

Write a great CV...From Scratch

Starting Point Series

The University of Manchester
Careers Service

Ground Floor
Crawford House,
Booth Street East

0161 275 2829

Open all year round
For opening times see
website.

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1. Introduction

It is easy to produce a generic CV that is a basic summary of your experiences. Recruiters can receive hundreds of these, so submitting a CV like this will not get you noticed. For your CV to succeed in getting you an interview it must contain **evidence** that you are right for the role.

If you are a research student or are looking for a part-time job read *Effective CVs for Research Students* or *Part-time jobs-finding and applying* (available on the Careers Service website and in the Careers Resource Centre).

If you are an international student, you may also be interested in our on-line “CV School” which gives a step-by-step approach to improving your CV, including a series of worked examples. www.manchester.ac.uk/careers/students/international/cvs/

2. What are employers looking for?

The needs of employers vary. Find out what the employer is looking for, so you can target your CV to the opportunity. In most cases you can find out the employer’s requirements from looking at the job advert which will typically outline:

- The type of person sought
- Key skills required/desired
- Experience required/desired
- Key work activities
- A description of the organisation (what they do, their organisational ethos and who their main clients are).

Go through the advert underlining all the relevant details e.g.



PR Assistant Required

We are based in the centre of Manchester with a range of B2C and B2B clients in a variety of sectors including the environment and property.

This is a great opportunity for a graduate looking for a first job in PR. Responsibilities will include media relations, copywriting and administrative support including updating and maintaining information on our organisation's website. You would be expected to supervise the production and distribution of leaflets and other promotional material. The successful candidate will have a minimum 2.1 degree in any subject, a passion for PR, possess excellent communication, team work and organisational skills, and have an eagerness to learn.

You can also get essential information about the role or organisation from:

- The employer's website - look for a recruitment section with information on what they look for in candidates.
- The employer - talk to recruitment staff and graduate trainees at recruitment fairs and presentations.
- People with experience of the employer - e.g. current/former employees, Career Consultants and personal contacts.
- If none of these methods are possible, contact the organisation and ask to discuss the vacancy.

You may also be able to find out more about a role by looking at:

- The Occupational Profiles on Prospects website www.prospects.ac.uk which contain a detailed list of work activities and skills common to a specific role e.g. primary school teacher, management consultant, software engineer.
- Professional bodies may provide useful information such as career profiles - make direct contact if no information is available online.

Only when you have established what qualities you need to do the job, will you be able to target your CV.

If you are applying speculatively or only very brief information has been provided in the job advert, it is even more important to do this research. If an organisation wants to consider your CV for several different roles try to highlight a wide range of skills and abilities which fit with the type of work you are being considered for.

Essential Tip

- Evaluate general descriptions in more detail e.g. what might media relations or administrative support involve? Consider all the work activities implied in these descriptions- don't just pick out the obvious ones.

3. What do you have to offer - where is the evidence?

You have identified the employer's requirements. Now you need to provide clear evidence that you have some or all of the skills, experience and knowledge they are looking for.

Break your life into three areas:

- Education
- Work experience
- Activities and interests

List everything you've done for each area:

Note down simple one-line items - e.g.:

- Engineering degree
- Industrial placement
- Hockey team

Go through each item and list highlights for each:

Examples could include:

- Project leader
- Produced a report
- Assistant Manager

Reflect on the highlights. Include everything that you can think of, even if they were not officially part of your role. Then establish what skills, knowledge or personal attributes you used when doing each activity.

e.g. Project leader, final year engineering project

Process or result (this is the evidence)	Skill/knowledge/personal attribute(s) used
Judged the initial strengths of the group by looking at their performance on previous projects and asking their opinions.	Analysis
Two people were annoyed that I had given them tasks that they didn't enjoy. Persuaded them that they would learn new skills and that we were all taking on some type of activity we didn't enjoy.	Negotiation & persuasion
Devised a work schedule, carried out progress checks.	Organisation
Identified that someone was falling behind and persuaded her that I should help her with her workload.	Leadership & persuasion & teamwork
My job was to conduct research and look at group findings, in order to work out the feasibility of a business scenario (subsidised transport for workers)	Developed commercial awareness
Group was awarded second highest mark in the year group (2nd out of 30 groups)	Academic ability

