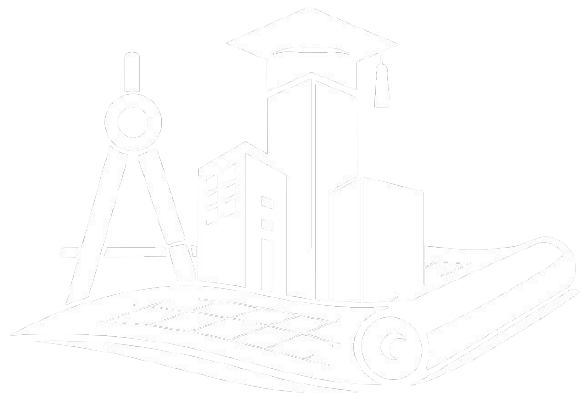




INTERNSHIP
ARCHITECTS



INTERNSHIP ARCHITECTS

Every great future
begins with a **blueprint.**



Student Blueprint:

Telling Your Story
Resumes: Bullet Writing

Resumes

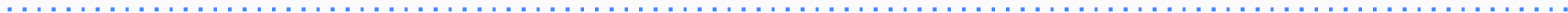


We know from the previous course that a resume is a factual, professional document that allows the reader the ability to get to know you, and hopefully leads to an interview.

Did you ever wonder or ask?

What information are employers looking for on a resume?

How can my resume stand out from all the other resumes?



Resumes



RESUME CONTENT Q & A

Q: What information are employers looking for on a resume?

A: They want both the facts about you—contact information, education, work experience, other experiences. More importantly, they want to learn more about you and what you bring to the team—your **Career Readiness Competencies**!



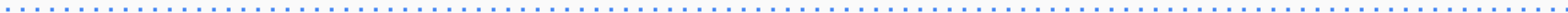
Resumes



RESUME CONTENT Q & A

Q: How can my resume stand out from all the other resumes?

A: The content! If you have interesting, engaging, intriguing content they will read your resume. If the content is bland, not engaging, they won't read your resume and thus not learn much about you.



Resumes



RESUME

From the previous lesson (Resumes: Formatting), your resume “looks” good.

Now this lesson is to ensure your resume “sounds” good

This is the harder part of resume writing.

