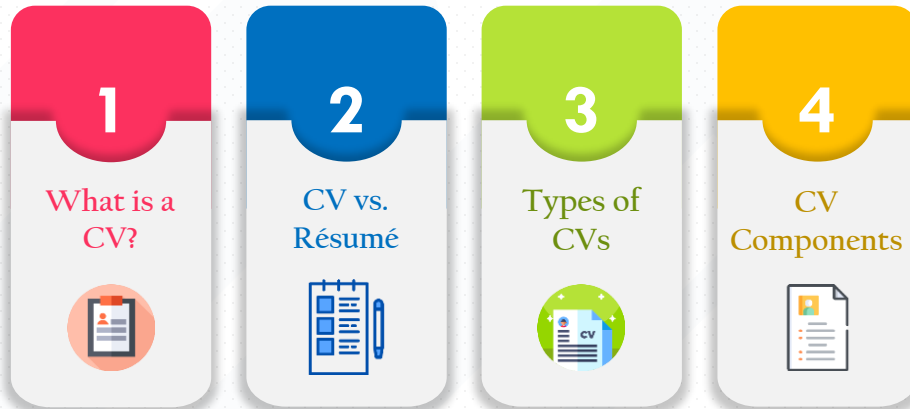


WELCOME!

CV Writing



Course Overview



Course Overview





Part

1

PART 1

What's a CV?



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What's a CV?

- CV stands for **Curriculum Vitae**, a Latin word that means “the course of one's life or career”.
- It is a marketing tool for you to the recruiter.
- It helps outline one's skills, knowledge, and experience.



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A CV is a marketing tool for you to the recruiter: you set out your suitability and tailor it to the job role and to the company needs.



Typically, the person who reads your CV will take around **10 seconds** to decide whether or not to read the whole document.

- When writing your CV, you need to make sure that it is not only relevant, but it is also very readable.
- Most CVs will be read by a recruiter in 10 to 30 seconds. That's why you need to keep your CV to the point and don't go longer than 2 pages.

Part 2

PART 2

CV vs. Résumé



CV vs. Résumé

01
CONTENT

LENGTH

02

03
PURPOSE

1. Content

- **CV**

- offers a more generic summary of your background and skills.

- **Résumé**

- tends to be tailored for a specific purpose or a targeted vacancy.

So... which one is more professional to use?

CV

Résumé

Definitely, a résumé is much more professional than a CV.

2. Length

- **CV**
 - Two or three pages or a little more
- **Résumé**
 - One page, sometimes two

3. Purpose

- **CV**

- In Europe, the Middle East, Africa and Asia, employers expect a CV.
- In the U.S., a CV is used primarily when applying for academic, education, scientific or research positions.



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An **untargeted C.V.** is used when you do not have a clear idea of what job you are seeking or do not want to limit your application; whereas a **targeted C.V.** is used when you know what area you want to work in and/or have some career-related experience you can highlight.

3. Purpose

- **Résumé**

- In the U.S., a résumé is used primarily when applying for job applications.



Video Time!



What is the difference between a curriculum vitae and a resume?



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Video Link: <https://www.youtube.com/watch?v=eYTdSZfXWk>

Part 3

PART 3

Types of CVs



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Types of CVs

- **Targeted CV**

is written specifically to one particular job.

- **Untargeted CV**

is used when you do not have a clear idea of what job you are seeking, or when you do not want to limit your application.

Part 4

PART 4

CV Components



CV Components

- | | | |
|------------------------|---------------------|--------------------|
| 01 Contact Information | 04 Work Experience | 07 Honors & Awards |
| 02 Objectives | 05 Training Courses | 08 Interests |
| 03 Education | 06 Skills | 09 References |

1. Contact Information

- Full name
- Rough Location
- E-mail address
- Mobile number
- Optional website address or LinkedIn profile address



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- When writing your Contact Information, it is very important not to waste space by including too many contact details, and formatting them poorly.

