



# **Achievement Trigger Words Guide: Make Every CV Bullet Instantly Memorable**

Recruiters spend seconds scanning your CV, and ATS systems only pick up certain keywords. That means your achievements, no matter how impressive, can go unnoticed if phrased incorrectly.

**This guide gives you:**

- Which words instantly communicate impact
- How to phrase achievements to be memorable
- Examples of ordinary → extraordinary CV bullets
- Insider tips to get both humans and software to notice your value

# Let's start:

Look at these 2 personal summaries below, which one caught your attention most? Which one looks more professional?

"Experienced Chemistry Educator and Academic Mentor with 20+ years of teaching and curriculum development expertise. Skilled in student engagement, exam preparation, and educational technology integration. Proven ability to design and implement innovative learning strategies that improve student performance. Adept at cross-functional collaboration, classroom management, and mentoring junior educators. Seeking to leverage educational expertise and analytical skills in a dynamic academic or training role."

"I am a dedicated professional with a wide range of experience across different roles and industries. Over the years, I have developed strong interpersonal and organizational skills that allow me to work effectively both independently and as part of a team. I am always eager to learn and take on new challenges, and I strive to contribute positively to any organization I join. I have been involved in various projects and tasks that have helped me gain valuable experience, and I am now looking for opportunities where I can continue to grow, apply my skills, and make meaningful contributions."

# The reality is

there's a thin line between a good and a bad CV, and between passing ATS or not.

"Experienced Chemistry Educator and Academic Mentor with 20+ years of teaching and curriculum development expertise. Skilled in student engagement, exam preparation, and educational technology integration. Proven ability to design and implement innovative learning strategies that improve student performance. Adept at cross-functional collaboration, classroom management, and mentoring junior educators. Seeking to leverage educational expertise and analytical skills in a dynamic academic or training role."



"I am a dedicated professional with a wide range of experience across different roles and industries. Over the years, I have developed strong interpersonal and organizational skills that allow me to work effectively both independently and as part of a team. I am always eager to learn and take on new challenges, and I strive to contribute positively to any organization I join. I have been involved in various projects and tasks that have helped me gain valuable experience, and I am now looking for opportunities where I can continue to grow, apply my skills, and make meaningful contributions."



# Action Verbs That Recruiters Actually Notice

Generic verbs like “worked on” or “assisted” kill impact. You need verbs that signal initiative, leadership, and measurable outcomes.

| Ordinary Verb   | Trigger Verb               | Why It Works                               |
|-----------------|----------------------------|--|
| Worked on       | Led / Managed              | Shows initiative and ownership             |
| Helped          | Supported / Assisted       | Shows contribution with context            |
| Did             | Executed / Delivered       | Shows results, not just activity           |
| Responsible for | Oversaw / Directed         | Demonstrates leadership and accountability |
| Participated    | Contributed / Collaborated | Shows teamwork with measurable outcomes    |

*Advanced Tip: Pair trigger verbs with metrics, context, and results for double impact. “Led a project” alone is good; “Led a project that saved \$25K” is irreplaceable.*

# The exact formula you need to build the perfect CV

## Action Verb + Context + Result

**Action Verb:** Shows initiative and ownership

**Context:** Provides credibility (project, department, team)

**Result:** Measurable outcome makes the achievement memorable

### Before/After Examples:

**Before:** “Worked on customer retention”

**After:** “Led a customer retention initiative, reducing churn by 12% within 6 months”

**Before:** “Assisted sales team”

**After:** “Supported sales team to close 5 contracts worth \$50K each in one quarter”

### Tips for Results:

1. Include percentages to show improvement or reduction
2. Include numbers/revenue to show scale
3. Include timeframes to show efficiency
4. Include team size or client numbers to show responsibility

# Advanced Techniques to Boost Impact

## 1. Use percentages and growth numbers:

*“Increased revenue by 15%” is stronger than “Increased revenue.”*

## 2. Use absolute numbers for scale:

“Managed 12 team members” is stronger than “Managed team.”

