



CVs & Covering Letters

This session will start at 13.10

To join this session you will need the following:

- **Strong internet access** (broadband connection highly recommended if possible)
- For the best experience use **Google Chrome**
- We recommend you **close all programmes** except for the browser you are using for your Collaborate session.
- **Headphones** (recommended)

This session will be recorded



THE UNIVERSITY of EDINBURGH
Careers Service

School of Maths Employability Tuesday

CVs & Covering Letters

Applying for internships, jobs & further study

Matt Vickers
Careers Consultant

Inspiring futures



Before we start...

Can you hear the presenter talking?

Please select yes/no on the on-screen poll,
or type your answer in the chat box

If you can't hear, try leaving and re-joining the
session – **Google Chrome** is the
recommended browser



Asking Questions

Etiquette



Please mute your microphone

You can type a question or comment at any time in the chat box



Recording

- **This session will now be recorded.** Any further information that you provide during a session is optional and in doing so you give us consent to process this information.
- These sessions will be stored by the University of Edinburgh for one year and published on our website and Media Hopper during that time.
- The text chat is recorded but will not be visible on the published recording.
- By taking part in a session you give us your consent to process any information you provide during it.
- We will tell you when we stop recording.



Agenda

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



Reminder / introduction: to help you consider your next steps



- **Understand yourself** – skills, values, strengths
- **Discover what's out there** – jobs, courses, sectors
- **Build experience** – participate, volunteer, intern
- **Become professional** – confident, adaptable, independent
- **Make it happen** – plan, apply, succeed



Why bother? Isn't it all online?!



No!

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



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 international touring and team under pressure to meet challenging deadlines / objectives and organisational skills with the will and determination to succeed.

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 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.

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]

© 1993 - 2010 BradleyCVs.co.uk - professional CV writing service

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.

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
DOB: 12.06.1980

Phone: 0123456789
0123456789
Email: greatjobs@thepeoplepod.co.uk

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 development, 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

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 delegowanie 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 pracy działów agencji.

EDUKACJA

08.2005 - 10.2008 Wyższa Szkoła Marketingu i Reklamy, Warszawa
Licencjat

CECHY OSOBOWOŚCI

- doskonale umiejętności 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).

