



2018/2019

Some tips for writing a winning CV

Prof. Julie Deborah Bradshaw

Recruiters take around six seconds to review a CV, so these tips can help get you noticed:

- Your CV should be **easy to read** and free of spelling and grammar mistakes.
- If you decide to include a **photograph** it should be head and shoulders, you should be dressed suitably and smiling and does not make you look like a rock star.
- Use **action words** such as *developed, planned and organised*.
- Try to **match** your skills to the job. A finance job will involve numeracy, analytical and problem solving skills so focus on these whereas for a marketing role you would place more emphasis on persuading and negotiating skills.
- Even work in a shop, bar or restaurant will involve working in a **team**, providing a quality service to customers, and dealing tactfully with complaints.
- Don't forget or underestimate your **volunteering experience and extra-curricular activities**. Work experience does not have to be paid to be relevant and frequently is one of the main ways to build up work experience.
- Use **reverse chronological order** so potential employers can immediately see what you're doing now and have been doing recently.
- Say if you were the netball/football team **captain** at school, as it shows you are competitive.
- List your **achievements** in 2-5 bullet points per job/experience, saying how you contributed or supported the team, projects, etc. finished the project early, on time, under budget, etc.
- Use white space to highlight your goals and qualifications, but be careful not to leave holes between pieces of information in your CV. Check by printing it before you send it.
- If a company is interested in you, they'll look you up, so include a link to your professional **online profile** (eg LinkedIn) so they see what you want them to see.
- Make sure you regularly check the email address on your CV.
- When you send your CV to a prospective employer, put your **name** on it: Rossi Francesca CV. Don't ever send it unnamed or call it *CV in English, My CV, My CV in English, etc.*

Check list

Yes	No
CV file named: CV Rossi Francesca	CV in English, Europass CV in English, RF CV
CV is under 300k	1 MB, 2 MB, etc
My CV reflects the skills and requirements in the job/internship profile	My CV is good for any profile
Put Skype address on CV because I know my interview will be on Skype	I don't have a Skype account
Ask to connect to the company on Skype a week or several days before my interview	Ask to connect to the company on Skype a few minutes before my interview
Cover letter written to the person who will be reading my application	Dear sir/madam - because I don't have time to check the name

Have a look at this example CV and the comments next to it.

Mandy Good — The **name** is in a large font size to stand out.

23 Black Dragon Lane, Canterbury, Kent, CT1 2DE — The **address** is in a neat, space-saving format.

Mobile: 0778 123456 mg999@kent.ac.uk — Make sure you include your **email address** as it's often the most convenient way for recruiters to contact you. Also include your **mobile number**. **Date of birth** is no longer essential due to age discrimination legislation, but you can add it if you wish to.

Personal Statement
A Business Administration graduate from the University of Kent. I have skills and knowledge essential for managing key areas of an organisation and the problem solving skills needed in finance. I am looking for a graduate trainee post in marketing where I can use my strong influencing skills.

EDUCATION

2004 - 2007 University of Kent
BA (Hons) Business Administration 2:1
Modules included:

- Human Resource Management
- Accounting and Finance
- Marketing
- E-commerce
- Strategic Management
- Business Mathematics

Completed two dissertations in final year:
developed a marketing communications report and presentation on a new travel agency for the elderly and developed a fully working website for an estate agency. Both projects received good results and gave tremendous experience in project management.

St. Mungos School, Bedford
A Levels 2004
History A
Geography B
Psychology B

GCSEs 2002
8 GCSE passes including English grade A and Mathematics grade B

If you use a **personal statement** it needs to be short, punchy and targeted at the skills required for the job you are applying for. If you are not sure, leave it out and use your covering letter to sell your skills. See our pages on [Covering Letters](#). And our page on [Personal Statements](#)

Here key **modules** relevant to the candidate's career are mentioned as are relevant **projects/dissertations** which demonstrate research, planning and possibly group work skills. Note that the modules are neatly ordered in **two columns**. This saves space, suggests a well organised person and also hints at good computing skills to achieve this layout.

This CV is in **reverse chronological order** where the most recent (and usually most important) comes first. See our [other CV examples](#) for **skills-based** and **creative CVs**

Here **A Levels** are spread out to draw attention to the good grades. **GCSEs** are summarised. However if you have a string of A grades it's probably best to list all of these in two columns.

Spelling and grammar on the CV have been checked carefully, giving the impression not just of someone whose English is good enough to trust with business correspondence, but more importantly suggests someone who pays **attention to detail** and **quality** in their work and has a **professional** attitude. Sloppiness in such a crucial document as your CV suggests you will carry the same attitude to your work environment!

