



THE UNIVERSITY *of* EDINBURGH  
Careers Service

Applying for placements, jobs & further study

# CVs & Covering Letters

**Matt Vickers**

Careers Consultant  
Engineering & Mathematics

Inspiring futures



# Agenda

- Why you need a CV
- A recruiters perspective
- How to prepare: research!
- What to include (or not)
- Covering letters
- Questions?



# Why bother? Isn't it all online?!



## No!

- Online applications often ask for a CV to be uploaded
- Small(er) companies may still simply ask for your CV
- Essential if you want to apply speculatively
- ...or use a recruitment agency
- Or often for postgraduate study



# CVs.....

**Helen Shaw**  
43 Black Lane, Brighton,  
East Sussex, BN23 4NJ.  
Telephone: (07700) 900999  
Email: Helen.Shaw@aolmail.com

**PROFILE:**  
A highly motivated and enthusiastic graduate with a good knowledge of the music and Rock scene. Excellent exposure to the dynamic music industry labels use to promote music / bands / artists, including industry events and live shows that reach a wide audience at minimal cost. Able to use my organisational skills with the will and determination to meet challenging deadlines / objectives under pressure.

**MAJOR ACHIEVEMENTS:**

- Successfully promoted the Warner Music label and artists at large and small venues in the South East, which included both V and the Reading Festival.
- Publicised new bands / artists and headline at Futureheads, Bloc Party and the Ordinary Boy.
- Earned promotion to Brighton Rep for Warner Music, identified suitable venues for album launch events, identified suitable venues for local bars / clubs and distributed new releases to local bars / clubs.
- Reviewed gigs, albums and singles for the radio and produced articles for Joyzine an online magazine and produced interviews.
- Shadowed a Warner Music Street Team and responsible for recruiting members of the team and produced detailed instructions on the UK and produced detailed instructions on the UK.

**EDUCATION / QUALIFICATIONS:**

**BA (Hons) 2:1 in Geography, University of Southampton**

- Studied a broad range of courses in Geography, alongside the major Human Geography module, undertake self-managed studies, plan and undertake self-managed studies, plan and undertake self-managed studies, plan and undertake self-managed studies. Learnt to promote own points of view.

**4 A-Levels, St Vincent College, Gosport**

- General Studies [A]
- Geography [B]

**9 GCSEs, Brookfield School, Southampton**

- English Language [A\*]
- Double Science [A, A]
- German [A]
- English Literature [B]

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**Karen Armstrong**  
Graduate financial analyst

**Personal summary**  
A highly motivated Finance graduate who is able to provide key analytical support to company managers. Ambitious and looking forward to playing a key role in financial decision-making and adding significant value to a business. Experienced in budgeting, forecasting and producing monthly financial reports as well as reviewing internal company processes to advise on any improvements that can be made.

Looking to join a company that offers long term career prospects and an opportunity to study towards CIMA membership.

**Academic**

**Bournemouth** 2007 - 2010  
BSc (Hons) Accounting and Financial Management Studies 2:1

**Bournemouth County College** 2005 - 2007  
A Levels:  
Maths A  
English B  
Commerce A

**Areas of expertise**  
Analyzing statistics  
Data manipulation  
Financial research  
Portfolio management  
Data validation

**Career history**

**Marstons Engineering - Birmingham** April 2010 - Present  
**GRADUATE FINANCIAL ANALYST**

Providing financial analysis and information that enables all areas of the company to make appropriate business decisions. Assisting in the development of systems and procedures to improve the quality and efficiency with which management information is produced.

**Duties:**

- Supporting external auditors in their interim and year end programmes.
- The preparation and delivery of Management Accounts.
- Resource planning.
- Business analysis.
- Monitoring and reviewing company spending.
- Control of merchandise spending.
- Invoicing and purchase order creation and maintenance.
- Supporting development of short and long-term business plans.
- Development of sales, marketing & promotional expenditure forecasts.
- The preparation of month & year end results.
- Sales activity analysis.
- Responsible for inventory and margin analysis and reporting.

**the people pod**

**Mark Smith**

**Contact:**  
The People Pod  
Endeavour House  
The Valley  
Greater Manchester  
BL1 8SV  
0123456789  
0123456789  
greatjobs@thepeoplepod.co.uk

**DOB:** 12.06.1980

**Professional Profile**  
An enthusiastic and hands-on Fashion Retail Store Manager who believes in encouraging, coaching and supporting colleagues to maximise potential and achieve targets. A highly motivated and dedicated individual, with a passion for people, who enables colleagues to contribute to the daily running of the business and feel they make a difference.

**Key Achievements**

- Increased productivity by over 25%
- Store Manager of the Year 2005
- Best Customer Service in the Region 2005
- Successfully trained Sales Assistant to become Assistant Manager

**Career Summary**

**2005 to Present**  
**Topman**  
**Retail Store Manager**  
Manchester

Retail Store Manager of £1m turnover store with 30 staff in the fashion retail sector. Duties involve stock taking, man management, training, recruiting and developing, merchandising and store presentation.