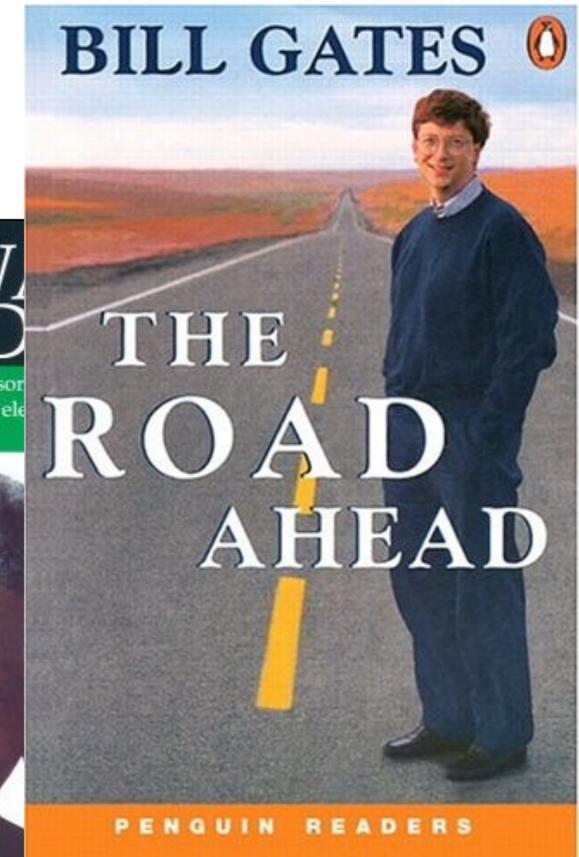
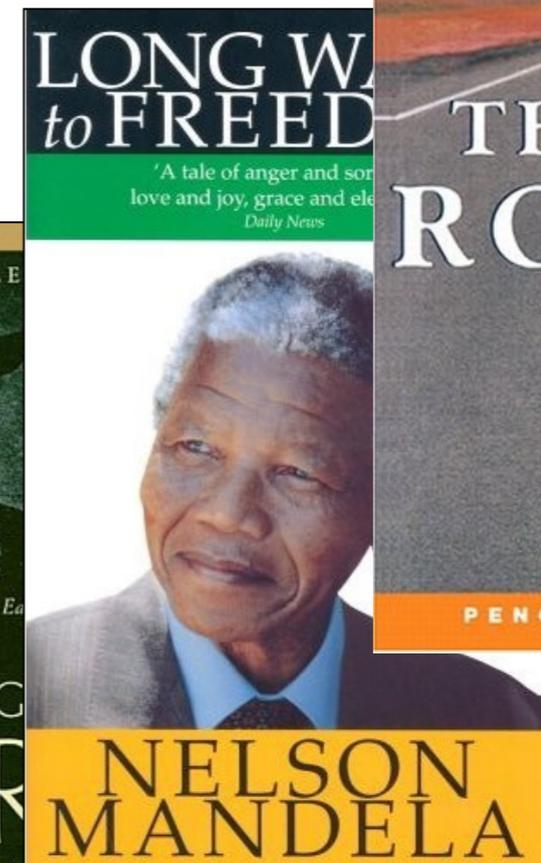
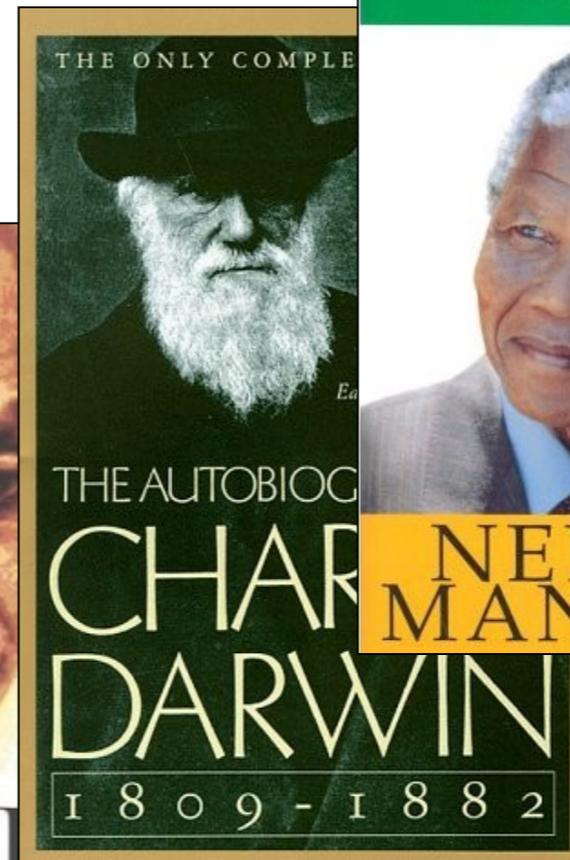
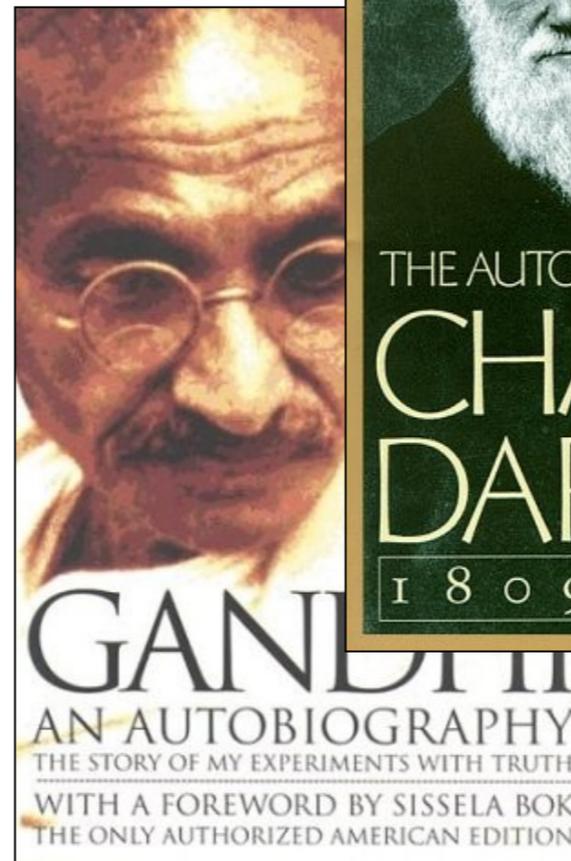
Wyrażam zgodę na przetwarzanie moich danych osobowych dla potrzeb niezbędnych do realizacji procesu rekrutacji (zgodnie z ustawą z dnia 29.08.1997 roku o Ochronie Danych Osobowych, nr 101, poz. 926 ze zm.)
2002r. Nr 101, poz. 926 ze zm.)



