



University of Phoenix®
CAREER WITH CONFIDENCE™

Career summary guide

4 steps to writing a standout career summary

A career summary is a hard-hitting introductory paragraph packed with your most sought-after skills, accomplishments and abilities. An effective summary can grab the attention of a typically busy hiring manager and help your resumé stand out from the others in a pile.

In this guide...

YOU'LL LEARN FOUR STEPS TO WRITING A STANDOUT CAREER SUMMARY

- 1 Research, research, research**
- 2 Assess your credentials**
- 3 Translate your skills**
- 4 List your areas of expertise**

1 Research, research, research

CONDUCT A SEARCH ON YOUR IDEAL JOB

The more closely you can align your career summary to the employer's needs, the better chance you have at winning the job. Begin by searching jobs for your targeted position. Compare the descriptions and write a list of the common job requirements and preferred qualifications that you can use to inform your summary.

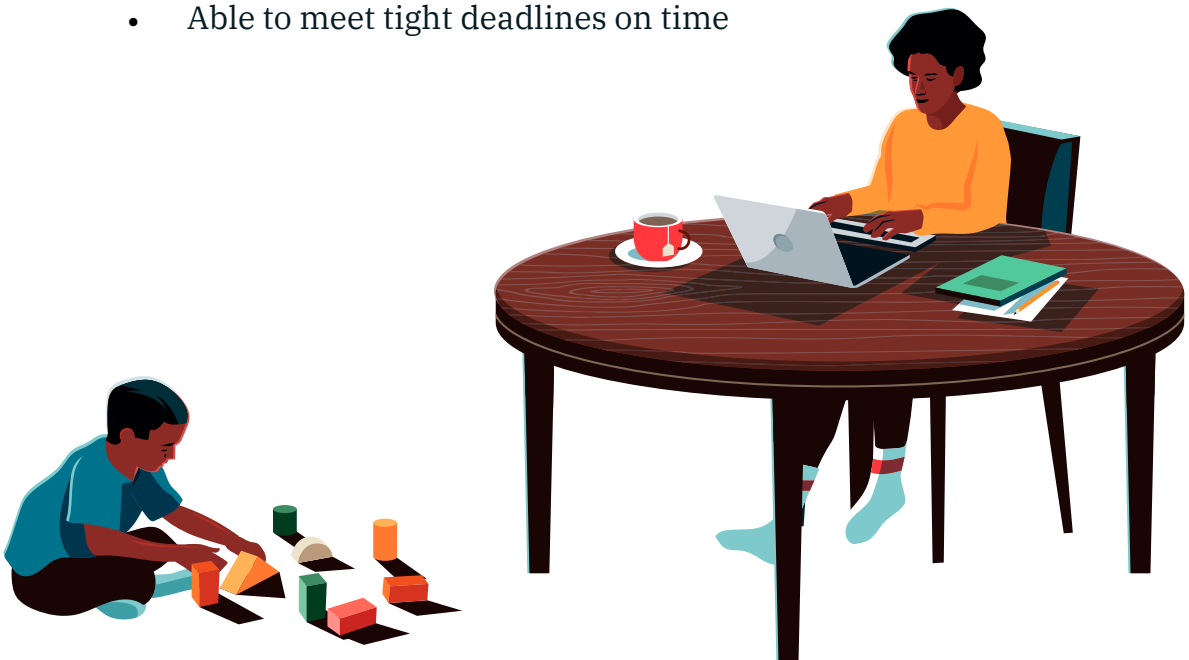
2 Assess your credentials

WHAT YOU HAVE TO OFFER AN EMPLOYER

Based on your research, how do you measure up? How would you help potential employers meet their goals? Analyze all your abilities, skills, specialized training and qualifications. Then write out a list. Aim for at least three attributes, but no more than five.

☰ Here's an example of a credentials list:

- Listened to customer feedback
- Able to balance budgets and cut workforce costs
- Cross-trained in accounting and corporate finance
- Led a specialized team for two years
- Able to meet tight deadlines on time



3 Translate your skills

HIGHLIGHT THE VALUE YOU BRING TO THE TABLE

Now that you have your list of credentials, it's time to weave them into your career summary. Remember that the summary for your resumé helps hiring managers determine if you should be called for an interview. Include a broad statement describing what kind of professional you are and your area of expertise.

If you are changing careers, highlight skills you have that relate to the new role. Ask yourself, **“How will the employer benefit from hiring me?”**

Common titles for this section include: Career Summary, Professional Profile or Summary of Qualifications.

