Making an Effective Curriculum Vitae

Trainer Charbel Abou Hanna
SE Factory – Tripoli Branch

What is a CV?

- • Curriculum Vitae: an organized summary of your educational and professional history usually prepared for job applications

- A CV includes anything a person wants to express about: ⬚ Career goals ⬚ Education ⬚ Experience ⬚ Activities ⬚ Honors

- Its appearance also tells about your:
  - Attention to detail
  - Thoroughness

Why do I need a CV?

- New job positions

- Awards, fellowships

- Grant proposals

- Publishing, introductions for presentations

- Consulting

- Tenure or advancement in University

- Usually accompanied by
    - Cover Letter

CV v. Résumé

- CV
  - Overall summary:
    - Education
    - Experience
    - Pubs, Presentations
    - Teaching, Grants
  - Dozens of pages, eventually

- Résumé
  - Snapshot
  - Tailored information
    - Education
    - Relevant skills set
  - Information generally incomplete
  - Used when applying for
    - Specific job
    - Public or private sector
  - 1 to 2 pages

General guidelines

- A new graduate's CV should cover no more than two sides of A4 paper. Preferably , limit your CV to one page

General guidelines

- Personal and contact information

- Objective

- Academic background

- Work experience

- Skills

- Extracurricular activities

- Honors and awards

General Guidlines

No single "correct" way to present a CV but:

- Targeted to the specific job

- Informative but concise and make every word count

- Accurate in content, spelling and grammar

- Any current positions should be described in present tense. For previous positions, use past tense

General Guidelines

Use action words and sentence fragments

Refrain from using complete sentences and avoid using I or me in your CV

i.e. I worked on a project for ALFA where we had to deliver a OSS Over the Top Application that can help on the performance of the whole network
instead use
Delivered *OSS OTT App that helps Site performance for ALFA*

Use sentence fragments and begin each sentence fragment with a different action word. (such as applied, established and organized)

Objective vs. Profile

- *Goes at the top of your resume

- •Objective – Brief, but specific statement outlining the type of employment (or exact position) one is seeking or applying for.

- •Profile/Summary – Details strengths, experiences, interests, and skills that one has to offer the employer.

Objective (To consider)

- •Objective vs. Cover Letter:
  Can include an objective if you don't have a cover letter – it introduces yourself to the employer. 50% of employers like objective statements while 50% think they are a waste of space, so it's your call here. They are nice for career fairs so that the employer knows immediately what you are looking for (externship, internship, job, etc.).

- •Short and Concise It should be specific and concise. 1-3 sentences, max.

- •One Personal Pronoun (*I*, *you*, *he*, *she*, *it*, *we*, *they*, *me*, *him*, *her*, *us*, and *them*)
  It should include very few pronouns: this is the only appropriate place to use a pronoun on a resume. Often "my" is used in objective statements.

Objective Example

- Example Objective: Seeking a full stack development position in a development company to utilize my background and knowledge in coding and strengthen my coding skills.

- To become an integral part of ABC Company practicing coding, technology development and providing the highest level of quality for the clients"

Key Elements - Education

- Name, address, telephone number, & e-mail

- Education
  - Recent or expected degree at top
  - List degrees, majors, institutions, and dates of completion (or expected date) in reverse chronological order.
  - Positions Held
  - Location, Position, dates

- Dissertations, theses or Projects, including the date it was (will be) finished.
  - Provide titles

Key Elements - Experience

- Experience:
  - Include your job title
  - Name of the employer or institution
  - Dates
  - Your responsibilities
  - Your accomplishments

  - Use "active" verbs to highlight:
    - Delivered a new module for Login for Company X
    - Developed a new AI engine for visual mapping

Key Elements - Experience

- List Chronologically
  List experiences chronologically with most recent first within each category/heading.

- • Use Action Words

- • Present/Past Tense
  Past jobs in past tense – present job in present tense.

- • Practices/Organizations Bold (usually)
  Often titles are fairly similar. If you have interesting titles, then you might switch and have your titles bold to stand out.

- • City, State
  List only city and state (no addresses or bosses name and contact info. That is for the reference page which is a SEPARATE page).

- • Include Dates
  Usually best on the right side of the resume (this is because the employer is more interested in your titles and companies and duties, not that you worked for one summer or 6 months).