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:

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

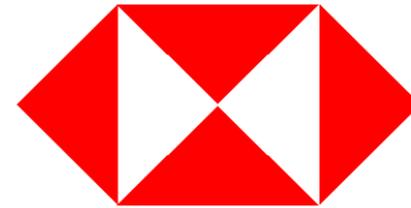
Warning: this is the most important bit – please **pay attention!!!**

- Key premise: **who is going to read this?**
- Which in turn influences what they are:
 - expecting to see (style/‘look’)
 - expecting read (content);
 - wanting to know about you / are interested in.

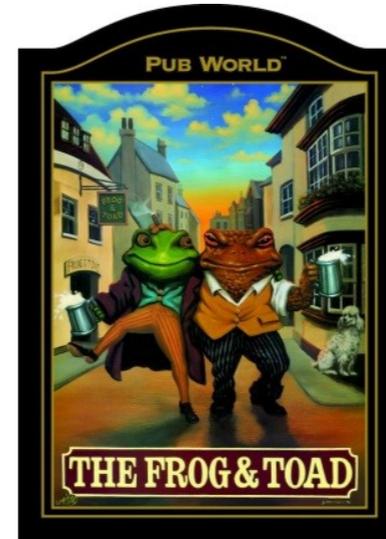


For example:

- 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 opportunity and the recruiter
in other words: **job/placement/PG course** and **employer/uni**
- **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



Recruiter's shopping list: obvious

Their list”!

- Academics
- Experience
- Skills
- Motivation

The screenshot shows the MyCareerHub interface for The University of Edinburgh Careers Service. The main heading is "Data and Analytics Summer Internship" by NatWest Group. The location is listed as Edinburgh, London, and other parts of the UK. A red notification bubble shows "114". The job details are as follows:

Details

About you

- To be eligible for our Data & Analytics internship, you'll need to be in your penultimate year of university and be on course to achieving a 2:1 in your degree
- We're looking for curious, inquisitive people who show a real passion for data and technology, and the drive to explore how it can be used to make a positive difference for our customers
- You'll bring strong problem solving skills, along with an analytical approach and an appreciation of analysis techniques.

About the programme

Over the course of this 10-week summer internship, we'll give you a taste of what it's like to work with us, along with valuable experience to help guide your career choices.

We'll reward you with a starting salary of £21,500 pro rata, depending on your location.

For 10 weeks, you can expect to:

- Learn about our culture, values and goals and build an understanding of the products and services we provide
- Attend training workshops, get involved with our day to day work, and take part in a business improvement project
- Develop your team working, planning, creative thinking and problem solving skills
- See first-hand how we work together to deliver an outstanding service for our customers
- Experience what it's like to work in a purpose led organisation that puts the customer at the heart of decision making

About the business area

Our data is one of our greatest assets, and how we harness it to understand the world, our business and our customers' needs is crucial. In Data & Analytics, we promote the intelligent use of data and make sure it's used in the right way.

Good data engineering helps us get to grips with the data we have. And data science allows us to apply statistics, computer science and problem solving skills together with strong research methods to test, learn and optimise machine learning powered decisions to help customers.

