



Open Doors for  
Employment.....

**Effective CV Writing**

***ADEEL  
SHAHZADA***

# Resume vs. Vitae

- Length: Short
  - Content: All-inclusive summary of skills, experiences and education
  - Purpose: to get an interview or employment
- Length: As long as it takes
  - Content: Area-specific listing of education and academic background
  - Purpose: promotion and tenure, grants, specialist positions, awards, etc.

# Curriculum Vitae (or CV)

- Latin origin
- Means “the course of one’s life”
- Vitae or Vita?

# What is a CV?

## What is the purpose of a CV?

- To inform the employer about your education, work experience, skills and interests
- To 'sell' these qualities and to persuade the employer to invite you to interview

# It's all about you

CVs are an opportunity to show an employer why you are an ideal candidate for the job.

A good CV will:

- Stand out from the crowd.
- Draw attention to your relevant skills, experience, achievements and potential.
- Create such an impression on the employer that they will not be able to turn you down for interview.

*Everyone* has potential

*Everyone* has more skills than they think they do

*Everyone* can write a good CV

# Do

- Use a standard font size in.
- Include recent and relevant work experience (paid *or* voluntary).
- Be consistent in your layout.
- List your skills and achievements and back up with evidence.
- Keep it short (maximum 2 pages).
- Use positive action verbs such as “organised, delivered, accomplished, achieved”.
- Include a statement about your career aspirations and what you have to offer the employer.
- Be honest but positive (negatives can always be turned into positives).
- Proof-read for spelling, punctuation, grammar and meaning.
- Get someone to check it for you.

# Don't

- Do it in a rush.
- Leave gaps in employment.
- Lie.
- Include irrelevant personal details such as marital status.
- Simply write a list of duties under work experience (remember you are selling yourself!).
- Use flashy or large font.

There is no single way to write a CV. It is *your* document and can be structured and presented as you wish within a basic framework.

The important thing to remember is that this is the *first impression* an employer will have of you. It is your marketing brochure through which you are trying to sell yourself.

## 5 Tips for a CV

- Clear – well organized and logical
- Concise – relevant and necessary
- Complete – includes everything you need
- Consistent – don't mix styles or fonts
- Current – Up-to-date



# What should be on a CV?

- Start with contact information
  - Full name
  - Permanent mailing address
  - E-mail address that won't expire
  - Phone numbers
- Education
- Honors and Awards
- Professional Experience (employment)
- Publications and presentations
- Extracurricular and volunteer experience

## Other sections for a CV

- Certifications and licensure
- Professional affiliations
- Professional activities
- Research
- Added qualifications

# Proving your ability

There are four main things employers will look at in CVs:

- **Education** - ability to think clearly, analyse and assess information, draw conclusions, work independently, research
- **Work experience** - ability to get on with people, work under pressure, meet deadlines
- **Leisure interests** - ability to plan and organise, co-operate with others, compete, lead, work hard to achieve results
- **Specific skills** – e.g. driving licence, computer skills, foreign languages, artistic skills

## Tips on Education section

- Most current schooling first (include your current educational work)
- Only include diploma distinctions
- Get the school's names correct!
- Degrees/certifications are what is important – not time spent
- List Thesis/Dissertation titles

## **Education and Qualifications**

**2011 – Present**

**University of Kent**

**BA (Hons) Fine Art**

**Modules include: Contextual Studies, Creative  
Investigations**

**Project: Communication and Critique**

**2009 – 2011 Maidstone Grammar School**

**A-levels: Media Studies (A), Art (B),  
Information Technology (C)**

**2005 – 2009 Wrotham School**

**GCSEs: 8 GCSEs including English and Maths**

## Tips on Honors and Awards Section

- List most recent first
- Honors/Award Title – then date received
- Go back to undergrad but not before.
  - Only academic or professional
- Scholarships count

# Tips on Professional Experience Section

- Includes anything you were paid to do or was extensive and regular volunteer work
- Only list items relevant to academic work
- List most recent first
- If listing research, include the lab and director/principle investigator

# Work Experience

- There is no need to list every job you've ever had – detail the most relevant
- Don't just list your duties – sell your skills. Which skills are relevant to the position/company you are applying to?
- Dates, name of company, position and skills:

April 2010 – Present

Museum of Kent Life

As a shop assistant, I have learnt the importance of providing great customer service to gain maximum sales. I am responsible for organising stock and ensuring that costs are controlled. Carrying out weekly risk assessments has increased my awareness of health and safety issues.



