

Your CV is not just a biographical account of your life to date, it is a marketing tool with which to “sell yourself” to potential employers. It gives a first impression of you – so make sure it’s a good one!

Most importantly it should ideally be a maximum of two pages in length and be tailored specifically for the job and the organisation in question. If you are sending a CV in response to an advertised post then get a copy of the job specification and make sure your application reflects every aspect of it, e.g. knowledge, skills and attributes required. If you are sending out speculative applications then do lots of research on the organisation and the type of work that you are looking for in order to make your CV as specific as possible to your potential employer. Contact the company prior to sending in your CV to find out what type of work they have available so that you can reflect the skills, knowledge and attributes they are looking for.

### Tips for content

- The heading *Curriculum Vitae* is not essential. The modern approach is to replace it with your name using a larger font and bold print, followed by your contact details. Include your address, telephone number and area code and email address. You may also wish to make reference to your LinkedIn profile or web address if you are linking to a portfolio.
- **Date of birth, marital status and nationality** are not necessary under equality legislation (unless there are visa implications – and you want to show a potential employer that you can legally work in the relevant country).
- Your CV should include **education, experience, skills, interests/achievements and referees** sections. A personal profile/career objective section has been largely replaced by a cover letter. If you are changing career you may find it useful to include one immediately after the personal details section, in order to highlight why you don’t have a lot of experience in the type of work that you are applying for.
- If you are including a **mobile number** on the CV make sure your message minder is activated and that your recording is professional. Make sure your email address is appropriate and that you activate an out-of-office reply during absences.
- **Education** details should generally be given in reverse chronological order (most recent first) or most relevant first. Expand on your most relevant qualifications, e.g. relevant course modules, projects, laboratory work and/or skills developed. Elaborate on any thesis or research work and include a list of tasks involved in carrying out that research. Don’t include irrelevant information such as Junior Certificate or national school.
- Your **employment** section should also be in reverse chronological order, unless your most recent experience is not your most relevant. In this case, you could group jobs together under the headings Relevant Experience and Other Experience. Focus on your responsibilities, achievements in the role and illustrations of where relevant skills were used or developed.
- **Tailor your skills section** depending on the skills required for the job and provide examples of where you have developed that skill. Don’t forget to include the level of skill, where necessary, i.e. fluent in, proficient in, good working knowledge of, etc.
- **Group interests and achievements** under headings and expand on them. Try to also include achievements or interests related to the industry you are applying to, e.g. member of a professional body, participate regularly in relevant discussion groups on LinkedIn, etc.
- **Two referees** are the norm. As a student or recent graduate, include one academic and one work-related. Give their phone number and e-mail along with their title and full contact details. Always ask for their permission first, tell them about the positions you are applying for and give them a copy of your CV when it has been completed. Remember to keep them informed of your career aspirations and achievements to date. If you are in employment, you may wish to include the phrase ‘please consult me before contacting referees’.

### **Tips for style and layout**

- CVs should be typed and no longer than 2 sides of A4 (not double sided) on good quality paper
- There is no need for a cover/binding on your CV – just good quality paper stapled at the top left-hand side
- CVs should always be accompanied by a covering letter (see the handouts on Cover Letters)
- Tailor your CV for each job/company for/to which you apply – research the job and company carefully and tailor your CV appropriately.
- Make sure your application is positive and businesslike. If you have a job specification, mirror the language detailed in the job specification. Use concise phrases and action verbs to quantify your experience. Try to avoid using 'I' or 'my' in your CV. Instead use punchy action verbs such as organised, managed, co-ordinated, liaised with, etc (see the handouts: Action Verbs and also Useful Phrases for CVs and Cover Letters)
- Use bold and bullet points to emphasise your points
- 'Chronological' CVs are best for students and recent graduates. Other types of formats include 'Skills-based' (sometimes preferred if your employment is very varied or if you lack experience); Resumé – one page CV, often used for applications to companies in the USA and some European countries; Creative CVs – specifically for those working in the creative industries. See web links below for further information on these types of formats.

### **Preparation/follow up**

- Visit the DIT Career Development Service for examples or make an appointment with a Careers Adviser to discuss your CV.
- Ask someone to read your CV before you send it. Check for spelling and grammatical errors
- Tailor your CV to match the position. How does your experience, skills and education relate to the position?
- If you have not heard back after a week / 10 days after sending in your CV, follow up your application with a phone call.

### **Templates**

- See the template and web links below for good CV examples
- Use these judiciously and make sure all the content of your CV is specific to you – you don't want a CV that looks the same as everybody else's from your class so experiment with different styles and layouts.

### **Remember**

There is no such thing as a perfect CV but using this help sheet and other handouts from the Career Development Service on CVs and Cover Letters will help you to present your skills and experience in the best light.

