

Writing Strong Resume Bullet Points: Film and Entertainment Industries

Turn experiences into impact using the SAR method

What do employers look for in these industries?

Effective resumes in these industries highlight measurable results such as increased viewership, efficient project coordination, enhanced storytelling, or contributions to creative productions. Overall, this handout will help you write strong accomplishment statements for roles in film production, broadcasting, content creation, editing, and entertainment programming.

Tip: Remember to [customize your resume](#) by incorporating keywords from the job description. For additional guidance on formatting and structure, review our [Resume/CV templates](#).

SAR Method: Core Framework

- ✓ Your resume must contain concise bullet points to describe your experiences
- ✓ SAR statements effectively outline your accomplishments in a simple, informative way

What is SAR?

S = Situation: What was the context? (e.g., problems you encountered or tasks you took on)

A = Action: What did you specifically do? (e.g., use a strong past-tense [action verb](#))

R = Result: What changed because of your actions? (e.g., improvements or outcomes)

Note: When formatting a resume bullet point, the sequence should be Action + Situation + Result. Also, try to incorporate numbers, percentages, or dollar amounts to further demonstrate your impact.

A weak example for a summer internship could be:

- Assisted with a film project

A strong example for a summer internship using the SAR method could be:

- Produced and edited a 10-minute documentary using Adobe Premiere Pro, generating 1,500 views during a student showcase and earning selection for a regional film festival

How the SAR Method was implemented:

ACTION: Produced and edited

SITUATION: a 10-minute documentary using Adobe Premiere Pro,

RESULT: generating 1,500 views during a student showcase and earning selection for a regional film festival

Note: This statement includes industry-specific context and skills, clearly communicates the result or intent of the action, and incorporates numbers to strengthen its impact.

Tip: For current students, review the [Carleton Career Competencies](#) to identify the knowledge, skills, and attributes developed through your academic journey. These reflections can help articulate your employability and write stronger SAR statements.



Impact Levels: Early Experience vs Advanced Experience

This section will help you brainstorm the context of your work (Situation) and the impact of your contributions (Result), with sample examples tailored to your level of experience.

Early Experience (e.g., co-ops, placements, internships, projects, clubs, and entry-level roles)

Considerations for the Situation	Questions to Help Frame the Result
• Carleton Career Competencies (e.g., Digital Literacy, Communication, or Leadership) • Production responsibilities (e.g., directing, editing, sound design, event plans) • Project type or setting (e.g., short films, festivals, campus events, streaming media)	• What production outcomes emerged? (e.g., production completed within budget, podcast published across multiple platforms) • What audience response resulted? (e.g., # of views, registrations, awards) • What skills did you strengthen? (e.g., storytelling, camera angles, Camtasia)

Documentary Assignment: Wrote, produced, and edited a 12-minute documentary on housing affordability, generating 2,000 views and earning top marks for storytelling and use of Camtasia

Student Orchestra Event Assistant: Leveraged Hootsuite to promote a campus orchestra concert, attracting 400 attendees and increasing attendance by 25% compared to last summer

Advanced Experience (e.g., professional experience and leadership roles)

Considerations for the Situation	Questions to Help Frame the Result
• Productions or entertainment initiatives led (e.g., television series, film festivals, content streaming, live productions) • Creative or business priorities (e.g., timelines, budgets, audience growth) • Teams, partners, or resources (e.g., production crews, distributors, sponsorships)	• What initiatives were successfully implemented? (e.g., programming strategy, production schedules, distribution deals) • What operational changes emerged? (e.g., reduced scheduling conflicts) • What financial outcomes resulted? (e.g., increased ticket sales, subscription growth)

Film Producer: Streamlined production of a six-part short film series across 8 locations, contributing to 250,000 combined online views within three months of release

Entertainment Programming Manager: Led programming for a regional live theatre festival featuring 85 performances, increasing attendance by 25% and securing \$150,000 in local sponsorships

Other ways to show impact if you do not know exact numbers

- **Scope** (e.g., approximate # of films, broadcasts, edits, screenings): Produced 15+ media projects that delivered curated content across film, digital, and live entertainment
- **Scale** (e.g., size of production, complexity of logistics): Coordinated the logistics of a Canada-wide country music tour, ensuring seamless multi-site delivery for all performers
- **Quality Improvements** (e.g., production efficiency, audience experience): Standardized post-production workflows for a short film, streamlining editing and review processes

Tip: Begin [tracking data](#) to incorporate stronger metrics into future SAR statements.