Transferable skills and abilities you have may include:

- Analytical
- Commercial awareness
- Communication skills
- Creativity
- Flexibility/adaptability
- Innovation
- Leadership
- Motivating others
- Negotiation
- Numeracy
- Organisational ability
- Problem solving
- Planning
- Supervisory skills
- Taking responsibility
- Team work
- Working under pressure

If you have studied science, engineering, IT or any other technical subject make sure you list the technical skills that you have developed. This includes scientific techniques and technologies that you are familiar with. This is particularly so if the employer to whom you are applying may not be familiar with the detailed content of your particular degree.

4. CV types

There are three main types of CV used in the UK. Choose the style that best showcases your evidence to the employer.

Note: Different countries have different formats and conventions. For more information visit our Careers Resource Centre and the non - UK CV section in “Going Global”
www.manchester.ac.uk/careers/students/findingwork/overseas/goingglobal

Reverse chronological CV

This is the most common style of CV and serves most situations. It lists your education and work experience in reverse date order (most recent first). Evidence of your skills and lists of your achievements are built into the CV against the relevant experience. This is the CV style that the majority of students and graduates should use.

Advantages: <ul style="list-style-type: none">• Easy and quick for an employer to read.• Easy to put together/modify.	Disadvantages: <ul style="list-style-type: none">• Most CVs look like this.• May emphasise any significant gaps.
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Skills based/Functional CV

This style makes, the skills you have the priority. Relevant skills are listed first and brief details of education and work experience follow.

Skills based CVs are used to maximum benefit where the applicant wishes to make a significant change of career direction – they enable you to focus on what you can do, you’ve done and achieved and as such the particular degree discipline may appear to be a potential distraction or barrier to getting an interview.

Skills based CVs are often used by applicants who have lots of relevant work experience or are changing direction and seeking to highlight the transferability of their skills.

For this CV to be successful you **must** have lots of different skills to talk about.

Advantages: <ul style="list-style-type: none">• Hard evidence of your key skills is clearly shown on the first page.• If you have a lot of experience, you can focus on skills that are most relevant to the employer.	Disadvantages: <ul style="list-style-type: none">• This is a difficult style to adopt. Hard evidence is still required to make the skills sound meaningful and not just a list of bland statements.• The sections on education and work experience are located at the end and just give the barest of supporting details (e.g. dates, names, degree discipline.)• For the average undergraduate a skills-based CV is generally not recommended.• This CV may require significant re-working for each different application.
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Combination CV

This CV is a combination of the standard chronological and skills based approach. Skills are listed on the first page (together with supporting evidence), followed by your educational experience. This approach might be highly appropriate where the applicant has a lot of experience which is very relevant to the job.

However be cautious. There is a real danger that a combination CV runs the risk of falling between the standard chronological CV and the skills based CV and not getting into the depth of either. Also the tendency can be to focus on four or five skills – but in reality you will have a great deal more!

Ask yourself: “What will the reader gain by separating out the skills and supporting evidence from each of the education and work experience sections?” If the answer is “nothing”, then go back to a standard chronological CV.

Advantages:	Disadvantages:
<ul style="list-style-type: none">• Education is shown on the first page and is therefore prominent.• It is easier to write than a skills-based CV, but still allows you to focus attention on your most relevant skills.	<ul style="list-style-type: none">• May make you appear undecided as to which style of CV to adopt. It is a difficult style of CV to do well.• There is potential for repetition if you have similar information in your employment and skills sections.

5. Content

Content will vary according to the position and what you have to offer. Whatever style of CV you are producing, it is generally recognised that you should include the key content sections below.

It is **VERY** important that you select which skills/knowledge you want to showcase for each entry. What you choose needs to match as closely as possible with the employer’s needs.