# Tips on Extracurricular and Volunteer Experience Section

- List most recent first
- This tends to be a long list – careful!
- It is better to have long-term items or very relevant items instead of EVERYTHING
- Student organizations go here

## Tips for Professional Section

### Affiliations

- Only those current
- Most current first
- Include all dates of affiliation
- Note any leadership positions

### Activities

- Past and present
- Most current first
- Only those specific to academic/research
- Should be school or university sponsored
- Include your role

## Tips for Research Section

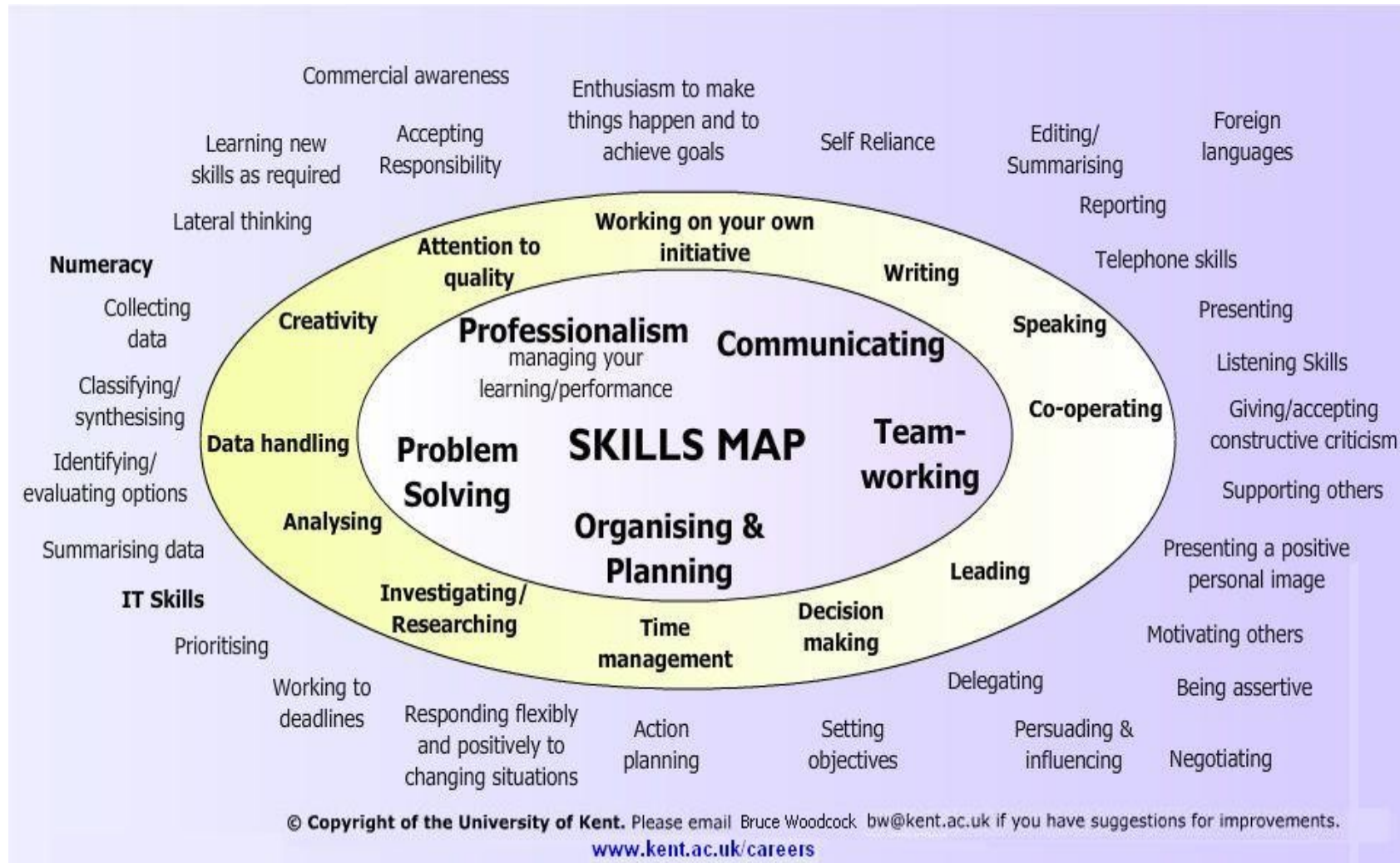
- List most current first
- Make sure you indicate others you worked with
- Include grant funds if obtained
- Briefly describe here

