# How to Apply the C.A.R Resume Framework

**The CAR Framework**

**Competency - **Start each sentence with a strong action verb that highlights the competency that you're trying to communicate. For example, if you want to demonstrate your teamwork skills, start by describing how you 'Collaborated'.

**Action** Explain who you worked with and the tools you utilised to achieve a positive outcome or desired goal, stating simply how you were able to affect change.

**Results or Reason**

Express the quantitative or qualitative outcome of your action. For qualitative results, you can state the purpose of your action. For example, "to investigate the role of market supply in consumer behaviour".

**Example**

Compare the work experiences in the "before" and "after" sections. You will see that the "after" utilises a strong action verb to demonstrate the competency, explains the action taken and expresses the quantitative and qualitative outcome of the action.

**Before**

- Created marketing collaterals
- Supported the marketing team to develop a new campaign

**After**

- Designed and introduced marketing collaterals such as customer interviews and product infographics on our social media account which increased our followers by 10%
- Grew the customer base by implementing innovative public relations campaign with the marketing team to promote the latest digital products