The only contact details you need to include are:

1. Full name
2. Rough location (i.e Cairo, Alexandria, Zagazig)
3. Email address
4. Mobile number
5. Possibly your LinkedIn profile (if you have a good one)

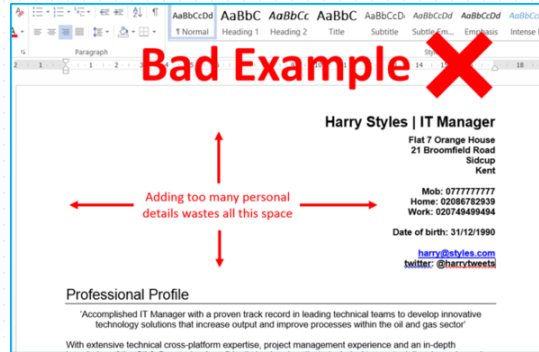
-You **never** need to include the following in your Contact Details:

1. Your date of birth
2. Sex
3. Full address
4. Marital status

- Include a minimal amount of contact details and keep them tucked up into a small space at the top of your CV.

- Never hide them at the bottom. You want to make it as easy as possible for recruiters to contact you.

1. Contact Information



The example CV above is how **NOT** to do it.

2. Objectives

- An objective should not be all about what you want; it should also show the employer what is in **you** for **them**.
- The most effective objective is one that is tailored to the job you are applying for. It states what **kind of career** you are seeking, and what **skills and experiences** you have that make you ideal for that career.

3. Education

It is listed in a reverse chronological order – most recent first:

- a) Post-graduate study (M.A. or Ph.D.)
- b) University education
- c) Pre-university education (High School)



M.A.: 'Master of Arts'.

PhD: 'Doctor of Philosophy,' commonly called a doctoral degree.

Depending on your level of experience, the amount of detail you dedicate to your experience will differ.

- **Junior candidates** (school leavers, graduates) should focus less on their work experience, and more on their education, projects, placements etc.
- **Experienced candidates** should focus most of the space on their CV to their career summary

4. Work Experience

- It is where you show your professional track record.
- It is listed in a reverse chronological order, including:
 - a) full-time jobs
 - b) part-time jobs
 - c) internships
 - d) voluntary work
- It needs to be accurate, highlight your achievements, and include relevant points that prove you are the right person for the job.



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Full-time jobs

Your Work Experience section is the main thing people are often worry about, fearing that it's not 'official' enough to count. Firstly... that's rubbish. Full-time jobs, even if it was only for a week or a few days, is definitely worth putting. It's all about how you demonstrate what you learnt from the experience, and what you contributed to the organisation during your short time there.

Even if you felt like you were only making tea and photocopying, if you really think about it you should be able to pick out some skills that you developed. Any experience in a real-life work place, such as shadowing employees and participating in team meetings, is all really useful stuff that tells an employer you know how to act professionally in the work-place and make an impression.

Part-time jobs

You might think your part-time job on Saturday is totally irrelevant and completely uncool but it's definitely worth putting down on your CV. It shows you have the commitment to work a role over a long period of time, with professional punctuality and dedication. Plus, you might have dealt with customers on a regular basis, developing your communication skills and emotional intelligence, or you might have worked in a high-pressure environment, having to prove your adaptability by

responding to new challenges when they arise.

So, take a step back, think about what you've learnt from the job, and get it down on paper.

Internships

If you've completed an internship (no matter if it was paid or unpaid), this counts as previous employment history and should definitely be included. Internships are often one of the main things employers look for in a CV – they show you've had significant experience within a company (hopefully related to the industry you're wanting to get in to), and solid reference to go with it.

Remember to talk about specific projects you worked on and the results you helped achieve. Show how you made a significant contribution to the company, even if you were only there a short while, and how you were able to adapt yourself to the team and their business needs.

Volunteering

Just remember, you need to make it explicitly clear that this was a volunteering role and not a paid position.

