

# CREATING YOUR CV

OPENING DOORS TO OPPORTUNITIES

# Contents

- What your CV should be
- Benefits of a good CV
- Creating your CV
- Common mistakes
- What Recruiters look for

# What your CV should be

Targeted

Clear



Informative

Concise



Accurate

Pops!



# Benefits of a Great CV

## 7 BENEFITS OF A GREAT CV

Increases confidence,  
helping you to stand tall

Puffs up your  
**chest with pride**

Creates a **buzz**  
of excitement



Creates the  
**right mindset**

Flexes your  
**employability**  
muscle

**Reduces the legwork**  
in your job search

Offers a **firm footing** for the future

# Creating your CV

## Your Basic CV Framework

- ✓ **Cover Letter**
- ✓ **Personal Details**
- ✓ **Career History**
- ✓ **Qualifications / Skills**
- ✓ **References**

# COVER LETTER

# Cover Letter



- Your Reason and Why You?
- One of the most important part of your application
- Provides the opportunity to convince the panel that you are a strong candidate
- Be bold, be confident and talk about yourself in a positive way
- Relevant, Short and Straight to the Point!
- It should be compelling
  - ***What do you bring to the role?***
  - ***How would you add value?***
  - ***A short description of your strengths***
  - ***Also address your key accountabilities, experience and qualifications***

# Cover Letter



## JANE SMITH

3465 Santa Helena Drive | Georgetown, Kentucky 23498  
Home: (777) 777-7777 - Email: janesmith@gmail.com

David Johnson  
33 Smith Road, Wallingford  
Connecticut, 06333

Dear David,

I am writing in reference to your posting seeking a Marketing Director. As a marketing professional who has expertise spearheading the management of innovative and effective campaigns leveraging a combination of email communications, online content, and traditional channels, I feel that my experience can make a positive contribution to your organization. I offer the attached resume for your review.

My career profile reveals my ability to successfully fulfill the responsibilities required of a skilled marketing professional. Whether actively monitoring performance statistics, including cost per lead, cost per sale, and other conversion rates to refine and improve strategic planning, or managing the entire life cycle of a sale, from lead to conversion, I have always exceeded expectations by providing the highest levels of expertise, service and professionalism.

If you are searching for an experienced Marketing Director who has the drive and ability to develop effective marketing strategies based on thorough research and analysis, please contact me to arrange an interview. I am eager to learn more about how my contribution can present innovative solutions to the challenges facing your company.

Sincerely,  
Jane Smith



# Cover Letter Template



## Salutation

Dear [insert name of hiring manager],

## Body

**First paragraph:** Mention the job you're applying for and where you found the job listing.

**Middle paragraph(s):** Discuss your qualifications. These paragraphs should be specifically tailored to requirements posted in the job listing. You might also consider including why this specific company interested you in the first place. Limit this section to two to three paragraphs.

**Final paragraph:** Discuss the next steps. If you are going to follow up in one to two weeks, mention a specific date. If you would prefer to leave the ball in their court, say that you look forward to discussing your qualifications further. Also provide your email address and phone number. Don't forget to thank them for their time.

## Close

Best,

[Insert your name]

# Cover Letter



## Dos

**Make it short and impactful**

**Ensure Relevance**

**Ensure Integrity**

# Cover Letter



## Don'ts

**Don't exaggerate your abilities**

# PERSONAL DETAILS

# Personal Details



- Full Name
- IC Details
- Date of Birth
- Address
- Contact Number and Email Address
- Driving License details

# Personal Details



## Dos

**Ensure the phone number provided is reachable**

**Choose a sensible email address**

# Personal Details



## Don'ts

**Do not include irrelevant information for example:**

- You do not need to include your sibling details
- Where you were born
- Your favourite food

# CAREER HISTORY



# Career History



- Write a timeline for your career
- Put your most recent job first and work backwards
- Include *achievements* and task. **Do not create this part to read like a job description.** Achievements adds life to your CV, not generic descriptions – Make it Count!
- Show results and deliverables. For example successful completion of a project instead of mentioning being in a project team
- **What makes you employable?**

