

Career readiness tools and tips

CV, Cover Letter and LinkedIn

The Career Services Team



Basic Principles of a strong CV

Hyperlink LinkedIn profile

Modern Template

**Consistent language
and format**

**1 - 2 pages long
(475-600 words)**

**You can stand out with design/
personal brand elements**

**Tech skills and Soft
Skills should be
separate**

**Reverse
chronological order
for dates**

**Comprehensive yet
concise**

Honest and Factual



Contact
details &
Profile links

CV
intro/Profile

Work and
relevant
practical
experience

Template adjusted from:

<https://www.canva.com/templates/EAFHCtEpoN8-gray-minimalist-modern-devops-engineer-cv-resume-design/>



HD Portfolio



LinkedIn



GitHub

HARPER RUSSO

SOFTWARE ENGINEER

123 Anywhere St., Any City
hello@reallygreatsite.com
+123-456-7890

PROFILE

Motivated Software Engineering professional with 4 months of experience in Python, Django, and agile development. Seeking to apply technical skills in conjunction with previous experience in the financial services industry.

EDUCATION

Lincoln College
2021 - 2021 | Certificate in Customer Service

University of Hull
2018 - 2016 | BA in Music

Notting Hill & Ealing School
2016 - 2014 | A-Levels: Maths, History, Music

EXPERIENCES

2022 Hyperion Dev
Software Engineer Course

- Developed industry-standard web and applications proficiently using Python, HTML, Django, SQL, and other languages, showcasing a deep understanding of software development.
- Designed, planned, built, tested, debugged, refactored, deployed, and maintained a software system, demonstrating a high level of competency in the software development lifecycle.
- Established architectural patterns and Git to ensure version control.

2021 Larana Inc.
Senior Operations Manager

- Delivered the project from design to testing, including new programs, enhancements, and modifications
- Led estimation and planning sessions
- Contributed to development of technical project documentation and user documentation

2020 Accelerate Ltd.
Customer Service Manager

- Spearheaded restructuring of Customer Service processes enabling a better user journey
- Led a project that contributed to a 30% increase in customer reviews on Trustpilot
- Collaborated regularly with Senior stakeholders and updated company at monthly review

TECHNICAL SKILLS

- Software development in Python and SQL
- Object-oriented programming
- Natural language processing
- Backend web development
- Management of the software development life cycle
- Static and dynamic web development

SOFT SKILLS

- Cross-department collaboration
- Future planning for the design of software
- Problem-solving and organisation of bug fixes

ACHIEVEMENTS

- Project 1
Short description showcasing the skills used in the project
- Project 2
Short description showcasing the skills used in the project
- Project 3
Short description showcasing the skills used in the project

REFERENCES

Available upon request

Education
section

Technical
(Hard) and Soft
skills

Projects and
achievements

Personal
and Work
References



Education and Work Experience

Software Engineering Bootcamp HyperionDev

2022 - 2023

- **Concise overview of bootcamp format and structure – elaborate!**
- **Some key elements that you covered + technologies learned**
- **Describe & Hyperlink at least two projects that you completed in the bootcamp, describe your role if part of a team.**

EMPLOYER TIP

Treat the bootcamp as your most recent job experience instead of listing it briefly under education

Deemphasize non-technical work experience.

You can change section name from “Work Experience” to “Experience”



Lacking tech work experience?

There is one way to overcome a lack of technical work experience...

- **Practice/use the skills you've learned in your program to build impactful projects and portfolio pieces.**
- **Go beyond the required "Capstone" project requirements.**
- **Code as much as you can! Your work doesn't need to be perfect but it should show that you are committed to practicing your new skillset.**

EMPLOYER TIP

Tech recruiters will undoubtedly look at portfolio links from bootcamp grads. They will be interested to see the # of github/portfolio commitments. The more you have the more likely they are to be interested in your profile and more willing to overlook a lack of technical work experience.



Soft Skills Matter

DO NOT UNDER-REPORT YOUR SOFT SKILLS!

- **Critical to many tech-focused roles which require cross-communication and collaboration.**
- **IT Consulting firms hire grads at scale.**
- **Things like operations, project management, and organizational skills are a few examples of softer skills required in many roles.**

EMPLOYER TIP

On average, candidate CV's include over 60% of necessary hard skills required for a role, but only 28% of necessary soft skills.

Breakout hard and soft skills into separate skills section in your CV.