## 3. Add timeframes for efficiency or urgency:

“Reduced onboarding time from 2 weeks to 1 week”

## 4. Combine metrics for maximum impact:

“Improved customer satisfaction from 78% to 95% and reduced complaints by 40% in 6 months”

# Here's a little exercise for you

1. Pick 5 bullets from your CV.
2. Identify the weak verb and replace with a trigger verb.
3. Add context: who, what, where, or how.
4. Add result: numbers, percentages, or qualitative improvement.
5. Add timeframe if possible.

## Example Transformation:

Before: “Helped manage social media accounts”

After: “Managed 4 social media accounts for a 10-person team, increasing follower engagement by 42% in 3 months”

Before: “Worked on customer retention initiatives”

After: “Led a customer retention strategy across 3 regions, reducing churn by 12% and increasing repeat purchases by 18% within 6 months”



# Now:



**CONTACT**

**Address**  
15, boulevard Admiral Courbet  
69600 OULLINS

**Phone number**  
0485435365

**Email**  
JosephFavreau@gmail.com

**SKILLS**

- Sales management
- Business development
- Commercial negotiating
- Key account management
- Leadership and team management
- Customer service
- Market analysis
- Sales forecast

**LANGUAGES**

French  
English (Level B2)

**HOBBIES**

- Soccer
- Car race
- Camping

## Remy Bertrand

Sales manager

### PROFILE

Dynamic sales manager with more than X years of experience in sales and team management. Strong business development, negotiation and key account management skills. Proven ability to achieve sales targets and significantly increase revenue. Results oriented, motivated and focused on customer satisfaction.

### PROFESSIONAL EXPERIENCE

Sales Manager, Company ABC, City, Country

January 200X – Present

- Lead a team of X sales reps
- Develop and implement sales strategies to meet and exceed monthly and annual sales targets.
- Build strong relationships with existing customers and key accounts
- Negotiate contracts and agreements with clients
- Prepare sales reports, performance analysis

Sales Representative, Company XYZ, City, Country

January 200X - December 200X

- Manage a portfolio of clients and develop new business relationships.
- Present products and services to potential customers
- Negotiate terms of sale and conclude contracts successfully.
- Collaborate with internal teams to ensure customer satisfaction and resolve any issues.
- Achieve and exceed assigned sales targets.

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### EDUCATION

Bachelor of Business Administration, XYZ University, City, Country

Year of graduation

## GRANGER FISHER

159 Evergreen Ln., Memphis, TN 38018 | | C: 555.322.7397 | example-email@example.com

### Summary

Dedicated Civil Engineer skilled in all phases of engineering operations. Consistently finishes projects under budget and ahead of schedule. Forward-thinking professional familiar with all aspects of construction and commercial and residential planning. Advocates for sustainable infrastructure and green city-planning. Committed to designing environmentally-conscious and cost-effective public infrastructure solutions.

### Highlights

- Project management
- Operational analysis
- Technical plan execution
- Water piping design
- Materials management
- Erosion and sedimentation control
- Land development planning
- Strong technical aptitude
- Complex problem solver
- Critical thinker

### Experience

Senior Civil Engineer

Nelson Land Development

01/2011 to Current

Memphis, TN

- Mentor and train junior engineers on design of piping systems and sedimentation control processes.
- Plan and direct the execution of technical, economical, and administrative functions, of various projects.
- Oversee technical engineering staff to guarantee the successful completion of the project.
- Write daily detailed reports logging work progress for quality assurance purposes.
- Produce and issue precise technical specifications and data sheets.
- Advise the project manager regarding construction material costs and quantity calculations.
- Write daily detailed reports logging work progress for quality assurance purposes.

Civil Engineer

Public Works Department, City of Memphis

10/2005 to 12/2010

Memphis, TN

- Tested soil to determine the adequacy and strength of concrete, asphalt and steel foundations.
- Computed load and grade requirements and material stress factors to determine design specifications.
- Implemented complex design software and drawing tools to plan and design transportation systems.
- Collaborated with contractors and clients as the on-site engineer for several large public projects.
- Aided other departments in development of plans and cost estimates on road, parking lot, and drainage projects.
- Created detailed public reports regarding bid proposals, deeds, and environmental impact statements.
- Prepared standard engineering computations, surveys and designs.
- Produced and issued precise technical specifications and data sheets.

