



International Internship


CV and cover letter writing

Topics we will explore today:



- How to craft a professional CV – make a good first impression
- How to show your potential employers that you're suitable for the role
- How to write effective cover letters

FAQ

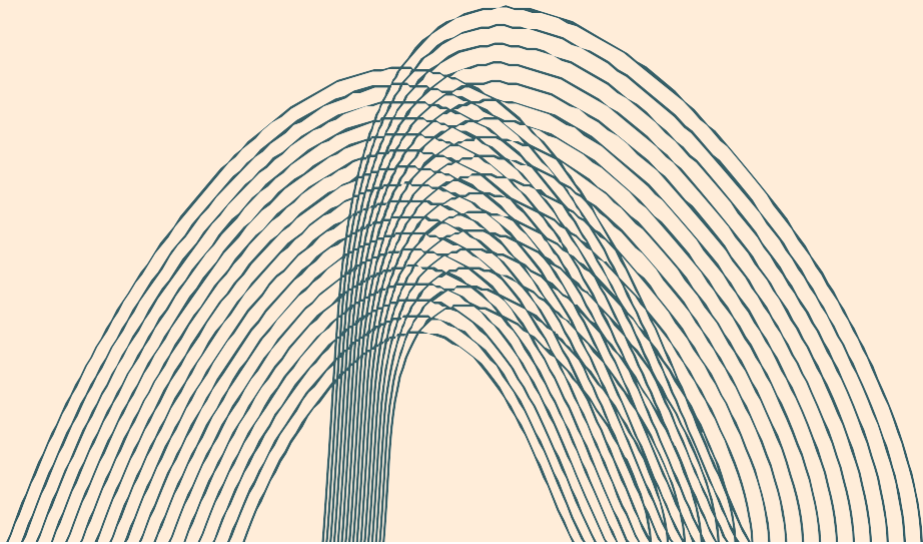
- Do I need an objective on my CV?
 - Can a CV be more than one page?
 - What's the best format?
 - Should I include jobs I've had that don't relate to the job I'm seeking?
 - Should I include my volunteer experience on my CV?
 - Should I put my picture in the CV?
- 

What to include in a CV

Check that your CV contains all this information!

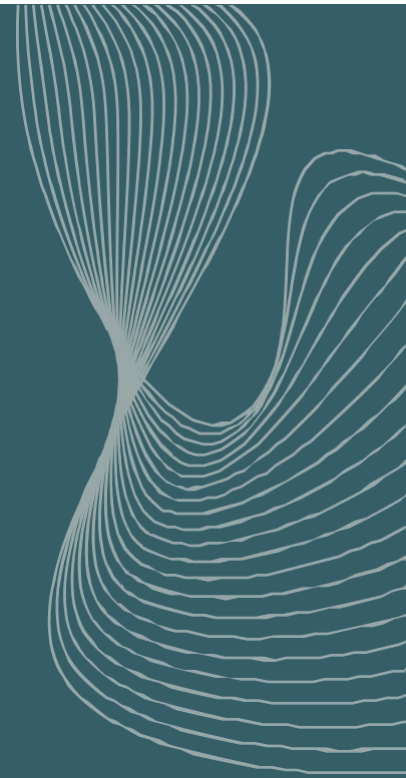
- **Contact details**
- **Profile** - a concise statement that highlights your key attributes or reasons for deciding to work in a particular field.
- **Education** – NB Reversed chronological order (the most recent first).
- **Work experience** - List your experience in reverse chronological order, making sure that anything you mention is relevant to the job you're applying for. If you have plenty of relevant work experience, this section should come before education (see «types of CV» further on in this presentation).
- **Skills and achievements** – the foreign languages you speak and the IT- packages you can competently use.
- **Interests** – when relevant to the job
- **References** – not needed at this stage

What are the existing
types of CVs?



The three types of CVs:

- **Chronological CV**
- **Functional CV**
- **Combined CV**



Chronological CV

Personal Details Personal Profile

The spotlight is on:

- Education and Qualifications
- Career History



Marilyn Edison

Billing specialist with experience managing employees and overseeing payroll. Strong organizational and communicative skills. Looking for a job at a dental office.

