

The Successful CV

What makes you stand out?


Outline

1. **Plan your CV**
 - a. Analyze your audience
 - b. Investigate relevant information
 2. **Write your CV**
 - a. Choose your CV Type
 - b. Organize your ideas around your strengths
 - c. Compose your first draft by adapting your writing style
 - d. Use a professional layout
 3. **Edit your CV**
 - a. Revise your message by evaluating content, reviewing readability and editing and rewriting to adjust length and clarity
 - b. Proofread your CV for typos and errors in layout, alignment, spelling and grammar
 - c. Produce your CV
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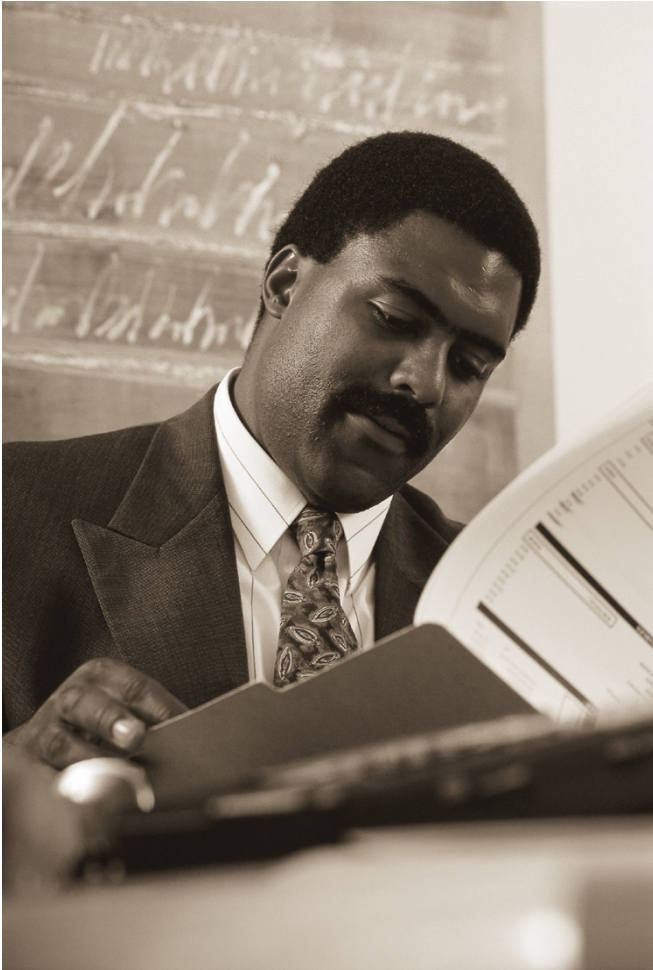
Employers are seeking people who?

- Think in terms of results
- Know how to get things done
- Are well-rounded
- Demonstrate progress in work and personal experience
- Have personal standards of excellence
- Are flexible and willing to try new things
- Possess strong communication skills

How will you stand out from your competition?

- Adapt your CV to the company/job you are applying for.
 - To be effective and gain you an interview, it needs to be an advertisement that promotes YOU! 
 - Make the employer want to know more about you.
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How long will the employer spend looking at your CV?



- Less than ONE MINUTE
- Average time is

45 seconds

What does this mean?

- Consider the reader's point of view
 - Answer their questions with your CV
 - Remember the three P's (Past, People, Personal)
 - Must be visually appealing
 - Must be easy to read
 - Must be professional
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Planning your CV

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1. Analyze
 2. Investigate and adapt

1. Analyzing your Audience

- It's not necessary to tell the reader everything about you.
 - Present strengths/experiences/abilities in a way that leaves the reader wanting to know more.
 - Present the details in a manner relevant to the audience
 - Many of the answers can be found in the job advertisement.
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Review the Job Advertisement

- For example: if knowledge of international export is required, you want to explicitly state that you have this knowledge.
 - Don't put irrelevant information. For example your customer service experience is irrelevant if not required for the job.
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Investigate and Adapt

- Who will read your CV?
- Will it be a human resources representative or a front line manager?
- How can you know?
 - Investigate the company – big or small?
 - Small companies may not have an HR dept.
 - Read the company website
 - Ask friends or an employee of the company
 - Call and ask

Let's Look at an Example

- **Description:** Are you looking for a physical job in a warehouse? Our East End client is hiring immediately for order pickers in their warehouse. This is a long term position and there are different shifts available.