# Career History



## Dos

**Use Action Words – Developed, Planned, Executed**

**Relate skills to the job. For example problem solving skills in projects, negotiation skills in contracting**

**Analyse the JD of the role that you are applying for**

**Use bullets Points**

**Keep it short and concise**

# Career History



## Don'ts

**Copy and paste your current and previous JDs**

**Long and narrative**

**Sell yourself short**

# QUALIFICATIONS AND SKILLS

# Qualification and Skills



- List down your educational achievements, ***starting with your highest qualification***
- Provide more details, where possible, so that your prospective employers can read more in to it, if they want to know more
- Advertise your skills in your CV. They grab people's attention and could be key in getting to the next stage
- Highlight relevant professional and leadership courses
- Include not only technical and functional courses, but also those on development (e.g. Personal Leadership Challenge), IT, and HSE

# Qualification and Skills



## Dos

Understand the competencies required for the role

Keep it organized

Ensure Relevance and highlight those that will contribute to the role

# Qualification and Skills



## Don'ts

**Do not fabricate**

**Do not go all the way back such as including your nursery or kindergarten details**

# REFERENCES



# References



- References are where your prospective employers can look into your performance / academic history
- Choose your referees wisely. Ensure that these people will add value to your application and familiar with your skills and achievements.
- You should have at least 2 references. Ensure to inform them ahead
- Include their names, job and most importantly contact details

