How to Quantify Resume Accomplishments

Quantifying your performance on a resume is an effective way to demonstrate your value and highlight your accomplishments in prior positions. In a competitive job market, it is important to make sure that you are giving yourself every available advantage. A resume with quantified accomplishments leaves a strong impression on the hiring professional who reads it. In this article, we discuss how to effectively quantify accomplishments on a resume, the benefits of doing so and examples that compare quantified and unquantified resumes.

No matter the role you play, there are quantifiable achievements you can list on your resume. Key performance indicators are measured numerically, for instance.

Quantifying can take something from abstract concept to concrete proof. It shows what you've accomplished, what kind of impact you've had at your previous companies, which, in turn, shows them what you could potentially accomplish when you work for them.

More importantly, they get the hiring manager's attention.

The benefits of quantifying your accomplishments on a resume

It is one thing to say you did something and quite another to demonstrate your abilities. Quantifying your accomplishments and responsibilities helps to legitimize them.

The numbers highlight the impact you had, and the results yielded. They add professionalism and build credibility in the eyes of the hiring manager.

Quantifying your resume helps it stand out and shows your potential employer just how qualified you are for this position. In other words, we quantify to qualify.

Adding numbers into your resume is one of the simplest and most effective ways to make it more memorable and impressive. Reasons to include precise quantities whenever possible include:

1. Quantifying your performance provides specificity for the hiring professional who is reading your resume. A phrase such as "significantly increased new client acquisition" can mean a broad range of performance results to a broad range of readers, whereas a direct quantity such as "oversaw a 37% growth in new client acquisition" states precisely how effective your work was.

2. Providing numbers makes your claims on the resume more credible. Using precise quantities implies that you have the data to back up your claims, which means that you are not embellishing.

3. Using quantities on your resume demonstrates that you are results-oriented. Rather than focusing on abstract concepts, presenting the bottom-line results of your prior experience allows those results to represent your priorities and performance.

4. Numbers help your resume to stick in the mind of the hiring professional. Often for competitive positions, there will be several rounds of assessment in which the field of potential hires is narrowed down. Specific quantities separate your resume from comparable applicants', improving your chances of being moved on to the next phase of the hiring process.

How to quantify accomplishments on a resume

When you quantify your resume, you should make sure that you use numbers as effectively as possible by following these steps:

1. Track your work

The more data you have on your performance at prior jobs, the better situated you will be to identify the metrics that present you in as favorable a light as possible. While it is possible to organize your data after the fact when you are searching for new work, the best way to prepare yourself is to keep your performance data updated as you go.

Make a habit of tracking some of the most important metrics of your job performance. Not only does this make it so that you do not have to spend valuable job search time compiling all of your old data, but it also helps you perform better by allowing you to see where you are excelling and where your performance could be improved. It's an effective way to determine if any changes you have implemented are having the desired results.

2. Gather your data

If you haven't kept records of your performance data prior to starting work on your resume for a job search or promotion application, that doesn't mean you can't still use quantities to improve your resume.

If you find that you have a lack of usable data and need to gather all of your data during the job search, you may need to prioritize which metrics you devote time to compiling data on. Think about both the areas that will be most applicable to the position you are applying for and the metrics where you performed the best and start by compiling the information you need to quantify them, then proceed to other areas as time permits.

3. Make use of ranges

While specificity is valuable on a resume, sometimes you won't always have access to precise numbers. Whether the lack of precision is because you do not have the data you need to give an exact number or because there was variance in the underlying data, a range is an effective way to communicate the data without being overly specific. For example, a personal trainer may describe their work at a prior gym by saying they served 15 to 20

clients every week in order to give an impression of their client load while acknowledging it could vary from week to week.

4. Focus on key metrics

Providing numbers helps to make your claims less ambiguous, but they are most effective when used to focus on key metrics that appeal to hiring professionals, such as:

Money: Financial numbers are essential for any successful company, and that means they are always a valuable addition on your resume. If you can demonstrate improved financial performance, such as citing an increase in sales or net profits, you should do so by including the specific dollar amount you have generated.People: Depending on the position you are applying for, you can quantify everything from the number of clients you had to the size of the staff working under you.Time: Experience is highly valued in the professional world, so you should always use specific numbers when possible to demonstrate the length of your professional experience.Rankings: Many industries make use of ranks, and you should include them in your resume if possible. For example, a search engine optimization professional could include that they helped improve a client from the fourth page of search results to the top-ranking position for targeted keywords.

5. Double-check your work

When including quantities on your resume, double-check that they are correct before you send your resume out to employers. It's important to present the most accurate information possible to remain honest during the hiring process.

HOW TO QUANTIFY YOUR RESUME BULLET POINTS

There is a relatively simple formula you can use:

Action word + number = quantified achievements

We know from #4 above that there is a little more to it than this; you need to provide context for your numbers. But, this formula describes what you'll be doing in the simplest of terms.

If you followed the steps above, you've focused your attention on your measurable accomplishments. These are accomplishments that are easy to attach a number to.

Measurable accomplishments include:

Revenue generation

Lead generation

Sales growth

Closed sales

Efficiency

Publications

Conversions

Contracts won

Turnover rate

Order value

Customer acquisition

Customer satisfaction

Customer retention

Expenses

Tickets

Hold time

& many more

Types of numbers to use in your bullet points

So what types of numbers should you mention in your resume bullet points? When writing your resume, you should always choose the numbers that are most appropriate and relevant to your industry, whether it's the amount of revenue you generated, the costs you reduced, or the processes you streamlined for greater efficiency.