It's all about how you show that the work you did is relevant to the role you're applying for. You may have just been volunteering, but how did you develop skills that you can apply to a paid role in a workplace? Especially if you have stuck out a volunteering position over a long period of time, this shows dedication and passion for the cause (and not the monetary incentive), something that employers are definitely interested in.

4. Work Experience

- Writing your Work Experience section of your CV is all about **the structure**.
- A handy way of doing it is with columns. For example, one column for the time frame you held the position, another for the role title and then another for further details.



4. Work Experience

Work History

Barista
June 2016 – Present

Carlos Coffee
I have been working part-time at Carlos Coffee for over two years, developing my skills in customer service and team work. In January 2017 I was promoted to Team Leader, demonstrating my ability to use my initiative and motivate my colleagues.

Work Experience Placement
May 2016

Mungo's Museum
During this two-week placement, I helped run outreach activities for local school children, as well as organise exhibitions and help promote the museum through marketing activities.

Volunteering
September 2014 – April 2016

Lethel Food Bank
I volunteered at my local food bank for over two years, helping to prepare and distribute food, as well as deliver meals to the homeless.

Here's an example you could try in your CV.

4. Work Experience Tips

- 1) Draw parallels
- 2) Be factual
- 3) Prove you have what the employer wants
- 4) Highlight your achievements
- 5) Use positive language
- 6) Focus on your strengths



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After all, what does the hiring manager actually want in the Work Experience section? Here are seven tips for writing the experience section of your CV:

1. Draw parallels

List your previous jobs in chronological order with the most recent employment first. If there are some parallels between your old company and the new one you are applying to, then it's worth providing information about their similarities. This can show the hiring manager that you have the skills for the job and it is important if your current company isn't well known. As an example, this might include stating that your previous employer worked with many clients in the media sector, if you know this is a key customer base for the company you're applying to.

2. Be factual

All aspects of your CV, including your dates of employment, must be factually correct. If you have a gap in employment and are worried about how this may come across, you can always enter dates as month-to-month or even year-to-year, rather than specific dates. For jobs that were many years ago, or if you've had a number of jobs in a relatively short period, you can group these jobs, for example, '2001-2003 worked in temporary roles within the retail sector'.

3. Prove you have what they want

Research the job details and personal specifications for the type of job you want. Then, under each of the jobs in your experience section, use bullet points to illustrate that you have exactly the skills and expertise they're after. Remember to be specific. If they want sales experience, then specify how many customers you dealt with, the types of responsibilities you have had and give an example to show off your skills.

4. Highlight your achievements

Many job hunters write their CVs like a job description. They faithfully list the duties they performed and their responsibilities. However, they fail to show the positive impact of their teamwork or contribution to the organisation as a whole. Ensure you don't make this mistake by using achievement statements instead. For instance:

- *Since taking over the credit control function, over 95% of long-standing debts have been recovered, some of which had been owing for more than two years*
- *Trained 50 staff in Excel, which increased the capabilities of employees and their time efficiency in producing reports*
- *Developed a new policy that significantly reduced risks to public health by making it mandatory for organisations to train and induct staff properly*

These examples show how you can expand upon your skills and show how you have delivered meaningful results to the organisation, its customers and wider society.

5. Use positive language

Choose your words carefully to reflect that you are a high performing, 'can-do' type of employee. Use positive action words, such as 'excellent', 'initiated' and 'accelerated' to show the calibre and pace at which you have been working. Never include any implicit criticisms about previous jobs. If you refer to difficult challenges, explain how you helped overcome them or omit them completely.

6. Focus on your strengths

If you are looking for a job that is different from your previous work experience, then instead of using the heading 'career history' and listing your jobs chronologically, try using 'key skills and experience'. This will give you the flexibility to draw attention to the most relevant career experiences you have had. You will still need to include a short employment history with dates, but this can be relegated to the second page. The aim is to convince the recruiter that you are a great candidate on the first page. This approach also works well for people who have noticeable gaps in their employment history.