Try to demonstrate that you have used a skill in a range of contexts (so the employer can see that your level of skill is excellent rather than just average). For example, you can highlight that you developed good communication skills during your second year project and part time job. Section 6 will show you how to highlight your skills to maximum effect.

Key content sections

Contact details

- If you choose to list both a term time **and** home address make sure you include the dates you are available at each location.
- Use an email address that is acceptable in a professional environment.
- Nationality is optional. International students may wish to use this section to clarify their work permit status.
- Don’t include a photograph of yourself (unless requested), your date of birth, or details of your marital status or health.

Personal profile/Career objective (optional)

- Can be used on any CV where you want to ensure that your relevant skills/knowledge/experience for the type of work you are applying for - as well as your ambitions - really stand out.
- Profiles should be short (maximum one or two sentences). They should say who you are and what type of work you are interested in. The profile should not bombard the reader with a list of your skills - these should be included in the relevant sections, backed up with evidence.

Education

- Include secondary to degree level in reverse chronological order (most recent first)
- Give the university and degree title(s) in full.
- If you can, list your expected degree result (until you have graduated). If you know your average yearly percentages include them - they should reflect your predicted result.
- Space is limited so include only relevant modules (unless you are a law student applying for a legal job - in this case you must list all modules and known grades). You can list the modules according to relevance, grade (highest first) or in alphabetical order.
- Highlight relevant skills developed throughout your degree (both technical and soft).
- Include A-level subjects and grades.
- GCSEs can be summarised e.g. 10 GCSEs (3A's, 4B's) including Maths and English.
- If you have overseas qualifications list them, making sure the information is as clear as possible. If you can, give the reader any information which helps them to evaluate your qualification e.g. 'in the top 10% of the year'.

Essential Tip

- If you are unsure exactly what knowledge, attributes, skills and capabilities you have developed during your degree, look at the course description in your university prospectus. The Quality Assurance Agency for Higher Education is also an excellent source of information. www.qaa.ac.uk

Work Experience

- Include non-educational work experience in this section - these include paid work, voluntary work, and work shadowing. If you have gained relevant experience working for your family or friends include it.
- Unpaid/voluntary work experience can be included under the heading of work experience (it does not have to come under a separate heading of voluntary work). If you want to specifically emphasise that your work experience was 'voluntary' you can use a separate sub-heading.
- Don't just give a basic job description. Remember to focus on what you actually achieved in the job, the skills you used and developed, and how it has prepared you to do the job you are applying for. It is the hard evidence of what you did that really counts. The chapter on presentation will show you how to effectively showcase your experience.
- If you have significant relevant work experience (two years or more), the work experience section should be prominent. If you have completed your degree(s) and are in work, this section would generally come before your education on your CV.

Dates of Education and Work Experience

Under age discrimination legislation some recruiters may not ask for dates; however it may still be useful for these to be in a CV. Reasons to use dates include: establishing that you have no gaps in your CV; demonstrating the amount of experience you might have; showing quick progression in your role, or juggling a number of things simultaneously (like a job with membership of a society). Consider these before choosing whether to remove dates from your CV.

Awards/Positions of Responsibility/Achievements/Activities (optional)

- This section can make you stand out from the crowd. Include achievements such as, being a student representative or holding a position of responsibility in a university society.
- Remember to include any activity which demonstrates that you have commercial awareness of your chosen sector e.g. attended Insight into teaching/broadcasting (these events are organised by The University of Manchester Careers Service).
- There can be some uncertainty over whether to include participation in sporting activity as an achievement or interest. Generally, if the activity gives you lots of skills to highlight, including it in this section may give it a higher profile. E.g. a coach of a team would be able to highlight their motivational, communication, teamwork, organisational and leadership skills.
- Only include items if they provide hard evidence of relevant skills, ability, knowledge, experience or interest.

Key/Additional/Other Skills

- Only 'hard' skills should be listed in this section e.g. IT, foreign language ability, holding a driving licence.
- You must state your level of competence e.g. Used Excel extensively to analyse data and produce charts for my final year project.