Other information

Opportunity Type
Internship/ placement

Contract Type
Temporary

Contract Hours
Full Time

Remuneration
£21,500 p.a

Expected commencement
Sept 2021

Website
[Go to website](#)

Posted 17 Sep 2020

More Opportunities

Business Analyst
An opportunity to join a successful, telecoms focussed management consultancy. You will work

Inspiring futures





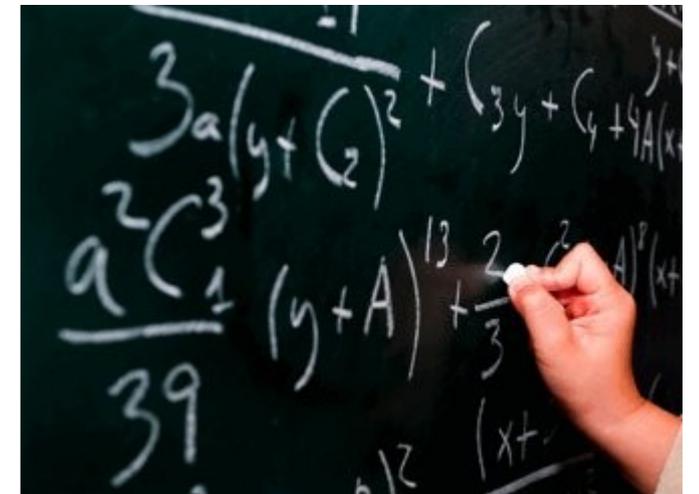
e.g. Quantitative Analyst

- 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**.



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 $8 + 4$...

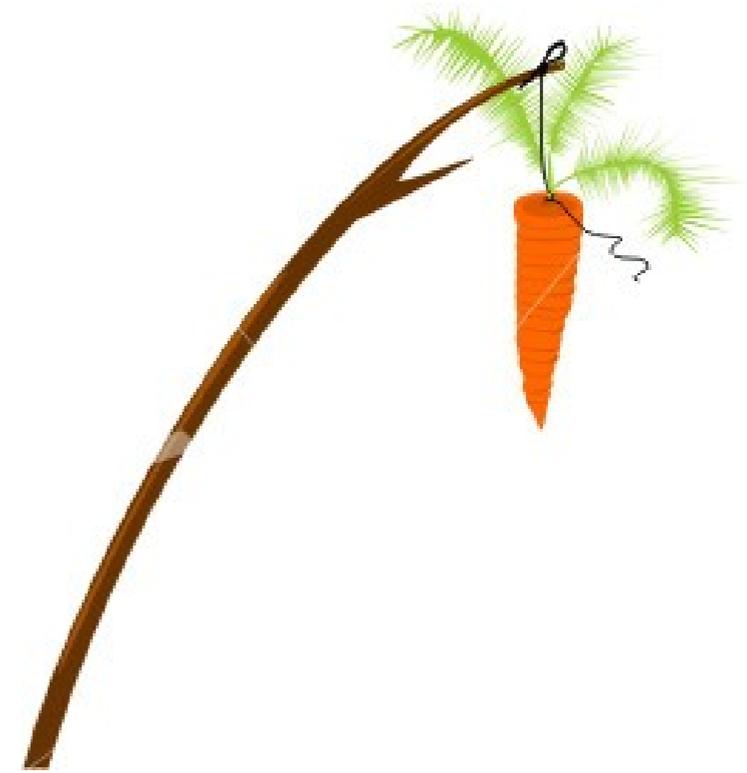


Q. What's a CV for?

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.





Inspiring futures



(1) Research The Vacancy

The Job

- job description → get full job spec
- job profiles: [Prospects](#) + [TARGETjobs](#)
- local/personal contacts?



PLATFORM ONE
A place for University of Edinburgh people



The Recruiting Organisation

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

Inspiring futures



(1) Research The Vacancy

The Job

- job description, get full
- careers information
- local/

What are
they
looking for?



Inspiring futures

media (incl. social media)



(2) Research the candidate: you

What have I done?

- in my courses/research?
- work experience (voluntary/paid; casual/formal)?
- 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?



(2) Research the candidate: you

What have I done?

- in my course research
- work experience
- interests
- in

What

- W
- W

What

How do you
meet their
requirements?