# Publications and Presentations Section

- Two options for listing
  - Most recent
  - Order of publication
- Always bold your name in authorship
- Include submitted and/or pending publications or presentations
- Presentations may be large or small but pertinent enough to talk about
- Have copies of your pubs and/or presentation for the life of your CV

## Added Qualifications Section

- Should be verifiable
- Include language fluency
- Cultural knowledge – maybe. Especially if you have had hands-on experience
- Anything else special



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[www.kent.ac.uk/careers](http://www.kent.ac.uk/careers)

## What examples can you give from your work experience?

If you have no paid work experience, give examples from voluntary work or from your course

# Matching up your CV with the position/company

- It is not 'one size fits all', you need to tailor your CV to each position you apply for.



- Research the company. Do they have a mission statement or core values? What will they be looking for in you? Who works there at the moment? What are they passionate about?

## Presentation of your CV

- The first visual impression of your CV is important
- For standard CVs, use plain white A4 paper
- Do not double side
- Keep your CV to two sides of paper
- Check your spelling
- Use bullet points and **bold font** but in moderation



# Presentation of your CV

- Formatting – make sure it's consistent
- Size 10-12 font (depending on font style)
- Clear font e.g. Arial, Calibri
- Focus on accomplishments
- Target your CV to that job/company
- 2:1, not Two One or 2,1
- Use short, concise sentences
- Consider your audience

# References

- Ideally, one academic and your manager
- Ask permission from your reference and let them know what position(s) you've applied for
- Use relevant references if possible
- You can say 'references available on request' rather than including contact details if you wish

# Covering letters

- Never send a 'naked' CV
- There are two types of covering letters:
  - Speculative/accompanying letter
  - Letter of application

## Speculative/Accompanying letter

- Should be three short paragraphs
- Opening paragraph – why you are writing
- Paragraph 2 – show knowledge of employer, highlight your skills
- Paragraph 3 – Refer to your CV and availability

# Letter of application

- Used when asked to 'apply in writing' or 'send CV and cover letter'
- 1 side of A4 – similar to a UCAS personal statement
- Opening paragraph – motivation for the job
- Followed by background skills and experience developed through study, work experience and paid work
- 'Matching up' with job description
- What you can offer the employer

**Where to find jobs**

# Networking

- Use your contacts from your work experience/course/friends
- Use social networking sites such as [LinkedIn](#), upload a portfolio of your work onto it
- Attend events, keep business cards and keep in contact

## Internet sources

- Pakistan Placement
- [www.Brightspyre.com](http://www.Brightspyre.com)
- University Alumni's
- Hasnain tanveer Associates(HTA)
- [Www.facebook.com](http://Www.facebook.com) / LinkedIn



# Alternative Routes

# Postgraduate Study

- Masters/PhD
- PGCE to teach in schools
- Particular careers require additional study (e.g. music therapist)

## Self-employment/Freelance

- 4.4% of students in employment 6 months after graduating were self-employed (2010).
- By subject:
  - 13.9 % Design Studies
  - 8.4% Music
  - 4.6 % Fine Art
- In the creative arts and culture industry 44% of people are self-employed compared to 13% in the UK as a whole.

# Self-employment/Freelance

## Advantages

- Choosing work you enjoy
- Freedom
- Earning more money
- Variety

## Disadvantages

- Risks
- Long hours initially
- Funding
- Own arrangements for tax etc.

# Self-employment/Freelance

What can you do to help make your business a success?

- RESEARCH:

- How to set up a business and what to consider
- The industry
- Sources of funding/support

Any questions?