Honolulu, HI
(309) 864-4132
marilynedison@gmail.com

[linkedin.com/in/marilynedison](https://www.linkedin.com/in/marilynedison)
 [facebook.com/marilynedison](https://www.facebook.com/marilynedison)
 [instagram.com/marilynedison](https://www.instagram.com/marilynedison)
 [twitter.com/marilynedison](https://www.twitter.com/marilynedison)

SKILLS



HOBBIES

Swimming Instructor
Volunteering Baking
Soccer Cycling

EDUCATION

University of Texas
Austin, TX
2002 – 2006
Human Resources
Management
GPA: 3.8/4.0

CERTIFICATIONS

Medical Billing Certification
2020
Certified Records Manager
2019

WORK EXPERIENCE

Billing Department Office Manager, Silver Birch Hospital

Honolulu, HI • January 2014 – Present

- Greeted and checked in patients in a friendly manner
- Collected co-payments and verified insurance coverage
- Scheduled and confirmed patient appointments via telephone
- Prepared new patient charts neatly and accurately
- Responded to patient billing and financial inquiries, and directed patients to appropriate departments, as necessary
- Collected and posted payments and recorded receipts
- Balanced nightly deposits and completed credit card processing
- Executed patient consults to ensure patients understood Doctor prescribed treatment plans
- Conducted patient chart audits and consults according to company policies
- Entered and updated patient treatment plans at the direction of the treating Doctor using the company operational system
- Followed-up with patients during subsequent visits to schedule open treatment
- Worked with the Doctor and patient to ensure the patient completes the Doctor prescribed treatment plan
- Developed and implemented new procedures that improved the quality and quantity of work processed by 15%
- Oversaw payroll for 45 employees
- Handled customer complaints in a sympathetic and efficient manner

Office Manager, Hills and Sons

Austin, TX • January 2007 – December 2013

- Provided administrative support to the General Manager
- Oversaw payroll for 25 employees
- Managed inventory totalling \$12,000 a month
- Ensured that office administrative assistants are performing their duties
- Ensured all personnel data and contracts are correct and up to date in Synergy
- Created weekly schedules for 14 employees
- Oversaw all front office operations in the absence of the Assistant General Manager
- Resolved customer complaints and concerns by conducting thorough research of the situation and determining the most effective solutions
- Assisted in development, implementation and monitoring of daily, weekly, monthly, and annual department-wide budgets and forecasts
- Opened and closed the office every day
- Responded to customer emails in a professional and prompt manner
- Performed voids, corrections on payments, and refunds
- Ensured that all staff followed proper customer service etiquette
- Updated and maintained records of all inventory at the facility

Pros and cons

- Particularly useful for those applying within the same industry as it will demonstrate your career progression
 - It is the favourite format for most employers, who simply want to easily identify the roles and responsibilities in each job.
 - If you do not have many achievements or significant highlights across your career, taking a job-by-job approach can detail your main responsibilities and take the emphasis away from key achievements, which is more expected in a functional CV
- If you have gaps in your employment which you would rather not highlight, a chronological CV will make them more obvious.
 - If you are changing career direction, a chronological CV may not be so relevant to a recruiter who will be more interested in the transferable skills that you are bringing rather than in the detail of your experience in an unrelated sector.

Functional CV

Highlight the skills you have rather than the experience you don't.

The spotlight is on:

Skills & abilities

Education

Work experience

<https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/example-cvs/skills-based-cv-example>

PROFILE

Write a short brief introduction of just a few paragraphs explaining exactly who you are, your strengths and also why you feel you are a suitable candidate. Try to write it in the third person. Here is a good example; "A champion of best practise who is organised, customer-focused, and also has the required level of communication skills needed to make every customer feel special."

MALCOLM MITCHELL
Job title

Dayjob.com, Street Birmingham B18
0123 456 7890
info@dayjob.com

FOLLOW ME

Facebook.com
Facebook.com/name

Twitter
@name

LinkedIn
LinkedIn.com/name

EDUCATION

University 2014 – 2017
Course details
Modules
More text

College 2012 – 2014
Course details
Subject
More text

School 2008 – 2012
Course details
Details

English (A)
Maths (B)
Physics (C)
Geography (D)
Subject
Subject
Subject

SKILLS

PROFESSIONAL

- Briefly describe your most relevant professional skills.
- Briefly describe your most relevant professional skills.
- Briefly describe your most relevant professional skills.
- Briefly describe your most relevant professional skills.
- Briefly describe your most relevant professional skills.