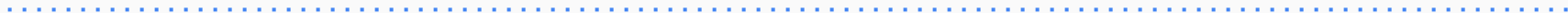
Resumes



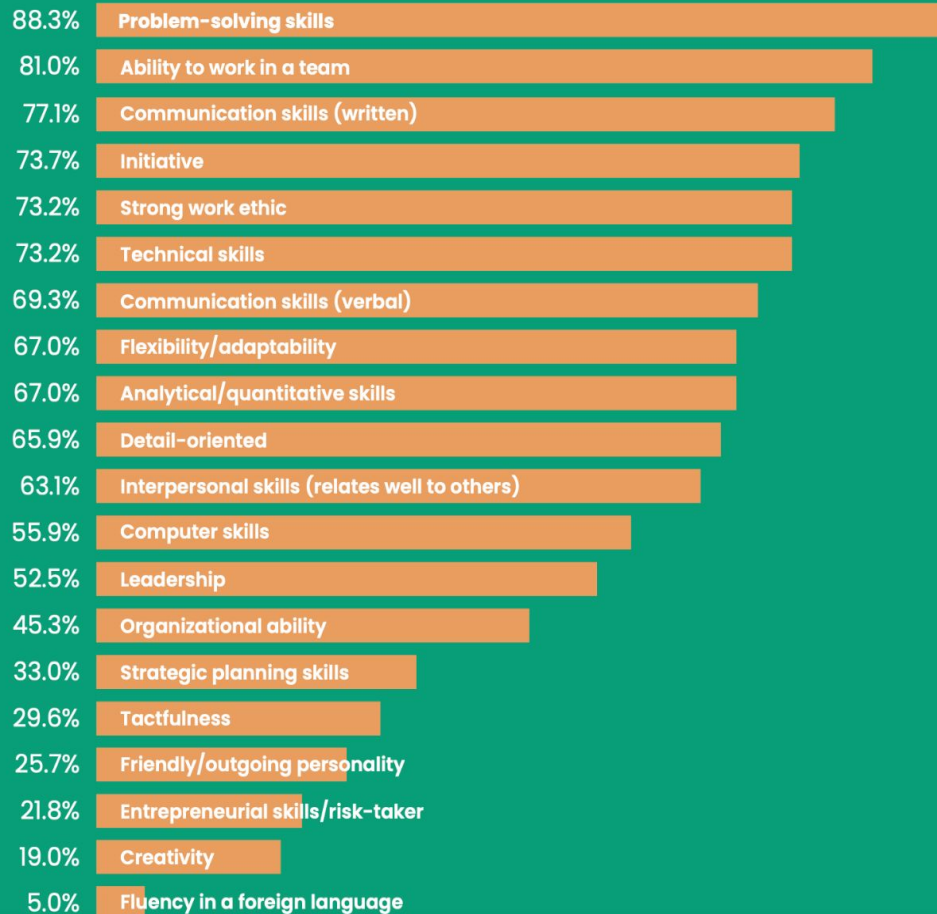
RESUME CONTENT

A resume is NOT just a list of your activities.

It is much, much more. It is a document that shows you have what employers want....the Career Readiness Competencies.



Attributes Employers Seek on a Candidate's Resume



Research
from
NACE
about
what
employers
are
looking for
on a
resume

Resumes



RESUME CONTENT

How do you show you have problem solving skills, teamwork and communication—the top three attributes from the research—on your resume? We learned in the formatting lesson you can't list these competencies in the skills section. How do you show you have them?

You demonstrate you have those competencies through the content of your resume, specifically the **resume bullets**!

The bullets are the “meat” of your resume.



Resumes



RESUME CONTENT

Don't all resume bullets sound the same?

Hopefully NOT! That's what this course is about, helping you write bullets that will show you have the competencies employers want; bullets that are unique to you.

What are good and bad resume bullet examples?



Resumes



Which bullets do you like better?

Position	Bullet A:	Bullet B:
Retail Sales Associate	Kept sales floor clean and clothing folded	Displayed merchandise in an appealing manner contributing to a 15% increase in sales of seasonal merchandise
Wait Staff	Took food orders and put into computer	Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant
Lifeguard	Observed swimmers in the water	Constantly analyzed situations to determine if intervention needed or not at a public beach
Camp Counselor	Watched children during daily activities	Assessed campers abilities and modified drills to address individual level of play

Resumes



BULLET WRITING

Hopefully you chose bullet B for each one.

Why?

What do you like about B?

What were the differences?

Displayed merchandise in an appealing manner contributing to a 15% increase in sales of seasonal merchandise

Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant

Constantly analyzed situations to determine if intervention needed or not at a public beach

Assessed campers abilities and modified drills to address individual level of play

Resumes



BULLET WRITING

Why? What made bullet B better? What were the differences?

- Focused on competencies or skills
- Unique about the applicant, not general knowledge
- Focused on results
- Specific and detailed
- Demonstrated confidence
- Provided more information

Displayed merchandise in an appealing manner contributing to a 15% increase in sales of seasonal merchandise

Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant

Constantly analyzed situations to determine if intervention needed or not at a public beach

Assessed campers abilities and modified drills to address individual level of play

Resumes



BULLET WRITING

How was that accomplished?