**Reason For Leaving:**  
Career progression - Seeking a Store Manager or Area Manager position

**04.2003 to 06.2003**  
**Diesel**  
**Assistant Store Manager**  
Manchester

Assistant Store Manager responsible for motivating staff, stock control and high standards of Customer Service.

Curriculum Vitae [www.thepeoplepod.co.uk](http://www.thepeoplepod.co.uk)

**Curriculum Vitae**

**Persoonlijke gegevens**  
Naam:  
Voorletters:  
Roepnaam:  
Geboren:  
Nationaliteit:  
Burgerlijke staat:  
Telefoon:  
Rijvaardigheid:  
E-mail adres:  
Website:

**Opleidingen**  
HBO:  
WVO:  
Stage  
Expositie  
Werkervaring  
Technische helpdesk:  
Verkoopmedewerker:

2007 - 2012 (afgerond)  
School: ArtEZ Hogeschool voor de Kunsten  
Richting: Interieurarchitectuur  
Scriptie: 'Van oud naar nieuw' de verbinding van oud naar nieuw in de architectuur  
Plaats: Zwolle

2001 - 2007  
School: Isendoorn college  
Profiel: Cultuur & Maatschappij  
Extra: Biologie en handvaardigheid  
Profielwerkstuk: Architectuur en geschiedenis van Parijs  
Plaats: Wamsveld

Augustus 2011 - december 2011  
Bedrijf: Studio Groen-Schild  
Plaats: Deventer  
Functie: interieurarchitect

'Geslaagd Ontwerp' georganiseerd vanuit Architectuurcentrum Twente  
17-11-2012 / 16-12-2012

Oktober 2012 - Heden  
Bedrijf: Unamic HCN, project Telfort  
Plaats: Zwolle

Juni 2011 - Heden  
Bedrijf: Gall&Gall (Ahold)  
Plaats: Zwolle

**KATARZYNA NOWAKOWSKA**

**Data urodzenia:** 12.01.1987  
**Obywatelstwo:** polskie  
**Adres:** ul. Wroclawska 13 m.17, 00 - 300 Warszawa  
**Telefon:** 88XXXX774  
**E-mail:** katarzyna.nowakow@mail.com

**DOŚWIADCZENIE ZAWODOWE**

08.2010 - 10.2013 Agencja Reklamowa - BIGSTARS, Warszawa  
Kontakt z klientami oraz dogotowanie zadań do odpowiednich działów firmy, przygotowywanie zaliczeń projektu reklamowego.

07.2008 - 06.2010 Agencja Interaktywna SILVERLINE, Łódź  
Poznanie i opracowywanie strategii marketingowej klienta w celu identyfikacji jego potrzeb wobec agencji, koordynowanie prac działów agencji.

**EDUKACJA**

08.2005 - 10.2008 Wyższa Szkoła Marketingu i Reklamy, Warszawa  
Licencjat

**CECHY OSOBOWOŚCI**

- doskonale umiejscowienie komunikacji,
- umiejętność organizacji pracy własnej i zespołu,
- głębokie zainteresowanie wykonywaną pracą,
- dynamizm i pasja w działaniu,
- kreatywność w rozwiązywaniu problemów,
- wysoka odporność na stres,
- umiejętność pracy pod presją czasu.

**JĘZYKI**

angielski - bardzo dobry,  
niemiecki - średni (nauka w toku).

Wyrażam zgodę na przetwarzanie moich danych osobowych dla potrzeb niezbędnych do realizacji procesu rekrutacji (zgodnie z ustawą z dnia 29.08.1997 roku o Ochronie Danych Osobowych, następująco: Dz. U. z 2002r. Nr 101, poz. 926 ze zm.)