Interests (optional)

- Some employers value an interests section because it gives them some insight into your personality and provides further evidence of your skills and abilities.
- How you spend your time and what you choose to reveal about yourself says a lot about you and your judgement. This section can have an impact on selection so think carefully about what you say. For example, an employer may question why you want them to know you enjoy internet shopping or collecting teddy bears.
- It is good to include interests which demonstrate membership/commitment, achievement, the use of skill or personal development.
- Include two or three interests. If the section is taking up half a page the employer will question your priorities.
- Common interests e.g. reading, watching films are unlikely to get you noticed.

References

- If room, provide two; one academic and if possible one from recent work experience. If a work experience reference is not possible include another academic reference.
- If an overseas reference is listed, you must include an email address and make sure the reference can be provided in the relevant language.
- If you are running out of space it is acceptable to write, 'References available on request'.
- It is common to include the email address of your referees.

6. Presentation

This advice applies to the majority of CVs. If you are applying for a job in a creative industry such as design you may choose to follow a non-standard layout.

Essentials

- Most UK CVs should be two A4 sized pages. Exceptions are CVs for consultancies and patent attorneys (one page is often preferred) or CVs for academic jobs (no limit to size). If you need to submit a one page CV, follow the same guidelines for a two page CV but make each entry very concise.
- If sending a hard copy, it should be laser printed. If submitting your application electronically, consider saving it and sending it as PDF file – this will preserve any complicated formatting.

Structure

- Make an impact by presenting your information in a logical structure with a clear and consistent layout.
- Prioritise the information - your best selling points should always come first within a section. For example, if you have retail experience a recruiter would want to know that you worked for the manager for three days and exceeded your sales target by 10%, before reading that you tidied the shop. You do not have to explain your experience in process order or in the order of what you spent most of your time doing. Your objective is to get the recruiter interested in you, so whatever is most relevant to the role you are applying for should come first.
- Allocate space according to importance to the job for which you are applying – expand on areas of relevance; reduce less relevant sections, even if they took up significant amounts of your time.
- Do not clutter up your CV with lines between sections and avoid setting out qualifications etc in boxes or tables with lined borders. This format takes up extra space, the lines can make the CV more difficult to read and, although this is a common format in some countries, this is not conventional for the UK. Tables without borders can be useful for formatting neatly in columns.

Sub-headings

- You can draw the recruiter's attention to relevant experience by grouping it together under an appropriate sub-heading e.g. Legal Work Experience, Financial Work Experience, Scientific Work Experience, Technical Work Experience or Relevant Work Experience. If relevant you can also separate voluntary from other work experience by using the title 'Voluntary Work Experience'. Include the tailored sub-heading first and list each entry in reverse chronological order. Then include your other work experience in reverse chronological order under a separate sub-heading 'Other Work Experience' or 'Additional Work Experience'.
- If you are doing a skills based CV your sub-headings should tie in closely with the vacancy e.g. team work and leadership, business awareness, effective communication.
- Use headings which best describe the content of the section. Adapt the headings to fit your needs e.g. Awards and Achievements, Positions of Responsibility and Achievements.

Style

- Keep sentences short and precise. If a sentence starts to run into three lines, it is probably too long.
- Phrase things actively rather than passively e.g. don't say, 'I was required to', 'I had to', 'the role involved', 'the course taught'. Instead, start bullet points or sentences with verbs. It gets straight to the point of what you actually did. E.g. Led..., Trained..., Presented.....'
- Bullet points can look effective and help you to write short, dynamic sentences. If you want to use paragraphs keep them short - huge blocks of text should be avoided.

Fonts

- Use a standard font that is easy to read and looks professional. Using an unusual font can result in your CV displaying incorrectly on the recipient's computer.
- Use the same font style throughout.
- Font size will vary according to type but should normally be around 11 or 11.5. Make sure it is not too small or the text will be difficult to read. Displaying your name in a larger font size can look attractive.
- Sub-headings should be in bold **or** underlined - not both.

Colours/graphics

- Graphics should enhance the CV and not detract from the content – in the majority of cases they should be avoided. If you do use them, keep it simple and professional.
- Avoid colour. Your CV may be photocopied and some colours copy poorly.
- Use shading with caution – background shading behind text can look muddy when photocopied, especially textured shading.