- Longer—but still succinct—and more interesting
- Provided original material
- Captivated reader's interest
- Started with engaging action verbs

Displayed merchandise in an appealing manner contributing to a 15% increase in sales of seasonal merchandise

Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant

Constantly analyzed situations to determine if intervention needed or not at a public beach

Assessed campers abilities and modified drills to address individual level of play

Resumes



BULLET WRITING

- Focused on competencies or skills

Lifeguard	Observed swimmers in the water	Constantly analyzed situations to determine if intervention needed or not at a busy public beach
Camp Counselor	Watched children during daily activities	Assessed campers abilities and modified drills to address individual level of play



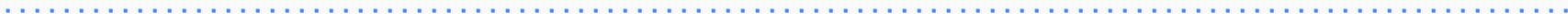
Resumes



BULLET WRITING

- Unique about the applicant, not general knowledge

Camp Counselor	Watched children during daily activities	Assessed campers abilities and modified drills to address individual level of play
Wait Staff	Took food orders and put into computer	Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant



Resumes



BULLET WRITING

- Focused on results

Retail Sales Associate	Kept sales floor clean and clothing folded	Displayed merchandise in an appealing manner contributing to a 15% increase in sales of seasonal merchandise
Wait Staff	Took food orders and put into computer	Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant

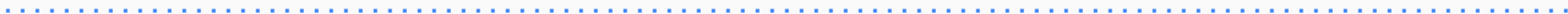
Resumes



BULLET WRITING

- Specific and detailed

Wait Staff	Took food orders and put into computer	Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant
Lifeguard	Observed swimmers in the water	Constantly analyzed situations to determine if intervention needed or not at a busy public beach



Resumes



BULLET WRITING

- Demonstrated confidence

Wait Staff	Took food orders and put into computer	Anticipated guest needs and supplied items prior to requests which led to a 8% increase in tips at a family-friendly restaurant
Retail Sales Associate	Kept sales floor clean and clothing folded	Displayed merchandise in an appealing manner contributing to a 15% increase in sales of seasonal merchandise

Resumes



BULLET WRITING

- Provided more information

Retail Sales Associate	Kept sales floor clean and clothing folded	Displayed merchandise in an appealing manner contributing to a 15% increase in sales of seasonal merchandise
Lifeguard	Observed swimmers in the water	Constantly analyzed situations to determine if intervention needed or not at a busy public beach



Resumes



RESUME BULLETS

Should be	Should NOT be
About your abilities in the competencies	About your job duties/tasks
Unique to you	Common knowledge
Focused on results	Focused on completion
Specific and detailed	General and wide reaching
Demonstrate confidence	Arrogant or boastful

Resumes



RESUME BULLET ASSESSMENT ACTIVITY

Now it's time to review your resume. Read it thoroughly, with a critical eye and be as unbiased as possible. Think like a hiring manager or recruiter. Would you be interested in interviewing you? Are your bullets like Bullet B samples?

Read each bullet, and determine: Good as is, needs to be deleted and rewritten or needs revision, some elements are good but needs some editing

Resumes



CHECKLIST RESUME BULLET ASSESSMENT

What did you think? Honestly, how were your bullets? Were they like Bullet B's in the samples?

Do you have to rewrite bullets? How many?

Would you have been chosen
as one of the three to get an
interview?

There is always room for improvement! I am sure you identified at least a few bullets that need revision.

Resumes



RESUME BULLET CONTENT

You have identified you need to rewrite some of your bullets.

How do you make the bullets better?

How do you get your resume bullets to be focused on a competency, unique, focused on results, specific, informative and full of confidence?



Resumes



RESUME BULLET CONTENT

Resume writing is all about YOU. Thus, you have to spend time really thinking about:

- You
- Your competencies and skills
- Your abilities
- Your past experiences
- Where and how you can demonstrate your Career Readiness Competency abilities



Resumes



RESUME BULLET CONTENT

To improve your bullets, you need to brainstorm think of many, many possibilities. Reflect on each entry of your resume and think about what you could write about in your bullets. What did you learn, do, experience?

As you brainstorm, be:

- Honest
 - Positive
 - Confident
 - Unbiased
-

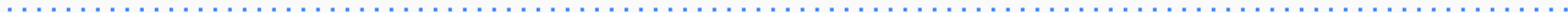
Resumes



BRAINSTORMING ACTIVITY

To help you we have a brainstorming activity for you.

