



Action verbs for your applications

Find out more about what action verbs are and how you should be using them in your CV and cover letters to engage employers.

What are action verbs?

Action verbs create movement in a sentence by showing what the subject is doing. They are verbs which express action because someone can perform them. Using action verbs effectively in your applications can give employers instant information about your abilities, skills, and way of working. This can help them decide which candidates are best suited for roles when shortlisting for interviews.

How should I use action verbs when writing my CV and cover letter?

Action verbs add impact to your CV and cover letter by expressing the physical or mental actions you took in the execution of an activity. Using action verbs in your CV and cover letter shows prospective employers your skills and demonstrates your ability to succeed. For example:

“I created and executed a social media campaign that increased brand awareness by 50% and generated 300 leads in three months”

List of action verbs you could use in your applications

Communication focused action verbs:

Addressed, Arranged, Authored, Collaborated, Corresponded, Delivered, Developed, Directed, Documented, Drafted, Edited, Influenced, Interpreted, Lectured, Liaised, Negotiated, Persuaded, Presented, Reconciled, Recruited, Reported, Rewrote, Suggested, Translated, Verbalised, Wrote

Creative focused action verbs:

Acted, Composed, Conceived, Conceptualised, Created, Customised, Designed, Developed, Established, Fashioned, Founded, Illustrated, Initiated, Integrated, Introduced, Invented, Originated, Performed, Planned, Published, Redesigned, Revised, Revitalised, Shaped, Visualised

Process focused action verbs:

Approved, Arranged, Catalogued, Classified, Collected, Compiled, Dispatched, Executed, Generated, Implemented, Inspected, Monitored, Operated, Organised, Prepared, Processed, Purchased, Recorded, Retrieved, Screened, Specified, Validated

Helping or Assisting focused action verbs:

Assessed, Assisted, Clarified, Coached, Counselling, Demonstrated, Diagnosed, Educated, Enhanced, Expedited, Facilitated, Familiarised, Guided, Motivated, Participated, Proposed, Provided, Referred, Rehabilitated, Represented, Served, Steered, Supported

Leadership focused action verbs:

Achieved, Assigned, Attained, Chaired, Consolidated, Contracted, Coordinated,



Delegated, Developed, Directed, Earned, Evaluated, Executed, Handled, Headed, Impacted, Improved, Increased, Led, Mastered

Organisational focused action verbs:

Accelerated, Broadened, Catalogued, Centralised, Changed, Completed, Controlled, Defined, Executed, Expanded, Gained, Gathered, Generated, Implemented, Inspected, Launched, Monitored, Organised, Prepared, Processed, Recorded, Reduced, Reinforced, Retrieved, Selected, Simplified, Specified, Structured

Research focused action verbs:

Clarified, Collected, Concluded, Conducted, Constructed, Critiqued, Derived, Determined, Diagnosed, Discovered, Evaluated, Examined, Extracted, Formed, Identified, Inspected, Interpreted, Interviewed, Investigated, Modelled, Organised, Resolved, Reviewed, Summarised, Surveyed, Tested

Measurable focused action verbs:

Administered, Allocated, Analysed, Appraised, Audited, Balanced, Budgeted, Calculated, Computed, Developed, Forecasted, Managed, Marketed, Maximised, Minimised, Planned, Projected, Researched

Teaching focused action verbs:

Adapted, Advised, Clarified, Coached, Communicated, Coordinated, Demystified, Enabled, Encouraged, Evaluated, Explained, Guided, Informed, Instructed, Persuaded, Set Goals, Stimulated, Studied, Taught, Trained

Technical focused action verbs:

Assembled, Built, Calculated, Computed, Designed, Devised, Engineered, Fabricated, Installed, Maintained, Operated, Optimised, Overhauled, Programmed, Remodelled, Repaired, Solved, Standardised, Streamlined, Upgraded