For starters, let's outline two of the most common metrics that may apply to a variety of different industries.

- **Revenue, profit, or sales generated**

Ultimately, any recruiter who is considering hiring you wants to know: can you add to their bottom line? Are you going to be a profitable addition to their company? Showing how you've generated revenue, boosted sales, cut costs, or increased profit for past employers can make you a very desirable candidate for a job.

Of course, this metric works best with sales and business positions that directly generate revenue -- not all jobs lend themselves to being quantified in this way. But if you can measure your impact in the number of dollars you've brought in, don't be shy about saying so.

Example bullet points:

- Designed and executed company-wide digital marketing strategy that drove $500,000 in product sales
- Organized a series of community fundraising events with 250+ attendees; generated $100,000 in donations

- **Increased (or reduced) x by y%**

You can use this versatile metric for any job where you've made a difference. If you've been in a marketing or similar role, you could discuss how you grew your brand's readership or audience size. Or, in a customer service job, you could talk about how you achieved a reduction in customer complaints or negative online reviews. If you don't know the exact percentage of the change you achieved, it's okay to provide your best estimate.

You can also give examples of where you've improved processes or working conditions. Increasing productivity, employee satisfaction, and other aspects of the workplace can be very impactful for companies, so they're valid metrics to call out in your resume.

Example bullet points:

- Led intensive customer service trainings for all sales staff, creating a 65% reduction in customer complaints
- Provided individualized coaching and feedback for employees on a quarterly basis, leading to a 25% increase in workplace satisfaction

Depending on what line of work you're in, there might be many other metrics you could use to quantify your achievements. Other possible metrics could include:

- **Number of projects** completed
- Number of employees onboarded
- Number of training facilitated
- Amount of time saved

What should I do if I don't have access to numbers from my previous jobs?

When you're quantifying your achievements, you may not always know the exact number of dollars you brought in or the percentage of growth you created. If that's the case, don't panic -- all you need to do is provide your best guess.

For example, if you upgraded some machinery and made your company's operations more efficient, you could estimate how many hours of labor those new machines saved per week. To take it a step further, you could multiply these weekly labor hours by the average hourly employee pay to give a rough idea of how much money the machines saved.

In certain jobs, such as those where you help coach, mentor, and guide other people, it may be challenging to think of tangible, measurable achievements to list on your resume. In these cases, you could focus on metrics such as the number of clients you've served or new team members you've hired.

How to strengthen existing resume bullet points with metrics

By now, hopefully you're starting to see what a powerful tool these quantified bullet points can be. They convey confidence and send a strong message to hiring managers about your ability to excel in a job.

But let's say that you already have a resume that's riddled with unquantified bullet points. Not to worry -- you don't have to scrap the whole document and start fresh! Instead, you can rework each point, filling in more detail and adding those specific numbers to illustrate what you achieved.

Let's look at a few "before and after" examples that will show you how to convert weaker, non-quantified bullet points into stronger, quantified ones. The weaker examples are vague and nonspecific, while the stronger ones are much clearer and more detailed.

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Weaker (non-quantified)	Stronger (quantified)
Helped create a new production process designed to reduce waste	Streamlined production process, reducing costs by 30% and increasing profits by $3 million per year
Responsible for improving productivity among workers	Conducted workload assessments and devised new operational processes that led to a 40% increase in productivity
Assisted with generating increased website traffic through marketing efforts	Implemented and managed 6-month social media marketing campaign; generated 50,000 unique website visits per month
Administered therapy to clients seeking help with various challenges	Counseled 15-20 clients per week on marital, family, and substance abuse issues; provided advocacy and support services
Participated in student engineering club	Elected president of student engineering club; facilitated monthly meetings of 25 members

More examples of quantifying your resume, handpicked by recruiters

Examples are always helpful, so here's a collection of resume bullet points that are correctly quantified and handpicked from successful resumes.

- Analyzed data from 25000 monthly active users and used outputs to guide marketing and product strategies; increased average app engagement time by 2x, decrease drop off rate by 30%, and increased shares on social media by 3x over 6 months
- Spearheaded retail distribution expansion into 8 new territories and markets in South Brazil; resulted in 85% sales growth and the fastest growing sales location in South America in 2015

- Scripted and tested phone sales process; increased customers by 30% in 6 months
- Grew revenue from $1MM to $2.5M in one year by expanding channel partnerships; exceeded target by 150%
- Analyzed company's 24-month sales results to develop five-year monthly projections by revenue and customer type
- Developed and executed customer referral program, leading to 50% increase in referral business and $2MM of incremental revenue
- Led evaluation and selection of new CRM system; spearheaded a cross-functional team (Technology, Business Development, Management) to implement the system; successful adoption accelerated revenue growth by 25% in 1 year
- Led a 10-week engagement in a four-member team for a solar energy provider; assessed 30+ locations and provided a recommendation for the most suitable location of their new headquarters
- Led six-member cross-functional team across four offices to implement a new CRM system; system is used by 300+ employees globally

Pay close attention to the metrics and numbers used to quantify each bullet point. Like we discussed above, effective metrics can be dollar amounts (e.g. revenue, sales), size of teams of users (e.g. employees worked with), or percentages.