This activity will help you.



Resumes



BRAINSTORMING ACTIVITY

For this activity, refer to the Competency Activity and Sample Behaviors Checklist from the Building a Career Foundation course.

Based on the experiences you have listed on your resume, what can you write about for your bullets? These questions will help you generate ideas.

Directions: Answer these questions, honestly and thoroughly, to get you thinking about yourself, your competency abilities, your accomplishments.



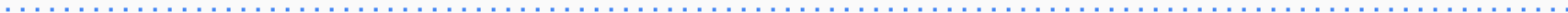
Resumes



BRAINSTORM

Are you impressed with all that you have done and accomplished? You should be!
Everyone has abilities in the competencies.

Recognize from ALL of your experiences you are building career readiness competencies.
Summer or part time jobs, sports, extracurricular activities, class projects, all of your
experiences are contributing to you being career ready and a potential intern/hire.



Resumes



RESUME BULLET WRITING

Now you have lots of great information about yourself (from the brainstorming activity), but the whole resume needs to be one page. How do you write bullets that express all that you have done within the confines of one page?

Like resume formatting there are guidelines to follow when writing resume bullets.



Resumes



RESUME BULLET WRITING

Good bullets:

- Are about YOU not the company/organization
- Focus on Competencies/Skills not job duties/responsibilities
- Don't include basic information that's understood about a position
- Focus on relevant or transferable skills
- Are tailored to the job posting! Use keywords (ATS scanners)
- Are specific, quantify, include results
- Professionally state truths in a convincing manner
- Are 1-2 lines long

Resumes



RESUME BULLET WRITING

Good bullets:

- START with IMPACTFUL ACTION VERBS
- Use the action verb list provided



ACTION VERBS

Start your resume bullets with strong, impactful action verbs. Here's a list by competency to help..

CRITICAL THINKING

adjust
administer
alleviate
allocate
analyze
anticipate
arrange
assess
brainstorm
collaborate
collect
commit
compare
complete
conceive
confirm

develop
devise
diagnose
differentiate
discover
engineer
envision
evaluate
facilitate
find
forecast
formulate
identify
Implement
incorporate
interpret

plan
prepare
prioritize
process
procure
program
realize
recommend
rectify
research
resolve
revamp
review
revise
Schedule
scrutinize

