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**Ask the Experts**

**September 2022**

**Resume**

**I have no idea what to write for a resume value proposition headline. Can you provide some sample ideas?**

A Personal Value Proposition (PVP) or Unique Selling Proposition (USP) headline is a statement or phrase that demonstrates what makes you unique and why you're the best candidate for a position − what do you want to be known for?

* Identify your strengths.
* Tie those strengths to your target position/role.
* Support the PVP with evidence.
* The PVP should be the core message throughout all of your career collateral and career-related interactions.

Some impactful sample PVP headlines include:

* Trusted Senior IT Leader who Transforms Business Problems into Business Solutions to Improve Operations, Support Corporate Strategy, and Drive Business Growth
* Building Teams that Penetrate New Markets and Drive Revenue Growth
* Improving Patient Outcomes for Leading Healthcare Organizations
* Driving Value and Improving Operations Across Global Manufacturing Organizations
* Multicultural Marketing Professional - Delivering Marketing ROI through Strategy, Execution & Return on Relationship - U.S. / Latin America