

# Resume Bullet Point Examples

# 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.
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## **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.
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#### 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. Saved the client ~\$7M dollars through contract negotiations and procurement of 100 corporate apartments, forecasting bi-weekly expenses, and restructuring project timeline.
- Led a team of six to analyze internal controls for clients with \$30M paid-in capital planning to upgrade from emerging stock exchange to OTC Securities exchange; client passed government control and was successfully listed.
- Led a \$6 million ERP system rollout for multiple legal entities: translated business requests from 10+ departments to IT consultants, customized data-flow base on local process, and eliminated 30%+ redundant data.
- Secured a \$41 million change to tax code ensuring preservation of a fast-growing energy client's business model; worked on multiple fronts federal relations, PAC creation, coalition development, site visits, and congressional testimony to build critical bipartisan support.
- Organized a successful management buyout of a division of Alcoa on behalf of major executive client: identified lenders and private equity groups; helped define capital structure; and coordinated due diligence all within six months.

#### Corporate Finance

• 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.

- 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.
- 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.

#### Customer Service

- Ensured 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 by redesigning clients' prep work (compliance etc.) and decreasing audit 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.

# 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% 24 months.
- Led the HR operations and strategy for 300 Starbucks stores, covering 3 regions (30 districts) across DC, MD 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. Spearhed 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.

## Management / Leadership

• Managed four staff on-site and 17 outsourced developers consisting of 3 teams located in Austria, Ukraine and Romania.

- Oversaw the performance of 12+ high profile stores in Washington DC- a \$15 million portfolio. Achieved anywhere from +7% to +20% year on year sales and profit growth.
- Lead 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:
  - o Identifying and inviting close to 50 key client-brokers to showcase new buildings
  - o 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 WTOP 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.

## **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, streamed-lined 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.

## Research & Writing

- Wrote for DP, 23,000+ circulation; one news story was parent company Media General's "most viewed" story in week of September 2006.
- Recruited 400+ focus group participants through an aggressive recruiting strategy combining cold calls, databases, and referrals; screened all participants through demographic preference.
- Assisted on product testing and placement teams for Fortune 500 clients such as Alcoa and McGraw-Hill; conducted over 75 customer interviews on-site at retail locations.
- 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.
- Manage implementation of entire G-24 work program, including supervising critical research, writing 30+ high-level ministerial policy briefings, and 20+ speeches for the G-24 Chair.
- 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

- Aggressively grew a book of business to \$32M in assets from zero 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 in Mexico, 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 appropriately pricing the new SUV by creating a valuation model with option variables, competitor positions, and risk-base scenarios.

# 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 and organizational restructuring; created a global deployment plan across eight sites with an engagement plan for changes in servicing strategy.