

ASK THE EXPERTS

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RESUME

I know I should include quantifiable achievements on my resume, but how do I know what I can quantify? How do I include quantifiable information when the information is proprietary?

You are absolutely correct! Quantifiable achievements are critical for your resume because they provide concrete evidence of your contributions. However, sharing proprietary information on your resume can breach confidentiality agreements, violate ethical standards, and potentially damage your professional reputation. To showcase achievements while maintaining confidentiality, consider using percentages, numerical ranges, or relative terms instead of exact figures.

Following are some ideas to help you quantify your achievements. When appropriate, include context, explaining the "how" or "why" behind each accomplishment. This additional information might help hiring managers envision how you will achieve similar results for their organization.

1. Use specific numbers and performance metrics: Track your achievements against targets, goals, or benchmarks.
Example: "Increased sales by 25% over 6 months by implementing a new customer segmentation strategy and targeted marketing campaigns, exceeding quarterly targets by 15%."
2. Convey the scope of your responsibility: Use numbers to illustrate the scale of your role.
Example: "Managed a cross-functional team of 10 and a \$2M operating budget for a high-priority product launch, coordinating efforts across marketing, sales, and product development departments."
3. Demonstrate efficiency and productivity gains: Show how you improved processes or outcomes.
Example: "Increased employee retention by 20% and reduced new hire onboarding time by 50% through the development of a comprehensive mentorship program and creation of interactive, self-paced training modules."
4. Use industry benchmarks: Compare your achievements to industry standards or averages.
Example: "Achieved customer satisfaction scores 15% above industry average by implementing a proactive customer support model and personalized follow-up system."
5. Highlight time frames: Specify how long it took to achieve results.
Example: "Implemented new CRM system within 3 months, 2 weeks ahead of schedule, by conducting thorough needs analysis and providing targeted training to key user groups."

Check out this helpful AI prompt from our [Career AI Prompts Resource Guide](#) to help you identify possible quantifiable accomplishments for a specific role:

Prompt 1: You are an expert resume writer. I need you to help me identify accomplishments that can be quantified for the role of [job title] in the [industry] industry. Provide 15 to 20 detailed sample resume bullets. Divide the bullets into subheadings. Each bullet should begin with an action verb and include context such as who, what, why, and how. Focus on key areas relevant to the role and industry.

Prompt 2: Review my resume and list questions that can help me quantify the information already on my resume. When asking for quantifiable data, include an example. Resume: "[copy and paste resume - do not include personal or confidential information]"

Prompt 3: Now, using the sample accomplishment ideas and the content in my current resume, craft a list of questions to help me identify additional quantifiable accomplishments I may have completed.

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