



# Résumés: Strength In Numbers

Add punch to your résumé through the muscle of metrics.

## Know what counts

RBI. Passing yards. MVP. If you watch sports, you're probably familiar with these commonly used terms and statistics. The sports world loves statistics because they help us make judgments and comparisons between players across teams and project future performance.

Similarly, recruiters and hiring managers love to see metrics on your résumé because metrics help them to assess your skills and accomplishments. The more easily a hiring manager can understand your abilities and ascertain your potential, the more likely you'll be invited in for an interview.

## Calculate capabilities and contributions

The first step in developing metrics for your résumé is to track your accomplishments. Assess the months or years that you have worked. Did you complete any large projects? Did you hit sales targets? Did you receive any awards or accolades? Think about metrics dealing with numbers, sales, people served, and money. If you are currently working, ask your manager to share or help you list your achievements. Identify your academic awards and honors. Note all future accomplishments so that you can easily compile them as needed.

## Quantify the unquantifiable

Some metrics, like sales numbers, are easier to quantify. Others, such as projects or presentations, might be harder to explain. If you worked on a large assignment, think about the number of people affected, new additions or ideas that you contributed, or how your input ameliorated a process or procedure. Even if no numbers are involved, think about the novelty of your concepts, awards, or recognitions that you won.

## Measure with metrics

**Sales:** Increased retail store sales by 20% year over year; sold the most products during the month of December; saw the highest dollar sales in one year.

**Productivity:** Doubled customer usage; trained over 120 people on new product during in-field

marketing campaign; developed marketing campaign for animal shelter that increased adoption rates 29%.

**Budget:** Reduced Environmental Club expenses by 30%; participation in a class investment portfolio strategy simulation yielded an annualized rate of return of 44%.

**Novelty:** Helped implement the first social media plan during summer internship; developed new class fundraising strategy that increased pledges by 8%.

**Management:** Chosen to lead annual accounting project; maintained lowest employee turnover as staff supervisor.

**Performance:** Awarded Employee of the Month three times; received distinction award in automotive repair internship; promoted to Coordinator within six months.

**Innovation:** Business model class project expanded local food pantry sustainability by 33%; robotics and AI lab research contributed to professor's invention of cyclic genetic algorithm.

## From Zero to Sixty

Transform basic facts into standout stats on your résumé for greater impact:

**Before:** Managed a retail sales team.

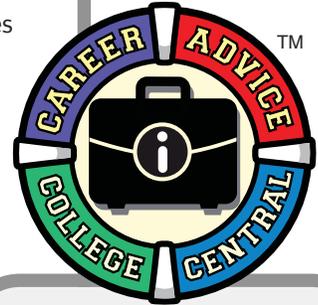
**After:** Led a team of 20 Sales Assistants at flagship retail store to achieve highest store sales in 10 years.

**Before:** Volunteered to teach special needs students.

**After:** Dedicated 6 hours each week for a full semester mentoring special needs 5th graders that resulted in improved verbal communication scores

**Before:** Coordinated the company's social media accounts.

**After:** Coordinated the company's Twitter and Facebook accounts, posting over 1,000 Tweets, and generating a 20% increase in Facebook Followers.



## i n a nutshell:

Metrics are tangible evidence of your capabilities and demonstrate what you may bring to your new employer:

- **Statistics and superlatives help establish credibility; numbers speak for themselves**
- **Use metrics to quantify your achievements for a clearer picture of your capabilities and potential**
- **Bullet point metrics to punch up your résumé**
- **Translate as much as you can into metrics**

The metrics system is a measure and indicator of your past and future performance. Give your résumé greater credibility. Figure out, then figure in, your accomplishments and make them count!