hill.
- Have written and edited 200+ speeches for audiences of 20 to 2000- e.g. university commencements, lobbying groups, think tanks, foreign parliamentarians, and the United Nations.
- Wrote 30+ high-level ministerial policy briefings and 20+ speeches for the G-24 Secretariat Chair as part of implementing entire G-24 work program.
- Interviewed witnesses and researched oil market for Permanent Subcommittee on Investigations; produced a 400-page report - *Gas Prices: How Are They Really Set?* S. Hrg. 107-509.
- Drafted 120+ daily briefing papers for the President and the White House highlighting critical intelligence from military, homeland security, law enforcement, and diplomatic sources.

Sales

- Grew a book of business from zero to \$32M assets under management from cold calls, professional networking, and referrals.
- Re-planned the spring season shortly after joining the firm and achieved record breaking sales and best season in the history of Ashley Stewart e-commerce beating the previous year by 73%.
- Led distributor team to pursue sales opportunities in untapped accounts, optimized sales channels and inventory management to reduce 8% of distributor's cost.
- Provided outstanding clinical services and accomplished 24% sales growth; awarded National Top Sales Achiever (#6 of 250+) and Regional Top Sales Achiever (#2 of 60+).
- Launched two innovative products targeted specifically for convenience stores, reaching 1,300+ clients nation-wide and generating additional annual sales of \$2.5 million.
- Helped team achieve 38% sales growth in the launch quarter of a new product; included pricing the new product by creating a valuation model with option variables and competitor positions.

Sales & Marketing

- Achieved 37% sales growth, by developing marketing and sales strategies through competitive and market segmentation analysis; awarded Regional Top Sales Achiever (#1 of 60+).
- Designed and developed selling tools, improved accessibility to sales and marketing materials, and increased daily operational efficiency; recognized as Marketing Champion in 2011.

- Doubled annual sales volume to \$2 million and expanded coverage from 5,000 to 21,500 clients for a key product line by customizing the packaging to target mom-and-pop stores.

Strategic Planning

- Created a nine-month strategic management plan for a post-merger integration effort that impacts three lines of American Express products worth over \$400M.
- Led a 5-year strategic plan to assist high-growth small and medium enterprises (SMEs) access critical project financing, thus increasing their productive capacity and revenues by up to 25%;
- Developed and implemented a strategic plan to turn around a declining brand, resulting in profitability within 12 months.
- Identified opportunities for cost savings through organizational restructuring; created a global deployment plan across eight sites.
- Achieved 20%+ cost savings versus the bottom-up planning number by analyzing company's cost structure and major cost drivers to cut unnecessary items from overhead and headcount planning.
- Allocated \$400 million budget across 100+ cost centers and 700+ internal projects, making critical resource allocation decisions covering marketing, G&A, and investment categories.

Structured Finance

- Restructured \$200 million of mortgage loans to significantly improve company's balance sheet; included direct negotiations with the International Finance Corporation.
- Restructured asset-backed securities worth \$450 million through negotiations with 100+ bondholders; required in-depth knowledge of stressed assets management issues.