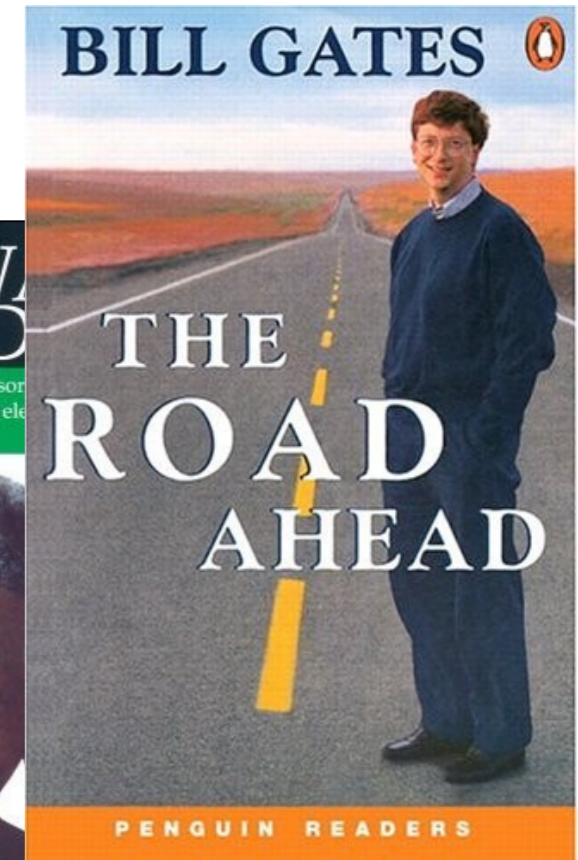
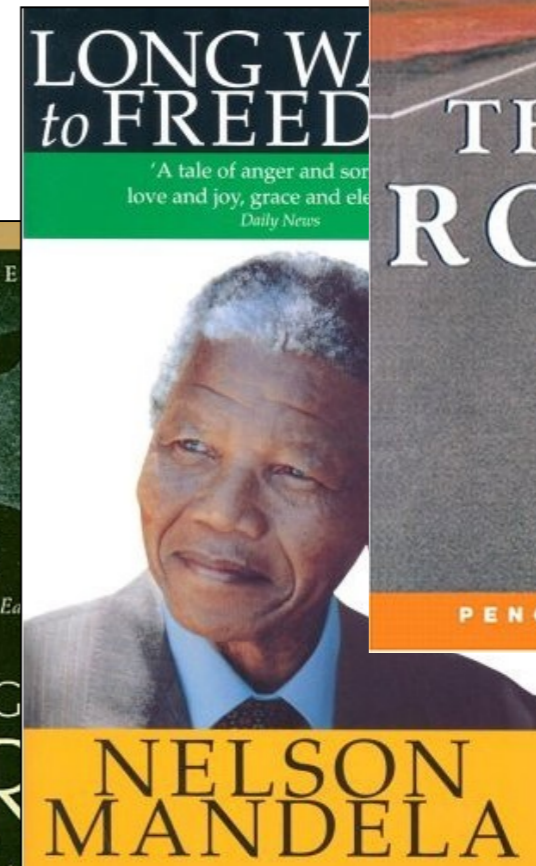
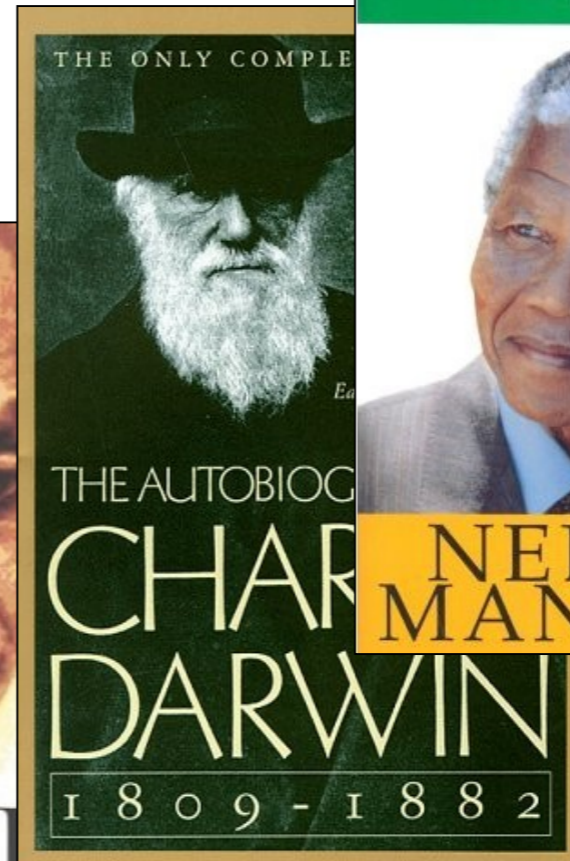
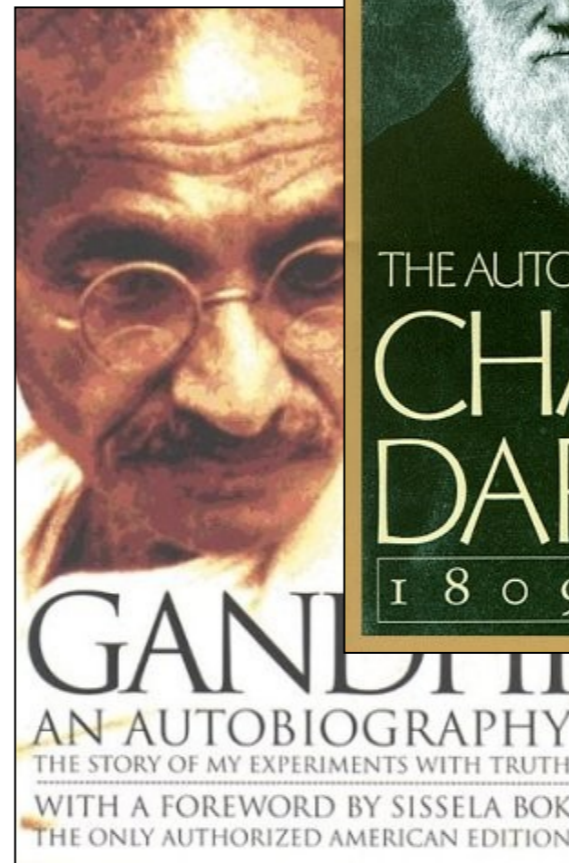




# What is a CV?

Curriculum vitae = Latin: “*Course of Life*”

Your biography: how long?