# References



## Don'ts

**Do not make your reference personal or biased – for example spouse, parents**

# PRESENTATION AND LAYOUT

# Presentation and Layout



**Proof Read – Spelling & Grammar**

**Simplify and not too flashy**

**No more than 2 sides of A4 page**

**Consistent Formatting**

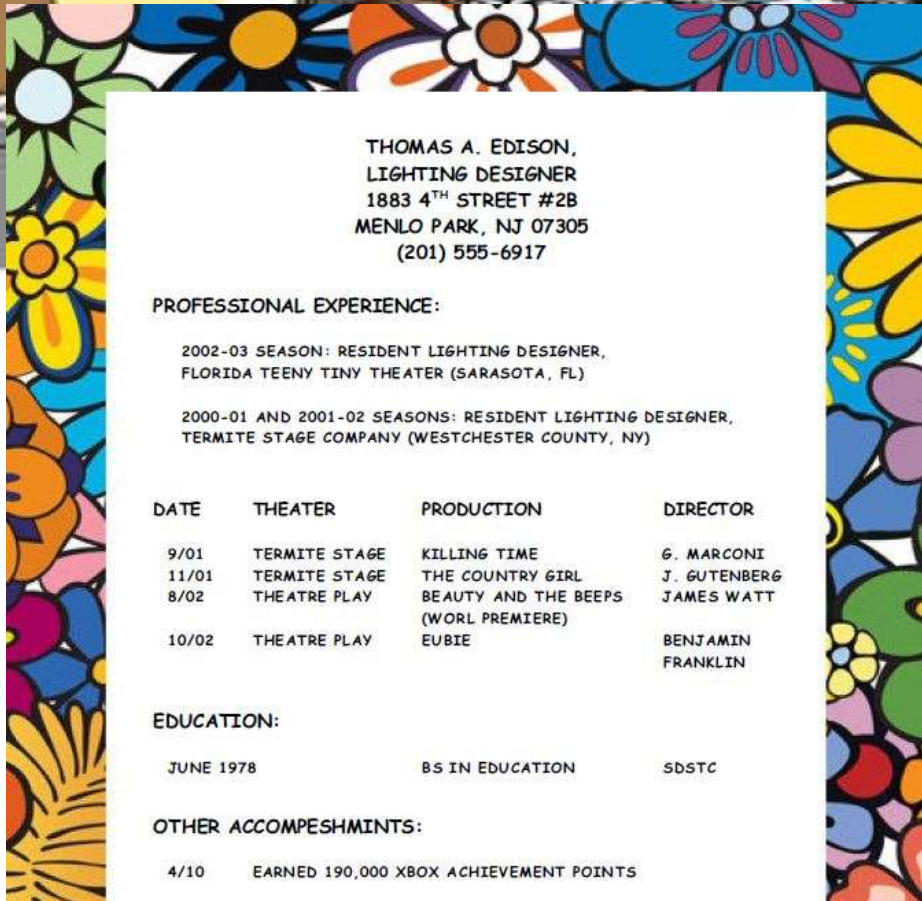
**Logical**

**Easy to Read**

**Bold Headings**

**PDF**

# Presentation and Layout



THOMAS A. EDISON,  
LIGHTING DESIGNER  
1883 4<sup>TH</sup> STREET #2B  
MENLO PARK, NJ 07305  
(201) 555-6917

## PROFESSIONAL EXPERIENCE:

2002-03 SEASON: RESIDENT LIGHTING DESIGNER,  
FLORIDA TEENY TINY THEATER (SARASOTA, FL)

2000-01 AND 2001-02 SEASONS: RESIDENT LIGHTING DESIGNER,  
TERMITE STAGE COMPANY (WESTCHESTER COUNTY, NY)

DATE	THEATER	PRODUCTION	DIRECTOR
9/01	TERMITE STAGE	KILLING TIME	G. MARCONI
11/01	TERMITE STAGE	THE COUNTRY GIRL	J. GUTENBERG
8/02	THEATRE PLAY	BEAUTY AND THE BEEPS (WORLD PREMIERE)	JAMES WATT
10/02	THEATRE PLAY	EUBIE	BENJAMIN FRANKLIN

## EDUCATION:

JUNE 1978                      BS IN EDUCATION                      SDSTC

## OTHER ACCOMPLISHMENTS:

4/10                      EARNED 190,000 XBOX ACHIEVEMENT POINTS



**Graphic Artist**

**Liagi Ann Jezreel B. Ramilo**  
 Blk. 3 Lot 10, Greentown Villas 1 Mambog 3, Bacoor Cavite 4102  
 (046) 519.3045 ✉ liagiannjezreelramilo@gmail.com  
 09351721009 📄 liagiannjezreel.deviantart.com

**Objective**  
 To enhance my knowledge and further develop my skills and talents in visual communication in your establishment, for the benefit of the company and the customer, as well as my personal and professional growth.

**Awards**  
 February 2010 INTEGRATED MARKETING CAMPAIGN THESIS  
 Best in Ambient Ads  
 Best Booth

**Education**  
 2005 - 2010 ST. SCHOLASTICA'S COLLEGE, MANILA  
 Bachelor of Fine Arts Degree Major in Visual Communication/  
 Advertising Design May 2010  
 2001 - 2005 ST. MARY OF THE STEPS SCHOOL, PASAY CITY  
 High School Diploma, March 2005

**Work Experience**  
 2009 SUMMIT MEDIA PHILIPPINES  
 On-the-job trainee  
 Worked as a Freelance Graphic Artist (OEP)  
 2009 QUEST WORKS INC.  
 Worked as a Freelance Graphic Artist  
 2007-2008 AIRMART NEWSLINE  
 Worked as a Freelance Photographer  
 2006-2007 CAVITE RESCUE 161  
 Worked as a Communications Officer  
 2005 - 2006 PRODUCTION OF CUSTOMIZED MASK  
 Worked in designing masquerade masks for the souvenir of Jubilee Christian Academy's graduation ball.