### **WEB RESOURCES AND PUBLICATIONS**

<http://gradireland.com/careers-advice/cvs-and-applications/the-graduates-guide-to-cvs>

<http://www.prospects.ac.uk/cvs.htm>

<http://targetjobs.co.uk/careers-advice/applications-and-cvs>

<http://targetjobs.co.uk/careers-advice/job-hunting-tools-downloads>

[https://www.vitae.ac.uk/@\\_@search?SearchableText=academic+cvs](https://www.vitae.ac.uk/@_@search?SearchableText=academic+cvs)

<http://www.dit.ie/careers> (Creative CV Guide) - Guidelines and templates for students working in the Creative Industries

**Ensure your CV comes up to scratch by using our CV checklist**

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### **Educational Qualifications**

**2008-2012 BA (Hons) International Business & Languages.** Major : **Spanish.**  
Dublin Institute of Technology. Results: Pending. 3rd Year: 2.1 Honours  
3<sup>rd</sup> year spent studying in University of Navarra completing related business modules.

#### **Business Subjects:**

Strategic Management, Management Accounting, Business & European Law, Human Resource Management, Market Research, Management Information Systems, International Marketing.

#### **Language Subjects:**

Commercial and Current Affairs Reflected in Foreign Media, Comparative Cultural Studies, Business Reporting, Theory and Practice of Translation.

Involved in various group case-studies presented for peer and academic evaluation, e.g.:

#### ***Comparative analysis of new media advertising techniques used in France and Ireland in the food industry.***

- Undertook market research that captured data on target market demographics.
- Conducted interviews with leading industry personnel including representatives from Kerry Group and Cuisine de France.
- Ascertained advertising initiatives undertaken by companies to reach consumers in both regions.
- Completed comparative analysis of success of strategies taken over 12 month period.

#### **Final Year Thesis:**

##### ***How to find an international business partner in Eastern Europe?***

- Undertook research into the growth of internationalisation in business with Eastern Europe.
- Designed, distributed and analysed quantitative questionnaire to 30 companies across 5 sectors to ascertain how their international business relationships had been initiated and maintained.
- Analysed findings and produced report outlining successful strategies taken.
- Concluded that when companies offer a high quality product, a reputation is created and consequently foreign customers seek their business, resulting in the need for external search tools being low.

2002–2008 **Leaving Certificate 2008**, St Andrews College, Booterstown  
Higher: Business (B1), English (B2), Accounting (C1), French (C1), Geography (C2)  
Ordinary: Maths (B3), Irish (C3)

### **Work Experience/Key Responsibilities**

**Tourism Officer** (Summer 2009 – 2011) - Dublin Tourist Office, Dublin 2.

- Provided a range of information in English, French and Italian on local tourist venues and facilities
- Participated in trade shows and responded to queries
- Updated website and edited marketing materials such as posters and flyers
- Monitored and updated sales display areas ensuring most popular stock was prominently displayed

**Barman** (Term-time 2009 – 2011) – The Welcome Return Public House, Dublin 2

- Provided a friendly, efficient customer service
- Handled a range of financial transactions on a daily basis
- Ensured stock levels were maintained and replenished when required
- Presented all merchandise in a visually attractive manner

**Telesales Representative** (Summer 2008) – Eircom, Dublin 6.

- Advised and informed potential customers about a range of Eircom products and services
- Successfully met daily sales targets
- Identified a range of business opportunities regularly
- Handled a range of complaints and queries in a professional manner
- Updated and maintained client details on company database

### **Achievements and Interests**

**College:** Team leader, Bolton Trust student competition 2011 (encourages and promotes new business enterprise in Ireland). Successfully reached semi-finals.

**Business Idea:** *Caring for your smile – All in one toothbrush and toothpaste* - Submission included full product details and costings for production, summary of the target markets, marketing plan, investment needs and sources.

**Reading:** Consult newspapers to keep up to date with current affairs and increase business awareness. Subscribe to 'Tourism Weekly'.

**Sport:** Keen in interest in variety of sports. Represented DIT in college soccer league.

### **Skills Profile**

**Languages:** Fluent French and Italian

**Teamwork:** Can work independently or as part of a team. Able to motivate others. Employ tact and build relationships - developed through work experience and case studies.

**Communication:** Can deliver presentations to a target audience and field questions under pressure. Able to write reports and business correspondence. Developed through course presentations, assignment submissions and participation in Bolton Trust student competition.

**Interpersonal:** Patient, able to inspire trust, good listener and lead by example – required in work as tourist information officer and telesales representative.

**I.T.** Proficient with Microsoft Office suite. Utilise internet and email on a regular basis. Interested in Internet media, publishing, software development. Good working knowledge of dynamic X and other desktop publishing software programmes.

### **Referees**

**Academic** Mr. Joe Bloggs, Course Co-ordinator, International Business, Dublin  
Institute of Technology. Aungier St, Dublin 8  
**Tel:** + 353 (1) 402 xxxx **Email:** joe.bloggs@dit.ie

**Work** Ms. Emma Smith, (Manager), Dublin Tourist Office, Dawson Street, Dublin 2  
**Tel.** +353 (1) 01 461 xxxx **Email:** [esmith@dublintouristoffice.ie](mailto:esmith@dublintouristoffice.ie)