# The issue:

How to **fit** a 21+ year biography...



...onto a **couple of sides of paper?!**



## The solution:

$$\begin{aligned}2x + 5y &= -1 \\5y &= -2x - 1 \\y &= -\frac{2}{5}x - \frac{1}{5}\end{aligned}$$

**Warning:** this is the most important bit – please **pay attention!!!**

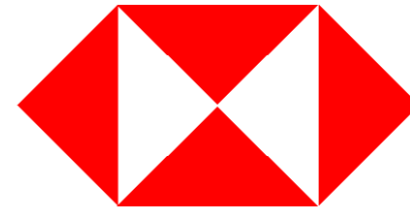
- Key premise: **who is going to read this?**
- Which in turn influences what they:
  - are expecting to see/read;
  - want to know about you / are interested in.



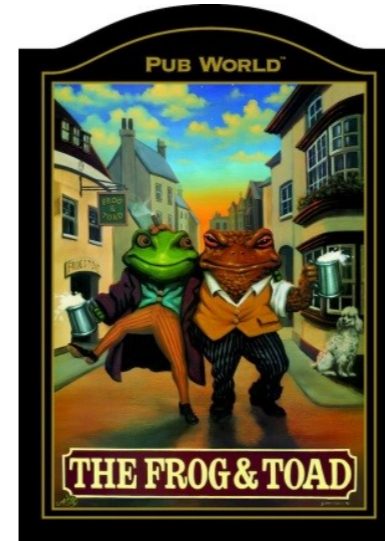


## For example:

- Language
- Style
- Length
- Content



HSBC



So it is important to be aware of – and research – what your readership expects!

This will **influence your editorial decisions**: in/out... and if in, how much?









# One size does NOT fit all

## CVs must...

- be **targeted** at the job and employer.
- **reflect** the skills and experiences demanded.
- create a positive **first impression**.
- make the selectors job **easy**.
  - No hunting for information (what, when, where)
  - No assumptions

**Especially if speculative!**



# Your shopping list?

Bread  
Butter  
Ham slices  
~~Carrots~~  
Chicken breast  
Toilet roll  
Shampoo  
Beer (lots)  
Aspirin



Waitrose





## e.g. Quantitative Analyst

- Some knowledge of **asset valuation** and **risk management** techniques.
- Familiarity with **statistical computing packages**, such as **Matlab or R**, and **programming languages (VBA, C#)** is useful.
- **Team player** comfortable in a professional services environment with the ability to effectively **debate** and subsequently **influence** internally & externally at all levels.
- Enquiring and **analytically-minded** with a thorough **work ethic**.





# What are you aiming at?!

This is your recruiter's "shopping list"!

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## MyCareerHub

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Home Opportunities Organisations Events Appointments Resources Ask a Question News Dashboard Logout

### Business Analyst

Jersey Corporate Services Limited (JCSL)  
St. Helier, Jersey

Bookmark Opportunity Follow Jersey Corporate Services Limited (JCSL)

#### Details

A fantastic opportunity for graduates to join our expanding, progressive team.

We offer a structured two year training programme through the JCSL Change Academy, an excellent starting salary and the dedicated support of our senior team members for the duration.

The Programme will focus on:

- Technology and data
- Project approaches and managing change
- Finance
- Personal Effectiveness.

The formal training program is designed to be undertaken alongside undertaking a role as a Business Analyst which may include some of the following activities:

- Providing relevant analysis services to a broad range of JCSL clients. These typically include, but are not limited to, data management, data cleansing, data migration and testing, systems implementations, process reengineering and research - Where necessary project manage certain engagements
- Implementation of systems or business processes at JCSL Clients' sites
- Working on site with clients and in the offices of JCSL as reasonably directed by the Directors of the company - Report billing and expenses in a timely fashion - Support the directors and the wider team in the achievement of the Company's goals
- Attending relevant conferences, CPD events and other learning or representative functions to broaden and maintain knowledge

The above job description is provided to offer a clear outline of the role in question however it is not an exhaustive list of every possible activity which might be demanded of an employee. The nature of JCSL's work requires that staff are flexible and can adapt quickly to fast changing work environments and client needs.

- A certain amount of travel may be required

Job Type: Full-time

Salary: £25,000.00 /year

Required education:

#### Other information

**Type Of Work**  
Graduate - immediate start

**Contract Type**  
Permanent

**Contract Hours**  
Full Time

**Remuneration**  
£25,000 per year

**Commences**  
Immediate

**Website**  
<https://www.jerseycs.com/recruitment/>

Posted 16 Aug

#### More Opportunities

**Assistant Director**  
Explore Learning is a national network of education centres providing maths and English tuition to children aged 5-14. We recruit graduates who want to make an impact as an Assistant Director- both on running our centres as a business, and on the lives of our members who attend.