Responsibilities:

Pick orders from manual pick list
Lifting product and loading pallet
Verify shipments for accuracy
Operate low lifts and forklifts
Various warehouse duties as required

- **Qualifications:**

Recent warehouse and/or physical labour experience
Ability to bend, crouch and lift up to 50lbs
Strong attention to detail
CSA approved steel toed footwear
Clean criminal record or ability to have one processed

If this sounds like the position for you visit us between 8am and 4:30pm (Monday-Friday)
1980 Ogilvie Road, Unit 214 (Gloucester Centre, 2nd Floor) and ask for Ashley or Tracy

Bring with you your resume, 2 business references and 2 pieces of ID. If you have any back checks or clearance complete, please bring that as well.

*Please note that we will be closed Friday April 22nd, 2011.

- What are the needs of the employer?
- Writing your CV to emphasize these qualities is KEY.
- Match your skills to the job advertisement.

Writing your CV

- Work Experience
 - Specific dates, duties, titles and accomplishments
 - Customize the duties and target to the job offer
 - Omit irrelevant info – for example, experience in customer service isn't relevant to the example job posting
 - Not necessary to list all your experience (but be prepared to explain gaps in your employment.)
- Education – degrees, certificates, classes
 - Can include training/workshops – not limited to school
 - Can list specific classes relevant to job posting
- Personal Details – volunteer work, memberships
 - Include dates/duties/titles
 - Include **only** if relevant
 - Keep it business oriented – no age/gender/family info

Compose your List

- All achievements
 - All qualifications
 - All educational experiences
 - All personal characteristics (strengths)
 - Ask family and friends for suggestions
 - This will take time but....
 - This will help you customize each version of your CV. You will simply choose from your list.
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Adapt your CV to your Audience

- Your goal is to demonstrate to the reader of your CV that you can meet their needs and add value.
 - Which information is relevant? Ask yourself the following questions to decide:
 - 1) What key qualifications is the employer seeking?
 - 2) What strengths/experiences/qualities do I have that meet these qualifications?
 - 3) What will set me apart from other candidates?
 - You will have a standard CV that you will “tweak” for each job that you apply for.
 - Now you are ready to write it.
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3 Types of CV

1. Chronological

- ❑ Use this type if you have a steady work history in the field you are looking for work.
- ❑ Employers are most familiar with this type as they can easily find key information they are looking for.
- ❑ It shows employment stability
- ❑ It highlights career advancement and growth

