Zeit + LET'S EAT, GRANDMA

Quantifying Accomplishments
on a Resume

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Welcome, let's get to know each other!

Type in the chat:

- Your City
- Your Dream Job/Field

About Let's Eat, Grandma

- Ranked "Best Overall" Resume Service of 2020 by The Balance

- Resumes, Cover Letters, LinkedIn profiles

- Helped 3,000+ job seekers in every industry and exp. level

LET'S EAT, GRANDMA

Better **Resume.**
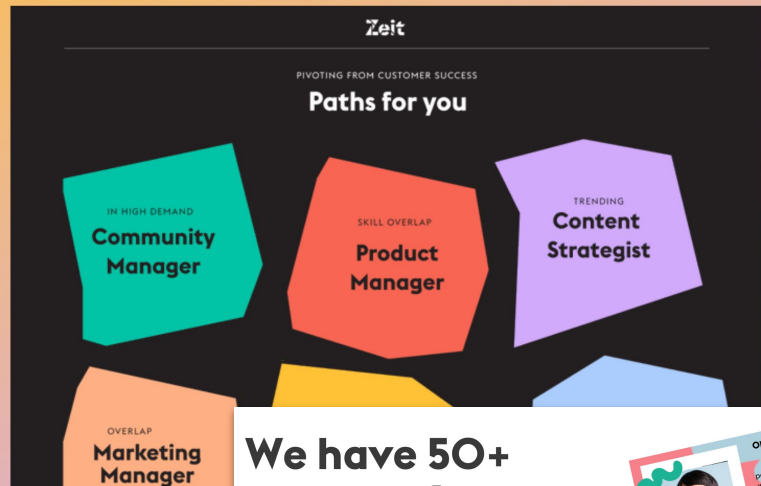Satisfying **Career.**
Happier **You.**

About Zeit

- Featured in [Fortune](#) for top career pivot platform

- 8 Pivot Programs kicking off January 27th!

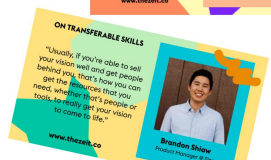**www.thezeit.co**

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MIRROR

Before we begin...

A couple of assumptions.

YOUR RESUME

IS NOT

A BOOK REPORT!

Sales Pitch, Not a Book Report

- Your resume does NOT describe your jobs thoroughly. (That's a job description...)

- It is a place for **accomplishments**, NOT your **day-to-day duties**.

- Only include what is most applicable to **the job at hand.**

- You get as little as 10 seconds — wow them immediately.

Two words to remember:

1. Results-Driven
2. Tangible

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3 parts to tonight's talk

1. **Why** it's important to quantify accomplishments

2. **How** to quantify accomplishments

3. **Where** to quantify accomplishments

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Part 1:

**Why** is quantifying my accomplishments important?

1. Tangibility

- The most important reason

- Metrics serve as evidence of your claims about your skills

- Instead of just saying "I can do this", you bring stats to prove it

- Example:

  "implemented new 'value-first' social media strategy, *increasing website traffic by 73% in two months*"

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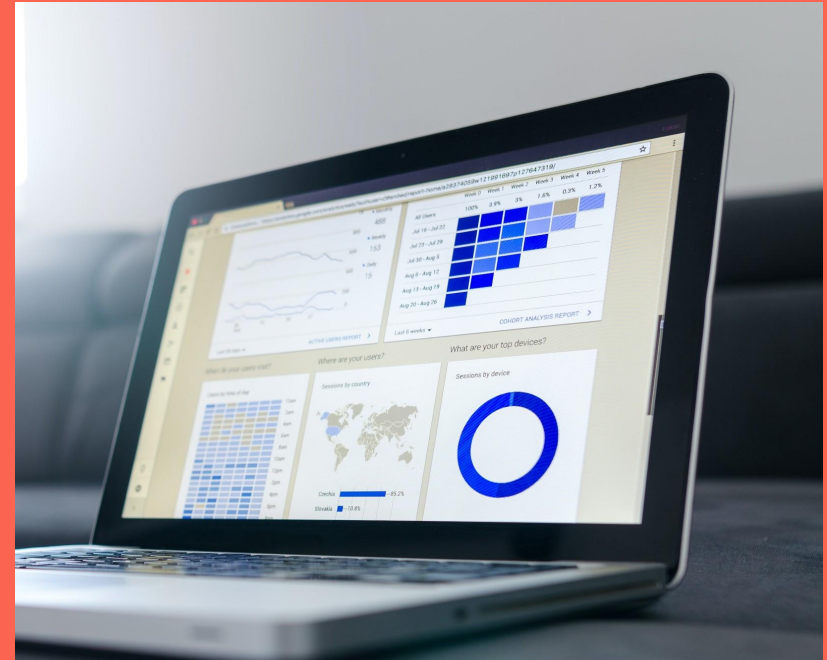
2. Scope and Scale

- In addition to backing you up with evidence, they give a sense of how big your contributions were.