### Education

Bachelor of Science: Civil Engineering

University of Tennessee

Recipient of Arthur Michaels Scholarship

2005

Memphis, TN

### Affiliations

American Society of Civil Engineers, Member 2007-Present

### Licenses

Licensed and Registered Professional Engineer - Tennessee, Missouri, Arkansas, Kentucky, and Louisiana

### Technical Skills

Which one of these 2 CVs looks like it's easier to read, or skim through?

# Well...



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The reality is the less columns, tables, colors and graphics, the more likely your CV is easily scanned (and passed by ATS)

# Formatting & Visual Triggers

Even the most impressive achievements can go unnoticed if your CV is cluttered, inconsistent, or hard to scan. Recruiters spend an average of 6–10 seconds on the first glance of a CV, if they can't instantly locate your key results, your experience is effectively invisible.

Formatting is not about “looking pretty.” It's about guiding the recruiter's eyes to the most important information, ensuring your achievements stand out and get remembered.

## Key rules are below

- Consistent Bullets & Alignment: use a single bullet style for all sections. Avoid mixing dots, dashes, or arrows.
- Align dates, job titles, and company names consistently. This helps the eye scan efficiently and signals professionalism.
- Aim for 1–2 lines per bullet. Avoid paragraphs. Recruiters process short bullets 3x faster, and they remember quantifiable results better.
- White space isn't wasted space, it guides the eye and reduces fatigue. Avoid cramming text; let bullets breathe.
- Separate each section with a subtle line or spacing so the recruiter can quickly locate sections.
- Your career summary or top achievements should be immediately visible without scrolling.
- Stick to clear headings, bullet points, and standard fonts (Arial, Calibri, or Helvetica).

**Ok but how do I add all these keywords without sounding weird or robotic, it's getting more complicated...**

# The keywords nest concept

1. Go search for a job you'd like to apply for and scan the job description. Highlight 10–15 exact keywords (tools, skills, certifications, responsibilities).

**Example :** Salesforce, client onboarding, pipeline management, KPIs.

2. Match them to your real experience. Ask: “Where have I done this, and what was the outcome?”

3. Rewrite bullets to blend keywords + results.

Instead of: “Responsible for onboarding clients.”

Use: “Led client onboarding process in Salesforce, reducing time-to-activation by 20% while meeting key KPIs.”

4. Spread them across the CV. Don’t dump all keywords in one place.

**Place them under:**

- Work experience bullets
- Skills section
- Job titles (if applicable)
- Certifications/training

# Let's do this in real time

## Here's a job ad below

### About the job

#### Job Purpose

Create and deliver engaging Arabic content that is disseminated across various channels and accompanying the visual elements.

#### Roles and Responsibilities

- Carry out project scoping and create a clear brief, in order to ensure proper understanding of client requirements
- Tailor upon client's request, the English content and style of writing assignments and adapt to evolving changes upon their occurrence
- Collaborate with the Creative team, thus ensuring the visual elements complement the words
- Develop social media content plans based on extensive research, brainstorming, best practices and creativity
- Ensure a consistent organizational presence is maintained across all platforms
- Analyze and develop content performance, thus ensuring content efficiency
- Verify and proofread the content prepared by the junior copywriters
- Develop pitches for potential accounts
- Cover live events by attending and providing the relevant content
- Comply with **SocialEyez** policies and procedures and support **SocialEyez** mission and vision
- Perform other job-related duties as assigned by direct manager

From the job description, the ATS will be scanning for things like:

- Arabic content creation
- Project scoping
- Client briefs
- Content adaptation (English → Arabic, tailored style)
- Creative team collaboration
- Social media content plans
- Research & best practices
- Content performance analysis
- Proofreading & quality control
- Pitch development
- Event coverage
- Consistent brand presence

## So...

#### ✗ Weak (Generic)

“Created social media content in Arabic.”

#### ✓ Strong (Keyword Nest)

“Developed Arabic social media content plans tailored to client briefs, ensuring alignment with creative visuals and maintaining a consistent brand presence across Facebook, Instagram, and Twitter.”

#### ✗ Weak (Generic)

“Proofread junior team’s work.”