WORK EXPERIENCE**June - Sept. 2006 Iceland Stores Margate, Kent
Store Assistant**

Worked in a busy team sometimes under pressure. Provided a quality service to customers

2004 - 2005 Barmaid, The Plough Pub (Part-time)

Was often left in sole charge of the bar and learned the valuable art of dealing sensitively but firmly with drunken individuals near closing time.

All of my work experiences have involved working within a team-based culture. This involved planning, organisation, co-ordination and commitment e.g., in retail, this ensured daily sales targets were met, a fair distribution of tasks and effective communication amongst all staff members.

INTERESTS

Leadership. Project Leader for our Third Year MIS project, where my planning and organisational skills came to the fore, Have found "active-listening" a very useful skill when working in a group.

Sport. I believe a healthy body is the key to a focused mind in today's hectic society. Enjoy a range of martial arts which require a high level of dedication and motivation.

Living Life. We only get one shot at this life so I aim to get the most out of it. I love the thrills of gliding, skiing and caving as well as travelling to different countries. Have recently returned from a trek across the deserts of Peru.

SKILLS

- **Computing.** ECDL qualifications in MS Word, Access, PowerPoint and Excel. Can write basic web pages
- **Languages.** Good conversational French
- **Driving.** Full current clean driving licence

References are available on request

Here the focus is on **people skills** developed in the job. See our [skills pages](#) for help with how to do this.

Many students question the need to mention menial jobs such as waitressing in the CV, but it is important to do so. This nicely worded paragraph shows how effectively the skills gained in these jobs can be sold.

Interests are divided into groups, and flags up a key skill by starting with leadership. Again sports are not just listed, but the key qualities are brought out. "Living Life" is a rather unusual heading but this section is written with panache and suggests an outgoing, active individual.

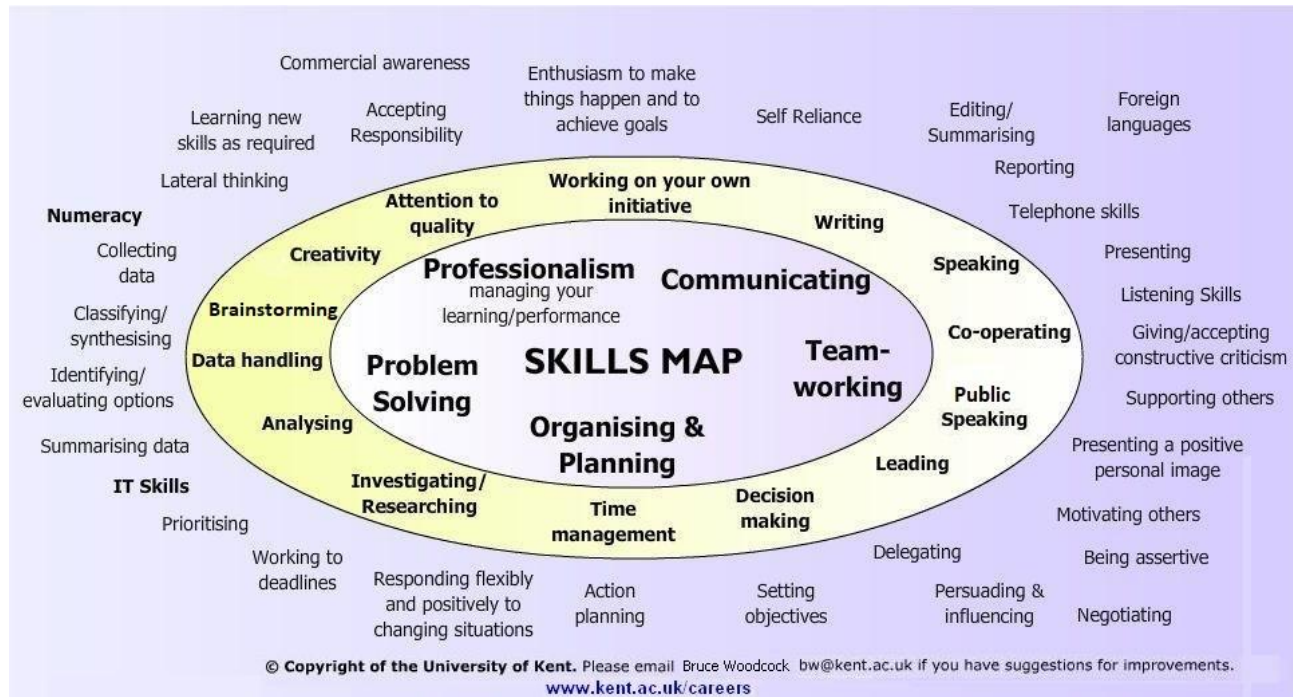
Here **skills** are listed using **simple but effective bullets** which give order and clarity to the page. **Computing skills** are carefully detailed, as is the precise level of French language skills.

