

Strive to Thrive

Career Tips For Ted Rogers School Students

These reports leverage the expertise of BCH Staff to share best practices with students and alumni.

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The Power of Words: Building Better Resumes

The use of power words in your resume and cover letters spotlights core skills, helping you align with employer expectations in seconds. Utilizing the right action verbs and skills mentioned in the job description are a perfect way to capture the Hiring Manager's attention.



Did You Know?

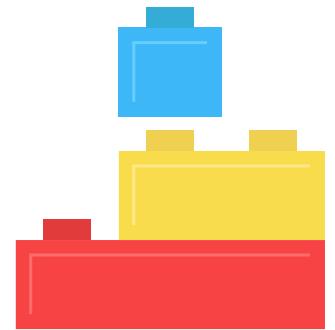
On average, employers spend just 6–7 seconds reviewing a resume ¹

Using Action Verbs to Showcase your Skills

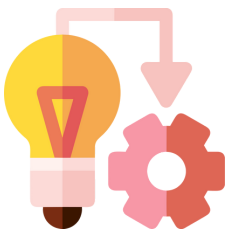
When describing past experience on a resume, begin each bullet point with a strong **action verb** to highlight the skills you've applied and the results you've achieved

Formula to Follow

Following a structured formula serves as the building blocks for showcasing your value to potential employers in a meaningful way.



Action Verb (speaks to the skill) + Task (what did you do and how did you do it) + Outcome



Understanding Why Key Words Matter

Select companies may use an ATS (Applicant Tracking System) to filter resumes that are missing keywords and required skills as indicated in the job description. Reflect on which skills and action verbs highlight your strengths and align with the role to help position you as a strong candidate.



Did You Know?

If you're a student, recent grad, or a professional with less than 10 years of experience, you should be keeping your resume to one page to showcase only the most relevant and impressive information ²

Data Resources

1. Indeed Editorial Team. (2025). [How Long Do Hiring Managers Look at a Resume?](#)
2. Indeed Editorial Team. (2025). [How Long Should a Resume Be?](#)

Action Verbs To Improve Your Resume

Below is a list of action verbs you can work with to emphasize your skills in your resume.

Accounting & Financial Skills

Adjusted	Calculated	Projected
Administered	Consulted	Proposed
Advised	Evaluated	Qualified
Allocated	Facilitated	Reconciled
Analyzed	Forecasted	Recommended
Appraised	Implemented	Reduced
Assessed	Initiated	Researched
Audited	Planned	Retrieved
Balanced	Prepared	Strategized
Budgeted	Programmed	

Sales, Business Development & Consulting

Achieved	Corrected	Forecasted	Negotiated
Advised	Delivered	Generated	Pitched
Closed	Determined	Increased	Promoted
Communicated	Developed	Managed	Prospected
Conserved	Estimated	Marketed	Secured
Converted	Exceeded	Measured	Upsold

Marketing and Branding

Activated	Engaged	Launched	Published
Benchmarked	Executed	Marketed	Promoted
Created	Forecast	Measured	Rebranded
Coordinated	Implemented	Optimized	Reported
Designed	Increased	Pitched	Scheduled

Operations and Efficiency

Adjusted	Enhanced	Procured
Administered	Identified	Refined
Allocated	Implemented	Reduced
Automated	Improved	Restructured
Audited	Leveraged	Sourced
Consolidated	Monitored	Standardized
Evaluated	Optimized	Streamlined

Technical Skills

Analyze	Designed	Lead	Quantified
Assessed	Documented	Managed	Reviewed
Automated	Developed	Measured	Solved
Built	Engineered	Modeled	Synthesized
Coded	Evaluated	Optimized	Tested
Computed	Extrapolated	Prepared	Utilized
Created	Implemented	Programmed	

Putting It Together

Action Verb (speaks to the skill) + Task (what did you do and how did you do it) + Outcome

Example: Here is an example for a student who is looking to highlight their communication skills for a customer service role.

Events Director | Student Association

Communicated with students during tabling events to promote upcoming initiatives and answer questions, resulting in 100+ sign-ups and increased event attendance.

Project Management, Design & Planning Skills

Accelerated	Composed	Designed	Illustrated	Launched	Produced
Administered	Conceptualized	Developed	Implemented	Originated	Reported
Allocated	Conducted	Established	Initiated	Planned	Reviewed
Approved	Created	Formed	Innovated	Prepared	Simplified
Arranged	Delegated	Generated	Introduced	Prioritized	

Teamwork & Leadership Skills

Advocated	Educated	Mediated
Aided	Encouraged	Motivated
Approved	Ensured	Persuaded
Arranged	Established	Prepared
Assigned	Evaluated	Provided
Assessed	Facilitated	Reported
Assisted	Generated	Reviewed
Coached	Guided	Simplified
Collaborated	Increased	Strategized
Consulted	Influenced	Supervised
Contributed	Initiated	Trained
Counseled	Led	Tutored
Delegated	Managed	Validated

Communication & Customer Service

Addressed	Facilitated	Persuaded
Advised	Formulated	Presented
Articulated	Incorporated	Recruited
Collaborated	Influenced	Referred
Communicated	Interacted	Reported
Consulted	Liaised	Resolved
Conveyed	Moderated	Responded
Corresponded	Negotiated	Retained
Debated	Observed	Served
Developed	Participated	Suggested

Research, Analytical & Problem-Solving Skills

Analyzed	Critiqued	Discovered	Formulated	Interviewed	Monitored
Clarified	Detected	Evaluated	Gathered	Invented	Organized
Collected	Determined	Examined	Identified	Investigated	Researched
Compared	Detailed	Experimented	Inspected	Located	
Conducted	Diagnosed	Extracted	Interpreted	Measured	

Visit the Business Career Hub

Employer Events

The BCH hosts several employer events to prepare you for your professional career. Refer to your weekly 'BCH Careers Newsletter' for a list of upcoming [events](#).

Bootcamps/Prep Programs

Advance your technical and soft skills, earn digital badges, and gain an advantage in today's workforce through bootcamps. Click here to [register](#) for current bootcamps.

Coaching & Mock Interview

For career coaching, interview prep and more, [schedule a 1:1 appointment](#) with a Career Consultant or a Co-op Coordinator.



[TedRogersBCH](#)



[Business Career Hub Website](#)



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Career Consultant Contributor Tania Rasie

Tania is a Career Consultant and a graduate of the Ted Rogers Co-op program. She has experience in campus and early talent recruitment within the IT industry. She aims to assist students in uncovering their career passions while leveraging their unique strengths.



Student Contributor Marakie Daniel

Marakie is a fourth-year Economics and Management Sciences student working as a Project Coordinator at the Business Career Hub. She has a growing interest in business strategy and building innovative, and impact-driven solutions.