2. Functional

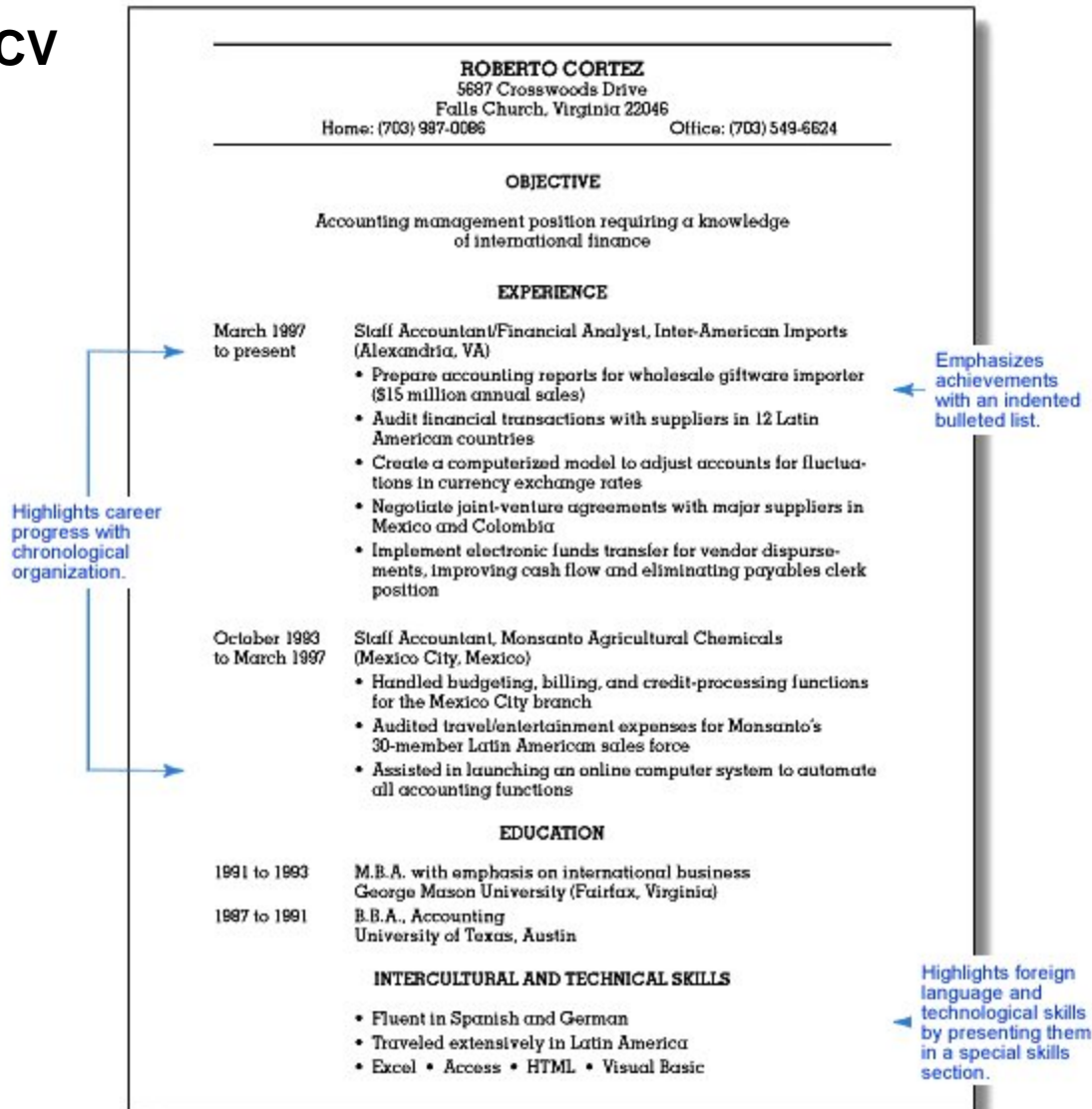
- ❑ Use this type if you are entering the job market for the first time or are changing careers.
- ❑ The main body of this type of CV is titled “Relevant Skills” and comes just after your objective statement.

3. Combination

- ❑ Use if you have little work experience but possess the required skills.
- ❑ Can be useful if you have limited experience but be careful as it can be too long.