PERSONAL

- Briefly describe your most relevant personal skills.
- Briefly describe your most relevant personal skills.
- Briefly describe your most relevant personal skills.
- Briefly describe your most relevant personal skills.
- Briefly describe your most relevant personal skills.

SPECIALIST

- Briefly describe your best specialist skills (i.e. Admin).
- Briefly describe your best specialist skills (i.e. Admin).
- Briefly describe your best specialist skills (i.e. Admin).
- Briefly describe your best specialist skills (i.e. Admin).
- Briefly describe your best specialist skills (i.e. Admin).

ACHIEVEMENTS

Give details of any job relevant career achievements.
Give details of any job relevant career achievements.
Give details of any job relevant career achievements.
Give details of any job relevant career achievements.

CAREER

| JOB TITLE | Company name | 2019 - Present |
|---|--------------|----------------|
| In a short sentence describe your role in the company . | | |
| JOB TITLE | Company name | 2018 - 2019 |
| In a short sentence describe your role in the company. | | |
| JOB TITLE | Company name | 2017 - 2018 |
| In a short sentence describe your role in the company. | | |
| JOB TITLE | Company name | 2016 - 2017 |
| In a short sentence describe your role in the company. | | |

REFERENCES

Available on request.

Pros and cons

- If you have changed jobs frequently, or your experience is a combination of seemingly unrelated posts or if you have several career gaps, a functional CV will help place the emphasis on what you have to offer as a whole rather than your career progression
 - If you are changing industry, a functional CV will help the recruiter focus on your transferable skills
 - If you are a more mature applicant, a functional CV will take the spotlight away from your age
- If you do not have much work experience, you may struggle to highlight achievements in a separate section.
 - Most employers are not very keen on this type of CV as they prefer to clearly see what the candidate has done; questions may also arise around whether the candidate is trying to hide something.
 - A functional CV will not enable you to highlight consistent **career progression**. If you wish to convey career progression, you should adopt a chronological format.

The combined CV

- Personal Details
- Personal Profile
- Career history
- Skills & abilities
- Education & qualification
- interests
- Contacts
- Other information

JAMES LANE

Brand Manager



+1 888 777 6666

james.lane@hiration.com

Milwaukee, US

Additional Skills

- Brand Management • Market Research • Advertising • Integrated Marketing • Communication
- Agency Management • Media Planning & Buying • Sales Promotion

SELECTED PROJECTS

- E-business, '10
 - Conceptualized & set up AN online **brand consulting** service
 - Devised custom **branding strategies** for 2 clients
 - Secured USD 10k+ revenue
- Development of a novel approach for **digital marketing**, '08
 - Designed a new approach to execute search engine marketing for small brands

ADDITIONAL INFO.

Languages: English, Spanish

CO CURRICULAR ACTIVITIES

- 1st position, inter college debate competition, NYU '09
- 1st position, national level elocution competition, Harvard University '08

Summary of Skills

Marketing Communication

- Drove research on consumer trends using techniques such as the mining of consumer insights, **need gap analysis** etc.
- Created the brand's entire communication plan; **launched the pan US TV campaign** including multiple commercials
- Executed **multiple ATL & BTL marketing** initiatives including Print, Radio, Digital, Events & other channels

Sales - Marketing Integration

- Collaborated with the sales team to implement as well as analyze marketing initiatives through sales analysis etc.
- Engaged regularly with different channels, the sales teams, Regional Managers etc.

PROFESSIONAL EXPERIENCE

Brand Manager

May '13 - Present

Yellow Comfort FMCG

Milwaukee, US

The Yellow Comfort group is one of America's leading producers of FMCG products including soaps, perfumes, shampoos etc.