**Software Knowledge**  
 Adobe Photoshop  
 Adobe InDesign  
 Adobe Flash  
 Adobe Dreamweaver  
 Autodesk Maya

**Interests/Skills**  
 Art, Design, Advertising, Ideas, Concepts, Graphic Design, Painting, Photography, Ads of the World, Advertising Research, Drawing, Reading Magazines, Adventure

# Good Basic Layout



Your NAMEHERE

## PERSONAL DATA

PLACE AND DATE OF BIRTH: Someplace, Italy | dd Month 1912  
ADDRESS: CV Ino 19, 20100, Milano, Italy  
PHONE: +39 123 456789  
EMAIL: name.surname@gmail.com

## WORK EXPERIENCE

**Current** | **Trader at ENO s.p.a., Milan**  
**JAN 2009** | **Physical Natural Gas Trading**  
Provided analysis of spreads, in particular time and location spreads, with emphasis on trading opportunities on the curve, also taking into account the availability of storage facilities. Became familiar with logistic implications of physical gas trading and developed knowledge of continental virtual hubs for gas exchange.

**JUL-OCT 2008** | **1<sup>st</sup> year Analyst at LEHMAN BROTHERS, London**  
**Commodities Structured Trading**  
Developed spreadsheets for risk analysis on exotic derivatives on a wide array of commodities (gas, oil, precious and base metals), managed blotters and secondary trades on structured notes, based with Middle Office, Sales and Structuring for bookkeeping.

**SUMMER 2007** | **Summer Intern at LEHMAN BROTHERS, Capital Markets**  
Received pre-grad offer from the Exotics Trading Desk as a result of very positive review. Rated "truly distinctive" for Analytical Skills and Teamwork.

## EDUCATION

**JULY 2008** | **Master of Science in FINANCE, Bocconi University, Milan**  
110/110 *summa cum laude* | Major: Quantitative Finance  
Thesis: "Sublinear and Locally Sublinear Prices" | Advisor: Prof. Erio CATTACONIA  
GPA: 18.63/30 | Detailed list of exams

**JULY 2006** | **Undergraduate Degree in LAW and BUSINESS ADMINISTRATION**  
110/110 *summa cum laude*, Bocconi University, Milan  
Thesis: "Portfolio Strategies with Target Prices" | Advisor: Stefano BONINI  
GPA: 19.83/30 | Detailed list of exams

**FALL 2005** | **Exchange Semester at University of Southern California, Los Angeles**  
GPA: 3.87/4 | Detailed list of exams

**JULY 2003** | **Liceo Classico "E. Danti", Matera** | Final Grade: 100/100

## SCHOLARSHIPS AND CERTIFICATES

SEPT. 2006 | Scholarship for graduate students with an outstanding curriculum (50000€)  
JUNE 2006 | GMAT®: 730 (Q:50;V:39) 96<sup>th</sup> percentile; AWA: 6.0/6.0 (89<sup>th</sup> percentile)

## LANGUAGES

ITALIAN: Mother tongue  
ENGLISH: Fluent  
FRENCH: Basic Knowledge

John Smith

123 Broadway  
City, State 12345  
(000) 111-1111 or (111) 111-1112

**OBJECTIVE** | A position in the field of computers with special interests in business applications programming, information processing, and management systems.

**EDUCATION** | *Bachelor of Science, Interdisciplinary Science*  
Rensselaer Polytechnic Institute, Troy, NY, expected December 1990  
Concentration: Computer Science  
Minor: Management

**COMPUTER SKILLS** | *Languages & Software:* COBOL, IFPS, Focus, Megacalc, Pascal, Modula2, C, APL, SNOBOL, FORTRAN, LISP, SPIRES, BASIC, VSPC Autotab, IBM 370 Assembler, Lotus 1-2-3.  
*Operating Systems:* MTS, TSO, Unix.

**EXPERIENCE** | *Business Applications Programmer* | Fall 1990  
Allied-Signal Bendix Friction Materials Division, Financial Planning Department, Latham, NY

- Developed four "user friendly" forecasting systems each of which produces 18 to 139 individual reports.
- Developed or improved almost all IFPS programs used for financial reports.

*Research Programmer* | Summer 1990  
Psychology Department, Rensselaer Polytechnic Institute

- Performed computer aided statistical analysis of data.

*Assistant Manager* | Summers 1988-89  
Thunder Restaurant, Canton, CT

- Recognized need for, developed, and wrote employee training manual. Performed various duties including cooking, employee training, ordering, and inventory control.