Nationwide 31 Dec, 2016

**Newly Qualified Teachers**  
Kent-Teach are a recruitment provider for Kent schools and enrol over 600 NQTs to the area each year.

Kent 1 Dec, 2016

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# Careers: the opposite of maths!

- **Maths:**  $5 + 4 + 3 = ?$   
i.e. here is a problem – now you solve it and get me the answer
- **Careers:**  $12 = ?$   
i.e. this is the answer (what we want) – now you go and show me how you have this (e.g.)  $9 + 3$  or  $6 + 6$  or  $8 + 4$ ...



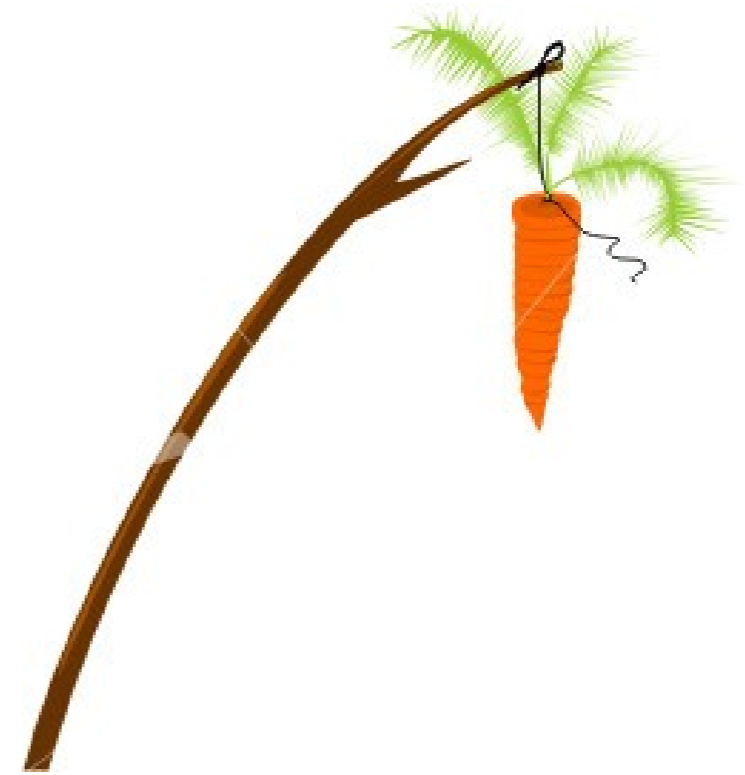


**Q. What's a CV for?**

**A. To get you an interview!**

- Can't fit everything on it...
- ...which is OK (allows us the chance to tease/entice employers – make them want to know more!)
- Can then offer more detail at interview stage.





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# (1) Research The Vacancy

## The Job

- job description → request full job spec
- archived vacancies on MyCareerHub
- careers information [website](#)
- personal contacts/LinkedIn/Platform One



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## The Recruiting Organisation

- recruitment literature
- company web site
- employer presentations + fairs
- [media](#) (incl. social media)





## (2) Research the candidate

### **What have I done?**

- in my courses/research?
- work experience (voluntary / paid)?
- interests/activities/sports?
- life!

### **What does this say about me?**

- What skills/qualities have I developed?
- What insights have I gained?
- What is my level of expertise?
- What can I bring to a job?



# Recruiters cannot select applicants based on 'flowery' statements and unfounded claims



*“I would be an ideal candidate as I have great leadership skills, strong teamworking abilities, I am a go-getter and constantly achieve highly and enjoy being challenged and reaping the rewards of my success”.*

Instead, recruiters want  
**evidence!**



# Linking skills to experience: examples

- Analysing and evaluating information, structuring an argument, writing clearly, persuasively and precisely: through reading, research and essay preparation, exams.
- Ability to prioritise and meet deadlines: through planning project work; balancing study, job(s) and social life.
- Commercial awareness: through working in a shop and understanding customer needs; through reading business news.
- Problem solving / creativity: coming up with ideas for events or fundraising; overcoming difficulties with course work.





# What should you include: sections

- **Personal details**
- **Education** – for PG study, include research here, or separately)
- **Experience** – P/T jobs, internships, voluntary – relevant and not directly relevant.
- (Relevant) **Additional information** – travel, interests, positions of responsibility, computing skills, etc.
- **Referees** – academic + employment.
- **Dates** – employers hate gaps!

**N.B. Choose the order that works best**



# What should you include: entries

- **When** – you did something (i.e. dates)
- **Where** – you did something (e.g. uni, school, company...)
- **What** – you did (e.g. qualification, job, activity...)

Over 1-2 lines, in any order – but be consistent!