- Working as the brand custodian of the 'Fresh Intense' range of deodorants (**annual revenue: \$ 20.5 mn.**)
- Responsible for a **90% YoY growth** in the sales revenue through **complete brand ownership**
- Handling and deploying a total **marketing budget of \$ 5mn.** across multiple channels
- Conducting end to end **effective media evaluation** & targeting **maximum ROI** by coordinating with key media providers
- Coordinating with multiple agencies for conducting ATL, BTL implementation as well as other media work

Brand Associate

Jun '10 - Apr '13

Stark Tech LLC

New York, US

One of North America's leading manufacturers of computers and mobile devices

- Appointed as the brand custodian for the G2 laptop brand (**annual rev.: \$ 5 mn.**); worked with the brand head
- Executed the brand promotions & publicity for national & **international** markets leading to **vol. improvement of 15%** in 2 years

EDUCATION

UC Berkeley

Jul '06 - Apr '10

BBA - Marketing

Berkeley, US

Pros and cons

- Perfect format if you have a strong career progression with many achievements
- Enables you to sell your strengths as well as your experience

- Lengthier than a functional or chronological CV, so some employers may be put off
- Not suitable for those with little experience or achievements
- Not suitable for those with employment gaps

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"I see from your resumé you spent fore years at bizness skool."

Top 7 job application mistakes

1. Poor formatting
2. Failing to tailor your application
3. Spelling errors
4. Lying
5. Lack of evidence
6. Not explaining 'why'
7. Ignoring gaps in your work history



Reasons for gaps in your CV include:

- Going on a gap year
- Having children
- Caring for a sick relative
- Suffering from a recurring medical condition
- Redundancy.

You should talk about the gap in the third or fourth paragraph explaining what you did and the skills you've learned from the experience.

- Finish by demonstrating your enthusiasm for the position and add that you're now ready to focus on your career.
-

Gap explanation example

Before starting at university I took a year out to work and travel. I was pleased to be able to use (and improve) my language skills - French in the Far East and Spanish in South America. I spent some of the time travelling alone which exposed me to local culture and developed my self-reliance and resilience. I also did some casual work, in a bar and a hostel, while in Australia.

Travelling and working abroad has whetted my appetite for an international career. I can see how different parts of the world can learn from each other and work together. I look forward to putting this into practice on your international graduate programme - and with your company in the future.

Yours sincerely

(Sign your name here)

A few more tips for cv-writing

- Emphasize your **accomplishments** and **achievements** rather than focusing on **duties** and **responsibilities**.

Instead of this....

Responsible for developing a new system for tracking online service requests

Write this:

Developed a new service-request system that **reduced** scheduling errors by 90 % and **improved** customer satisfaction by 22%.

STATE STREET CORPORATION

Principal

- Led cross functional, geographically dispersed team
- Improved process efficiency by standardizing end 1
- Reduced application testing time by automating sh
- Conducted industry research and recommended se that would return most value from the investment

Accomplishment

statements Starting with a strong action verb

Highlighting how it made a difference

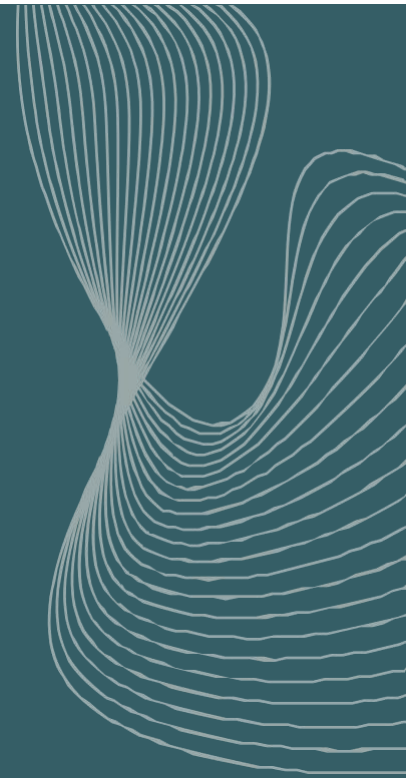
English Tutor, Kendall Drive Upper Secondary School

- Assisted **three** teachers in organizing an after-school course for upper secondary students seeking to improve their English skills.
- Tutored **ten** students in English. One student went from fail to B.