**COMMUNITY SERVICE** | Organized and directed the 1988 and 1989 Grand Marshall Week "Basketball Marathon." A 24 hour charity event to benefit the Troy Boys Club. Over 250 people participated each year.

**EXTRA-CURRICULAR ACTIVITIES** | Elected *House Manager*, Rho Phi Sorority  
Elected *Sports Chairman*  
Attended Krannet Leadership Conference  
Headed delegation to Rho Phi Congress  
Junior varsity basketball team  
Participant, seven intramural athletic teams

# Good Basic Layout



## Thomas Hardy Frontend Web Developer

e: [thomas@thomashardy.me.uk](mailto:thomas@thomashardy.me.uk)  
w: [www.thomashardy.me.uk](http://www.thomashardy.me.uk)  
m: 07772088007

### *Personal Profile*

I'm a Web Developer with a passion for the Internet and the digital world which began at a very young age when I dabbled with creating websites using HTML. Since then I have been hooked on creating elegant, usable and effective websites.

### *Work Experience*

#### Frontend Web Developer at Union Room

*August 2012 - Present*

I currently work as a frontend web developer.

#### Web Developer at Urban River Creative

*April 2011 - August 2012*

I worked as a web developer at Urban River Creative where I built and maintained a large variety of websites from simple brochure websites to large e-commerce websites.

#### Freelance Web Developer

*April 2007 - Present*

I have been a freelance web developer since 2007 and during that time I have worked with a variety of different clients ranging from sole-traders to large businesses.

### *Key Skills*

HTML5  
CSS3  
PHP

MySQL  
AJAX  
jQuery

JavaScript  
WordPress  
Responsive Design

### *Education*

#### Northumbria University

*Web Design and Development BSc(Honours)*

I graduated from Northumbria University in 2011 with a First Class Degree in Web Design and Development.

# Bad CVs

## Curriculum Vitae

Address: 66 Hendford Hill, MOULDSWORTH, WA6 8DE, United Kingdom

Tel: 07900257283  
DoB: 27 February 1985  
Gender: Male

Email: coolguy007@hotmail.co.uk  
Nationality: British  
Marital-status: Single

### Personal Profile:

I am a hard-working individual who enjoys working. I am excellent at meeting deadlines. I have two years of experience in business and I would like to contribute to a business with my excellent skills and past work experience.

### Education:

1991 – 1992 Collingham Gardens Nursery  
1992 – 1996 Stamford Primary School  
1996 – 2002 Hall Green Secondary School  
2002 – 2004 A-Levels Sandwell Sixth Form College

- English: A\*
- Mathematics: C
- Biology: B
- Geography: A
- Business: C

October 2004 – June 2007 UCB, Birmingham BSc Psychology

### Work:

2011 – Present	IT Support Assistant	ABC Electronics Ltd.
2008 – 2011	IT Admin	Dana Corporation
2006 – 2008	IT Assistant	M&M Electric Vehicles Ltd.
2005	Cleaner	K Lacey Ltd.
2003 – 2005	Housekeeper	Plaza Hotel
2002	Packer	Packaging Products Ltd.
2000 – 2001	Cleaner	TB Group Inc.

### Hobbies:

I enjoy skiing, hiking, playing football, bird watching and going to Church on Sundays.

### Reference:

Mr Evan  
Tesco  
Birmingham, West Midlands, B55 1KE, United Kingdom, Europe, World, Universe.  
Tel: 078 4320 3833  
E-mail: [evan.sanders82@hotmail.com](mailto:evan.sanders82@hotmail.com)

# CURRICULUM VITAE

HELLO MY NAME IS RICCARDO SABATINI.

### A SHORT PRESENTATION.

I am an italian graphic-designer, with a first class bachelor of arts degree at Accademia Italiana - University of Wales. Besides my specialization, I have an extreme passion to work with everything is visual, from photography to digital art to many other fields. My main goals are to receive the best feedback for what I do, and to do it in the best way. Plus to improve always my style and to do something different each time.