Then **add detail** below in short sentences (bullets are fine)

- Tasks carried out
- Skills/techniques utilised/developed
- Achievements/outcomes

*or*

keep it v. short and include key examples in separate **Skills** section



# Chronological CV

Example of a chronological CV

**ASHLEY GILL**

3 Lappage Court  
Tyler Green, Bucks.  
HP8 4JD

Telephone: 01882 652349  
Mobile: 07717 121824  
Email: ashleygill2023@gotmail.com

Multi-lingual business student with international financial experience and ability to develop business relationships seeking a financial consulting career in life insurance and pensions.

---

**Education and Qualifications**

2008 – present      Buckinghamshire Edge University  
BA International Business Studies with Spanish (expected 2:1)

- Six-month work placement in Madrid.
- 12,000 word dissertation analysing the UK pension market to 2050.

Highly mathematical and technical degree giving me excellent numerical skills and ability to conduct sophisticated statistical tests.

Demonstrated ability to gather pension data from a wide range of sources, draw appropriate conclusions and clearly communicate my findings, resulting in a 73% grade and a business recommendation.

2000 – 2007      Freebridge School  
A-Level: Business studies (B), French (C)  
8 GCSEs including Maths, English, Spanish and French

---

**Finance Related Work Experience**

2011 (Feb – Aug)      Audigest S.A. (Madrid) Audit Assistant

- Six months' work experience in an international bank.
- Reviewing company financial systems and analysing risk.
- Testing to check that financial information systems were fit for purpose.

Developed excellent data investigation skills such as an ability to use a range of sources, check findings and question conclusions resulting in a key role helping business clients develop efficient systems.

Built longstanding business relationships through outstanding client service delivery, a professional attitude and an ability to communicate with senior colleagues in both English and Spanish.

2008 (Jan – Aug)      Top Choice Holidays and Flights Ltd (Low Wycombe)  
Financial Assistant/Supervisor

- Supplier statement reconciliation: Worked in a team of four matching invoices to payments made on account.
- Matched income to expenses over the financial period.

Demonstrated excellent teamwork skills in a busy financial environment, such as an ability to listen to clients and managers, perform my role to a high level and support colleagues, resulting in an early promotion.

2007 (Jul – Aug)      Dogs Protection League - Financial Assistant

- Working within the accounts payable team.
- Conducted bank reconciliations, branch recharges, updated sales and purchase ledger and calculated trial balances.
- Maintained fixed asset register.
- Responsible for producing branch holding funds and preparation of management accounts.
- Passed OCR Level 1 Book Keeping course.

Quickly established myself as an enthusiastic and flexible finance professional ready to take on a wide range of technical data gathering and investigation roles.

Demonstrated sound problem-solving skills by developing a new financial protocol for assistants which is still being used today.

2006      Dave Bruegold Chartered Accountants - Work experience

Developed a strong passion to work in client service delivery within the finance industry.

---

**Additional Work Experience**

2010      Finsbury's supermarket (Hazelbridge)  
Supervisor - Managing a small team and providing customer service.

2008 – 2011      Buckinghamshire Edge University  
Campus librarian and university tour guide

2006      McHenry's Restaurant (Low Wycombe)  
Crew member and supervisor

---

**Voluntary Experience**

2011      Teaching English in Spain  
2009      Student volunteering: Teaching young adults DJ'ing skills  
2007      Teaching English in Mexico

---

**Additional Skills**

Languages      • French: Semi-fluent.  
                         • Spanish: Fluency obtained working in Spanish-speaking countries.

IT      • OCR Level 1&2 Web design.  
                 • Experience with SageLine 100, Barclays Business Master and Care (LiveContacts).  
                 • Confident with all Office applications, email and internet.

---

**Additional**

- Enjoy running and have successfully completed organised races for Diabetes UK.
- Clean driver's licence.

Referee details available upon request





# Skills-based CV

Example of a skills-based CV

**ASHLEY GILL**

3 Lappage Court  
Tyler Green, Bucks.  
HP8 4JD  
ashleygill2023@gotmail.com

Telephone: 01882 652349  
Mobile: 07717 121824  
Email:

**Personal Details**

**Summary**

- Business studies with Spanish undergraduate.
- Ability to speak French and Spanish.
- Extensive business experience including an internship with Top Choice Holidays.

**Skills and Achievements**

Make sure you carefully assess the job advert/job description and address all the skills they require.

**Effective communication**

- Able to communicate effectively with a wide range of clients and colleagues, by showing interest, carefully listening to needs and appropriately adjusting my message, as demonstrated during my time at Finsbury's Supermarket.
- Strong presentation skills and confidence demonstrated by experience of delivering presentations in different languages to groups of five to fifty.

**Customer service**

- Ability to quickly build rapport with customers and calmly deal with any problems as shown during my retail experience in high pressure environments.
- Capacity to maintain professional relationships through email and other written correspondence, for example, at Audigest in Madrid, where I built longstanding business relationships with customers and colleagues across the globe.

**Teamwork**

- At Top Choice Holidays demonstrated excellent teamwork skills in a busy financial environment, such as an ability to listen to clients and managers, perform my role to a high level and support colleagues, resulting in promotion.