- This can turn a duty *into* an accomplishment!

- Example: *"Wrote, laid out, and collaborated on design for a* **15,000-word** *eBook to provide affordable resume help for students"*

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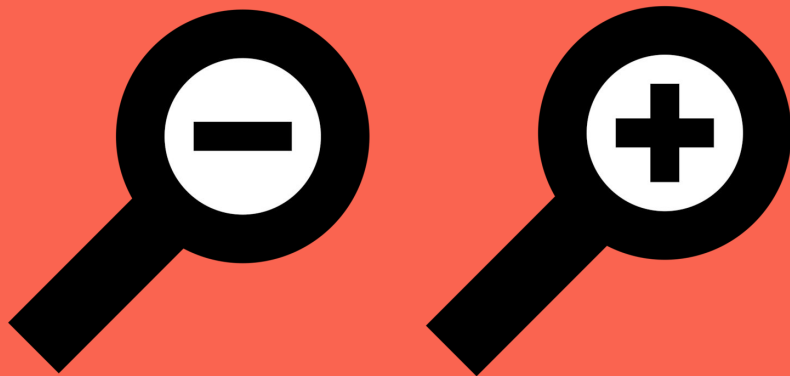
3. Scannability

- Your resume is *scanned* for a few seconds, not *read*

- The eye is drawn to numbers

- Metrics tell the reader "stop here, this is tangible"

- Example:

> - **Infrastructure Environments:** Ensured 100% availability of DNS resolution infrastructure.
> - **Cost Reduction:** Improved capacity by replacing 65 remote internet resolution nodes with over 100 new nodes, while reducing cost per node by 80%.
> - **Project Management:** Improved connectivity and latency to critical DNS services by working closely with peers at over 50 internet exchanges.

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Part 2:

How to quantify your accomplishments

Here's the recipe for success!

Active verb + Contributions and Skills used + Result

What is the context for the action you took?

What exactly did you do and how?

What impact did it have on the business and over what timeframe?

Here's an example of what good looks like

Active verb + Contributions and Skills used + Result

- "Prospected leads and nurtured relationships with individualized follow-ups and in-person meetings, growing sales pipeline from 20 qualified prospects to 300 over two months**"**

"I don't think I really contributed anything tangible..."

WRONG!

Let's break it down in a few simple steps

1. Brainstorm your projects

2. Identify the result

3. Define your contribution

4. Articulate your role

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1. Brainstorm projects

Spend 10-20 minutes jotting down all the interesting projects you've worked on. Pick the ones most relevant for the role you want.

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2. Identify the result

How did this project/accomplishment…

- **Make Money?**

- **Save Money?**

- **Save Time?**

- **Improve a process?**

- **Build brand?**

- **Improve Customer satisfaction?**

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2. Identify the result

- Identify the result metric: How did this accomplishment **make money?**

    - **$ amounts sold** — easiest if you're lucky enough!

    - **# of new accounts closed, partnerships built, people hired**

    - **% conversion rate** — my marketing peeps!

    - **# of new events, programs, classes, etc.** — what did you start?

    - **%, # of audience growth** — social anyone?

    - **%, #, $** — however you reached or exceeded *your goals!*

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2. Identify the result

- Identify the metric: How did this accomplishment *save money?*

    - **Increased efficiency** — Did you enable something to serve more people? Did you or your team work fewer hours?

    - **Decreased resources** — Did you find a way to do something more simply than before?

    - **Timeframe** — Did you find a way to do something more quickly than expected?