Appearance

- Visually appealing and easy to read

  - Don't overdo bold/italics, etc.
  - Use white space
  - Use consistent formatting
  - 1" margins

EDUCATION

2000-2008	**Doctor of Philosophy**, English, University of California Berkeley
2000	**Bachelor of Arts**, English, Occidental College

EDUCATION

PhD	**University of California, Berkeley**, Anthropology, expected May 2008
BA	**Occidental College**, Anthropology, 2000

Main CV Parts to consider

Heading
- Name
- Number
- Email

Section Titles
- Objective
- Education
- Experience

CV Content
- Leadership/Involvement
- Honors/Awards/Professional Organizations
- Interests
- References (Available upon request)

EXAMPLE - OBJECTIVES

- Seeking for a Software Developer position in a fast growing organization to utilize expertise in software development and testing, as well as deployment and support using agile development methodologies. Coming with well honed skills in computer science in addition to excellent communication skills.

- Talented individual with strong communication skills, team spirit, and B.S. in Computer Science desires the position of Software Developer at Redfin. Bringing expertise in writing full-stack code to support multiple platforms, including web, android, and iOS, and a solid grasp of data structures and object- oriented designs.

EXAMPLE – OBJECTIVES (2)

- Looking to obtain the position of Software Developer in a fast-paced tech environment to utilize well honed skills in computer science and extensive experience in developing customized software based on varying client demands.

- Desire the position of Software Developer at ABC Resources to apply expertise in testing, planning, and coding to provide state of the art software solutions to clients on the basis of their specific need.

- Interested in the position of Software Developer at XYZ Inc. where exceptional technical skills in coding and software development will be applied to meet clients' specific needs and enhance the reputation of the company.

The 5P's of a Resume

- ▪ • Painless
  Easy to read, well organized; use bold to make things stand out and use same font type throughout, indent 2-3 levels only.

- ▪ • Perfect
  Proofread for spelling and grammar, consistent with punctuation, no personal pronouns.

- ▪ • Page
  One or two pages is best, 1", .75 or .5 margins (no smaller and make sure all sides are consistent).

- ▪ • Paper
  Resume paper subtle color and pattern (24 pound): if mailed do not fold - use large envelope.

- ▪ • Position
  Specific to the position you are applying for, use keywords from job description.

Questions to Ask Yourself

- Appropriate use of bold and italic text?

- Are categories clearly labeled?

- Is it easy to find sections of interest?

- Has your mentor and at least one other person reviewed and critiqued it?

- Avoided using acronyms?

- Proofread to eliminate typographical errors?

What NOT to do:

- **Don't** include:
  - Birthday (Not mandatory)
  - SS#
  - Ethnic identity
  - Political affiliation
  - Religious preference
  - Hobbies
  - Marital status
  - Sexual orientation
  - Place of birth
  - Photographs
  - Physical: Height; Weight; and Health.

Cover Letter

- 1 page (3-4 paragraphs); 12 point font; 1 inch borders; business letter block-style format

- • Heading on top, same as on resume

- • Have someone proofread; know which letter you sent Check for spelling, grammar and punctuation – mistakes could cost you the job. Be sure to not use words over and over (i.e. Creative, knowledgeable, too many "I"s).

- • Can use same cover letter format for multiple jobs, but you must change each one to match the position

Cover Letter – Format & Content

- • Heading - date, contact person, Dear (contact name):

- • First Paragraph - introduce yourself, where you heard about the position, and why you're applying. Research the practice and add something specific about why you feel you are a good fit.

- • Body Paragraphs - explain your education and experiences (in detail, with expression, and relate to the position).

- • Closing Paragraph - Refer to your resume, state final details (willing to work weekends, etc.), you look forward to hearing back, and thank them for their time and consideration.

- • Ending – Sincerely/Best regards, signature, typed name

Make a Difference

- Make Yourself Stand Out

- • Address to specific person Rather than "To Whom It May Concern" or a department. If sending to a department, write which one or use the practice name. Use a colon after the salutation.