Metrics Matter too

Clear Metrics are critical to crafting an effective CV.

- *Why? Metrics make your value easier to understand, and more quantifiable.*
- You can derive metrics from every role you've been in. What was your impact?

EMPLOYER TIP

Try following this simple X-Y-Z rule:
"I accomplished X, as measured by Y, by doing Z."

Think about every job you've ever had. What was your goal? How did you make a positive impact for your employer?



Beat the ATS

Most companies use applicant tracking systems to find the right candidate. Often keywords are applied to pull the ‘best’ candidates through. To tailor your CV to the job you’re applying for:

- **Identify the keywords in the job posting**
- **Make sure you customise your resume with those keywords**

RECRUITER TIP

To ‘beat the ATS’ make sure to:

- Use targeted keywords
- Use an ATS-friendly CV template
- Use standard section headings
- Use correct spelling and grammar



Power words and CV action verbs

These aren't the same as ATS keywords but when used properly, serve to amplify your achievements, skills and capabilities.

- Power words make the description of your responsibilities and duties more impactful
- Using action words is a technique to keep your employers engaged by making your resume more appealing

RECRUITER TIP

Applicant tracking systems (ATS) like action verbs. Applicant tracking systems (ATS) use keywords to filter resumes. An ATS likes statements with action verbs because employers often program action verbs as keywords.

Hiring managers will be versed in looking out for action verbs when they read your CV and during the interview.



A Concise CV Matters

No CV should be longer than 1-2 pages (or 475-600 words)

- Even the most senior business leaders often keep their CV to 1-2 pages. Lengthy CV's don't make a good first impression. Leverage tools like Canva to create a clean, eye-catching CV.

EMPLOYER TIP

Research shows that candidates who keep their CV's in this sweet spot (475-600 words) are 2x more likely to secure an interview.



Don't overlook the little things!

While it sounds obvious, you would be amazed how often these mistakes disqualify candidates.

- **Spelling, grammar, punctuation, & formatting – it all matters!**
- **Avoid using adverbs, cliches, and buzzwords Here's a good list.**

EMPLOYER TIP

Try sending your CV to 5 friends for review. I promise they will catch things you missed.

Make use of tools like spellcheck, grammarly, & autocorrect in google docs.

Significantly



Before: "Significantly decreased uninstallation rate by introducing an interactive tutorial at app launch."

After: "Decreased uninstallation rate by 40% by introducing an interactive tutorial at app launch."

Creatively



Before: "Creatively redesigned the company logo."

After: "Redesigned the company logo as part of a rebranding initiative that resulted in a 30% increase in brand awareness among the target demographic."



Don't forget your linkedin

Linkedin URL should be included on CV with hyperlink

- **Linkedin should be up to date and include a clear but general overview of who you are and your experience.**
- **CV's/Cover letters are where you should focus your efforts on hyper-tailoring to the role you are applying for.**

EMPLOYER TIP

I recently spoke to a recruiter from TekSystems (a global IT Staffing & Recruiting firm) who told me they simply moved past any CV that did not include a linkedin URL.

Linkedin is a core component to recruiters screening workflow.



Tailoring can help you stand out

Go the extra mile to tailor your
CVs/Cover Letters

- Patience is key here. Take the time to review each JD and tailor your materials accordingly.
- Try using a free [WordCloud Generator](#) to help you identify key words contained within a JD.
- If tailoring your CV to each role feels too daunting, consider drafting 3-5 CV templates based on the job titles that interest you most.

EMPLOYER TIP

Research shows that the average technical job description includes 43 keywords, but only 50% of these are typically included in a candidate's CV or cover letter.

Tailoring your materials can help your resume get by an employer's ATS.



MySQL Cascading
Methodologies AWS
Sheets Web Reactjs Amazon
Framework Java Python
Style C Linux HTML
XML ASPNET Language
Agile SQL Git Nodejs
NET Programming CSS
Services Development
JavaScript Software AngularJS



Cover Letter

A cover letter is your opportunity to demonstrate your knowledge and interest in both the employer and position by highlighting what you can offer and why you are a good fit for the role.



