



CV Writing Guide

What is a CV?

- A CV is a **marketing** document **targeted** to the **audience** you are seeking.
- Recruiters spend around **6 seconds** reviewing a CV before deciding if they want to continue reading it.

Your primary goal: grab their **attention!**

JAMES SMITH

Madrid, Spain | (+34) 12345678 | james.smith@ie.edu | [linkedin.com/in/james.smith](https://www.linkedin.com/in/james.smith)
EU Work Permit holder

PROFESSIONAL SUMMARY

Experienced Consultant with a demonstrated history of working in the Healthcare, Manufacturing and Oil & Gas sectors. Skilled in Data Analytics and Business Process Reviews. Passionate about problem solving and consulting projects, currently pursuing a Master in Management with a specialization in Digital Business in Madrid.

EDUCATION

IE BUSINESS SCHOOL <i>Master in Management with specialization in Digital Business</i> <ul style="list-style-type: none">• Vice President – IE Healthcare Club – reforming it become the most engaging club at IE• Class representative• Beta Gamma Sigma academic honors• IE Foundation Scholarship	MADRID, SPAIN SEP. 2019 – JUL. 2020
TECHNICAL UNIVERSITY MUNICH <i>Bachelor of Engineering, Electronics Engineering</i> <ul style="list-style-type: none">• Gold Medalist with distinction (1st rank, honors)• Jt. Secretary – Electronics Students Association	MUNICH, GERMANY AUG. 2013 – JUN. 2017

PROFESSIONAL EXPERIENCE

MAMU <i>Co-Founder, Solution Lead (CTO) (Food, Seed Capital €10K, www.mamumushrooms.com)</i> <ul style="list-style-type: none">• Letter of Intent from 5 corporate customers• Offer to join a food incubator in Madrid	MADRID, SPAIN SEP. 2019 – PRESENT
EY <i>Associate Consultant (Consulting, Revenue US\$ 36.4b, www.ey.com)</i> <ul style="list-style-type: none">• Worked in teams on Business Process Reviews in Healthcare, Oil & Gas and Manufacturing sectors• Won the EY Excellerator award in November 2018 for improving the efficiency of a Neo-Natal Childcare Hospital• Developed an R-based Sales Prediction Prototype for a Textile Giant improving budget allocation by 5 million euros• Designed Standard Operating Procedures, ERM Maturity Models and Risk Mitigation plans for over 8 clients	MUNICH, GERMANY SEP. 2017 – JUL. 2019
SAP <i>Intern (Software, Revenue US\$ 3.3b, www.sap.com/)</i> <ul style="list-style-type: none">• Designed process flows to identify bottlenecks in the purchase modules of the product	MUNICH, GERMANY JUN. 2016 – AUG. 2016

LANGUAGES

- German (native) • English (fluent)

TECHNICAL SKILLS

- Advanced Excel Analytics • SAP PM, FICO modules

VOLUNTEERING EXPERIENCE

YOUTH MENTOR – EY FOUNDATION <ul style="list-style-type: none">• Mentored 2 mentally challenged kids with mathematics course-work	FEB. 2018 – JUL. 2019
PRO-BONO CONSULTANT – KSARA, MUNICH <ul style="list-style-type: none">• Developed an online strategy, streamlined operations, revamped packaging, and improved targeting of CSR funds	AUG. 2016 – JUN. 2017
MATHEMATICS TEACHER – MIND OVER MATTER, MUNICH	NOV. 2012 – FEB. 2012

OTHER ACHIEVEMENTS

- Completed a 42 km Running Marathon 2019
- Two-time National Finalist at the ABC Global Business Challenge 2016 and 2017

The IE Template

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OTHER ACHIEVEMENTS

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Name, contact details, LinkedIn URL, work permits

Professional Summary

Education & leadership roles within college clubs, GPA, relevant courses...

Relevant internships or working experience, entrepreneurship experience. Include key words & competencies from your sector of interest

Include languages from intermediate level onwards

Relevant technical skills

Include any volunteering experiences

Include any other achievement or relevant interest

CV Surgery

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Madrid, Spain

(+34) 123456789 | james.smith@student.ie.edu

LinkedIn URL / Personal webpage URL (if applicable)

Work Permits (if applicable and advantageous)

PROFESSIONAL SUMMARY

(Include 3-4 line Professional Summary) Describe yourself as a professional, do not forget to include your transferable skills specially if changing sector.

EDUCATION

IE BUSINESS SCHOOL

International MBA

- IE Foundation Scholarship (if applicable)

MADRID, SPAIN

STARTING DATE- ENDING DATE

NAME OF YOUR UNIVERSITY

Bachelor, Ms, Ma according to Degree

- Relevant achievements.