Most of you will use the chronological type of CV

Chronological CV



Functional CV

Glenda S. Johns

Home: 457 Mountain View Road
Clear Lake, IA 50428
(515) 633-5971

College: 1254 Main Street
Council Bluffs, IA 51505
(712) 438-5254

OBJECTIVE

Retailing position that utilizes my experience

RELEVANT SKILLS

- Personal Selling/Retailing
 - Led housewares department in employee sales for spring 1999
 - Created end-cap and shelf displays for special housewares promotions
 - Sold the most benefit tickets during college fund-raising drive for local community center
- Public Interaction
 - Commended by housewares manager for resolving customer complaints amicably
 - Performed in summer theater productions in Clear Lake, Iowa
- Managing
 - Trained part-time housewares employees in cash register operation and customer service
 - Reworked housewares employee schedules as assistant manager
 - Organized summer activities for children 6–12 years old for city of Clear Lake, Iowa—including reading programs, sports activities, and field trips

EDUCATION

- AA, Retailing Mid-Management (3.91 GPA / 4.0 scale), Iowa Western Community College, June 2000
- In addition to required retailing, buying, marketing, and merchandising courses, completed electives in visual merchandising, business information systems, principles of management, and business math

WORK EXPERIENCE

- Assistant manager, housewares, at Jefferson's Department Store during off-campus work experience program, Council Bluffs, Iowa (fall 1999–spring 2000)
- Sales clerk, housewares, at Jefferson's Department Store during off-campus work experience program, Council Bluffs, Iowa (fall 1998–spring 1999)
- Assistant director, Summer Recreation Program, Clear Lake, Iowa (summer 1998)
- Actress, Cobblestone Players, Clear Lake, Iowa (summer 1997)

LEADERSHIP EXPERIENCE

- Student Co-Chair for Clear Lake Women's Auxiliary Board Fashion Show 2000 (raised \$45,000)
- President of Phi Kappa Phi Sorority 1999
- Student representative (high school) to Clear Lake Chamber of Commerce (2 years)

Describes relevant skills first because Johns is a recent graduate.

Uses action verbs to enhance résumé effectiveness.

Describes but does not emphasize Johns' sketchy work history.

Calls attention to leadership abilities and experience by listing her leadership positions in a separate section.

Combination CV

Erica Vorkamp

993 Church Street, Barrington, IL 60010
(847) 884-2153

OBJECTIVE

To obtain a position as a special events coordinator that will utilize my skills and experience

SKILLS AND CAPABILITIES

- Plan and coordinate large-scale public events
- Develop community support for concerts, festivals, and the arts
- Manage publicity for major events
- Coordinate activities of diverse community groups
- Establish and maintain financial controls for public events
- Negotiate contracts with performers, carpenters, electricians, and suppliers

All capabilities and experience are related to the specific job objective, giving a selective picture of the candidate's abilities.

SPECIAL EVENT EXPERIENCE

- Arranged 2001's week-long Arts and Entertainment Festival for the Barrington Public Library, involving performances by 25 musicians, dancers, actors, magicians, and artists
- Supervised the 2000 PTA Halloween Carnival, an all-day festival with game booths, live bands, contests, and food service that raised \$7,600 for the PTA
- Organized the 1999 Midwestern convention for 800 members of the League of Women Voters, which extended over a three-day period and required arrangements for hotels, meals, speakers, and special tours
- Served as chairperson for the 1998 Children's Home Society Fashion Show, a luncheon for 400 that raised \$5,000 for orphans and abused children

Includes event attendance statistics and fund-raising results to qualify accomplishments.

EDUCATION

- BA, Psychology, Northwestern University (Evanston, Illinois), Phi Beta Kappa

EMPLOYMENT HISTORY

- First National Bank of Chicago, 1988 to 1990, personnel counselor/campus recruiter; scheduled and conducted interviews with graduating MBA students on 18 Midwestern campuses; managed orientation program for recruits hired for bank's management trainee staff
- Northwestern University, 1996-1998, part-time research assistant for Professor Paul Harris (Science Department)

Includes work history (even though it has little bearing on job target) because Vorkamp believes recruiters want to see evidence that she's held a paying position.

