



ACCOMPLISHMENTS ARE KEY!

Does your EMPLOYMENT EXPERIENCE section list the duties you were expected to perform, or does it highlight accomplishments that you achieved? Which do you think will help employers gain an initial sense of *your* potential?

EXAMPLE 1 - DUTIES

Graphic Designer

ABC Marketing, Richmond, BC

- Marketing
- Public Relations
- Graphic Design

EXAMPLE 2 – USING ACTION WORDS

Graphic Designer

ABC Marketing, Richmond, BC

- Collaborated with team members
- Designed advertisements
- Finalized advertising campaigns with clients

Example 3 - Action oriented plus #'s to add scope

Graphic Designer

ABC Marketing, Richmond, BC

- Collaborated with team of 3 designers
- Designed over 35 advertisements
- Finalized advertising campaigns with clients

Example 4 - Action oriented plus results!

Graphic Designer

ABC Marketing, Richmond, BC

- Collaborated with team of 3 designers to create innovative marketing campaigns
- Designed over 35 advertisements; won 2 in-house awards
- Finalized advertising campaigns with clients from both small and large firms
- Consistently met or exceeded clients' expectations, which in turn generated new business