

# Make your CV Stand Out!

# Our journey today

- ❖ What is a CV?
- ❖ Review of each part of the CV: How to write and how to tune
- ❖ How to apply for a job
- ❖ Review of a few CVs
- ❖ Q&A
- ❖ Cover Letter - homework

# What is a CV?

For the following warm-up questions, type your answers in the chat!

# How many **pages** should a CV have?

How ever can my  
brilliance be captured  
in a one-page resume?



(OK – make it two then 😊)

# How should the **dates/ time periods** be written?

**Time data:** **anti-chronological** (also called reverse chronological

i.e. newest experience on the top)

i. Experience 3 – Jan 2023 – present

ii. Experience 2 – Nov 2017 – Dec 2018

iii. Experience 1 – July 2017 – Oct 2017

Newest, current, latest



Oldest, first experience



# What should be the **level of details**?



**Level of detail:** Follow the **anti-chronological** pattern i.e. more details for the most recent experience

i. Experience 3 – Jan 2023 – present

ii. Experience 2 – Nov 2017 – Dec 2018

iii. Experience 1 – July 2017 – Oct 2017

Most detail

Lesser detail

**TIP:** If you have multiple experiences, some more relevant to the job you are applying to, feel free to break the general advice. More detail for relevant experiences are advisable.

# What parts should a CV contain?

Photo

Personal and  
contact  
details

Summary

Experience

Education

Skills

Volunteering  
work

**Do you have all these parts?**

# Photo

# Photo

**Not mandatory** at all, but if you decide to use a photo, then make sure it is professional, good quality, not blurry and not a selfie

**No**

**Yes**



# Personal and contact data

# Personal and contact data

## You should have this information:

- **Location** - City and country
- **Email** - build a professional email address
- **Phone number** - add country prefixes
- **Website** - only if a relevant and updated
- **Linkedin** link
- **GitHub/portfolio** link

## This information is not needed:

- Birthday
- Marital Status
- Religion
- Nationality
- Social Media links
- Unfinished courses

# Summary

# Summary: How to write?

Make sure to:

- Describe your strong character traits in just a couple of words.
- Mention your current job title and professional experience.
- Say how you want to help the employer achieve their goals.
- Add info on your key achievements to prove you can deliver results when hired.
- Mention what you are looking for.
- Limit it to 3 or 5 sentences and use numbers whenever possible.

**IMPORTANT: tie it into the job description**

Read more: <https://zety.com/blog/resume-summary#it>

<https://novoresume.com/career-blog/resume-summary>

## Software Engineer Resume Summary

Dynamic and creative software developer with over 5 years of experience in producing robust code for high-volume companies. Eager to support the dev team at CDE Inc. with top-notch coding skills. In previous roles, doubled code-efficiency of ABC Inc., and increased customer retention by 30% among others.

## IT Resume Summary

Likable and dedicated IT consultant with over 5 years of experience in a fast-paced fin-tech company. Eager to offer superb analytical and computer skills to help ABC Inc grow its client base. In previous roles recognized for top company-wide quality satisfaction rating (over 99%). Also, reduced client wait time by 20% and boosted client satisfaction ratings by more than 40% in a single quarter.

## IT Specialist Resume Summary

*"Competent IT specialist with 5+ years of experience working with Windows Server 2016. Microsoft Certified Solutions Expert. Advanced knowledge in SQL, C++, Bash, and Linux."*

## Data Analyst Resume Summary

*"Detail-oriented data analyst passionate about helping businesses grow. Former small business owner where I conducted research using three different focus groups and increased sales by 10% over 4 months. MBA recipient with strong technical skills of data mining and data, survey creation, and quantitative methods."*

# Experience

# Experience: how to write?

## General rule:

- Start with your most recent work experience and then go backwards from there
- → **Use Month / Year** to indicate time periods (e.g. 10/2020 - 03/2021)
- Major tasks in **bullet points**

**NO:** Responsible for taking inventory and ordering office supplies.

**YES:** Developed new inventory process, **reducing** quarterly supply **costs by 15%**.

# Experience: how to write?



## Research the company you are applying to

Based on the information you find on the company's website, you can find a lot about the organization's core values.

**They can help you shape your personal and professional goals that align with the career path you want to take.** Therefore, you must list your experiences based on the position you want to work in, so you draw attention to your core values before you proceed to interview with the employer.