5. Training Courses

- It is listed in a reverse chronological order.
- It may include:
 - a) training classes (whether online or face-to-face),
 - b) professional development workshops, and
 - c) seminars.

6. Skills

- Computer/Software Skills
- Language Skills
- Interpersonal Skills



- The Skills section of your resume includes your abilities that are related to the jobs you are applying for.
- In this section, you should list skills that are relevant to the position or career field that you are interested in, such as computer skills or software skills, language skills and interpersonal skills.

6. Skills

- Customize the skills section of your résumé to match the requirements listed in the job posting.
- The closer a match your skills are to the job requirements, the better your chances are for being selected for an interview.



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- It is **very important to** customize the Skills section of your CV/résumé to match, as much as you can, the requirements listed in the job posting. The closer a match your skills are to the job requirements, the better your chances are for being selected for an interview.
- For example, if you are applying for an administrative position, include in your skills section Microsoft Office skills, QuickBooks skills (if you have them), and other software programs you can use.
- If you are a computer programmer, list the programming languages, software, platforms, and other Information Technology skills you have.

6. Skills

- Many employers utilize automated **Applicant Tracking Systems (ATS)** to scan candidate résumés; these systems are programmed to search for **specific keywords**.
- The more keywords your résumé can “match,” the more likely it is that your résumé will be selected for review by human eyes.





Always be prepared with specific situations to demonstrate and prove your interpersonal skills.

Interpersonal Skills Examples



- Some examples are:
 - Communication
 - Ability to Work Under Pressure
 - Decision Making
 - Time Management
 - Self-motivation
 - Conflict Resolution
 - Leadership
 - Adaptability
 - Teamwork
 - Creativity
 - Problem-solving
 - Emotional Intelligence
 - Organization
 - Active Listening

Video Time!

Don't include obsolete
or irrelevant skills



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Video Link: https://www.youtube.com/watch?v=Zi_8yN5cZnA

7. Honors & Awards (Optional)

- It many include:
 - a) recognizable, significant awards
 - b) leadership and athletic honors
 - c) academic awards



8. Interests (Optional)

- Travel
- Membership of clubs or societies
- Music
- Sports



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Hobbies and interests are an optional section for your CV and don't often make a huge impact on hiring decisions, yet when writing this section, keep in mind to keep it brief.

There are a couple of exceptions to that rule however...

- **If you have interests that are highly relevant to your line of work**, such as a writer who runs a personal blog; then it's worth mentioning them in your CV.
- **If you are a school leaver or graduate with no experience**, then it's worth mentioning impressive achievements such as fund-raising events or captaining a sports team.

However, if your interests mainly consist of relatively boring things like socialising with friends or going to the cinema – then there's no point in adding them to your CV.

9. References

- Do not mention all the details about your references.
- It is recommended to include the phrase “References available upon request” at the end of your CV.



9. References

Your References page must include:

- a) name of referee,
- b) job title,
- c) company name,
- d) phone number, and
- e) e-mail address.



Part 5

PART 5

CV Layout & Language



CV Layout

- If you want to land the best job offers on the market, then your CV layout needs to be perfected.
- A strong layout will allow recruiters to quickly evaluate the benefits you can bring to a role, and will ultimately lead to more job interviews than a poor layout.

CV Layout Tips

1. Keep your CV/résumé short and concise.
2. Do not go longer than 2 pages.
3. Include summaries of your employment and education, rather than lots of details.
4. Use bulleted lists as they sound objective and clear.



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Your CV layout is a hugely important factor in landing job interviews. A professional and well-structured layout will create a winning first impression, and allow you to highlight your in-demand skills to potential employers with ease.

The following techniques will show you how to layout your CV, and start landing the interviews you need – regardless of your industry or level of experience.

