

Promotional Language for Resumes

Using positive emphasis words and active verbs can add impact to your resume. Using a thesaurus can be useful in finding the most effective words to use. These words can be combined into phrases for additional impact, e.g. 'successfully negotiated', 'consistently exceeded', 'substantially increased'.

Positive emphasis words

actively	creatively	flexibly	responsibly	thoroughly
appropriately	diligently	highly	rigorously	thoughtfully
capably	eagerly	persuasively	significantly	tirelessly
cohesively	effectively	positively	skilfully	vigorously
competently	efficiently	productively	substantially	voluntarily
consistently	enthusiastically	professionally	successfully	willingly
cooperatively	exceptionally	punctually	systematically	

Active verbs

achieved	coordinated	identified	monitored	resolved
acted	correlated	illustrated	negotiated	restructured
adapted	counselled	implemented	observed	revised
addressed	delegated	improvised	operated	scheduled
administered	demonstrated	influenced	oriented	selected
advised	designed	initiated	oversaw	simplified
analysed	developed	inspected	performed	skilled
appraised	directed	inspired	persuaded	solved
argued	drafted	interacted	piloted	spearheaded
authored	earned	integrated	pioneered	specified
audited	ensured	investigated	planned	streamlined
balanced	encouraged	itemised	prepared	structured
budgeted	established	led	presented	supervised
built	estimated	liaised	produced	synthesised
catalogued	evaluated	maintained	programmed	tested
classified	exceeded	managed	promoted	trained
coached	extracted	mastered	provided	tutored
collated	facilitated	maximised	purchased	updated
communicated	formulated	mediated	recommended	utilised

compiled	fostered	modelled	recruited	verified
conceptualised	gained	mentored	repaired	was awarded
conducted	guided	modernised	represented	was instrumental
consolidated	hosted	modified	researched	won

Examples of phrases

Built strong relationships with	Was instrumental in
Consistently achieved	Successfully resolved
Researched feasibility of	Maintained a high degree of
Coordinated team of	Gained extensive experience in
Demonstrated commitment	Easily adapted to
Designed and implemented	Highly organised / committed / motivated / to
Earned a reputation as	Proven performer in
Effectively coordinated	Special ability to
Ensured key performance indicators were met	Effectively communicated
Established procedures	Team oriented
Fostered atmosphere of	Willing to learn
Gained approval for	Excellent presentation skills in
Have outstanding record in	Client focused
Have proven ability in	Practical problem solver
Implemented and monitored	Trained and supervised
Led by example	Successfully guided
Liaised with	Successfully followed strict guidelines
Maintained good working relationships	Significantly increased
Planned, organised and delivered	Regularly received positive evaluations
Provided support for	Recommended measures for improvement of
Monitored progress of	Negotiated sponsorship for
Handled wide variety of enquiries	Provided advice and strategies
Established and managed	Developed guidelines for
Invited to participate in	Initiated and organised
Evaluated effectiveness of	Met the requirements for

Consult your thesaurus so you don't repeat words. Consider the following examples:

like	(am) keen, eager enthusiastic
good (job)	challenging, satisfying, rewarding

can use, can do	proficient
plenty of, a lot of	extensive, comprehensive
obtained (position)	elected, chosen, voted to, nominated
won (scholarship)	selected (from)
given (prize)	awarded
able (to type)	competent, confident
hardworking	motivated, committed
examined (data)	analysed, synthesised, processed
wrote (report)	prepared, designed, drafted
started (a process)	implemented, initiated, developed
directed (a group)	motivated, activated, stimulated
looked (into)	researched, investigated
member of (committee)	president, secretary, committee member
sold (property)	marketed, promoted

Here are some words and phrases that may assist in promoting your key achievements to a prospective employer.

Attained (level of)...	Implemented a new project
Proficient in...	Successfully completed a ...
Won a scholarship...	Published a...
Voted to the office of...	Edited a
Presented a... ..	Worked unsupervised in...
Accomplished...	Started a business in...
Organised...	Demonstrated skills in...
Formulated...	Obtained funding for...
Directed a ...	Acquired skill in...
Met deadline for...	Was awarded...
Developed a strategy for...	Designed a...