Quantify if possible

Highlighting the implications of your work

Practice: check how you have listed your job tasks/responsibilities in your CV and see whether you can edit some of them in light of the tips. Ask a fellow student for feedback.



When applying for a position based on a specific job offer:

- Use the **specific terminology** that each employer uses in its job description.
- Be sure to cover the full range of **hard** and **soft skills** each employer is looking for.
- **Customize, customize, customize!** Le recruiters know that their company is your true «crush».

Be sure to cover the full range of hard and soft skills each employer is looking for.

«Hard skills»

Measurable, specific abilities:

E.g using spreadsheet, operating equipment, speaking a particular language, designing websites, etc.

- Easier to convey because they are specific

«Soft skills»

The less-tangible, interpersonal side of things:

E.g communication skills, teamwork, leadership, conflict resolution.

- More challenging to express in a convincing way



Personal profile / Opening statement/ Executive profile

Example:

“A recent graduate with employment and voluntary experience, I have skills and attributes to offer the business world including leadership, analytical thinking, problem solving, team working and communication. I am keen to learn on a graduate programme and to make a contribution to the organisation.”

A CV personal profile should be no longer than 80 words. Aim for a few short sentences, four or five should do the job.

Personal
statement –
do I need
one?



What to include in a personal statement – 3 steps

- 1) Why do you want to work in this industry? (who you are)
- 2) What skills make you right for the role? (hint: use the job description)
- 3) Where do you want to go in your career?


Tip!

Students still pursuing their education should always focus on the point 3 (where do you want to go?) – and what they can bring to the business, as well as focus on the knowledge and skills gained through education, rather than employment history.

Soft skills are also a great place to start.

EXAMPLE:

A highly motivated and hardworking individual, who has recently completed their A-Levels, achieving excellent grades in both Maths and Science. Seeking an apprenticeship in the engineering industry to build upon a keen scientific interest and start a career as a maintenance engineer. Eventual career goal is to become a fully-qualified and experienced maintenance or electrical engineer, with the longer-term aspiration of moving into project management.



How can I make
it stand out to
employers?

- **Tailor** your personal statement (and CV in general) **to each new application**
- Use the job description to help form your profile.
- Stick to the word limit.
- Check for spelling and grammar mistakes. The personal profile sits at the top of your CV so any errors will be immediately apparent.
- Read it aloud once you've finished writing to make sure it flows.

DON'Ts:

1

Copy and paste from your cover letter.

2

Include unnecessary personal information such as your age, marital status etc.

3

Use clichés, slang or jargon.

4

Include quotes from others.

5

Ramble. Recruiters don't have time to read through waffle to get to the point.

PRACTICE (10 minutes):

Do you already have a personal statement in your CV? Or can you try to write one now, with a particular job application in mind?

In small groups: read/share visually your profile to some fellow students.

Receive feedback: what's good, and what could be improved?



**COVER
LETTER
WRITING**

Cover letters – what is their purpose?

- Applications should always include a cover letter unless the job advert instructs you differently.
- A cover letter is necessary as it gives you the chance to explain to an employer **why** you're the best candidate for the job.
- **Cover letters should complement your CV but not duplicate it.**



Cover Letter



To whom it may concern,

When I discovered the position as Graduate with Equinor ASA on your website, I was immediately intrigued. I believe now is the time for energy companies to be innovative and look towards the future, and that is something I wish to take part in. Your vision to set an example for how the oil and gas industry should transform itself to enable a low-carbon future inspires me, and I am excited by the chance to contribute to making it a reality.

Cover letter

I am applying for the position as a graduate as I am looking for an opportunity where I will be able to challenge myself and improve my skills.



Cover letter

Now that I am finishing my master's degree in finance at Handelshøyskolen BI, I am looking for an employment that can form the beginning of a good and rewarding career. I am eager to get some practical experience that can strengthen and further develop my skills and knowledge. This is something I believe Equinor can offer.