5 Benefits of a Cover Letter

- It's an extra touch that displays initiative and effort
- Cover letters give you the opportunity to tell your professional story
- It demonstrates interest on your behalf
- Cover letters demonstrate that you have taken the time to do research
- It gives the recruiter a taste of who you are



Template adjusted from:

<https://www.canva.com/templates/E-AFRBjSdkXs-black-white-minimalist-cover-letter/>

Section 1

Section 2

Section 3

OLIVIA
WILSON

Dear Ms. Juliana Silva,

I am excited to submit my application for the Software Engineer position at dLocal. I am a committed and responsible team player, looking to start my career in software development. I believe my abilities, desire to further my skills in the field, and my previous work experience in a variety of fields would make me a valuable addition to your team.

While researching dLocal, I was really interested in the role that easy payments processing and collection can play in developing communities further. The greater access to financial services such as home loans and digital payments afforded to ordinary South Africans, the easier it will become to develop South Africa's digital capabilities and increase growth and development in this way.

With a completed Master's degree in International Relations and experience in the diplomatic and social development research fields, I decided to transition into a career in the tech space. As a result, I enrolled in a Software Engineering course at HyperionDev. During my course I learnt Python, Java, and SQL. I created over 30 programs in these languages. I also performed tasks involving problem solving and complex mathematics such as k-means algorithms. I completed my course with a 98% average.

My work experience and education required working under tight deadlines and thinking creatively. I believe my experience has demonstrated my skills in data collection, management and processing, as well as in communication. At Intelidex, I contributed to two reports on social development in South Africa, as part of the Impact Investing team. As part of this team I also participated in workshops involving various foundations in South Africa, including the Standard Bank Tutuwa Community Foundation and the SAB Foundation. During my work at the European Union Delegation, I compiled briefing documents which required me to collect information on a variety of issues and collate and synthesise this into a report.

I am keen to learn more about software development and gain new skills and abilities while building upon the skills and abilities which I possess. Thank you for considering my application and I look forward to hearing back from you soon and discussing this opportunity further.

Best Regards,

OLIVIA WILSON

CONTACT

123-456-7890

www.reallygreatsite.com

hello@reallygreatsite.com

123 Anywhere St., Any City

What and why
you're applying?

Discussing how your
experience relates to
the Job role you're
applying for!

Closing statement



Cover Letter Do's and Don'ts

Cover Letter Do's	Cover Letter Don'ts
<ul style="list-style-type: none">- Explain how you can make a difference	<ul style="list-style-type: none">- Don't focus too much on your current job or education
<ul style="list-style-type: none">- Discuss your skill set and how it applies to the job	<ul style="list-style-type: none">- Don't submit generic or unedited cover letters
<ul style="list-style-type: none">- Include specific or duplicate keywords in your cover letter	<ul style="list-style-type: none">- Don't duplicate the information listed on your resume
<ul style="list-style-type: none">- Tailor your cover letter to the job description	<ul style="list-style-type: none">- Refrain from adding any negative information
<ul style="list-style-type: none">- Don't be afraid to show some personality	<ul style="list-style-type: none">- Don't exceed one page



Get your CV ready to share!

Put into action some of the practical tips you've learnt today and once your CV is in good shape make sure to upload your CV [here](#) so we can share it with our employer network!



What is LinkedIn and why do we use it?



What is LinkedIn and why use it?

- Social networking site created specifically for the business community.
- One of the best ways to show that you are a professional is to build a professional presence on LinkedIn.
- Create and maintain a professional network of people they know and trust.
- LinkedIn can also help you discover the ideal job or internship, as well as to obtain the knowledge you need to further your career.
- World's largest online professional network, which, according to its website, is accruing more than two new members per second.

Steps for creating a 5 star LinkedIn profile



Step 1 - Selecting the right profile picture

Your LinkedIn profile photo and background image serve as your visual business card, it introduces you to others and shapes their initial perceptions of you.

To begin with:

- ensure that the profile picture used is recent
- that 60% of the picture is made up of your face
- that you are dressed appropriately
- and lastly, that you appear confident and approachable.

It is also advisable to keep the background image/banner simple to ensure that this does not compete with the profile image.