You shouldn't need to include your **references** at this stage (although it is perfectly OK to do this). References are normally taken up at the interview stage. The exception of course is when the advert for the job explicitly asked you to apply giving references.

See our page on [Choosing and Using Referees](#) for more help with these.

Skills Map

The skills on this map represent what employers look for in a business student. Do you have any of these skills on your CV? Can you add some? What examples can you make? What are your strengths and weaknesses? What areas do you need to work on?

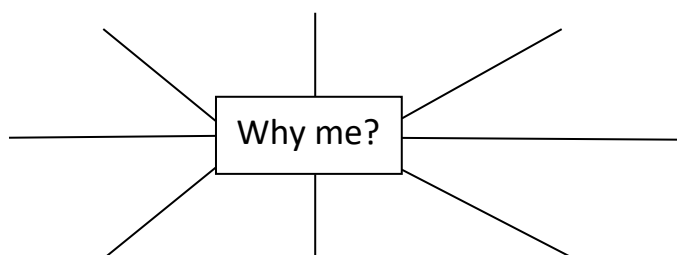


Interviews

You must show you:

- know something about the company, what they do, their website, LinkedIn profile, FB page
- understand what they are looking for (put yourself in their shoes)
- are keen and want to learn
- have a plan, 3 month internship, masters, work abroad, etc ...
- can work alone and in a team
- can keep a conversation going

Ask yourself. Why should they choose me?



EUROPEAN CURRICULUM VITAE FORMAT

Photo

PERSONAL INFORMATION

Name	Name surname
Address	home address, Turin - Italy
Telephone	+39 mobile phone number
E-mail	xx.xx.1992@mail.com
Skype:	Skype ID
Nationality	Italian
Date of birth	xx/xx/92

WORK EXPERIENCE

- | | |
|--|--|
| • Dates | Since 2010 |
| • Name and address of employer | Solo i migliori srl,
xxxxxxxxxxxxx Torino - Italy |
| • Type of business or sector | Manufacturing company specialised in hand crafted fashion accessories |
| • Occupation or position held | Assistant manager |
| • Main activities and responsibilities | <ul style="list-style-type: none"> • Design and creation of company web-site (www.soloimigliori.com) • Business communication (business cards, flyers, packaging, etc..) • Design of new styles • Planning and realisation of work space (show rooms, trade fair stands, shop windows) • Sales • Presenting samples |

EDUCATION AND TRAINING

- | | |
|--|--|
| • Date | Since 2009 |
| • Name and type of organisation providing education and training | SAA School of Business– University of Turin, Italy |
| • Subjects studied | Economics and Business administration, Marketing, Private law, Public and commercial law, Maths, Sociology, Finance, Computer studies, English and French. Lavazza marketing project. My electives included “Anti-Discrimination Law” (in English) and “Web Marketing” (in French) |
| • Title of qualification awarded | Final year student in business information and communication management. |
| • Date | From 2002 to 2007 |
| • Name and type of organisation providing education and training | Rubinetti Scientific High School, Turin, Italy |
| • Subjects studied | Italian and English literature, Maths, Science, Philosophy, History, Arts, English |
| • Title of qualification awarded | Diploma (Applied sciences) |
| • Level in national classification | 90/100 |

- | | |
|--|-----------------------------------|
| • Date | Summer holidays 2004 to 2006 |
| • Name and type of organisation providing education and training | ABC School of London, Neal Street |
| • Title of qualification awarded | English language courses |

PERSONAL SKILLS AND COMPETENCES

MOTHER TONGUE OTHER LANGUAGES

ITALIAN

ENGLISH (B2 LEVEL)

- Reading skills
 - Writing skills
 - Verbal skills
- Certificates

Very good

Very good

Very good

- FCE with merit
- Trinity College Examination, oral exam 8/12 levels
- BEC 1 with distinction (acknowledgment of B2 level)

FRENCH (B2 LEVEL)

- Reading skills
- Writing skills
- Verbal skills

Good

Good

Good

Certificates

DFP des affaires

SOCIAL SKILLS AND COMPETENCES

Thanks to experience at work and university, I have developed my people skills, like listening and understanding as well as appreciating the importance of working together.

ORGANIZATIONAL SKILLS AND COMPETENCES

Having worked since I was a teenager, I am used to working towards goals, being under pressure and meeting deadlines.

TECHNICAL SKILLS AND COMPETENCES

Good knowledge of MS Office and main social networks, Google Analytics, LinkedIn. I passed the European computer license at High School. Basic knowledge of photo editing software. I make short videos for friends. My LinkedIn profile is at

ARTISTIC SKILLS AND COMPETENCES

From the age of 6 to 14, I attended an acting course that helped me develop my self-confidence and public speaking. I did ballet for 16 years which taught me discipline, self control and how to work in a team.

DRIVING LICENSE

I have a car driving licence, but I also ride a scooter.