- • State why you are interested

- • Elaborate on your work experiences and related skills

- • Show your personality – what you are passionate about

- • Emphasize involvement and leadership skills

- • Make sure you cover all required qualifications in either your resume and/or cover letter

Cover Letter Creation

format:
•Header - Input contact information

•Greeting the hiring manager

•Opening paragraph - Grab the reader's attention with 2-3 of your top achievements

•Second paragraph - Explain why you're the perfect candidate for the job

•Third paragraph - Explain why you're a good match for the company

•Formal closing

John Doe
Project Manager

john.doe@gmail.com
416-821-9879
Sydney, Australia
linkedin.com/in/john.doe
john.doe

To:
Doris Johnson
Human Resources Manager
Optimal Workplace Inc. 321
Employment Avenue.
Sydney, Australia
5 June, 2019

Dear Ms. Johnson,

As a highly skilled project manager with 11 years of experience, I am writing to express my interest in the project manager position at your company. My experience aligns well, as I have worked in project management for several years with a prominent retailer, and I know I would make a valuable addition to your team.

After working for over a decade in project management, I have advanced knowledge in developing scopes, keeping projects moving, submitting deliverables on time, and ensuring a seamless experience for all parties involved. Moreover, while my previous position afforded me a well-rounded skillset, including excellent relationship building and time management skills, I excel at:

- Outlining project scopes, managing timelines, and deadlines.
- Tracking and reporting on overall progress.
- Managing daily operations and implementation of new programs.
- Forecasting project revenue and ensuring all goals are met.

In addition to my experience and relationship-building experience, I have a solid educational foundation and a passion for furthering projects that build loyalty and, in turn, grow revenue for your organization. I would much appreciate the opportunity to contribute to your ongoing growth and continued success.

Please review my attached application for additional details regarding my expertise and achievements. Do not hesitate to reach out if you have any questions or need further clarification on my experience. I would love to meet with you and discuss this position in detail.

Thank you for your consideration.

Sincerely,
John Doe

1. Contact Details

2. The Hiring Manager / Department Information

3. Opening Paragraph

Make it personal and tailor it for each job application to grab the reader's attention.

4. The Body

Describe what are your major achievements and how will you help them solve their current challenges. Mention why you are the right person for the job

5. Closing Paragraph

6. Formal Salutation

John Doe
Digital Marketer

john.doe@gmail.com ✉
202-555-0166 ▯
New York, USA ◉
john-blog.com ⊕
linkedin.com/in/john.doe in
@john.doe ✖

To:
Elba Solutions Aps
Erling Kare, CMO
Frederiksberg, Denmark
erling@elbasolutions.dk
21 August, 2019

Dear Mr. Erling Kare,

The creativity and enthusiasm of My Choice: Creative Agency has sparked my enthusiasm to apply and become your next Digital Marketer. My ambitious interest in digital marketing and social media combined with working at your company would be a unique and enriching experience for both parties.

Having more than 4 years of work experience within the Marketing industry, I have developed strong expertise in customer research, social media activation, project management and content creation.

The main achievements that I had in my previous position, that are highly relevant to your specific case and prove the value that I can add to your team, are:

- Increased the conversion from normal users to paying customers from 1,5% to 3,8% in the last year.
- Created over 5 new social media campaigns which increased the engagement (shares and comments) of our users with over 700%.
- Improved the existing strategy to incorporate the latest technological changes to help the organization expand in 3 countries in Northern Europe.
- Researched the differences in consumer behavior for the 3 countries in Northern Europe and created a go-to action plan for each specific one and reached the 1st year targets in the first 10 months.

In addition to this, my internship in a tech start-up for which I was managing independently the whole digital marketing department gave me the perfect insights into your current targeting challenges for expanding in new countries.

Analyzing the target markets, creating social media content and ads for platforms such as LinkedIn, Facebook and Twitter, as well as applying the right communication strategies were the tasks that I took care of and would highly fit your current needs as I already found 3 new ways of reaching new customers for your company through these platforms.

I succeed at working independently as much as I enjoy mutually sharing creative ideas with other team members. Additionally, I am enthusiastic about analyzing market researches as I have an eye for consumer behavior as my previous position has proven.

I will call you next Wednesday in order to follow up on my application at My Choice: Creative Agency and arrange an interview.

Sincerely,
John Doe

Step #1 - Pick the Right Cover Letter Template

- A good cover letter is all about leaving the right first impression.

- So, what's a better way to leave a good impression than a well-formatted, visual template

Monday, July 19, 2010

To Whom It May Concern:
I am submitting my resume for your consideration, because I feel that I would be very suitable, for the position, for which you are hiring, due to my experience, knowledge, education and skills. I am very willing and capable of learning any new skills, in order to fulfill the duties required to perform the job at hand. Thank you, for your time, and giving me the opportunity to speak with you, during an interview. I look very forward to working with you.