**Administration**

- Excellent ability to plan ahead and manage time effectively, for example, managing complex roles during my internship at Top Choice Holidays.
- Gathered data from a wide range of sources during my dissertation whilst balancing my other studies and two jobs, resulting in a 73% grade.

Prove you have each of the skills required by outlining where you performed them and how you performed them well.

**Experience of travellers' needs**

- Recent travel consultancy experience gives me an in-depth understanding of the expectations of holiday customers and the competitive nature of the industry.
- International travel experience and language ability give me an empathy with travellers and a passion for helping them find a unique holiday experience.

**Initiative**

- Self-funding an evening course in bookkeeping during my first accountancy role demonstrated my ability to plan ahead and take control of my career.
- Successful study and work in Spain and Mexico show that I can creatively develop my skills and experience and adapt to new and different environments.

**Sales knowledge**

- Wide experience of financial roles gives me an awareness of the tight monetary pressures which drive UK service industries.

- Raised sales at The Dogs Protection League by 12% by up selling add-on packages to new and existing customers.

**Language ability**

- Spanish fluency obtained working overseas, French - semi-fluent.

**Education and Qualifications**

**2008 – present**

Buckinghamshire Edge University  
BA International Business Studies with Spanish (expected 2:1)

- Study semester at The University of Valloid (Spain).
- Six-month work placement in Madrid.
- Relevant modules included: Business Planning; Sales Promotion and Marketing; and Business Operations Management.

Relate your degree to the job by listing your relevant modules/dissertation.

**2000 – 2007**

Freebridge School  
A-Levels: Business Studies (B), French (C)  
8 GCSEs including Maths, English, Spanish and French

**Work History**

**2008 – 2011**

Buckinghamshire Edge University - Librarian/tour guide  
• General administrative and customer service roles.

**2011 (Feb–Aug)**

Audigest S.A. (Madrid) – Audit Assistant  
• Six months' work experience in an international bank.  
• Liaising with colleagues and clients in English and Spanish.

**2010 (June–Dec)**

Finsbury's supermarket (Hazelbridge) – Supervisor  
• Managing a small team.  
• Customer service in a busy competitive environment.

Briefly list your relevant duties.

**2010 (Jan–Aug)**

Top Choice Holidays and Flights Ltd (Low Wycombe)  
Financial Assistant/Supervisor  
• Working in a range of teams to manage complex financial processes.

**2007 (Jul–Aug)**

Dogs Protection League – General Assistant  
• Dealing with enquiries and selling packages to a range of clients.

**2006 (Jan–Dec)**

McHenry's Restaurant (Low Wycombe) – Supervisor

**Voluntary Experience**

**2007/2011**

Teaching English in Mexico/Spain

**Interests**

Active member of University Business Club – Winner of the 'Bucks Best Business Pitch' award in 2010 Enterprise week, judged by Michael Eavis.

**Referees**

Include all your referee details including their email and phone number (but ask for their permission first).

**Professional:** Mr. Jose Andreas, Management Accountant, Audigest, Avenida de Concha Espina 2, Madrid, ES-28036, +34 91 398 5476, j.andreas@audigest.es

**Academic:** Dr. Jane Luffie, Personal Tutor, Buckinghamshire Edge University, Due Road, Low Wycombe, Bucks, HD15 3DL, 01628 435 6784, j.luffie@bedge.ac.uk



# Some Basic 'Rules'

- **Length:** Maximum 2 sides A4 (some banks/consultancies ask for 1 side)
- **Paper:** Use high quality paper A4 (or letter: N America)
- **Layout**
  - avoid large chunks of unbroken text
  - use bullet points or line spaces to break it up
  - white space can be as important as text
  - **bold** and LARGE characters are clearer than underlining
- **Balance**
  - allocate space according to relevance
  - fill the prime selling space with the hottest material  
– e.g. *Gary Anderson, Jacobs*
- Check **spelling, grammar and punctuation** – TWICE!
- Match it with a good **covering letter**.



# Appearances

**Choose a layout to fit the information,  
NOT the information to fit the layout!**

- Different types of CV:
- chronological (conventional)
- skills-based
- technical (incl. academic)
- posted electronically
- creative
- international N.B. Check paper size: A4 vs Letter (N. America)

(see [www.prospects.ac.uk](http://www.prospects.ac.uk), [www.eurograduate.com](http://www.eurograduate.com) or  
'Working abroad' section of careers information centre)





# Some Basic 'Rules'

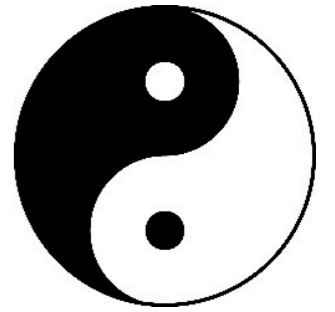
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  - **bold** and **LARGE** characters are clearer than underlining
- **Balance**
  - allocate space according to relevance
  - fill the prime selling space with the hottest material

Check **spelling, grammar** and punctuation – **TWICE!**

Match it with a good covering letter.