**ROUTINE IS NOT HEALTHY FOR DESIGNERS.**

### MY SKILLS SET, HOW I WORK!

I like to work in different ways and with different styles, so I used to combine a lot these softwares together, interaction is a great weapon of choice.

#### MY WEAPONRY.

**PS** ADOBE PHOTOSHOP *level expert*  
**AI** ADOBE ILLUSTRATOR *level advanced*  
**ID** ADOBE INDESIGN *level advanced*  
**CC** PHOTOGRAPHY *level advanced*  
**TABLET** *level intermediate*  
**3D** 3D SOFTWARES *level beginner*  
**VIDEO** VIDEO EDITING *level beginner*

### I AM ON THE INTERNET, OF COURSE!

I have uploaded my material online from the beginning to confident myself in a worldwide range, also to keep in touch with other creatives of every culture and country, to be inspired and to inspire, and so to professionally grow.

#### MY VIRTUAL EXTENSIONS.

**E-MAIL** [superrough@live.it](mailto:superrough@live.it)  
**BEHANCE** [behance.net/richardssabatini](http://behance.net/richardssabatini)  
**DEVIANART** [richardthrough.deviantart.com](http://richardthrough.deviantart.com)  
**FICKR** [flickr.com/photos/richardthrough](http://flickr.com/photos/richardthrough)  
**LINKED-IN** [linkedin.com/in/riccardosabatini](http://linkedin.com/in/riccardosabatini)  
**FACEBOOK** [facebook.com/riccardosabatini/design](http://facebook.com/riccardosabatini/design)

### MY SPECIALTIES, WHAT I DO!

I like to work on different fields, and to use different techniques, besides graphic-design.

LOGO-LOGOTYPES	PHOTOGRAPHY	BRANDING	PACKAGING	DIGITAL ART
TYPOGRAPHY	PHOTO-RETOUCH	ADVERTISING	PATTERN-DESIGN	VECTOR ART
TYPE-TREATMENT	PHOTO-MANIPULATION	EDITORIAL-DESIGN	3D RENDERING	ILLUSTRATION

### MY EXPERIENCES, WHAT I'VE DONE!

I work since the beginning, for personal projects, online competitions, freelancing and employed.

**PERSONAL PROJECTS** (since 2006) experimentations of different typology and media, from abstract art to poster design and much more, all visibles on my online portfolios.  
**ONLINE COMPETITIONS** (since 2006) constant participation to contests of graphic-design, photography and digital art.  
**FREELANCE COMMISSIONS** (since 2008) design and production of miscellaneous typology, from the flyers/posters for events to of packages for bands and artists, logos etc.

**ACADEMIC PROJECTS** (since 2009) big projects done during university as proposal/collaborations with famous brands such as Swatch and other important local realities.  
**ACCADÉMIA ITALIANA** (year 2010 - early 2011) art direction, development and production of the communication for the international design academy Accademia Italiana, the name university where I have been graduated.  
**ADD YOURS?** (since 2011...) currently searching.