## Review and understand the job description

The job description serves as a better resource for you to tailor your experience to this question. You want to directly address that you can perform the responsibilities listed in the job description, along with performing additional tasks when necessary.

# Experience: how to tune?



**Connect your experiences to the company**

**Make connections about how your previous experiences and the knowledge you obtained can help you complete tasks solicited by your prospective employer.** Be sure to list your knowledge of processes performed at each position as well as the skills you fine-tuned from completing those processes.

**Write strong action verbs**

**They will highlight what you have done to achieve your goals with previous employers.** The use of strong action verbs also allows you to sell yourself in a way that shows you're capable of independently addressing challenges you've encountered and why those experiences can be transferable to your future employer.

**A few examples of strong action verbs include:** Established, Achieved, Exceeded, Spearheaded, Assembled, Finalized, Produced, Instituted

# Education

# Education: how to write?



## If you are current student /recent graduate:

You can put this section **towards the top of their resume**. This is because students typically have limited work experience and want to highlight academic success.

## If you have been out of college/university for at least a couple years:

You might move this section **towards the bottom of your resume**. By this time, you have enough work experience to highlight that you don't need to rely on your education.

## General Rules:

Anti-chronological (newest experience on the top)

Info should contain:

- The name and location of your college/university
- Dates attended and graduation date (or expected graduation date)
- Your field of study and degree major
  
- Any academic honors, relevant coursework or making dean's list
- Relevant extracurricular activities, study abroad programs, and accolades
  
- Indicate ReDI School

# Education: how to tune?

## Consider adding subsections.

If you have a lot of information to include in the education section, consider dividing it into subsections.

You can divide it into Basic information (schools and degrees), Awards and Honours, Certifications, School Organizations or Volunteer Work.

## Keep ATS in mind.

ATS normally uses school rankings to assess candidates. If you're still at school and have your university email address, use it to associate yourself with the school's reputation.

Make sure to include the full name of the school together with its abbreviation, e.g. *Massachusetts Institute of Technology (MIT)*.

## Tell the truth.

It's very easy for hiring managers to confirm whether your education is true or not. Also be honest about your grades.

If you're not happy with your GPA, instead of making it up, rather leave it completely out of your resume.

**General tip:** If your academic background **is not** something you can be really proud of, get an online certificate from one of the top universities. Then you'll be able to use the school's name to your advantage.

# Skills

# Skills: how to write?

**General tip:** Having a skills section makes it easy for a hiring manager to pinpoint if you have a specific skill required for a position. It is also an easy way to get [resume keywords](#) onto your resume.

Many employers utilize automated applicant tracking systems (ATS) to scan candidate resumes; these systems are programmed to search for specific keywords.

**IMPORTANT:** The more keywords your resume can “match,” the more likely it is that your resume will be selected for review by human eyes.

**Skills that you can include:** hard and soft, job specific and transferable skills

**Check this website for important skills for IT jobs:** <https://www.thebalancecareers.com/list-of-information-technology-it-skills-2062410>

# Volunteering work

# Why it's important to have Volunteering experience



To provide information on **transferable skills** when changing careers or industries

To give context when there are **gaps in your resume** due to leaving the workforce for an extended period of time

To add to a resume with **limited professional experience** (important for recent **college** or **high school** graduates)

## How to show your experience:

### GOOD

#### Software Engineer Experience

Meals on Wheels, Two Rivers, Maine Chapter

- Held a volunteer position as a software engineer for Meals on Wheels chapter. Handled programming duties including web design and record keeping.
- Developed front-end WordPress site and blog with 250+ pages.
- Customized a web app to track all 1,047 delivery clients and 58 temp drivers.
- Managed online ads to announce regular events and fundraising drives.
- Worked with 70+ team members to produce creative, efficient solutions.

### BAD

#### Additional Activities

- In a weekly cycling group.
- Volunteered for Meals on Wheels.
- Write hospital blog articles occasionally.

**Do you know what else  
is VERY Important?**

# Check

- Spelling and Grammatical mistakes

E.g. Grammarly - you can easily [download it](#) as an extension to your browser

U  **grammarly** write a text, email, message, etc.

- All the links that you put - they should work

# Examples of CVs

# Lilibeth Andrada

## Data Analyst

Motivated, teamwork-oriented, and responsible Data Analyst with significant experience in increasing comprehension of reports and presentations by the average professional. Highly educated, possessing a Bachelor's, a Master's, and professional certification in business analytics and statistics. Bilingual in English and Tagalog, with an intermediate understanding of Spanish.