Sincerely,

X_____

EPIC FAIL!
BAD COVER LETTER EXAMPLE
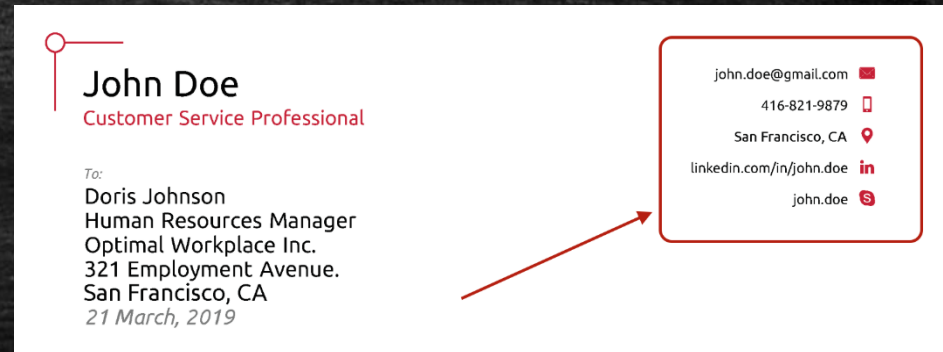
Step #2 - Start the Cover Letter with a Header

- Full Name
- Phone Number
- Email
- Date
- Name of the hiring manager / their professional title
- Name of the company you're applying to

In certain cases, you might also consider adding:

- **Social Media Profiles** - Any type of profile that's relevant to your field. Social Profiles on websites like LinkedIn, GitHub (for developers), Dribble (for designers), etc.
- **Personal Website** - If you have a personal website that somehow adds value to your application, you can mention it. Let's say you're a professional writer. In that case, you'd want to link to your blog.

And here's what you **shouldn't mention** in your header:

- **Your Address / City of Residence** - This is something you include in your resume, not the cover letter.
- **Unprofessional Email** - Make sure your email is presentable. It's pretty hard for a hiring manager to take you seriously if your email address is *"brooklyplaya@gmail.com."* Whenever applying for jobs, stick to the "[first name] + [last name] @ email provider.com" format.

Step #3 - Greet the Hiring Manager

- Once you've properly listed your contact information, you need to start writing the cover letter contents.

- The first thing to do here is to [address the cover letter](#) to the hiring manager.

- That's right, the hiring manager! Not the overly popular *"Dear Sir or Madam."* You want to show your future boss that you did your research and are really passionate about working with their team.

- The simplest option is to look up the head of the relevant department on LinkedIn. Let's say you're applying for the position of a **Marketing Assistant** at Company X. The hiring manager is probably **Head of Marketing** or **Chief Marketing Officer**.

- Or let's say you're applying for the position of a server. In that case, you'd be looking for the *"restaurant manager."*

- If this doesn't work, you can also check out the ["Team" page](#) on the company website; there's a good chance you'll at least find the right person there.

Can't Find the Appropriate Person?

- Dear **[Department]** Hiring Manager

- Dear Hiring Manager

- To whom it may concern

- Dear **[Department]** Team

- Dear Sir/Madame

Step #4 - Write an Attention-Grabbing Introduction

- The *#1* problem we see with most cover letter opening paragraphs is that they're usually extremely generic. Most of them look something like this...

Wrong Example

- Hey, my name is Jonathan and I'd like to work as a Sales Manager at XYZ Inc. I've worked as a sales manager at CompanyX Inc. for 5+ years, so I believe that I'd be a good fit for the position.

Step #4 - Write an Attention-Grabbing Introduction

- Instead, you want to start off with **2-3 of your top achievements** to really grab the reader's attention. Preferably, the achievements should be as relevant as possible to the position.

Correct Example

Dear Josh Smith,

My name is Michael and **I'd like to help XYZ Inc. hit and exceed their sales goals** as a Sales Manager. I've worked with Company X, a fin-tech company, for 3+ years. As a Sales Representative, **I generated an average of $30,000+ in sales per month** (beating the KPIs by around 40%). I believe that my previous industry experience, as well as excellence in sales, makes me the right candidate for the job.