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!

Think like a lawyer in a court room!



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.
 - Can split into: paid/unpaid; relevant/additional; engineering/other
- (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 for you:**

Think about the reader...



What should you include: entries

- **When** – you did something (i.e. dates)
- **Where** – you did something (e.g. uni, school, organisation...)
- **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) incl.

- Tasks (incl. skills used)
- Insights / achievements

or

Keep detail short and include key examples in separate *Skills* section



Do not include

(in the UK...other countries vary)

- **Photograph** – unless role-appropriate/requested
- **Lots of colour** – how will it look in black & white?
- **Date of birth** – age discrimination / data fraud?
- **National insurance number** – data fraud?
- **Marital status** – irrelevant
- **Gender(?)** – up to you (if not obvious from name); positive discrimination?



Appearances

**Choose a layout that fits your information;
DO NOT force your information into a layout!**

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

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



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.

Highlight the headings.

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.

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
2009
2007

Teaching English in Spain
Student volunteering: Teaching young adults DJ'ing skills
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

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

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

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

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'

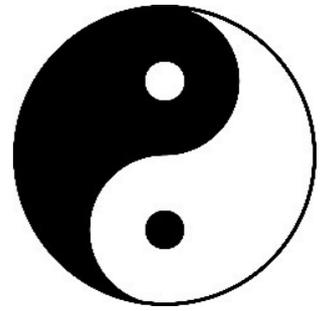
- **Length:** Maximum 2 sides A4 (some banks/consultancies ask for 1 side)
- **Paper:** Use high quality paper (if printing)
- **Layout**
 - avoid large chunks of unbroken text
 - use bullet points or line spaces to break it up
 - white space can be as important as text
 - **bold** and **LARGE** characters are clearer than underlining
- **Balance**
 - allocate space according to relevance
 - fill the prime selling space with the hottest material

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">• I know• I've done• I've achieved	Why <ul style="list-style-type: none">• You• Me• Job/course

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)
- Introduction: what you're applying for/where you saw advert.
- Why them? (What's your motivation?)
 - Explain why you're interested in this **job** and **organisation**.
- Why you? (What's in it for them?)
 - Look at job spec and show how you meet 3-4 key attributes
 - indicate what you have to offer; refer to CV without repeating
 - *establish link between you and the job.*
- 1 side A4, typed (unless asked otherwise).



Careers Service home

Students 

Undergraduates 

Make it happen 

Write CVs and applications

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

Sharing your disability

Home > Careers > Students > Undergraduates > Make it happen > Write CVs and applications

Contact us

Write CVs and applications

Write CVs and cover letters, and complete application forms. Advice about references, how to explain your qualifications and how to show commercial awareness.

How to write your CV

Advice on what to include in your CV and how to structure it.

CV360 for instant feedback

Make use of CV360 to get instant feedback on your CV before booking a feedback appointment with us.

How to write your cover letter

Advice on what to include in your CV and how to structure it.

Examples of CVs and cover letters

Access a range of examples of CVs and cover letters.

US resumes

Find out what a resume is and how it's different from a CV.

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.

How to complete an application form

How to answer common application form questions

Explaining your qualifications

Answers to key questions about how to present your qualifications in applications.

Applications and CVs for further study

Advice on applying for further study, including examples of CVs and personal statements.

Build your commercial awareness

Employers expect applicants to show evidence of commercial or business awareness. Find out how to develop this.

Get feedback!



After drafting/updating your CV:

1. Use CV360 feedback software (24/7)

- Via [Careers Service Plus](#)



2. Make any appropriate changes

3. Book an appointment

- Maths-only School Consultant appointments (Mondays)
- Standard 30-min appointment (daily)



Extra advice: finance



efinancialcareers

[efinancial careers](#)

“The absolutely perfect investment banking CV”
BUT take their advice (and esp. users’ comments)
with a large pinch of salt!



[Inside Careers](#)

– incl. Accountancy, Actuarial, Insurance,
Investment Banking, Pensions



Inspiring futures

[Finance section](#)



We will now end the recording....



Any questions?