Essential Tip

- Maximise the space available on the page by decreasing the margin size. Don't make the margins too small or text near the edges will be cut off when the CV is printed.

7. Important mistakes to avoid

1. Not targeting your CV

Many applicants fall into the trap of highlighting what they think are their best skills, the achievements they are most proud of or activities they enjoyed or spent most of their time doing. Your CV must be targeted, so match what you have as best as you can to what the employer is looking for. Effective techniques for highlighting what you have to offer include giving relevant items more space and including them first within a section.

2. Writing about your jobs

Recruiters often read through CVs which are just a long list of activities. Sometimes a CV becomes just a list of job responsibilities and duties, this is a huge mistake. The recruiter does not have the time or desire to read through your CV trying to guess what you actually did, how you contributed to the business or team and how this skill relates to their vacancy - you **must** tell them.

Admin assistant, Cambridge Examination Board

- ✗ My role involved marking GCSE course work, recording the marks, data processing, maintaining examiners records and updating their details using Microsoft office.
- ✓ Worked quickly and accurately by marking 100 GCSE Maths papers to deadline. Also maintained examiners records, recorded marks and processed data using Microsoft Office.

3. Making a skills claim instead of giving the evidence

Recruiters know what they are looking for. They don't need to be told that meeting a specific deadline improved your Project Management skills. They will know! It is the hard evidence that they look for. It is easier and quicker for them to read and get the information about you they need. This simplicity and focus will really make your CV stand out.

Industrial Placement, Boondock Clothing

- ✗ Helped research last season's trends and predict new ones. Was organised and got things done on time. Developed good communication skills and I am confident that these will come in useful for the role that I am applying for with your organisation.
- ✓ Work shadowed the junior merchandiser, researching last season's product trends. Analysed and reviewed previous years' sales results and identified and agreed the successful items. Attended market research briefings with the buying team and discussed which trends were likely to continue into next season. I developed good commercial experience planning new product ranges and am confident I can use these skills working as a junior merchandiser.

4. Giving vague/overly brief examples

If you only provide vague examples of when you demonstrated your abilities you are missing out on a great opportunity to show your suitability for the job. Vague examples also encourage the recruiter to form a negative opinion. They will not be able to fully understand the point that you are making and would question why you are being so vague. You don't want them to think it is because you don't really have a lot to offer or you could not be bothered to write your CV properly.

- ✗ Organised a promotion and distributed the marketing materials for events at the AU. Managed to get the leaflets produced cheaply through being persuasive at the print shop. The campaign was a success.
- ✓ Independently devised and organised four different promotional campaigns for club nights at the Athletics Union. Designed and distributed marketing materials, developing good research and negotiation skills through identifying print firms and securing low production costs. The campaigns were successful with ticket sales increasing by 15% from the previous year.

The incorrect example raises a number of questions e.g. did you organise the promotion independently or did you work in a team? What did organising the promotion involve – what did you do and what skills did you use? How hard did you work - how many events did you promote? How did you judge the success of the promotion?

Essential Tips

- Use the CAR model when providing an example- give the **C**ontext, **A**ction and **R**esult.
- Avoid using too many general descriptive words e.g. various, some, many, lots, several. Instead quantify your achievements. If you met a target give the numbers. If you delivered presentations say how many. If you raised money say how much.

5. Not emphasising your personal contribution

Most employers greatly value team work skills. When they read your CV they are trying to assess you so they want to know what/how you contributed to a team and not an explanation of the entire team's activities. If you talk about 'the team' or 'we,' the recruiter can not separate the team's abilities from yours.

- ✗ Good ability to work in a team. For example, my final year project involved designing a new depot for a bus company. We carried out building usage surveys, analysed the data and investigated if we could buy nearby land. We presented our recommendations to the group. The team got a first class mark.