COUNTRY, CITY

STARTING DATE- ENDING DATE

CV Surgery

Eligible for EU Blue Card
/ Spanish Highly
Qualified Professional
Visa

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COUNTRY, CITY

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PROFESSIONAL SUMMARY

Dual national having lived in 6 different countries and trilingual in French, Italian and English. Founded an award-winning social enterprise in Canada and raised \$3.5M to help rebuild a city destroyed by a train carrying 7 million liters of crude oil that derailed and exploded. Passionate and experience about urban renewal, smart cities and urban mobility with a strong experience in analytical decision making, public affairs and public speaking.

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NAME OF YOUR UNIVERSITY

Bachelor, Ms, Ma according to Degree

- Relevant achievements.

Clubs, leadership roles,
important projects

et to include your transferable

MADRID, SPAIN

STARTING DATE- ENDING DATE

COUNTRY, CITY

STARTING DATE- ENDING DATE

CV Surgery

PROFESSIONAL EXPERIENCE

COMPANY NAME (SECTOR OF OPERATION, REVENUE, NUMBER OF EMPLOYEES, LINK TO WEBSITE)

COUNTRY, CITY

Role you had

STARTING DATE- ENDING DATE

- Please describe your experience using bullet points and C.A.R method (Challenge, action, result). Try to avoid specific jargon specially if changing industries. If ending date state, please use past tense of action verbs.
- e.g. Formulated banking method that decreased teller outage by 60%.
- e.g. Increased departmental sales by 25% in first three months as manager.

COMPANY NAME)

COUNTRY, CITY

Role you had

STARTING DATE- ENDING DATE

- e.g. Maintained 40% net profit margin in retail sales over two year period.
- e.g. Redesigned paint system resulting in annual savings of \$60,0000.
- e.g. Trained over 200 insurance agents in the legal, ethical, and regulatory aspects of insurance and securities sales.

How to go from good to great in 4 steps?

- **Step 1:** Learn how to read a job description
- **Step 2:** Match your skills/experiences to the sector requirements
- **Step 3:** Use concrete examples instead of vague statements
- **Step 4:** Introduce sections that make your content stand out



Step 1: Learn how to read a Job Description



Junior Business Development Manager - with Italian



Amazon · Madrid, ES

Posted 3 weeks ago · 555 views

Save

Apply

■ See how you compare to 144 applicants.
[Reactivate Premium for Free](#)

Job	Company	Connections
<ul style="list-style-type: none">• 144 applicants• Entry level	<ul style="list-style-type: none">• 10001+ employees• Seattle, WA	<div> 14 connections</div> <div> 50 company alumni</div>

Step 1: Learn how to read a Job Description

Basic Qualifications

- Bachelor degree in Economics/Management/Business Administration
- Fluency in Italian and English
- At least 6 months of working experience
- Demonstrated track record of success in sales, account management, product marketing or management consulting roles.
- Excellent written and verbal communication skills; able to explain complex concepts in a simple manner
- Interested in new technologies, capable internet user
- Great team player
- Advanced computer skills (Excel, Word, Outlook, PowerPoint).
- Ability to work with wide range of people at all decision-making levels.
- Experience solving analytical problems, either in professional experience (data analysis) or education.

Preferred Qualifications

- Experience in outbound sales would be an advantage
- Experience with e-commerce or retail would be an advantage.
- Italian language fluent mandatory
- Basic SQL knowledge is a plus

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.