Step #5 - Explain why you're the perfect person for the job

- open up the job ad and **identify which of the responsibilities are the most critical**.

- top requirements for the opening you are applying to are:

- Experience managing a Facebook ad budget of 50,000+ / month

- Some skills in advertising on other platforms (Google Search + Twitter)

- Excellent copywriting skills

Step #5 - Explain why you're the perfect person for the job

- you need to discuss how you fulfil these requirements. So, here's how that would look for our example:

✓ Good Example

In my previous role as a Facebook Marketing Expert at XYZ Inc. I handled customer acquisition through ads, managing a monthly Facebook ad budget of $20,000+. As the sole digital marketer at the company, I managed the ad creation & management process end-to-end. Meaning, I created the ad copy, images, picked the targeting, ran optimization trials, and so on.

Other than Facebook advertising, I've also delved into other online PPC channels, including:

- Google Search
- Twitter
- Reddit
- Quora

Step #6 - Explain why you're a good fit for the company

The HR manager doesn't only look at whether you'll be good at the job or not. They're looking for someone that's also a good fit for the company culture.

Meaning, you also need to convince the HR manager that you're really passionate about working with them.

How do you do this? Well, as a start, you want to do some research about the company. You want to know things like:

- What's the company's business model?

- What's the company product or service? Have you used it?

- What's the culture like? Will someone micro-manage your work, or will you have autonomy on how you get things done?

Step #6 - Explain why you're a good fit for the company

- you need to figure out what you like about the company and turn that into text.

- Let's say, for example, you're passionate about their product and you like the culture of innovation / independent work in the organization.

✕ **Incorrect Example**

I'd love to work for Company XYZ because of its culture of innovation. I believe that since I'm super creative, I'd be a good fit for the company. The company values of integrity and transparency really vibe with me.

Step #6 - Explain why you're a good fit for the company

- you need to figure out what you like about the company and turn that into text.

- Let's say, for example, you're passionate about their product and you like the culture of innovation / independent work in the organization.

✓ **Correct Example**

I've personally used the XYZ Smartphone, and I believe that it's the most innovative tech I've used in years. The features such as **Made-Up-Feature #1** and **Made-Up-Feature #2** were real game changers for the device.

I really admire how Company XYZ thrives for excellence for all its product lines, creating market-leading tech. As someone that thrives in a self-driven environment, I truly believe that I and Company XYZ will be a great match.

Step #7 - Wrap up with a call to action

- In the final paragraph, you want to:

- **Wrap up any points you couldn't in the previous paragraphs**. Do you have anything left to say? Any other information that could help the hiring manager make their decision? Mention it here.

- **Thank the hiring manager for their time**. It never hurts to be courteous, as long as you don't come off as too needy.

- **Finish the cover letter with a call to action**. The very last sentence in your cover letter should be a call to action. You should ask the hiring manager to take some sort of action.

Step #7 - Wrap up with a call to action

- let's turn this into a practical example:

- ***So to wrap it all up, thanks for looking into my application. I hope I can help Company X make the most out of their Facebook marketing initiatives.*** *I'd love to further discuss how my previous success at XYZ Inc. can help you achieve your Facebook marketing goals."*

Step #8 - Use the right formal closing

all you have to do is write down a formal "goodbye" and you're good to go.

Feel free to use one of the most popular conclusions to a cover letter:

- Best Regards,

- Kind Regards,

- Sincerely,

- Thank you,

Cover Letter Checklist

1) Does your cover letter heading include all essential information?
Full Name
Professional email
Phone Number
Date
Relevant Social Media Profiles

2) Do you address the right person? I.e. hiring manager in the company / your future direct supervisor

3) Does your introductory paragraph grab the reader's attention?
Did you mention 2-3 of your top achievements?
Did you use numbers and facts to back up your experience?

4) Do you successfully convey that you're the right pro for the job?
Did you identify the core requirements?
Did you successfully convey how your experiences help you fit the requirements perfectly?

Cover Letter Checklist

5) Do you convince the hiring manager that you're passionate about the company you're applying to?
Did you identify the top 3 things that you like about the company?
Did you avoid generic reasons for explaining your interest in the company?

6) Did you finalize the conclusion with a call to action?

7) Did you use the right formal closure for the cover letter?

Send your Cover letter

Microsoft Edge
PDF Document