

# 10-Point Resume Metrics Mastery Checklist

Write powerful personal achievements with metrics



## Start every bullet with a strong action verb

Choose powerful, past-tense verbs like "Increased," "Reduced," "Led," "Optimised," "Generated," "Exceeded," "Developed," "Implemented," or "Achieved." Avoid weak ones like "Responsible for," "Helped," or "Assisted."

*Why it matters: Action verbs grab attention instantly and show ownership.*

## Lead with the result/impact (front-load metrics when possible)

Put the number or outcome first to hook the reader ("Increased revenue 35%" instead of burying it at the end).

*Recruiters scan resumes—make the win obvious.*

## Always quantify—use numbers, percentages, dollars, time saved, or scale

Include at least one metric in ~80% of bullets. Choose: %, \$, # of people/teams/projects, time (hours/days/months), volume (users/customers/deals), rankings (top 10%, #1), or ranges (e.g., 20–30%).

*If exact numbers aren't available, use credible estimates or ranges.*

## Focus on outcomes, not just tasks

Shift from "what you did" to "what changed because of you." Ask: "So what? What was the impact?"

## Use one of these proven formulas for structure:

- Impact-First: [Metric/Result] + [Context/Action]; Example: "Boosted sales 42% in Q4 by redesigning outreach strategy."
- XYZ: Accomplished [X/result] as measured by [Y/metric], by doing [Z/action]. Example: "Increased user retention 28% as measured by monthly active users, by launching personalised onboarding flows."
- STAR condensed: [Action in Situation/Task] → [Quantified Result]. Example: "Led cross-functional team to revamp inventory system, reducing stockouts 65% and saving \$240K annually."

## Add scope for context

Include team size, budget, timeline, or markets: "Led 12-person team," "\$2.5M portfolio," "In 6 months."

## Tailor metrics to the role/industry

Sales: revenue/quota; Tech: uptime/efficiency; Marketing: traffic/ROI; Leadership: team growth/retention.

## Keep bullets short and scannable

1–2 lines max (15–25 words). No pronouns (I/my/we). One achievement per bullet.

## Mix metric types and vary verbs

Alternate %, \$, time, #. Avoid repeating the same word or number style.

## Be specific, honest and proof-ready

Use real(istic) data from reviews/dashboards. Conservative estimates are OK. Add subtle proof if space (e.g., "per dashboard," leading to promotion).



Apply this to your resume, or book a 30-min resume review with me to make it bulletproof:

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## BEFORE-AND-AFTER EXAMPLES (TRANSFORM DUTY → ACHIEVEMENT)

Before (duty-focused): Managed social media accounts.

After: "Grew Instagram followers 180% (from 8K to 22K) in 9 months through targeted content, driving 35% growth in website traffic."

Before: Handled customer support.

After: "Resolved 150+ support tickets monthly with 98% satisfaction rating, reducing average resolution time by 45%"

Before: Led team meetings.

After: "Directed 10-person cross-functional team to deliver project 3 weeks early, saving \$120K in potential overtime costs."