### THE RESPONSE CORNER, MAKE YOUR CHOICE!

EXPECTED TIME TO READ : 87 SECONDS

**THE PHONE**  **OR** **THE TRASHCAN** 

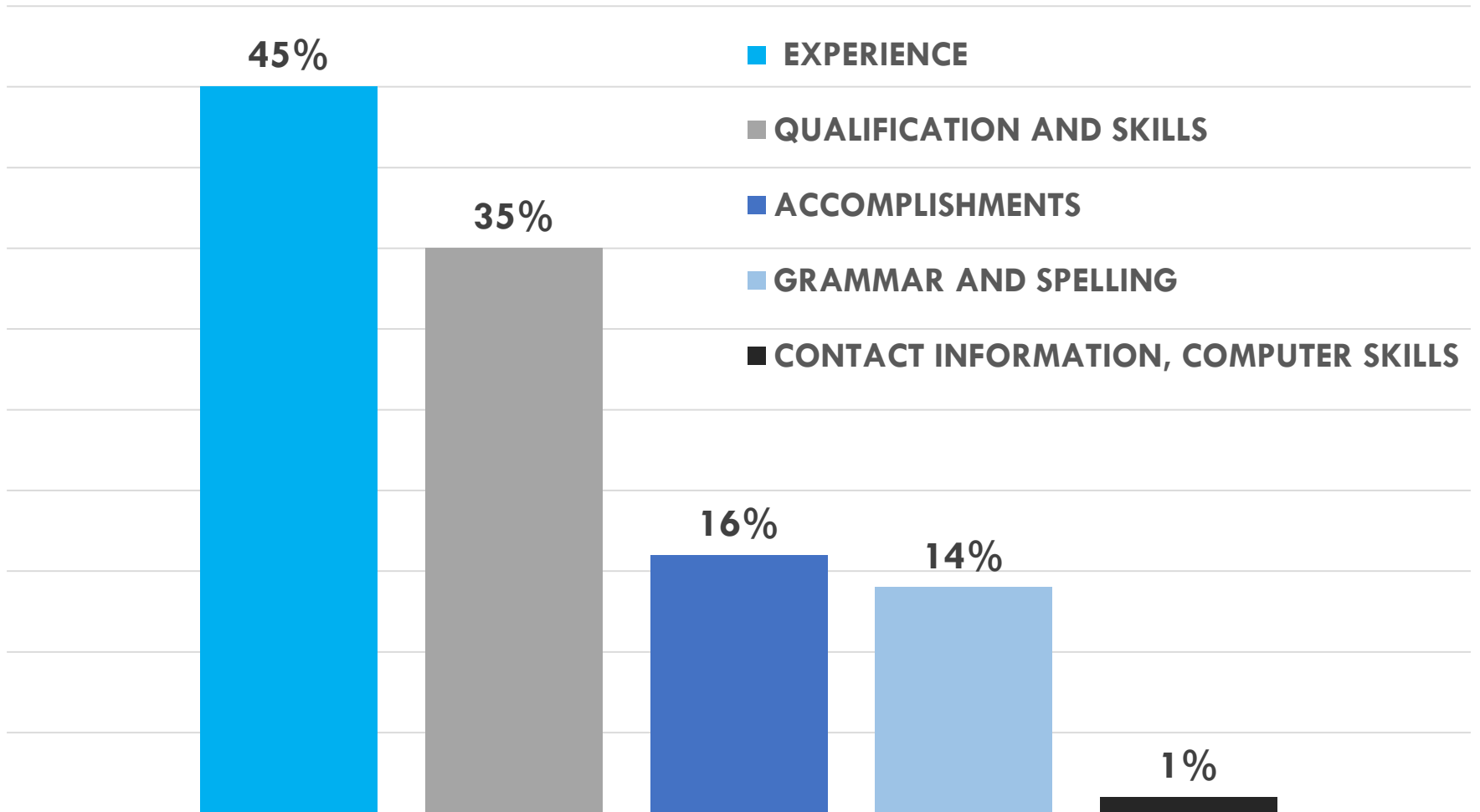


# Common Mistakes



- Spelling and Grammar mistakes – a survey show 56% of employers found lots of grammatical and spelling errors
- “Thesaurusitis” - using the wrong synonym e.g. I am a **strenuous** student
- Gaps in your timeline; ensure that your career history is complete and accurate
- Lack of evidence; this can provide an incomplete picture and reduce your chances of getting a job

# What Do Recruiters Look For?



# Keep your CV updated



**Your CV is a live document**  
**Update it when necessary**  
**Customize it when necessary**

**END**

**Manpower Policy and Planning Unit**

e-mail: [mppu@ipm.gov.bn](mailto:mppu@ipm.gov.bn)

JCB hotline: +673 2444123

Or visit us at:

JobCentreBrunei,

Former BINA Building, KM 8,

JalanPerindustrianKampungBeribi,

Bandar Seri Begawan