 **Here's an example of an accounting career summary:**

John Doe

City, State, ZIP | Phone | Email

Career Summary

- A recent graduate from a B.S. in Accounting program with strong analytical and problem-solving skills; demonstrated ability to work effectively on tight deadlines with fast, accurate turnaround
- Possess hands-on experience with variance research and analysis, account reconciliations, and preparation of journal entries acquired from two 6-month accounting internships in a corporate environment
- Recognized for exceptional relationship-building skills with clients and coworkers, earned the “Helping Hands Award” for positive team contributions

Skills


4 List your areas of expertise

AN EASY-TO-READ LISTING OF CORE CAPABILITIES

Your career summary should include an “Areas of Expertise” section to showcase the job-specific skills you possess. This section features a bulleted, three-column approach to listing your top 9 to 12 skills and abilities.

Start by going back to your list in step two. Choose the most important skills and separate them into concise phrases. They should be as specific as possible.

Common titles for this section include: *Skills, Core Competencies, Strengths or Areas of Expertise.*

 **Here’s an example of an accounting skills list:**

John Doe *City, State, ZIP | Phone | Email*

Career Summary

Skills

• Financial Reporting	• Accounts Payable/ Receivable	• Customer Service
• Financial Data Analysis	• Strong Attention to Detail	• Sarbanes-Oxley Fundamentals
• GAAP Fundamentals		
• QuickBooks & Microsoft Excel	• Deadline-driven	

FULL EXAMPLE OF AN ACCOUNTING PROFESSIONAL SUMMARY

John Doe

City, State, 12345 | 555-5555 | John.Doe@domain.com

Career Summary

- A recent graduate from a B.S. in Accounting program with strong analytical and problem-solving skills; demonstrated ability to work effectively on tight deadlines with fast, accurate turnaround
- Possess hands-on experience with variance research and analysis, account reconciliations, and preparation of journal entries acquired from two 6-month accounting internships in a corporate environment
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Skills

- Financial Reporting
- Financial Data Analysis
- GAAP Fundamentals
- QuickBooks & Microsoft Excel
- Accounts Payable/ Receivable
- Strong Attention to Detail
- Deadline-driven
- Customer Service
- Sarbanes-Oxley Fundamentals

EXAMPLE OF A NEW GRADUATE PROFESSIONAL SUMMARY

Martha Jonas City, State, Zip / 000-0000 / Martha.Jonas@domain.com

Professional Profile

Aspiring healthcare and program administrator with experience in medical practice and nonprofit administration. Client-focused, skilled at managing multiple priorities, and known for grace under pressure with an eye for details while also making progress on goals and organizational priorities.

Skills Summary

- Scheduling
- HIPAA
- Finance (A/P, Billing, Invoicing, and Budgeting)
- Project Management
- Interviews
- Performance Management
- Data Analysis
- Presentation Skills
- Quality Control
- Process Improvement
- Conflict Management

EXAMPLE OF A CAREER CHANGE PROFESSIONAL SUMMARY

Hannah Bryant

*City, State, Zip | 000-0000 | Hannah.Bryant@domain.com
linkedin.com/in/yourlinkedinaddress*

SOCIAL MEDIA | EMAIL MARKETING SPECIALIST

Brand Messaging & Strategy | Data and Analytics | Stakeholder

Successful online marketing tactician positioned to leverage experience in launching and growing online curriculum and educational materials business by engaging and delighting followers and consumers through compelling content, design and strategy.

Skills Highlights:

- Social Media Data and Analytics
- Content Marketing
- AdWords
- Marketing Planning
- Product Development
- Email Marketing
- Digital Marketing
- Web Copy and Web Design
- Graphic Design
- Public Relations
- Strategic Partnerships
- Feature Writing
- Video Editing
- Blogging
- Microblogging
- Stakeholder Engagement
- Podcasting

EXAMPLE OF A MARKETING LEAD PROFESSIONAL SUMMARY

Catherine Mattine

City, State, Zip | 000-0000 | catherinem@domain.com

linkedin.com/in/yourlinkedinaddress

Consumer Products Marketing Lead

15+ years' experience leading teams to reach new heights, impact consumers, and deliver product sales success. Skilled in creating vision, collaborating with creative and engineering teams, and garnering senior leadership buy-in and support for new initiatives.

Passionate leader focused on delighting consumers, engaging retail partners, and empowering and inspiring teams.

Leadership Overview:

- P&L
- Budgeting
- Staffing
- Project Management
- Mentoring
- Performance Management
- Vendor Selection & Oversight
- Executive Presentations & Briefs
- Cross-Functional Collaboration
- Talent Development

Consumer Marketing Expertise:

- Data and Analytics
- KPI development
- Seasonal Planning
- Campaign Tactics
- A/B Testing
- Public Relations
- Brand Partnerships
- Sponsorships
- Social Media Marketing
- Message Testing
- Consumer Panels
- Stakeholder Relationship Management

**For more career support
and resources, visit:**

phoenix.edu/blog/career-support/tools-resources.html