Search



Home



My Network



Jobs



Messaging



Notifications



Me



For Business



Sales Nav



Charlotte Witcher

Partnerships & Communications Manager

witchercharlotte@gmail.com

<https://github.com/Witchdoctor-gif/Github.git>



Charlotte (Char) Witcher (She/Her)

Relationship building|Communications|Technology enthusiast

Talks about #tech, #techevent, #techcareer, #techhiring, and #techforgood

London, England, United Kingdom · [Contact info](#)

[5,026 followers](#) · [500+ connections](#)



HyperionDev



Trinity College, Dublin

Step 2 - Creating the perfect & compelling headline

- Your LinkedIn headline is a one or two-liner that appears below your name and above your location
- Provides overview of who you are, your previous experiences, competencies.
- Other than photo - 1st thing people will see - so use these 120 characters wisely

A great headline should be:

Specific

Concise

**Relevant to
your audience**

**Showcase your
skills & unique
value
proposition**

**Include your
current job
title, notable
achievements
and location.**

· 2nd



Better Design

FullStack Developer -- React | NodeJS | ExpressJS | MongoDB | Vue | Nuxt

Talks about #techgeek, #techcareer, #webdevelopment, #fullstackdeveloper, and #softwareengineering

City of Johannesburg, Gauteng, South Africa · [Contact info](#)

[Portfolio - Personal Website](#)

685 followers · 500+ connections



Elizna Smit is a mutual connection

+ Follow

Save in Sales Navigator

More

Step 2 - Creating the perfect headline

Entry-Level Job Seekers and Recent Grads (no industry experience)

*“Recent Software Developer graduate
with a focus in Java and Python”*

Job Seekers with Experience

“Java Developer at XX | 5 years + in Software Engineering | IT consultant”

*“Recent Software Development graduate specializing in Python | freelance QA
consultant | 5 + experience in business management”*

“Director of HR at Oracle | Software Technology | Certified HR Trainer”

Step 3 - Adding Github to your profile

- Most employers in tech companies will look you up on GitHub
- As a developer looking for a job, having a GitHub repo is a MUST
- showcase your best projects and highlight your skills
- LinkedIn does not offer a 'GitHub' field in your account. Here's how you can include your repo on your profile so it's visible in your CONTACT section:

- In your LinkedIn account, click on Contact info
- Next, click on the Edit button at the top right of the little window that opens
- Then, click on Add a website
- And from the drop down on the right, pick Other
- Add your GitHub url in the website URL field
- Then indicate GitHub in the next field – Type (other)
- Finally, click Save

Step 4 - LinkedIn Summary - About section

- Basically the first opportunity you'll have to make a great impression on people
- Chance to let people know what you're looking for
- Are you in the market for a new job? Are you open to making connections with new people? State that.

I'm living the dream.

I've always been a great problem solver, an independent introvert, and a technophile obsessed with the latest devices. Today, I'm working from home as a software engineer for CodeCorp, Inc., and I get to show off all these elements of who I am.

I started learning to code when I was a teenager, though it was always more of a hobby than a career focus. After a college education in Psychology, and continuing to pursue that hobby, I realized software engineering was the right field for me. Since then, I've worked on countless freelance projects and have been involved with a handful of notable startups. Today, I'm working as a junior developer with the amazing team at CodeCorp, Inc., and am getting into machine learning on my own time.

I'm familiar with a variety of programming languages, including JavaScript, HTML, CSS, Python, Ruby, jQuery, and AngularJS, but I'm always adding new skills to my repertoire. I'm also eager to meet other software engineers in the area, so feel free to connect! [<https://emailanalytics.com/linkedin-summary-examples/>]

About

Fullstack Web Developer. Recent Graduate from Hyperiondev Bootcamp. I mainly work with technologies in line with JavaScript, which are :

MongoDB, ExpressJS, ReactJS NodeJS

Always eager to learn.

Link to my tech blog : <https://medium.com/@georgemarwanqana/journey-of-a-18-year-old-full-stack-developer-from-south-africa-pt-1-b631a6772527>

About



Proactive and resilient team leader passionate in building partnerships. Demonstrated history spanning 12 years of working in a broad range of environments from property to tech startups and scaleups. Developed skills in sales, team management, marketing, content creation, analytics, organisation, relationship building, event management and compliance, amongst others. Strong educational background with a BA in Microbiology and a professional qualification in Anti- Money Laundering and compliance.