Resumes



RESUME BULLET WRITING

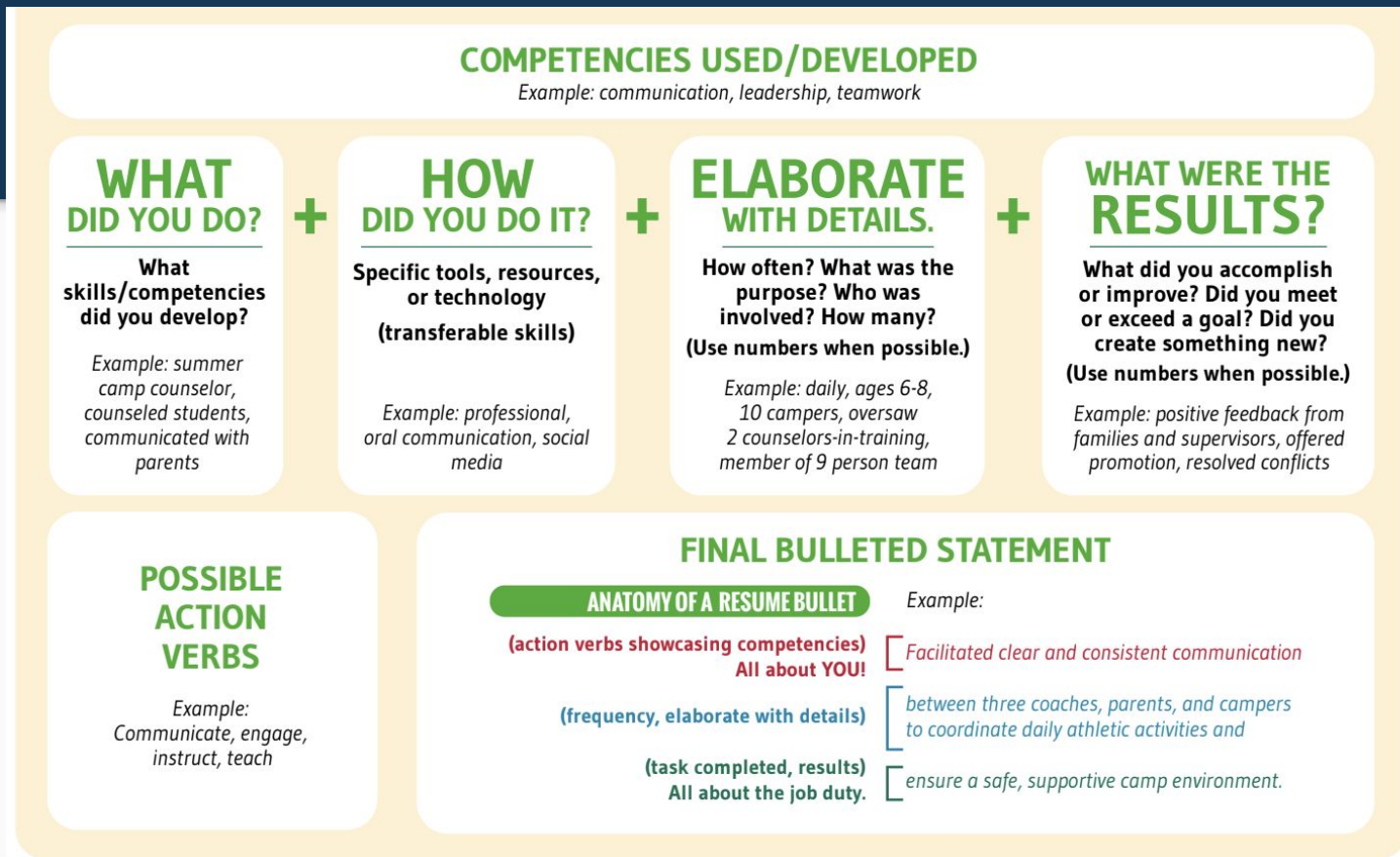
This is a building process. All the work you have done is to help you write impactful bullets.

Take all this content you have about yourself and the knowledge of what goes into a good resume bullet to create strong resume bullets.

How? Follow these steps.

Resumes

How to write a good resume bullet. Put it all together:



Resumes



ACTIVITY: RESUME BULLET WRITING

Time to revise your resume bullets!

Complete the Resume Bullet Writing Activity. Start with just one experience. Then come back to the module.

Think of the 5 career readiness competencies. How did you utilize each competency at this experience? Use the Brainstorm Activity Resume Content from earlier in the lesson.

1. List each of the career readiness competencies and how you used them at an experience.
2. Fill in details especially being specific or any results.
3. Choose some action verbs that express what you want to say (refer to the Action Verb list)
4. Put it all together in a bullet.
5. Use the graphic organizer to help you.

Resumes



ACTIVITY: RESUME BULLET WRITING

Were you able to craft some stand-out bullets? Will employers want to interview you?

With impactful, engaging bullets your chances are good.



Resumes



ACTIVITY: RESUME BULLET WRITING

Remember this is the “meat” of your resume! Spending time on writing good resume bullets will help you in several ways:

- You will figure out “How to tell your story”
- You will have confidence in yourself and in what you have to offer
- You will have a resume employers will read!
- You will get attention from employers



Resumes



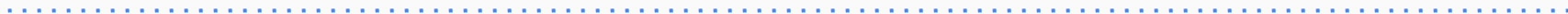
TAILORING AND OPTIMIZING YOUR RESUME

Creating bullets that speak to who you are and what you have to offer will help you “tell your story”. Having a well-written resume will get you attention.

This is your general “networking” resume.

