Accomplishments vs. Job Descriptions

Focus on **scope** and **results** when describing jobs, internships, volunteer work, and extracurricular activity:

**Scope:** How big was the project you worked on?

- How many press releases did you write per quarter?
- How many people received the newsletter you edited?
- How many people did you manage?
- How much did you increase sales?

**Results:** What happened as a result of your actions?

- What publications picked up your press releases?
- How many donations did you get from your newsletter?
- On what did you focus in managing your direct reports?
- Were you the highest performing sales rep for the year?

**EXAMPLES:**

**Before:** Worked with businesses to carry out United Way fundraising goals.  
**After:** Partnered with more than 20 area businesses to raise $15K for United Way, exceeding fundraising goals by 5%.

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**Before:** Helped accountants with various public accounting projects.  
**After:** Assisted accountants auditing $55K in A/R for company’s largest client.

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**Before:** Developed marketing plans to promote campus concert series.  
**After:** Developed fully integrated marketing campaign distributed to 10K students, resulting in 5% increase in concert attendance.

**MORE EXAMPLES WITH SCOPE AND RESULTS:**

- Prospected and managed new and existing customer relationships for 75+ accounts focusing on developing customized computer hardware/software solutions. Built account base by 38% in 20-month period.
- Collaborated with creative department to create attention-grabbing point-of-sales materials many of which were adopted by regional office for wide-spread use.
- Mentored four sales reps in the areas of understanding customer needs, developing new business leads and increasing revenues through cross-selling.

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