- ✓ My final year team project involved designing a new depot for a bus company. I was the manager of the group and allocated roles according to ability, negotiating a work timetable. I investigated and organised a building usage survey. I met with the group to discuss their work tasks and troubleshoot any problems. I went on to present the recommendations of the group. I obtained a first class mark for the project.

6. Underselling yourself

Do not make negative comments about yourself. You want the recruiter to form a positive impression of you so be positive!

Assistant, Campus Café

- ✗ Although the role at campus café is quite basic and unrelated to this position, I have picked up some good skills such as time management and the ability to work under pressure.
- ✓ Working in a busy city centre café has enabled me to develop excellent ability to work under pressure. I regularly process over 80 orders per hour at peak times, working quickly and accurately to ensure I have enough time to tidy the dining area and make beverages. My supervisor frequently comments on my excellent time management skills.

Essential Tips

- Do not point out that your experience is unrelated - highlight your transferable skills.
- Avoid describing skills or knowledge as basic, adequate, standard, general or limited. Instead use 'good'.

7. Providing irrelevant information

CVs that contain irrelevant information are unfocused and tedious to read. Do not waste space on information that does not add any value. In this example the underlined information is irrelevant.

- ✗ After deciding that I need to widen my skills I volunteered to become a mentor to first year pharmacology students. The students registered via the department who informed all new mentees of the training session dates. The department allocated the students to the mentors and arranged the timetable. I met up with the first years once every two weeks, listened to their concerns, helped them to find their way around campus etc. I developed good listening skills and the ability to motivate people who felt worried or unconfident.
- ✓ Mentored five first year pharmacy students, meeting up with the group eight times throughout the year, listening to their concerns, offering advice and helping them find their way around the campus. I developed excellent ability to motivate people who were lacking confidence by giving targeted advice and arranging one-to-one meetings with other students who had been in a similar situation and who then went on to achieve excellent grades.

Essential Tip

- The mistake of giving irrelevant information often occurs when explaining a process. Only include information that is integral to the understanding of the example or information that directly highlights your skills.

8. Not prioritising information

Recruiters read through CVs very quickly so you need to make sure you highlight your best selling points.

9. Using passive language.

You want employers to think you have passion and enthusiasm for every activity that you undertake. Use active rather than passive phrasing and include a variety of dynamic words in your CV to create this impression. The next page lists a range of dynamic words which make an impact on a CV.

- ✘ The aim of the course was to make students knowledgeable about all aspects of fashion retailing. The course included modules on fashion promotion, market research and e-commerce. The course placed great emphasis on practical skills such as making presentations and report writing.
- ✔ Gained good knowledge of all aspects of fashion retailing. Studied modules on fashion promotion, market research and e-commerce. Produced two reports on high street trends and delivered three presentations on marketing strategies, merchandising and point of sale promotions.

8. Example: Chronological CV

Sam Routledge

5 Richmond Crescent, Withington, Manchester, M15 9PS

Email: sam.z.routledge@student.manchester.ac.uk, Tel: 0161 123 4567, Mobile: 07881218931

Education

2009 - 2012 The University of Manchester
BSc (Hons) Biology Expected result 2:1

First year result: 62% Second year result: 65%

- Developed excellent knowledge of key concepts underpinning many of the major fields of biological science, especially molecular genetics and molecular and cell biology.
- Completed two data handling modules and have good practical experience in using specialist software to capture and analyse numerical data.
- Regularly worked in small groups to plan, carry out and conduct over 20 laboratory experiments, operating as group leader on a rotational basis.
- Developed good ability to solve problems - during my second year project, key test equipment failed, so I brainstormed alternatives with my supervisor. I discovered from a contact of mine that similar equipment was being used in another lab and successfully negotiated sufficient access to deliver the project on time.

Include skills and knowledge developed during your degree even if having the particular degree is a pre-requisite of applying for the job

Start sentences with dynamic words

2002 - 2009 Park Royal High School, Surrey

A level: Biology (A), Chemistry (A), Physics (C)

AS level: Maths (B)

GCSEs: 9 (5A, 3B, 1C) including Maths and English

Focus on the hard evidence i.e. what you actually did - makes it easy to read and more powerful than bland skill statements.