However, you can’t stop there!

Now you have to tailor your resume to the internships/jobs you are seeking.



Resumes



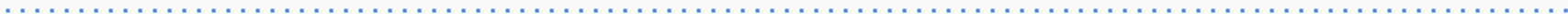
TAILORING AND OPTIMIZING YOUR RESUME

Now you have to tailor your resume to the internships/jobs you are seeking.

You have to write for your audience. What are they specifically looking for?

How do you know what they are looking for?

Look at the job description/posting!





- Minimum 3.0 cumulative GPA (without rounding).
- Passion for the Energy industry
- Humble: respectful, receptive, agile, eager to learn
- Transparent: shares critical information, speaks with candor, contributes constructively
- Focused: quick learner, strategically prioritizes work, committed
- Leadership ability: strong communicator, decision-maker, collaborative
- Problem solver: analytical-minded, challenges existing processes, critical thinker



Laboratory Intern

Canyon Labs • Bluffdale, UT (On-site)

Skills & Requirements

- Basic knowledge of laboratory safety practices
- Strong attention to detail and organizational skills
- Ability to follow written and verbal instructions (SOPs, work instructions)
- Effective communication and teamwork skills
- Basic math proficiency
- Computer skills, including Microsoft Word, Excel, and (preferred) Project
- Willingness to learn laboratory techniques, instrumentation, and regulatory requirements
- Self-motivated with a strong desire to complete tasks thoroughly

Work Environment

Tailor your resume based on the job postings! Write bullets about their requirements and use the same keywords.

Resumes



TAILORING AND OPTIMIZING YOUR RESUME

Look at the job description/posting. What keywords were on the job posting? Now you look at your resume and figure out where you could include those keywords on your resume.



Laboratory Intern

Canyon Labs • Bluffdale, UT (On-site)

Skills & Requirements

- Basic knowledge of laboratory safety practices
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- Willingness to learn laboratory techniques, instrumentation, and regulatory requirements
- Self-motivated with a strong desire to complete tasks thoroughly

Work Environment

Resumes



IMPROVE YOUR RESUME USING AI

You can also improve your resume bullets by using AI.

NEVER have AI write your resume; however, using it as a tool is resourceful.

- You don't want your resume to sound like every other AI generated resume (recruiters know what's AI generated)
- You need to be sure it is factual
- You need to take AI suggestions but keep true to you and your voice

Check with your college, they may have a resume writing platform.

Resumes



IMPROVE YOUR RESUME USING AI

- Ask AI to improve your bullets
 - Provide AI information about the competency/skill you want to highlight, your job and the bullets you have written. Ask it to improve your resume bullets.
 - **EXAMPLE PROMPT:** Based on the resume bullets included here provide three alternative bullets that focus on communication skills for my job as a camp counselor.
 - Review suggestions and edit your resume



Resumes



IMPROVE YOUR RESUME USING AI

- Ask AI to optimize your resume bullets based on the job description.
 - Provide AI the body of your resume (never you name and contact information)
 - Copy the full job posting into AI
 - Ask AI to refine your resume, using the keywords and the language of the job posting
 - **EXAMPLE PROMPT:** Using this job posting and the skills it highlights and my resume, provide me 6 resume bullet points tailored to the posting for my job as a camp counselor
 - Refine suggestions and edit your resume



Resumes



RESUME WRITING

On your own, review and improve your ENTIRE resume.

This will be an ongoing endeavor; your resume is a living document and never “done”.

- You will add to it as you have new experiences
- You will tailor it to different jobs

When you are done you will have a resume that looks and sounds good. It will get attention!



Resumes



RESUME WRITING

Need help? Internship Architects offers individualized consulting appointments to review your resume with an expert. Purchase a session through the website today!



Resumes



REFLECTION and LESSON COMPLETION

1. Complete the Reflection and Action Steps.
2. Take the quiz to complete this course and move on to the next course.

Thank you for using Internship Architects' blueprints.

Every great future
begins with a **blueprint**.