1. Keep your CV/résumé short and concise.

- Don't be tempted to use flashy templates with logos, background designs, photos and skills graphs – they simply detract from the content and make your CV a confusing read. A classic case of style over content.
- Keep a very simple black and white colour scheme throughout (maybe a splash of colour in headings at most) and keep any images out of your CV (curriculum vitae).
- A text based CV with a clean and simple font will create a pleasant reading experience for employers, and ensure that your CV doesn't confuse any CV scanning software

2. Do not go longer than 2 pages.

- To convey your message without boring employers, try to keep your CV to around 2 pages in length.

- If it comes in a little over, it won't be the end of the world – but certainly don't stray on to the 4th page. Lengthy CVs never get read in full, so keep it short and sharp.
- 3. Include summaries of your employment and education, rather than lots of details.**
- Recruiters and hiring managers are busy people – so making them hunt through massive paragraphs will not help your job applications at all.
- 4. Use bulleted lists as they sound objective and clear.**
- Use short sharp sentences and plenty of bullet points to break your text up, and allow readers to quickly navigate your CV and pick out the info they are looking for.

CV Layout Tips

5. Use one text column only.
6. Start with a persuasive intro.
7. Use clear bold headings.
8. Keep the font consistent.



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5. Use one text column only.

- Keep your CV layout written across one column for simplicity, and to control what order recruiters view the information on your CV.
- If your CV has 2 columns or more, then recruiters' eyes will dart around the page and they will decide which part they read first.
- Writing your CV in a single column will mean they are forced to read from top to bottom – allowing you to decide which parts are seen first.

6. Start with a persuasive intro.

- Holding recruiters' attention within the first few seconds of them opening your CV is vital for your job search success. If you fail to do it – they may skip straight on to the next CV in their inbox without reading yours in full.
- To avoid this happening, head your CV up with a powerful introductory profile of **4-8 lines** that highlights all of your in-demand skills, and entuses recruiters to read on.
- **Quick tip:** If you struggle with spelling and grammar, try a free grammar checking tool, like Grammarly.

7. Use clear bold headings.

- Make your CV easy for recruiters to navigate by clearly dividing all of your sections, and heading them up with bold titles.
- This makes for a much more pleasant reading experience and gives the document a professional outlook.

8. Keep the font consistent

- Keep your CV looking professional by using one font consistently throughout the CV.
- Mixing your fonts about will make the CV look messy, which will in turn make you appear as messy candidate – not a great look.

CV Language

- Use appropriate action verbs.
- Avoid using adjectives like 'nice' and 'good'; replace them with powerful ones like 'proficient', 'skilled,' etc.
- Do not use slang or abbreviations.



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- Your resume isn't a place for modesty; it's a chance to show companies all the awesome things you've done—and what you can do for them if given a chance. Weak, vague or overused verbs can actually diminish the excellent work you did at your last job, so choose words that more accurately reflect what you do.
- It's critical to choose active, industry-appropriate action verbs. Well-chosen lead action words make the difference between highlighting your skills and undermining your contribution.

CV Language

Powerful Verbs	Powerful Adjectives
Achieved	Adaptable
Developed	Analytical
Managed	Determined
Demonstrated	Logical
Conducted	Resourceful
Planned	Flexible
Organised	Supportive
Improved	Capable



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Action verbs for communication skills

Instead of: talked, led, presented, organized
 Use: addressed, corresponded, persuaded, publicized, reconciled

Action verbs for organizational skills

Instead of: organized, ordered, filed
 Use: catalogued, executed, monitored, operated

Action verbs for management skills

Instead of: led, handled, oversaw
 Use: consolidated, appointed, delegated, established

Strong Resume Adjectives

- Determined
- Hardworking
- Diligent
- Trustworthy
- A team player
- Motivated

- Reliable
- A self-starter
- Loyal
- Studious
- Attentive
- Conscientious
- Industrious
- Persistent
- Dynamic
- Energetic
- Enterprising
- Enthusiastic
- Aggressive
- Consistent
- Organized
- Professional
- Methodical
- Skillful
- Passionate

Part 6

PART 6

CV Writing Dos and Don'ts





DOs

Use ...

