

# Resumé: Objective vs. Summary

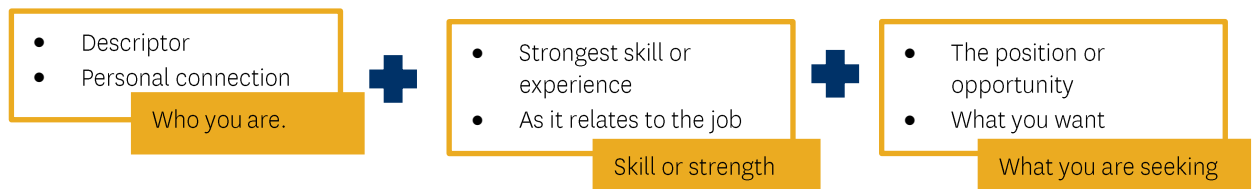
## RESUMÉ OBJECTIVE AND SUMMARY: WHAT ARE THE DIFFERENCES?

An objective and professional summary are both optional sections of resumé that aim to immediately grab the employer's attention. They are both included right after the heading. Regardless of the job you're applying for, a well-written resumé introduction can have a direct impact on your resumé's effectiveness. Knowing whether to start with an objective or a summary can be a valuable job-seeking skill, but it requires knowing what the two are and what the right context is for each. This tip sheet defines what resumé objectives and summaries are, explains the differences between the two and shares examples of each.

	Objective	Professional Summary
<b>What</b>	Brief statement that communicates career goals and how they relate to the job being applied to (type of job, skills to develop)	Short description that demonstrates qualifications by highlighting the applicant's biggest professional achievements and most valuable skills
<b>Highlights</b>	Transferrable skills or qualities relevant to the job	Most valuable experiences & skills to demonstrate suitability for the job
<b>Purpose</b>	Tells the reader why they are reading the resume, gives them an idea of whether the candidate is right for the job, and quickly shows the reader what the applicant's career goals are.	Demonstrates the applicant has the right skills and experience for that role. Allows the applicant to focus on their strongest skills and professional assets by sharing concrete examples
<b>Length</b>	No more than one or two phrases. Should be customized to the position being applied to.	Usually, a short paragraph of 3-5 sentences.
	Who the applicant is, 1-2 skills they possess, and what they are looking for in a position.	Analysis of professional experiences and job qualifications to identify the most relevant skills and experiences for that position. Can include professional skills, soft skills, certifications, industry awards and other relevant indicators.
<b>Why?</b>	Help the resumé stand out by including strengths and key skills. Showcase career goals by articulating what opportunity individual is looking for.	Help individuals get noticed by articulating why they're a strong candidate. Help people with large resúmes by leading the most relevant skills and accomplishments
<b>When to use?</b>	Recent graduates, career changers, or those with little experience	Experienced professionals

### WRITING A STRONG OBJECTIVE

A strong objective should include who you are, a skill or strength you possess, and what you are looking for in a position.



### TIPS FOR WRITING A STRONG OBJECTIVE

- Include relevant keywords from the job description to customize to the specific position.
- Use the job title from the job you're applying for.
- Be specific and make sure include to strengths & skills sought after by the employer.
- Don't get too wordy, be concise and succinct.
- Add value by including information not found on other parts of the resumé.



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## OBJECTIVE EXAMPLES

*Performance driven student with attention to detail seeking Summer 2024 data analyst internship to utilize my strong data collection and analysis skills.*

*Creative thinker and strong communicator looking for marketing internship in Fall 2024 to engage market research skills and ability to identify new market opportunities.*

*Organized and determined young professional searching for Human Resource Generalist position where I can apply my strong interpersonal skills, knowledge of employment law, and problem solving skills.*

## PRACTICE CRAFTING YOUR OWN OBJECTIVE!

1. Who are you? What one trait do you want to communicate to the hiring manager?
2. What skills or experience most qualifies you for the opportunity you're seeking?
3. What exactly are you looking for?

## Use the following template to craft your own objective:

Who are you	Skill / strength	What you're seeking	Finished objective
Soon-to-be college graduate	Attention to detail; critical thinking; financial analysis, knowledge of investment strategies	Financial Planner position	Critical thinker and soon-to-be college graduate pursuing position as Financial Planner to leverage my attention to detail, financial analysis skills, and knowledge of investment strategies to help clientele maximize their investments.

## WRITING A STRONG PROFESSIONAL SUMMARY

The summary should begin with a key adjective that uses the active voice and provides a brief description of their professional experience using action words.

## TIPS FOR WRITING A STRONG PROFESSIONAL SUMMARY

- Take inventory of your most notable achievements and skills relevant to the position you're applying to.
- Review job descriptions and connect to your own experiences and qualifications.
- Identify your top 2-3 skills that qualify you for the position and include them in the summary.
- Use strong action words to articulate experiences and skills.
- Include relevant achievements and quantify when possible.

## PROFESSIONAL SUMMARY EXAMPLE:

*Customer-orientated medical sales professional with 7 years of annual sales increases and 97% client retention. Skilled at assessing client needs and delivering products, as evidenced by an average 12% increase in new client acquisition. Strong leader with 5 years' experience coaching and mentoring new sales professionals, resulting in team of 5 sales professionals serving 4 states.*

*Experienced Business Operations Manager with 12 years' experience focusing on cultivating and leading cross-functional teams to increase productivity while creating a supportive & inclusive work environment. Experience utilizing Lean Six Sigma to reduce labor waste by 8% and increase product output, resulting in a growth of \$1 million in sales.*



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For more help writing an objective or professional summary, please visit the Career Services Office.

For more information:  
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