Step 1: Learn how to read a Job Description

Basic Qualifications

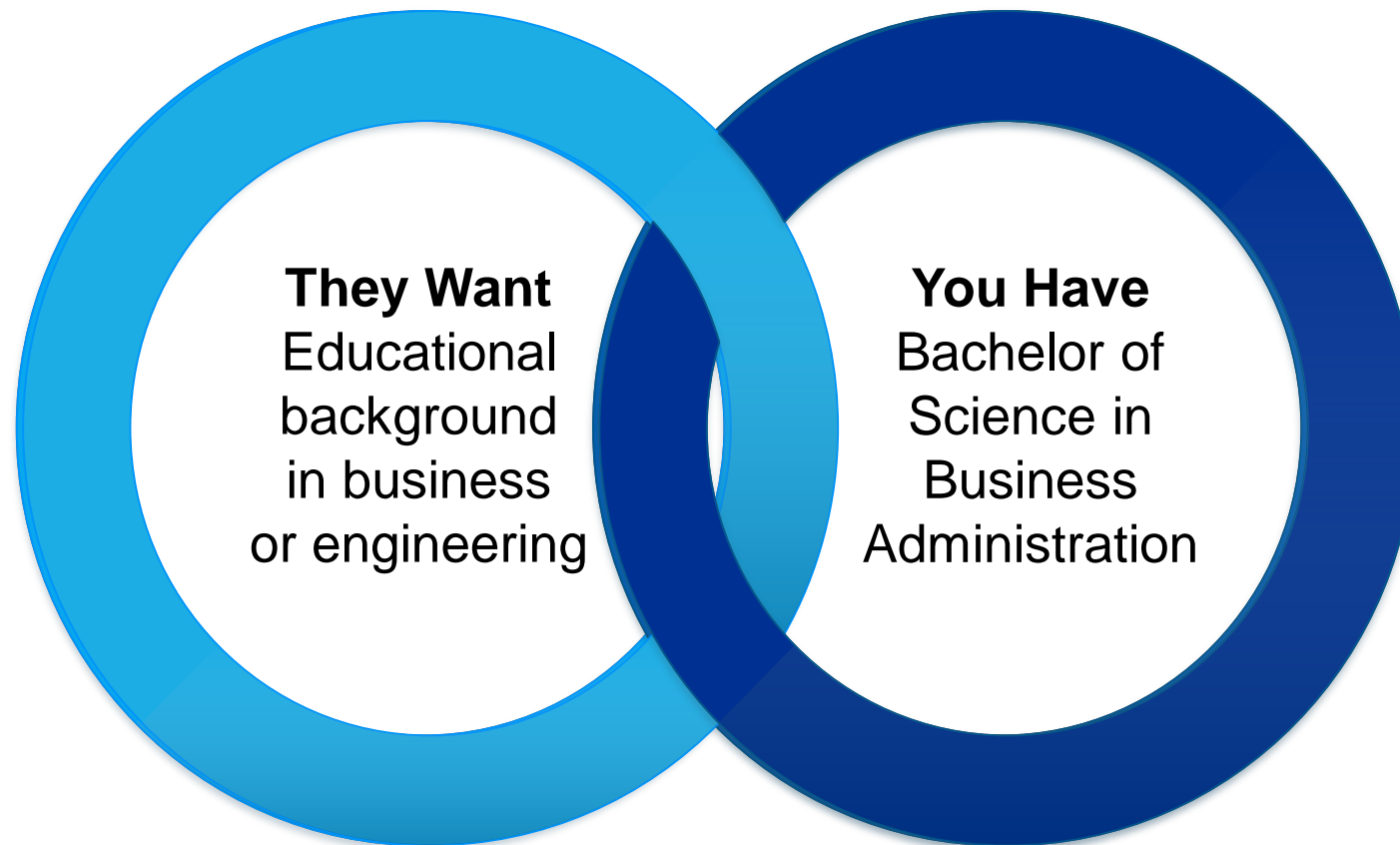
- Bachelor degree in Economics/Management/Business Administration
- Fluency in Italian and English
- At least 6 months of working experience
- Sales orientation** — • Demonstrated track record of **success in sales**, account management, product marketing or management consulting roles.
- Analytical skills** — • **Excellent written and verbal communication** skills; able to explain complex concepts in a simple manner
- Tech savviness** — • **Interested in new technologies**, capable internet user
- Team work** — • **Great team player**
- Advanced computer skills (Excel, Word, Outlook, PowerPoint).
- Adaptability** — • **Ability to work with wide range of people** at all decision-making levels.
- Communication** — • **Experience solving analytical problems**, either in professional experience (data analysis) or education.

Preferred Qualifications

- Experience in outbound sales would be an advantage
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Step 2: Match your Skills and Experiences to Sector Requirements



Logic Match:

Be sensible, focus on the **must** and read between lines!

Step 2: Match your Skills and Experiences to Sector Requirements

Quantitative & Analytical Ability

- Ability to solve quantitative problems
 - ✓ GPA/Class Rank, GMAT Scores, CFA, etc
 - ✓ Passed each level of the CFA program in first attempt
 - ✓ University Major / Program
- Advanced Proficiency in Excel/ Modeling Skills
 - ✓ List technical skills pertaining to finance industry (Bloomberg, CapitalIQ, Factset)

Initiative & Motivation

- Initiative, motivation and energy to deliver strong results
 - ✓ High GPA
 - ✓ Ability to balance career w/extracurricular activities
 - ✓ Athletic achievements
 - ✓ Received offer for full-time employment as well as a discretionary bonus at the end of the internship

