

S.T.A.R. Bullets

Situation + Task + Action = Results

Think of each job as a situation, a task, an action and a result. Did you:

Improve the process?
Solve a problem?
Overcome an obstacle?
Organize a project or event?
Innovate or create?
Identify alternatives?
Fill a need?
Resolve a conflict?
Respond to a crisis?
Break a stalemate?

Unify a group?
Create a vision?
Align people to a goal?
Challenge the status quo?
Capitalize on an opportunity?
Foster collaboration?
Increase the quality of a product or service?
Satisfy a customer (internal or external)?
Persuade others?
Create something of value to others?

Results & Measures:

Save money
Reduce costs
Reduce uncertainty
Increase profit
Improve customer satisfaction
Reduce turnover
Improve morale
Reduce duplication
Increase control
Reduce turnaround time
Increase customer base
Increase market share
Achieve goals

Increase accuracy
Utilize resources more efficiently
Reduce absenteeism
Reduce dependency
Improve communication
Reduce response time
Improve reputation
Retain more customers
Increase return on investment
Strengthen customer loyalty
Reduce customer complaints
Improve profit margins
Reduce errors

Before & After Bullets:

- Served as a team member with the marketing and sales departments.
- Initiated cross-functional team that bridged communication gap between marketing and sales to improve time-to-market of new products.
- Consulted to the company on redesigning the newspaper's production process.
- Achieved 20% cost reductions through reengineering of newspaper's production process.
- Managing promotional strategies as applicable to the client's marketing plan.
- Directed and managed \$1,000,000 campaign on promoting the VH-genome technology resulting in the technology's adoption by three multimillion dollar pharmaceutical companies.
- Supported the front desk in serving customers.
- Developed and implemented a help desk system to keep statistics on calls received from customers, which reduced the search time on knowledge database by 75%.
- Responsibilities included coordinating artist press releases, compiling tracking sheets based on information from customers and box office attendants, handling photo and press release mailings to media, assisting in radio copywriting, and performing various other duties.
- Coordinated artist press releases that contributed to an increase of annual sell-outs by 23%.
- Compiled and maintained a mailing list of 10,000 customers, the theatre's largest ever.
- Organized photo and press releases to XYZ Television and Portland Daily News.
- Contributed to the copywriting of promotional radio commercials for five events.