Relevant work experience

June - Sept 2011 Remtech Health Products Ltd, Guildford, Surrey
Internship in Sales Management

- Set up four appointments with buyers through cold calling. Successfully persuaded a buyer who initially did not want to book a meeting to immediately place an order over the telephone. The Sales Director praised my 'natural ability to sell products'.
- Promoted Remtech's presence at a national trade fair. Identified potential new clients and marketed the fair through Facebook, LinkedIn and by delivering a five minute presentation at a small business breakfast meeting. Three of the businesses went on to place orders.
- Assisted Sales Reps in two meetings with key clients, providing data and answering questions about the trade fair. Developed excellent knowledge of advanced sales techniques and the principles of good account management.
- Researched and investigated three 'pre-sale' competitor products. Produced a 10 page report and wrote and delivered a presentation of my findings to the Sales Director and Marketing Team, taking questions from the group.

Other work experience

Sept 2009 - School of Biological Science, The University of Manchester

March 2010 Open day assistant

- Led 20 tours of up to 30 visitors around the campus promoting university courses and facilities.
- Promoted to Group Leader on two occasions, briefing new tour guides on the routes and ensuring the tours ran efficiently.

Give a short description of what the organisation does except if they are well known or it's obvious

Sept 2008 - Lorenzo's, Pizza Restaurant, Withington, Manchester

Sept 2010 Front of House Team Leader
(term time)

- Promoted to Team Leader after working for the company for ten months. Managed a team of five. Motivated them to meet individual sales targets by devising a graph which plotted the amount of bonuses they could earn through securing additional sales.
- Successfully trained two new members of staff to be able to perform well in all areas of the business.

Positions of Responsibility

2008 - 2011 The University of Manchester Hockey Club

Assistant Coach

Elected by members of the squad. Used excellent negotiation skills to secure a £300 sponsorship deal with major student venue 'The Lager Lounge'.

Introduced awards for 'player of the month' to give members an incentive to improve their performance, demonstrating my ability to motivate a team.

Planned training sessions, arranged fixtures and liaised with other universities. I also ordered the team kit, booked venues and transport and ensured all players knew the arrangements. Worked with the coach on team selection.

Additional Skills

Include IT skills developed during your degree

IT Proficient in the use of Microsoft Office, Mat lab, Easy Plot and KaleidaGraph.

Developed a database to assist the running of my family's catering business. The new system enables records of enquiries, supplies and clients to be collected accurately and recalled much more rapidly. The new database has decreased the amount of time spent on administration and helped to improve the productivity of the business.

Driving Full clean driving licence.

Languages Basic conversational level French (GCSE plus visits).

Include membership of professional bodies

Interests and Activities

Societies Member of the Biology Society and enjoy participating in meetings and events. I recently promoted three talks by designing and distributing posters and flyers.

Sport Completed the Race for Life in 2009 independently raising £75 for Cancer charities. Regularly participate in softball matches at Oak House, my former Hall of Residence.

References available on request

Descriptions should outline your level of responsibility and commitment- don't give one word examples

Example: Skills based CV

Sam Routledge

5 Richmond Crescent, Withington, Manchester, M15 9PS
Email: sam.z.routledge@student.manchester.ac.uk, Tel: 0161 123 4567, Mobile: 07881218931

Optional - some agencies like them.
Make it targeted and brief.
For direct applications use a cover letter instead.

Personal Profile

Final year Biology student from The University of Manchester with a practical experience of selling and generating leads within a healthcare business, now seeking an entry-level sales role in the pharmaceutical sector.