✉ lilibethandrada.com 📞 627-513-5070 🔗 linkedin.com/in/lilibethandrada 📄 github.com/lilibethandrada

## TECHNICAL (IT) SKILLS

<b>Data Management</b>	Database Design & Management, Data Quality Assessment, Data Analysis, Pattern & Trend Identification, Visualization of Data Insights
<b>Computer Science</b>	System Administration, Advanced Microsoft Excel Functions, Sharepoint, MySQL, Tableau, Python, Troubleshooting
<b>Research</b>	Data Science Research Methods, Data Mining, Survey Creation, Focus Groups

## WORK EXPERIENCE

### IT Business Operations Data Analyst Dell Technologies

04/2014 - Present

- Converted data into actionable insights by predicting and modeling future outcomes.
- Utilized MS SQL, data warehousing programs, Tableau, and other dashboard/visualization toolsets for data intelligence and analysis.
- Successfully adhered to company data governance standards receiving the "Employee of the Year" for the last 2 years in a row.

Contact: John Doe - jdoe@dell.com

### Market Research Analyst Pearson & Associates

05/2010 - 03/2014

- Identified, analyzed, and executed new and potential products, services, markets, and advertising opportunities.
- Collected and analyzed data on established and prospective customers, competitors, and marketing channels and sources.
- Prepared reports that interpret consumer behavior, market opportunities and conditions, marketing results, trends, and investment levels.
- Utilized Google Analytics and Google Tag Manager and implemented new scripts that increased performance by 25%.

## EDUCATION

### MBA - Concentration in Business Analytics University of Texas at Austin

08/2008 - 06/2010

### Bachelor's in Statistical Science Southern Methodist University

08/2005 - 06/2008

## PROFESSIONAL CERTIFICATES

Certification of Professional Achievement in Data Sciences (2016)

Online course - Columbia University

EMC Proven Professional Data Scientist Associate (2014)

Dell EMC Education Services

Good

# Craig Kunce

304 Fourth Avenue South, La Crosse, Wisconsin 54602, 608) 555-3480

## OBJECTIVE

A challenging position in the graphic design field that utilizes my experience, education and creativity to help the company grow and succeed.

## SUMMARY OF SKILLS AND QUALIFICATIONS

- Experience designing advertising and marketing materials for a variety of projects including logos, brochures, packaging, advertising, signage and websites
  - Excellent ability to communicate and work in a team setting - derived from current freelance projects
  - Thorough knowledge and understanding of prepress and the offset printing process
  - Experienced illustrator with strong watercolor, oil painting, and colored pencil skills
  - Able to work directly with clients to discuss ideas and solutions to their needs

## SOFTWARE KNOWLEDGE

- Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat, GoLive, Word, PowerPoint, and Excel
- Tech-savvy, comfortable, and up-to-date with current online design and media trends and interfaces

## EDUCATION

Associate of Applied Science, Graphic Design  
Western Technical College, La Crosse, Wisconsin  
Graduated with highest honors. GPA 3.8.

- Hardware experience: Mac and PC computers, flat-bed color scanners, digital photography, B/W and color printers, large format printing, working on servers and networks, prepress and film imaging equipment (Xitron Xerith 4 PDF Workflow Solution), offset printing presses, bindery and finishing machinery, and electronic paper cutters.

## WORK EXPERIENCE

Assistant Manager, Meat Department  
Quillin's, La Crosse, Wisconsin. 2007-present

- Assisted Meat Department Manager with all daily responsibilities
- Inspected and signed for deliveries in manager's absence (5-10 times per week)
  - Direct customer service (dealt with approx. 50 customers per day)
  - Trained and mentored all new employees (30 to date)

Graphic Designer and Publication Artist  
The Zeal, La Crosse, Wisconsin. 2006-2007

- Designed and produced the monthly school newspaper (20 issues total)
  - Consistently met our monthly design and printing deadlines
- Redesigned the logo and format to update the look and follow industry trends

Retail Sales Associate

Eddie Bauer, Onalaska, Wisconsin. 2004-2005

- Dealt directly with customers, assisting with selections, purchases and returns
- Worked independently and performed opening and closing responsibilities
- Responsible for all money, returns, and sales transactions on the weekends
- 2008 Sales Associate of the Year. Increased my annual sales volume 15%
- Organized loss-prevention efforts throughout the store (saved \$2,000 annually)

