

Achieving brevity and clarity in describing experience

Which of these two descriptions of experience is more effective? List the differences that make one of the descriptions more effective than the other.

Description A

I was Secretary of the Music Society from 1994 to '95. During this time I realized that the Society's reserve funds needed to be increased. Many new members were recruited and a number of successful concerts were held. In this way enough money was raised to cover all our general expenses up to 1997. I also re-arranged the committee so that all members knew what their duties were supposed to be.'

Description B

Secretary of Music Society 1994-'95:
Increased Society's funds from \$20,000 to \$150,000. Directed recruitment drive, increasing membership from 102 to 345 in six months. Streamlined committee, establishing clear duties for each member.

Differences:

- ✿ B avoids use of personal pronoun "I"
- ✿ B omits articles
- ✿ B avoids use of passive constructions
- ✿ B is shorter
- ✿ B quantifies achievements
- ✿ B uses action words