- ✓ an MS Word-processed CV.
- ✓ boldface to highlight headings and subheadings.
- ✓ different font sizes to distinguish between headings and other text.



DOs

Use ...

- ✓ an 11 or 12 point text font size.
- ✓ a font style that is easy to read - Times New Roman is a good standard example.





DON'Ts

Do not use ...

- × too much boldface or uppercase
- × too many variations in font size
- × boldface and underlining together



DON'Ts

Do not use ...

- × background images.
- × unprofessional e-mail address.
- × improper personal photos.



DON'Ts

Avoid ...

- × lying.
- × writing a lengthy résumé.
- × slang, jargons, and abbreviations.
- × redundancy.



DON'Ts

Do not include ...

- × age.
- × height or weight.
- × ethnic identity.
- × political affiliation.



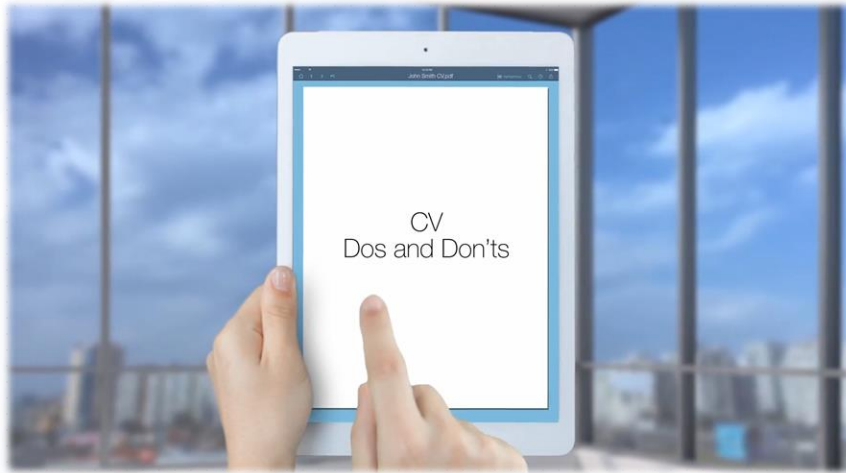
DON'Ts

Do not include ...

- × religion.
- × marital status.
- × health conditions.



Video Time!



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Video Link: https://www.youtube.com/watch?v=hNftPHK_ESc

Part 7

PART 7

Cover Letters



What is a **Cover Letter**?

- It is a customized job application letter to a specific job opening.
- It is always sent along with your submitted CV/résumé.
- The main aim of the cover letter is to communicate to the employer that you are the right candidate.



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- The cover letter gives you the opportunity to show what you know about the employer's needs and why you would be passionate about fulfilling them.

What is a Cover Letter?

A good cover letter has to match the job description. It has to show the employer that ...

1. you are the right candidate for the job,
2. you have previous experience performing the listed job responsibilities and
3. you meet the qualification.



Cover Letter Format

1. Your Contact Information

- Name
- Phone Number
- Email Address
- Date



Cover Letter Format

2. Your Employer Information

- Company Name
- Title
- Address



Cover Letter Format

3. Salutation

- Dear Mr./Ms. Last Name, ...
- Dear Hiring Manager, ...



- If you know the hiring manager's name, use 'Dear Mr./Ms.' + the hiring manager's last name.
- If you don't have a contact, feel free to use 'Dear Hiring Manager, ...' as a salutation.

Cover Letter Format

4. Body

- First paragraph (Why you are writing)
- Middle paragraph (What you have to offer)
- Final paragraph (Thank the employer)



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Body of Cover Letter

The body of your cover letter lets the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up.