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3. Define your contribution

- After the **output**, try to quantify the **input** too

- Contributions themselves can give scope/scale

- They *can* be impressive, but don't focus on duties

- If you were thinking, "I don't have results," **listen up.**

WORK, WORK, WORK, WORK, WORK

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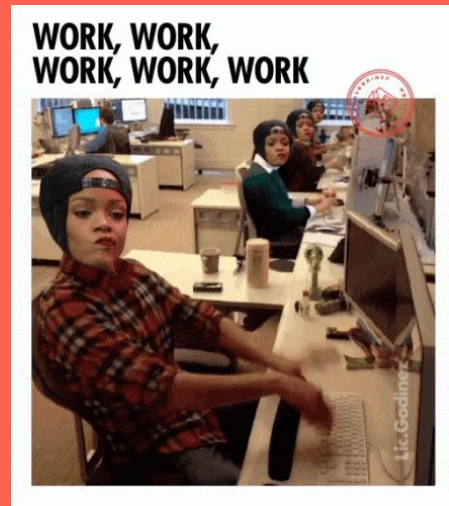
3. Define your contribution

- Contributions to Quantify

  - **# of team members** you led or worked with

  - **$ amount of budget you managed** (or total project budget)

  - **Amount of raw material** ("Synthesized 100GB of data to...")

  - **# of people served within a timeframe**

    - "Resolved helpdesk tickets..." *So what?*

    - "Resolved 30 helpdesk tickets per day..." *WHOA!*

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3. Define your contribution

- Think about **state changes**, not just amounts

    - What increased or decreased?
    - What was faster/slower?

- Timeframes are always good

    - They don't know unless you tell them — doing something in a week is impressive if they expect you did it in a month

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4. Articulate your role

- What was the context for your role on this project? Here are some sample active verbs
  - Led
  - Facilitated
  - Launched
  - Collaborated
  - Researched
  - Developed
  - Managed

I WEAR MANY HATS

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Let's practice!

Name something quantifiable from your last job — is it a result or contribution?

Part 3:

Where do I include metrics?

Where Metrics are Found on Your Resume

- **1. Anywhere there are bullet points**
    - Professional Experience
    - Maybe volunteer work, education, or projects

- **2. Summary of Qualifications**

- **3. NOT Skills Section**

- **4. Cover Letter and LinkedIn**

1) Bullet Points

- **Each job needs a few bullet points** based on accomplishments

- Metric included in contribution:
  - "Synthesized **30,000 line items and 5 years of data** to analyze total spending by geographic area and discover several cost-saving solutions"

- Metric included in result:
  - "Transformed menu, design, and service style of hotel lounge to modernize experience, **boosting revenue by $447K in one year.**"

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2) Summary of Qualifications

- First section on your resume, crucial for grabbing attention

- NOT an Objective Statement!

- Can use metrics in **3-4 line paragraph:**

SUMMARY OF QUALIFICATIONS

Multi-talented aspiring product manager with over five years of relevant experience leading cross-functional teams of up to 20 to grow key business metrics. Marketing background demonstrates success in authoring user stories and using both qualitative feedback and quantitative data to improve processes. Skilled at collaborating across departments to clearly communicate requirements and re-prioritize objectives. Experience managing budgets of up to $250K.

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2) Summary of Qualifications

- …or, use them in **3 bullet points about biggest skills/accomplishments** (for more experienced people):

Highly-certified IT Project Management professional with over 15 years of experience leading teams to deliver large-scale, business-critical IT infrastructure and application development projects for high-profile clients. Manages across diverse teams and utilizes broad, creative approaches to deliver complex projects on-time and within budget. Varied experience across industries with multi-million dollar project budgets.

- **IT Systems:** Oversees large-scale infrastructure upgrades, including a directory project affecting 25,000+ users.
- **Software Development:** Led 80+ interrelated development projects for prominent finance corporation.
- **Process Improvement:** Created a new project delivery framework from the ground-up to enable real-time communication across departments.

3) NOT Skills Section

- A common mistake: don't use skills section to elaborate

- This should be a quick checklist for the recruiter

- Proof of the skills you list here is *already* in your bullet points

TECHNICAL SKILLS

Programming— Ruby, Rails, Jira, jQuery, JavaScript, Swift, Objective-C, TDD, SQL, Git, APIs, Python, Perl, HTML, CSS, XML, Linux, SVN, PostgreSQL

Project Management— Agile, Scrum, and Kanban Methodologies, Budgeting, Hiring & Promotions, Training, Team Development, Culture Building

Leadership— Organizational Growth, Change Management, Executive Communication, Cross-Team Collaboration

4) Cover Letter and LinkedIn!

- This is whole 'nother presentation...

- But it's important to know that these same principles apply!

- **Metrics should go in your:**
  - Stories in your cover letter
  - LinkedIn "About" section
  - LinkedIn Professional Experiences (expand from resume)

Questions

THANK YOU