



# Marketing Your Transferable Skills

An effective resume markets your skills and experiences. Your resume should focus on transferable skills and accomplishments. To sell yourself, you need to know three things: *what you learned or accomplished through the experience, what difference you made to the employer and what skills the prospective employer is seeking.*

Knowing these three things will help you transform your resume from a list of job titles into a personal **marketing tool**. The same technique should be used for volunteer and campus activities. Notice how the **examples** below take a basic resume entry and expand it to **highlight** skills and successes. Whenever possible, put your accomplishments in concrete terms, such as “Increased attendance by 13%” or “Managed database of 400+ customers.”

**Basic Style:**

**The Fashion Boutique**, Des Moines, Iowa  
Sales Associate, May 20xx - Present

- Provide customer service and handled register
- Assist with clothing displays

**Improved Style:**

**The Fashion Boutique**, Des Moines, Iowa  
Sales Associate, May 20xx - Present

- Provide sales, merchandising, and customer service in a busy clothing store, proofing cash register with low error rate
- Interact with over 30 customers daily, achieving \$300 to \$500 in daily sales
- Resolve customer complaints diplomatically
- Assigned managerial responsibilities for opening and closing the store
- Developed loyal clientele, increasing sales by 15%

**Basic Style:**

**Chili’s Bar and Grill**, Ankeny, Iowa  
Server, Summers of 20xx-20xx

- Waited on tables
- Performed additional cleaning duties

**Improved Style:**

**Chili’s Bar and Grill**, Ankeny, Iowa  
Server, Summers of 20xx-20xx

- Demonstrated suggestive selling to promote daily specials
- Selected to train new employees on providing excellent customer service

**Basic Style:**

**Varsity Tennis Team Member**, Fall 20xx - Present  
Captain, Spring 20xx - Fall 20xx

- Led team to conference title

**Improved Style:**

**Varsity Tennis Team Member**, Fall 20xx - Present  
Captain, Spring 20xx - Fall 20xx

- Dealt with players’ personal challenges and varying skill levels to lead team to first-ever conference title
- Coordinate daily practices in absence of coach
- Serve as liaison between coach and players

**Basic Style:**

**Fellowship Church**, West Des Moines, Iowa  
Youth Worker, Summer 20xx

- Assisted youth minister with summer programs
- Led puppet ministry

**Improved Style:**

**Fellowship Church**, West Des Moines, Iowa  
Youth Worker, Summer 20xx

- Created new contact system about upcoming activities, resulting in 23% increase in attendance
- Evaluated and selected scripts for puppet ministry; led weekly rehearsals
- Contacted local churches and social service groups to schedule puppet shows; expanded ministry into 3 new churches

**The DMACC Career Center is here to help you!**

DMACC Career Center | Ankeny Campus, Building I

Hours: Monday — Friday | 7:30 a.m. to 4:00 p.m.

Appointments: (515) 964 - 6200; Dial “0”

Email: [careers@dmacc.edu](mailto:careers@dmacc.edu)

Phone: (515) 964 - 6463



## ACTION VERBS FOR YOUR RESUME

Abstracted	Classified	Directed	Founded	Lifted	Predicted	Schemed
Achieved	Coached	Discovered	Gained	Listened	Prepared	Screened
Acquired	Collaborated	Discriminated	Gathered	Located	Presented	Set goals
Acted	Collected	Dispatched	Gave	Logged	Prioritized	Shaped
Adapted	Comforted	Displayed	Generated	Made	Produced	Skilled
Addressed	Communicated	Dissected	Governed	Maintained	Programmed	Solicited
Administered	Compared	Documented	Guided	Managed	Projected	Solved
Advertised	Completed	Drafted	Handled	Manipulated	Promoted	Specialized
Advised	Complied	Drove	Headed	Mapped	Proposed	Spoke
Advocated	Composed	Edited	Helped	Mastered	Protected	Stimulated
Aided	Computed	Eliminated	Identified	Maximized	Proved	Strategized
Allocated	Conceived	Empathized	Illustrated	Mediated	Provided	Streamlined
Analyzed	Conducted	Enabled	Imagined	Memorized	Publicized	Strengthened
Answered	Conserved	Enforced	Implemented	Mentored	Published	Stressed
Anticipated	Consulted	Enlightened	Improved	Met	Purchased	Studied
Applied	Contracted	Enlisted	Improvised	Minimized	Queried	Substantiated
Appraised	Contributed	Ensured	Inaugurated	Modeled	Questioned	Succeeded
Approved	Converted	Established	Increased	Modified	Raised	Summarized
Arranged	Cooperated	Estimated	Indexed	Monitored	Ran	Synthesized
Ascertained	Coordinated	Evaluated	Indicated	Narrated	Ranked	Supervised
Assembled	Copied	Examined	Influenced	Negotiated	Rationalized	Supported
Assessed	Correlated	Exceeded	Initiated	Observed	Read	Surveyed
Assisted	Counseled	Excelled	Inspected	Obtained	Reasoned	Sustained
Attained	Created	Expanded	Instituted	Offered	Recorded	Symbolized
Audited	Critiqued	Expedited	Integrated	Operated	Received	Tabulated
Augmented	Cultivated	Experimented	Interpreted	Ordered	Reduced	Talked
Authored	Dealt	Explained	Interviewed	Organized	Referred	Taught
Bolstered	Debated	Explored	Introduced	Originated	Related	Theorized
Briefed	Decided	Expressed	Invented	Overcame	Relied	Trained
Brought	Defined	Extracted	Inventoried	Oversaw	Reported	Translated
Budgeted	Delegated	Facilitated	Investigated	Participated	Researched	Upgraded
Built	Delivered	Fashioned	Judged	Perceived	Responded	Utilized
Calculated	Designed	Financed	Kept	Perfected	Restored	Validated
Cared	Detected	Fixed	Launched	Performed	Revamped	Verified
Charged	Determined	Followed	Learned	Persuaded	Reviewed	Visualized
Chartered	Developed	Formulated	Lectured	Planned	Scanned	Won
Checked	Devised	Fostered	Led	Practiced	Scheduled	Wrote
Clarified	Diagnosed					