Step 2: Match your Skills and Experiences to Sector Requirements

Communication Skills

- Ability to write and speak efficiently
 - ✓ Previous work with clients
 - ✓ Writing reports
- Market specific language skills

Teamwork & Leadership Skills

- Team projects/completions
- Team sports
- Previous professional experiences working in teams

Step 2: Match your Skills and Experiences to Sector Requirements

Interest in Sector

- Employers want to know that you know exactly what you are getting yourself into and that you have a legitimate interest in a finance career
 - ✓ Targeted professional summary
 - ✓ Relevant classes and projects
 - ✓ IE Clubs Board Membership

Find a way to stand out

- International experience → Example: lived in 4 different countries
- Awards and achievement
- Highlight your relevant interests → investing (Example: actively maintain investment portfolio with historical returns of over 15%), charities, etc.

Step 2: Match your Skills and Experiences to Sector Requirements

Most demanded competencies:

- **Core Values:** integrity, professionalism, respect for diversity
- **Core Competencies:** communication, teamwork, planning & organization, creativity, client orientation, commitment to continuous learning, technological savviness
- **Managerial Competencies:** leadership, vision, empowering others, building trust, decision-making



Step 3: Use concrete examples instead of vague statements using the following structure:

We use this structure to make sure that our **content is result-oriented** instead of functional oriented.



Action Verb: be specific and use strong action verbs.



Task: tells what you did, and the personal strengths that enabled you to take action.



Result: shows the business impact of your actions: key deliverables, “measurables”, and contributions, all described in terms of the point of view.

employer's

Step 3: Use concrete examples instead of vague statements

Vague

- Managed membership
- Part of a team responsible for attracting new clients
- Responsible for the financial modelling



Concrete

- Tripled membership by re-organizing recruitment process both on and off-campus
- Achieved a 10% increase in sales in 7 months by attracting 10 new clients
- Developed valuation models in order to evaluate 3 target companies for a potential business deal

Step 3: Use concrete examples instead of vague statements

ACTION VERBS

You will be able to find a wide variety of action verbs in the CV Writing Guide:

- **Communication & People Skills:** collaborated, motivated, proposed
- **Creative Skills:** created, generated, launched
- **Management & Leadership Skills:** controlled, developed, executed
- **Data & Financial Skills:** analyzed, budgeted, calculated
- **Helping Skills:** assessed, managed, solved
- **Organizational & Detail Skills:** classified, generated, validated
- **Research Skills:** analyzed, collected, documented



Step 3: Use concrete examples instead of vague statements

MARKETING EXAMPLE

Before

- Assisted manager in product marketing projects

After

- Aided in a \$2 MIL USD project to launch loyalty programs that produced results despite operational and technical challenges.

FINANCE EXAMPLE

Before

- Oversaw financial accounting and reporting

After

- Revised rudimentary chart of accounts to provide more detail on expense reporting, allowing for more accurate projections of the annual budget.

Step 3: Use concrete examples instead of vague statements

PROJECT MANAGEMENT EXAMPLE

Before

- Served as project manager for an on-campus consulting club

After

- Managed multiple overlapping projects (10 within 6 months) from launch through client delivery for 3 Fortune 500 clients, managing to keep all projects on schedule

ENTREPRENEURSHIP EXAMPLE

Before

- Met all aspects of managing a business

After

- Achieved profit on computer products by establishing, developing, and negotiating supplier relationships with large electronic companies such as Dell, Apple, and Nokia

Step 4: Introduce sections that make your content stand out

- **Professional Summary** or value-added statement
- **Academic Highlights**
- **Core Competencies** or Summary of **Skills**
- **Leadership Experience**
- **Relevant Experience**
- **Interests & Hobbies**



Step 4: Introduce sections that make your content stand out

Professional Summary

Summary of 3 to 5 lines that includes the most relevant and outstanding information about you and your background:

- Educational Background
- Main functions / roles
- Main areas of specialization
- Sectors where you have developed your professional experience (if any)
- Most relevant skills / awards
- Sector of interest

CV Recap

- **Identify your added-value:** self-assessment is the key
- **Use a sector focused approach to tailoring your CV:** identify the skills that the sector seeks by using Job Descriptions as a tool
- **Use concrete examples that highlight your added-value:** detail vs. vagueness to bring context to your content
- **Introduce new sections:** brand yourself!



Superhero's List

- Past achievements
- Results obtained
- Awards received
- Projects worked on
- Ideas generated
- Skills developed
- Data base of key bullet points