## ACHIEVEMENTS

- Vice President, Graphic Design Club, Western Technical College. 2008-2009
  - First Place Portfolio Review Poster, Western Technical College. 2009
  - Third Place Gutenberg Award, Poster Design. 2009

BAD



# How to apply for a job?

# Analyze Job Ads...



- No scanning – carefully read-through the WHOLE ad
- Do NOT generalize your application!
- **Match 60-70 % - go ahead & apply**
- Check the date when the job ad was posted!
- Must-haves vs. Nice-to-haves

## ...and apply



- Use a **PDF** format
- Attach only relevant documents
- Name your file in a professional way and in a easily readable format  
E.g. Last name-name CV
- Use a professional email address when applying

**Let's review a few CVs**

# What is a Cover Letter?

# What is a Cover letter

**A complementary document that accompanies your CV, that should highlight why you think you're a strong applicant for the job.**

- **Length** – max. 1 page
- **Structure:** formal or semi-formal letter
- **Adjust** your cover letter to the job description! Target your cover letter to the job!
- Do **NOT repeat** information from your CV!
- You may meet all the stated criteria but still lacking some other quality, in the cover letter you can show your motivation that makes you the right fit for the job

# What is a Cover letter - content



	<b>Jane Redlock</b> Marketing Specialist
	Flowerville, 06/01/2017
<b>HEADING</b> 1	<b>Ms. Katherine Bloomstein</b> Head of Marketing
	XYZ Company 099 Peony Street Flowerville, Ohio 55675
<b>SALUTATION</b> 2	Dear Katherine,
<b>OPENING PARAGRAPH</b> 3 Get them hooked and make them read on	As a lifelong enthusiast of XYZ's marketing initiatives, I was thrilled to see your posting for the position of Digital Marketing Manager. I am positive I can help with XYZ's upcoming challenges. I have experience with leading successful national online campaigns with budgets over \$300,000. What is more, I have succeeded at expanding ABC's client base by 19% since 2011.
<b>SECOND PARAGRAPH</b> 4 Why you are the perfect fit for the company	In my current position at ABC, I have supervised all phases of our online marketing initiatives, both technical and creative. Last year, my key challenge was to design and optimize nine product websites for ABC's most strategic products and improve our SEO results as well as enhance the UX. Here are a few examples: <ul style="list-style-type: none"><li>• Eight of the nine websites I optimized have achieved and secured their spot in the top 3 results on Google. These are organic, non-paid results for 10+ key search terms.</li><li>• The incoming search engine traffic to all nine websites comprises 47% of the total organic traffic for key terms and phrases.</li></ul>
<b>THIRD PARAGRAPH</b> 5 Why the company is the perfect fit for you	I know that XYZ's current plans involve developing a comprehensive online portal focused on healthcare-related issues. This project is a perfect match for my personal and professional interests and an exciting opportunity to create a unique online base of knowledge for patients and healthcare professionals. I would love to leverage my knowledge of SEO marketing and online growth marketing to achieve groundbreaking results with this initiative.
<b>CLOSING PARAGRAPH</b> 6	I would welcome the chance to discuss your digital marketing objectives and show you how my success at ABC can translate into digital and online marketing growth for XYZ.
<b>FORMAL CLOSING</b> 7	Kind regards, Jane Redlock
<b>POSTSCRIPT</b> 8 Seal the deal	P.S. — I would also value the opportunity to show you how my e-detailing initiatives grew the combined sales of three ABC flagship products by a record-breaking 13% in one year.
	<b>Personal Info</b> <b>Address</b> 062 Magnolia Street Flowerville, Ohio 55675 <b>Phone</b> 419-333-6688 <b>E-mail</b> jane.redlock@gmail.com <b>LinkedIn</b> linkedin.com/in/janeredlockute

# What is a Cover letter - tips



 Describe your previous **experience** which is **relevant to the position**

 Draw the reader's attention to your **qualifications** and **highlight other strengths** that make you worthy of consideration. How would you contribute in a unique and positive way? How have you made a difference in other settings?

# What is a Cover letter - tips

 First think of „**What are you good at**“ „**How would you tell somebody about it**“ and „**How this could be beneficial for the concrete company and role**“

 **Name the job position** you apply for

# What is a Cover letter - tips



-  Use **words specific** to the industry/position to show your expertise
-  Use **action words** – I have organized, planned, developed

# What is a Cover letter - tips



 **No spelling mistakes, no texting lingo (LMK, SMTH, FYI). Use real words written in plain English or other language.** Short sentences, not too complex and long, easy to read

 If a name of recruiter/hiring manager is known – **put the specific name** (Dear Mr. Smith), if not - Dear HR representative, Dear hiring manager (do your research!)