#### ✓ Strong (Keyword Nest)

“Verified and proofread Arabic and English content produced by junior copywriters, improving accuracy and maintaining brand voice consistency across campaigns.”

# List of 100 words you can use in your CV

1. Led
2. Directed
3. Oversaw
4. Chaired
5. Supervised
6. Managed
7. Coordinated
8. Mentored
9. Guided
10. Delegated
11. Spearheaded
12. Facilitated
13. Orchestrated
14. Executed
15. Administered
16. Headed
17. Mobilized
18. Streamlined
19. Controlled
20. Overshadowed
21. Achieved
22. Delivered
23. Generated
24. Increased
25. Expanded
26. Boosted
27. Improved
28. Surpassed
29. Outperformed
30. Maximized
31. Advanced
32. Strengthened
33. Elevated
34. Exceeded
35. Capitalized
36. Attained
37. Completed
38. Secured
39. Reached
40. Produced
41. Designed
41. Designed
42. Developed
43. Implemented
44. Created
45. Initiated
46. Devised
47. Invented
48. Innovated
49. Built
50. Launched
51. Engineered
52. Revamped
53. Conceptualized
54. Pioneered
55. Formulated
56. Streamlined
57. Optimized
58. Consolidated
59. Reduced
60. Automated
61. Simplified
62. Accelerated
63. Restructured
64. Minimized
65. Enhanced
66. Refined
67. Upgraded
68. Overhauled
69. Eliminated
70. Strengthened
71. Partnered
72. Collaborated
73. Facilitated
74. Supported
75. Coordinated
76. Integrated
77. Advised
78. Consulted
79. Connected
80. Unified
81. Presented
82. Negotiated
83. Persuaded
84. Advocated
85. Promoted
86. Authored
87. Publicized
88. Briefed
89. Reported
90. Explained
91. Analyzed
92. Researched
93. Evaluated
94. Investigated
95. Diagnosed
96. Assessed
97. Interpreted
98. Solved
99. Forecasted
100. Audited



# Final CV tips for you, from a career coach with 6 years of experience

- Recruiters love evidence, not adjectives. Saying “improved engagement” means nothing. Saying “increased Instagram engagement by 27% in 3 months” = credibility + memorability.
- One typo = rejection. One messy font = rejection. Stick to 1–2 fonts, aligned dates, no extra colors.
- 70% of your bullets = achievements with results.
- Start your CV with a bold headline under your name (e.g. “Arabic Content Creator | Social Media Strategist | Copywriter”). It tells recruiters instantly who you are before they even skim your bullets.
- Never leave a single skill or achievement unexplained. Every bullet should either save money, save time, or grow results.
- Print your CV, give it to a friend, let them look for 3 seconds. Ask: “What job do you think this person is applying for?” If they can’t answer, your CV is too vague. You need a headline/title + aligned skills that scream the role.



💡 “The right words can get you noticed... but the right CV gets you hired.”

👉 Downloaded your free Achievement Trigger Words Guide? Great. Now let's turn those words into a polished, ATS-approved CV, LinkedIn profile, or cover letter that actually lands interviews.

**Order your tailored CV today**

***100% passes ATS***

***100% passes internationally***

[Order now](#)

Sahar, I got the job! Thanks for helping me make my CV actually show what I can do

Hi Sahar, just wanted to thank you. I applied with the CV you made and already got 2 interview invites this week. For months I was hearing nothing. You really made the difference 🙏

Hey Sahar 🙌 I just want to inform you eno ejene work offer today. The big part of this was the cv it really got me too many CVs. Merci ktr elik

I know the job market is tough and it won't change overnight, but at least I feel like I'm putting my best image of myself now. 3anjad merci for helping me reach that point 😊

I appreciate how you made the CV Ats without making it boring. Mbayan modern, but I tested it on ats scanner and it passed smoothly

23:31

Sahar, great news! I finally landed a position I was hoping for. Your guidance on my CV helped me present myself properly

23:28

Saraha I've been reading through my CV again and again, and honestly, it feels like you managed to put my whole story into two pages. I always struggled with sounding either too simple or too complicated, but this finally feels balanced.

23:31

[Order now](#)