Step 5 - Experience and Education section

- Provides the reader/recruiter with information relevant to your current and previous employment and educational experiences.
- Always list your experience and education in reverse chronological order, making sure to include dates of employment/study, company names, position held, and a written summary of your accomplishments specific to each of the listed roles.
- Include internships, volunteer work and jobs – including part-time gigs
- Don't be shy about showing off what you learned & skills you've acquired
- Show off honors and awards and projects

Experience



Junior Full-Stack Engineer

Better Design · Full-time

Mar 2023 – Present · 2 mos

Skills: Nuxt.js · Vue.js



Junior Developer

Livemetrics · Internship

Dec 2022 – Mar 2023 · 4 mos

Cape Town, Western Cape, South Africa · Remote

Education



HyperionDev

Fullstack Web Development

Feb 2022 – Aug 2022

Web Fundamentals HTML,CSS

CSS design frameworks...

[...see more](#)

Skills: Next.js · GitHub · Git · JSON · jQuery · React.js · CLI



High School

May 2017 – Dec 2021

Computer Applications Technology

Step 6 - Projects and Certificates section

- Provides the reader/recruiter with information relevant to any projects, honors, awards or certificates you've achieved
- Always list your projects and certificates in reverse chronological order, making sure to include dates of when they were conducted, a concise title description and a written summary of your accomplishments specific to each of them.
- Don't be shy about showing off what you learned & skills you've acquired

Projects

School Ordering System Web App

Nov 2022 - Dec 2022

[Show project ↗](#)

a website or app that allows customers to view the menu and place an order, with an admin interface that enables the restaurant to receive and fulfil customer orders

-x-analytics

Aug 2022 - Oct 2022

[Show project ↗](#)

-x-analytics is a South African football focused platform/web app that mainly focuses on 5 things:

...

[...see more](#)

Itunes Content Search App

[Show project ↗](#)

Itunes Content Search web app. Built with the main focus of removing the hassle of a person having to navigate the entire iStore website for content. Rather, a user can go into the Itunes Content Search web app, and immediately see more

Licenses & certifications



React Native Course

Codecademy

Issued Mar 2023

Credential ID 63DA542657

Show credential 



Programming in C# Certification

Sololearn

Issued Jan 2023

Show credential 



Full Stack Developer Certification

HyperionDev

Issued Oct 2022

Step 7 - Add your Skills and Interests

- Put keywords and search terms in your “skills” section and also in your “summary”
 - This will help you get found in search results on LinkedIn
- SEO (Search Engine Optimise) your profile
 - Recruiters and employers run searches every day to find people
- Your skills count as keywords
 - Putting it as a skill will make your profile show up when someone searches for that word or phrase.

Skills

Nuxt.js



Junior Full-Stack Engineer at Better Design

Vue.js



Junior Full-Stack Engineer at Better Design

Next.js



HyperionDev



1 endorsement

Interests

Top Voices

Companies

Groups

Newsletters

Schools



freeCodeCamp
1,184,515 followers

✓ Following



WeThinkCode
19,509 followers

+ Follow

Show all 4 schools →

Step 7 - Endorsements and recommendations

- Aim to add validity to your profile by allowing your 1st degree connections to either endorse a specific skill that you have listed on your profile
- Going a step further, by writing a recommendation for you.
- Having your skills endorsed, and a relevant recommendation written for you adds more meaning and visibility to your profile and further proves your skill set to potential readers/recruiters.

Recommendations

[Show all pending](#)

Received

Given



Laura Fine · 1st

Trainee Qualified Person (QP) & Quality Professional

December 17, 2021, Laura worked with Charlotte on the same team

Feel very privileged to have worked alongside the creative and inspiring character that is Charlotte Witcher. Having little experience in the industry myself Charlotte was an amazing mentor and was always more than happy to "show me the "sales and partnerships ropes" so to speak. Her flair for editorial and creative writing is an added bonus. I'm glad to have women like this working in the industry! Inspiring!



Rebekah Dobson · 1st

Associate Director, Legal Operations (International Lead)

July 18, 2018, Rebekah worked with Charlotte but on different teams

Charlotte works well under pressure, managing multiple tasks/ projects to a high standard at the same time. She has fantastic communication skills and is skilled in cross-collaboration between teams and to stakeholders, as well as delivering first class customer service to all clients. Charlotte was a true asset to our fast-paced and quick growing team, she will add value to whatever team she joins in the future.

Teamwork

3 endorsements

New Business Development

Department Head for Foxtons Park Lane and Marylebone, Senior Team Leader Central London at Foxtons

2 endorsements

Leadership

2 endorsements

Real Estate

7 endorsements

Research

2 endorsements

Team Leadership

2 endorsements

Anti Money Laundering

1 endorsement

Business Development

1 endorsement



Questions?