# CV vs Covering Letter



|                | CV  | Covering Letter   |
|----------------|---|---|
| Explains       | Facts   | Motivation  |
| In other words | What <ul style="list-style-type: none"><li>• I know</li><li>• I have done</li></ul> | Why <ul style="list-style-type: none"><li>• You</li><li>• Me</li><li>• Job/course</li></ul> |

So the two are **different** but **work together brilliantly!**



# Covering letter (UK)

- Business letter format!
  - named person
  - subject line in bold (Re: **Marketing Trainee Vacancy**)
  - correct ending (Dear Mr Jones... Yours sincerely)
- Say what you're applying for/where you saw advert.
- **Why this job/role?** Explain your interest.
- **Why them** – the organisation specifically?
- **Why you?** (What's in it for them?)
  - Mention what you are doing now.
  - Indicate what you have to offer; refer to CV without repeating
  - Establish link between you and the job.
- Polite ending.
- **1 side A4, typed** (unless asked otherwise).

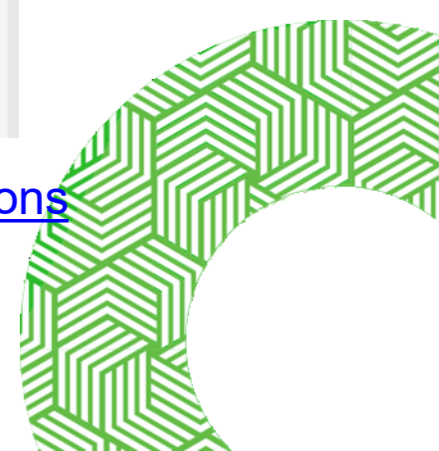




# Use our resources!

The screenshot shows a website page for 'CAREERS SERVICE' with a purple header. The main navigation menu on the left includes 'Careers Service home', 'Students', 'Undergraduates', 'Make it happen', and 'Write CVs and applications' (which is highlighted). Below this menu is a list of sub-topics: 'How to write your CV', 'CV360 for instant feedback', 'How to write your cover letter', 'Examples of CVs and cover letters', 'US resumes', 'Referees and references', 'How to complete an application form', 'Explaining your qualifications', 'Applications and CVs for further study', 'Build your commercial awareness', and 'Sharing your disability'. The main content area has a breadcrumb trail: 'Home > Careers > Students > Undergraduates > Make it happen > Write CVs and applications'. A 'Contact us' button is in the top right. The main heading is 'Write CVs and applications', followed by a sub-heading: 'Write CVs and cover letters, and complete application forms. Advice about references, how to explain your qualifications and how to show commercial awareness.' Below this are ten resource cards arranged in two columns. The left column contains: 'How to write your CV' (Advice on what to include in your CV and how to structure it), 'How to write your cover letter' (Advice on what to include in your cover letter and how to structure it), 'US resumes' (Find out what a resume is and how it's different from a CV), 'How to complete an application form' (How to answer common application form questions), and 'Applications and CVs for further study'. The right column contains: 'CV360 for instant feedback' (Make use of CV360 to get instant feedback on your CV before booking a feedback appointment with us), 'Examples of CVs and cover letters' (Access a range of examples of CVs and cover letters), 'Referees and references' (Information on references including how many references you will have to provide, who you should ask, what information you need to provide and references for postgraduate study), 'Explaining your qualifications' (Answers to key questions about how to present your qualifications in applications), and 'Build your commercial awareness'.

<https://www.ed.ac.uk/careers/students/undergraduates/make-it-happen/write-cvs-and-applications>



# Need some inspiration?

Real **examples** available on Careers Service Plus > *Example CVs*

The screenshot shows the Careers Service Plus website interface. At the top left is the logo "Careers Service Plus" with a plus icon. To the right are icons for help, settings, and a user profile labeled "MV". Below this is a navigation menu with the following items: Dashboard, Self-awareness, CVs, Tests, Interview360, Resource library, and International resources. The main content area is titled "Welcome Matt" and features a grid of 12 tiles. The tiles are: Interview360 (silhouette of a person on a cliff), CV360 (hands typing on a laptop), Example CVs (hands holding a globe), Selection Tests (analog clock), Self-awareness assessments (a Rubik's cube), Careers advice (a globe with a document), GoInGlobal: US cities (a blue keyboard key with a speech bubble), GoInGlobal: country guides (a sunset over a road), US Internships (the American flag), UoE Schools content (an aerial view of a building), and Competitions round-up (colorful pushpins).

Inspiring futures

<http://www.ed.ac.uk/careers/careersserviceplus>



# Extra advice: finance



efinancialcareers

[www.efinancialcareers.com](http://www.efinancialcareers.com)

*“The absolutely perfect investment banking CV”*

**BUT** take their advice (and esp. users’ comments) with a large pinch of salt!



[www.targetjobs.co.uk](http://www.targetjobs.co.uk) – Finance section

## Get feedback!

Book an **appointment** via **MyCareerHub**

Use the **Maths Drop-in** (Tues, 12.30-14.30pm, JCMB)



# Any questions?



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