Writing your CV

- Organize your ideas around your strengths
 - Action words state your information with emphasis
 - Eliminate “I”
 - Present your best qualities in the minimum amount of space
 - Keep it a single page, max two
 - Remember most managers will scan your CV
 - Use bullets to highlight
 - Example:
 - Managed ordering process
 - Developed the sales process
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Action Words

performed	coordinated	initiated	accomplished
supervised	assumed	succeeded	raised
budgeted	recommended	maintained	explored
operated	identified	chaired	targeted
administered	presented	streamlined	systematized
upgraded	installed	planned	approved
resolved	trained	compiled	implemented

participated	set up	achieved	simplified	demonstrated
established	proposed	joined	directed	sparked
launched	assisted	strengthened	arranged	developed
reorganized	motivated	generated	changed	forecasted
improved	oversaw	reduced	investigated	introduced
managed	created	produced	initiated	directed
organized	saved	transformed	completed	served

Make a First Draft

- Use Headings:
 - Name and contact info – your name should be with a larger font size than the rest of your CV
 - Objective or Summary of Qualifications
 - If you use “Objective”, state the position you are hoping to obtain – for example: Warehouse manager position requiring knowledge of inventory control and calculation.
 - If you use “Summary of Qualifications” remember this may be the only thing the person reads. For example: 10 years warehouse management and inventory control and calculation experience .
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■ Education

- ❑ think about the order, usually this is after work experience
- ❑ List relevant education – high school unnecessary

■ Work Experience, Responsibilities & Accomplishments

- ❑ Highlight skills and relevant jobs
 - ❑ Use action words
 - ❑ Don't lie – employers verify
 - ❑ Note any special accomplishments “employee of the month” for example
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■ Activities and Achievements

- ❑ A good way to show that you are a well-rounded person
 - ❑ You can list personal details here but keep the list short and simple
 - ❑ This is where you list any **relevant** volunteer work or special abilities and memberships
 - ❑ Do not mention anything about politics or religion
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Layout

- **Must be perfect**
 - If there are any errors, even the most minor, the employer will think you do not pay attention to detail or care enough to do the job correctly.
- Use **bold/italics/underlines** to emphasize headings
- **Minimum font size** = 12 must be easy to read
- **Use a business font** – Times New Roman or Arial (this presentation is in Arial)
- **Margins** must match, top and bottom, left and right. Word default is 1" top and bottom and 1.25" on the left and right
- Leave plenty of **white space**
- Be **consistent** with **bullets** and **numbering**
- Try to make it as **symmetrical** as possible

Review your CV

- Read it from the perspective of the employer
- Proofread and correct errors
- Most CV's are one to two page, if your CV is two pages, make sure it is relevant and full – no half pages
- Are your messages concise?
- Is it easy to read?
- Project confidence, not arrogance
- Spelling and grammar are important and you can't rely on Microsoft Word to fix it.
 - For example “public” and “pubic” are both correctly spelled words so Word will not correct for you. Imagine an employer reading your CV with the sentence: 3 years experience as a pubic inspector.
- Read your CV aloud to catch errors
- Use present tense verbs for current job and past tense for past jobs

CV Checklist

1. Plan your CV
 - a. Analyze your audience
 - b. Investigate relevant information
 - i. Work experiences
 - ii. Education
 - iii. Personal endeavors
 - iv. Adapt to your audience
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2. Write your CV

a. Choose your CV Type

- i. Chronological
- ii. Functional
- iii. Combination

b. Organize your ideas around your strengths

- i. Use action words
- ii. Avoid weak statements and “I”

c. Compose your first draft by adapting your writing style

- i. Use headings and maximize your strengths

d. Use a professional layout

- i. Margins, spacing and font are consistent
 - ii. White space is prevalent
-

3. Complete your CV

- a. Revise your message by evaluating content, reviewing readability and editing and rewriting to adjust length and clarity
 - i. CV length is appropriate for your experience
 - ii. Your CV reads well
- b. Proofread your CV for typos and errors in layout, alignment, spelling and grammar
 - i. Read, revise and repeat
- c. Produce your CV
 - i. Emailing, send as an appropriate attachment Word/PDF document
 - ii. Printed, high quality, black ink only