



Personal Objective vs Personal Summary

When writing your resume, is the choice of a personal objective or a personal summary confusing? Read our easy guide on which one suits you best and get back to writing your awesome resume.

If you are **early in your career and applying for entry-level jobs**, we suggest you write a **personal objective**. The statement needs to explain who you are, what type of role you are looking for, and why they should hire you.

A personal objective should be brief and get straight to the point. No more than 2 or 3 sentences are needed. Don't fall into the trap of using a general statement such as "seeking a position where I can serve my employer to the best of my ability" ... tell them who you actually are, what you are good at, and what you want.

For example:

I am a driven graduate ready to launch my career in human resources. I have experience in HR from a 12-week internship completed last year with an ASX listed manufacturing company.

For **experienced applicants**, a **personal summary** is more appropriate. A personal summary is more detailed than a personal objective and is used to elaborate on your experience and why it is suitable for the position.

I am an experienced sales manager with strengths in customer service, sales, and negotiations. I have proven skills in marketing, advertising, and promotions. I have been successful in developing strategies that resulted in a 20% increase in new customers. I was instrumental in developing an incentive rewards program that achieved a repeat customer success rate of over 50%.