# What is a Cover letter - useful phrases

## Start a Cover Letter Phrases

- I noticed with interest your advertisement for ...
- I am writing to express my interest in the position of
- I am writing in response to your advertisement posted on...
- I am very interested in applying for the position of ...
- I was referred to you by .../name/, who informed me of a .../position/
- I have pleasure in applying for the advertised position, as ...
- Please accept this letter as my application for the position of...

## Reasons for Applying for a Job

- I would be well suited to the position because ...
- My professional skills appear to be well suited to your company's requirements.
- I have a lively interest in ... and would appreciate the opportunity to work with you.
- As you can see from my enclosed résumé, my experience and qualifications match this position's requirements.
- I feel I am well suited to the position because ...
- My strengths are ...
- I believe the combination of my education and experiences have prepared me...
- It is a challenging position for which I believe I am well qualified.
- This position represents an opportunity to continue my committed career path...

# What is a Cover letter - useful phrases

## Write about Your Skills

- I am currently working as ..... at ..... Where I am responsible for ....
- I have a working knowledge of ...(position) in (previous employer) .....
- I believe I possess the right combination of ...
- I am an experienced user of ...
- My professional experiences are supplemented by...
- My interest and knowledge in this area was further enhanced by...
- My particular area of effectiveness is...
- I have an excellent command of ...

## Close a Cover Letter Phrases

- I would appreciate the chance to meet with you to discuss ...
- I am eager to talk with you about the contribution I could make to your firm.
- I would welcome the opportunity to discuss these and other qualifications with you.
- Thanking you most sincerely for your time and consideration.
- I would welcome the opportunity to discuss further details of the position with you personally.
- Thank you for considering me for this very important position.
- I look forward with enthusiasm to an opportunity for an interview.
- Yours sincerely, (if you know the name, „Dear Mr. Smith“)
- Yours faithfully (if you are writing to „Dear Sir or Madam“)

# Examples: BAD and GOOD: let's discuss why



Hiring Manager's Name  
341, Company Address  
Palo Alto, California 94301  
(555) 239-5678  
hiring.manager@gmail.com

Dear [Hiring Manager's Name],

As a long-term admirer of the impressive work being done by the team at Mayflower Technologies, I'm delighted to submit my application for the entry-level IT technician opening posted on LinkedIn. As a recent graduate from the University of Rochester with a B.S. in Computer Science, I'm confident that my knowledge of Linux systems, experience in backend coding, and precise attention to detail would make me an asset to the team at Mayflower.

In my former role as a student worker at the University of Rochester's Technical Services department, I was responsible for troubleshooting a variety of technical issues for staff, assisting with server maintenance, and installing a wide range of equipment. While employed there, I assisted in the development and rollout of new department practices, and helped improve our ticket response time by 12%. I'm sure that this experience will help me start contributing quickly at Mayflower.

I also understand that Mayflower is seeking to expand their cloud computing services. While at the University of Rochester, I specialized in and completed my thesis on cloud computing. The IT technician position at Mayflower is an exciting opportunity for me to use this educational background, as well as learn more about a growing industry.

I've attached my resume, which further details my skills and education. Please do not hesitate to reach out if you have any questions, and I look forward to the opportunity to speak with you further. Thank you for your time and consideration.

Sincerely,

[Your Name]

## JOHN DOE

1 Main Street, Denver, CO 99999 | (000) 000 - 0000 | M: (000) 000 - 0000 | example@email.com

22 October, 2010

Company Name  
22 Second Avenue  
New York, NY 00000  
333-333-3333  
company@email.com

I am convinced that I am one of the self-motivated and enthusiastic designers that you seek. As a UX designer with mobile design experience and strong project management skills, I am confident that I would make a successful addition to the VeeLox team as your new UX designer.

My 10+ years of design experience have been marked with high recommendations for successful projects and a strong focus on user-centered design. I am highly familiar with both iOS and Android platforms and know the different requirements for mobile and web designs.

I work well in both team and self-directed capacities and can lead projects from concept through delivery and follow-up. My technical strengths include multiple design tool programs, such as Sketch, and I learn new software quickly. I am convinced that we should meet to discuss how I might contribute to your user experience design needs.

Thank you for your time and consideration.