1. First Paragraph

The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for and where you found the job listing. Include the name of a mutual contact, if you have one.

2. Middle Paragraph(s)

The next section of your cover letter should describe what you have to offer the employer. Mention specifically how your qualifications match the job you are applying for. Remember, you are interpreting your resume, not repeating it.

3. Final Paragraph

Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up.

Cover Letter Format

5. Complimentary Close

- Sincerely,
- Respectfully,

6. Signature

- Handwritten Signature (for a mailed letter)
- Typed Signature



Cover Letter Do's and Don'ts

1. Write a unique cover letter for every job to which you apply.
2. Don't just repeat your résumé.
3. Answer the question: "Why do you want to work here?"
4. Avoid value judgments and don't draw conclusions that aren't yours to make.
5. Be personal.



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1. Write a unique cover letter for every job to which you apply.

- Yes, it takes time and thought to do it well. No, you won't be applying to many jobs every day.
- The quality of your applications will skyrocket, and so, too, will your likelihood of getting seriously considered when you follow the suggestions in this article to buttress your résumé for each employer.

2. Don't just repeat your résumé.

- A cover letter isn't about restating everything that is on your résumé.
- You can appropriately pick out one or two key points from it that specifically correlate the job which you have or had to the job for which you are applying.

3. Answer the question: "Why do you want to work here?"

- The very fact that you are submitting your résumé obviously tells an employer you want the job. But it doesn't say why you want the job. And it doesn't explain why this job is a better fit for you than any number of other positions to which you might apply.
- The cover letter gives you the opportunity to show what you know about the employer's needs and why you would be passionate about fulfilling them.

- Go beyond, “I want/need your paycheck” to “I relish the opportunity to be a part of a team/company that is known for X.”
- Use the cover letter to seamlessly meld the employer’s job description to your background.

4. Avoid value judgments and don’t draw conclusions that aren’t yours to make.

- So often people say things like, “I’m sure that upon review you’ll see I’m the most uniquely qualified person for this role.” You can never know how many people you are up against for a role, what their backgrounds and accomplishments might be and how you really stack up against them.
- You don’t have the information necessary to know if you are most uniquely qualified or not. And you, therefore, shouldn’t draw that presumptuous conclusion! It is the job of the hiring authorities to have that information and figure out which candidates will be worthy of serious consideration.

5. Be personal.

- That means going above and beyond to figure out who will be reading your cover letter and personally addressing it to him or her.
- It means leaving off all the canned language that everyone despises. And, most of all, it means writing a compelling, honest personal statement about your background and how your experience will enable you to become a key contributor to your next employer.
- It all comes down to this: It is your job to give the hiring authorities reason to conclude that you have the ability and desire to contribute to their organization’s ongoing success.

Video Time!



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Video Link: <https://www.youtube.com/watch?v=lq6aGl1QBRs>

Cover Letter Sample



Jane Jones

0123456789

jane.jones@yahoo.com

January 1st, 2020

ABC Publishing and Distribution
Editorial Department
Chicago, Illinois

Dear Hiring Manager,

My name is Jane Jones. I came across a job post in which you are looking for editorial assistants for your publishing company. I would like to express my interest in the position. As a recent graduate with writing, editing, and administrative experience, I believe I am a strong candidate for this position.

You specify that you are looking for someone with strong writing skills. As an English major, a writing tutor, and an editorial intern for both a government magazine and a college marketing office, I have become a skilled writer with a variety of experience. My maturity, practical experience, and eagerness to enter the publishing business will make me an excellent editorial assistant. I would love to begin my career with your company, and I am confident that I would be a beneficial addition to your company.

I have enclosed my resume for further details. I am looking forward to a personal interview with you at your earliest convenience. I will also call within the next week for follow-up.

Thank you so much for your time and consideration.

Sincerely,
Jane Jones



Remember!

You can always access a variety of Résumés and Cover Letters on MS. Word by going to File > New > Résumés and Cover Letters.