Writing a job application / cover letter

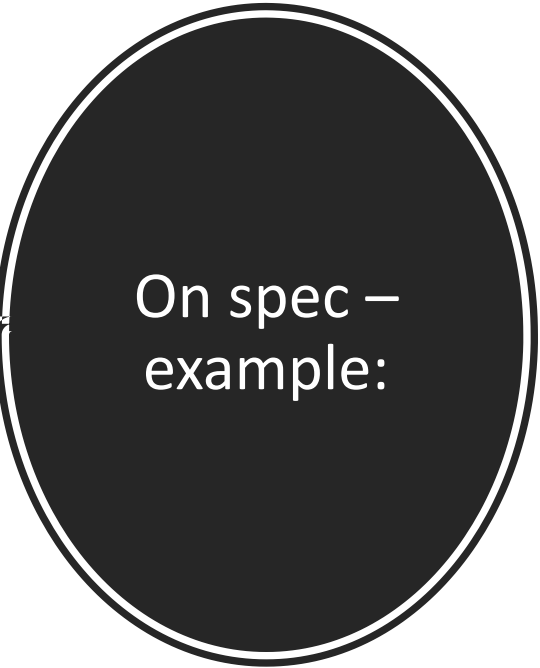
Make yourself an attractive candidate
by:

- Structuring your letter
- Relating your skills to the opportunities offered
- Drawing attention to your CV
- Using appropriate style and tone
- Using appropriate letter layout
- Aim to score an interview and stand out from the crowd!

Not all roles are formally advertised, and this is where **speculative cover letters** come in useful.

See example on the next slide.

<https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/cover-letters/speculative-cover-letter>



On spec –
example:

Dear Ms Corning

I am a second-year media design student who is looking to gain some industry experience. I would like to do a summer placement/internship with Media Company and am writing to you to see what opportunities there are.

I know Media Company has a strong reputation in the industry. I was particularly attracted by the work you did for X Communications, which I came across during research for a university project. Your designs caught my eye and your understanding of the UX made our project flow well - and helped us achieve top marks for our year.

How to structure a cover letter

First paragraph - why you're writing the letter. Begin by stating the position you're applying for, where you saw it advertised and when you are available to start.

Second paragraph - why you're suitable for the job, what attracted you to this type of work, why you're interested in working for the company and what you can offer the organisation.

Third paragraph - Highlight relevant experience and demonstrate how your skills match the specific requirements of the job description. Summarise any additional strengths and explain how these could benefit the company.

Last paragraph - round up your letter. END ON A POSITIVE NOTE! Express again your interest in the role and indicate your desire for a personal interview. Finish by thanking the employer and say how you are looking forward to receiving a response.

Conclusion: 5 tips for the perfect cover letter

- 1) Tailor to the organisation** - You should rewrite your cover letter every time you apply for a position in order to target the company.
- 2) Identify your USPs.** Clearly outline how your skills and experience meet those requested in the job description. Demonstrate why you're the perfect candidate.
- 3) Include examples** - Back up the claims in your cover letter with real evidence that shows how and when you've used your skills and experience.
- 4) Proofread** - Print off your cover letter and double-check for spelling and grammar errors before passing it to a family member or friend to look over.
- 5) Format** - Presentation is important. Format your cover letter properly!

Cover letter by an international graduate

- International graduates applying to work abroad need to include additional information in their cover letters, e.g **comparability** of qualifications.
- Like in any other cover letter you'll need to highlight your relevant skills and experience and outline how these are linked to the advertised position.
- Do some research when writing your cover letter and CV, to ensure that you include everything required by employers in the region of the world where you'd like to work.
- Example: <https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/cover-letters/cover-letter-by-an-international-graduate>

3-minute «buzz» in small groups:

Compare the «Education» section in your English CV with each other.

Have you found the English equivalent of the educational institutions you have attended?



Any questions ?

Useful links

Example CVs: <https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters>

Example cover letter: <https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/cover-letters#example-cover-letters>

For those of you using LinkedIn, there is a resume building site at

For cv creation:

My perfect CV: https://www.myperfectcv.co.uk/build-cv?&ref=15394&utm_source=Graduate-ProspectsUK&utm_medium=affiliate&utm_campaign=ProspectsUK-MPCVUK-HIW-15394&utm_content=300x250-medium-rectangle

<https://cvtoolspro.com/onboard/start>

for Cv and cover letter creation : <https://zety.com/cv-maker>

www.grammarly.com for spelling and grammar mistakes