Key Skills

Communication & Negotiation

- Persuaded a new client to immediately place an order and set up four client appointments during my internship at Remtech.
- Negotiated a £300 sponsorship deal for the University hockey team with major student venue 'The Lager Lounge.'
- Led groups of up to 30 visitors around the campus during open days, effectively promoting university courses and facilities.
- Delivered a 10 minute presentation of the results of my investigation into competitor products at Remtech to the Sales Director and Marketing Team.
- Successfully trained two new members of staff to perform well in all areas of the business at Lorenzo's restaurant. My supervisor praised me for my 'excellent communication skills'

Adapt the sub-headings, order and contents of each section for each different application

Include any positive feedback

Teamwork

- Helped organise a trade fair at Remtech.
- Worked in small groups to plan, conduct and write up over 20 experiments.
- Two years experience (during term times) in a busy restaurant and takeaway, Lorenzo's.
- Assisted Sales Representatives in sales meetings at Remtech. Was able to answer questions and provide data to key clients.
- Keen team sports player, both in serious competition (played hockey for the University 1st team) and for recreation (play softball on a casual basis for my Hall).

Leadership & Co-ordination

- Led a team of five in Lorenzo's, organising staff rotas to ensure cover throughout the shift, to meet customer demand.
- Elected assistant coach of the University hockey team, organising matches, liaising with other Universities, arranging venues, transport and ensuring all players arrived in the right place at the right time.
- Co-ordinated tours of visitors around the campus, briefing tour guides so the tours ran efficiently.

Give the context of where you developed the skill

Creative Problem Solving

- Developed a database to keep track of customers and suppliers for a small catering business. Increased turnover by allowing them to record and target customer preferences, and to accurately match orders and invoices.
- During final year project, when key test equipment failed, brainstormed alternatives with supervisor. Discovered similar equipment being used in another lab by a contact of mine, and successfully negotiated sufficient access to deliver the project on time.

Additional Skills

Try to begin page 2 with a new section

- IT Skills - proficient in the use of Microsoft Office, Mat lab, Easy Plot and KaleidaGraph.
- Clean driving licence.
- French - basic conversational (GCSE plus visits).

Education

- 2009 - 2012** **The University of Manchester**
BSc (Hons) Biology – predicted 2.1
Modules included molecular genetics and molecular and cell biology.
- 2002 - 2009** **Park Royal High School, Surrey**
A level: Biology (A), Physics (C), Chemistry (A)
AS level: Maths (B)
GCSEs: 9 (5A, 4B, 1C) including English and Maths.

Work Experience

- June - Sept 2011** **Remtech Health Products Ltd, Guildford, Surrey**
Internship in Sales Management
- 2008 - 2010** **Lorenzo's, Pizza Restaurant, Withington**
Team Leader
- Sept 2009 - March 2010** **School of Biological Science, The University of Manchester**
Open Day Assistant

Interests and Activities

- Biology Society - active member participating in meetings and events. Recently promoted three talks through distributing posters and flyers.
- Running - completed the Race for Life in 2009 independently raising £75 for Cancer charities.
- Softball - regularly play for the Hall team.

Using a horizontal layout for references may save space.

Referees

Dr David Anders, Senior Lecturer, Faculty of Life Sciences, The University of Manchester, G.30A Stopford Building, Oxford Road, Manchester, M13 9PT. Email: david.g.anders@manchester.ac.uk

Ms Rosalind Gibb, Director, Remtech Health Care Ltd, 15 New Bridge Street, Surrey, GU9 7XH. Email: rtgibb@remtech.co.uk

9. Words which make an impact

COMMUNICATED...						
Addressed	Advised	Controlled	Co-ordinated	Counselled	Demonstrated	Performed
Directed	Encouraged	Guided	Instructed	Interviewed	Liaised	Presented
Marketed	Mediated	Motivated	Negotiated	Ordered	Promoted	Recommended
FOUND OUT...						
Analysed	Assessed	Classified	Collated	Defined	Designed	
Devised	Established	Evaluated	Forecasted	Identified	Interpreted	
Interviewed	Investigated	Researched	Tested	Traced	Verified	
SORTED OUT...						
Analysed	Arranged	Assessed	Budgeted	Classified	Collated	Uncovered
Composed	Conceived	Conducted	Controlled	Co-ordinated	Decreased	Verified
Defined	Distributed	Edited	Eliminated	Established	Evaluated	Vetted
Identified	Improved	Investigated	Itemised	Modernised	Operated	
Organised	Planned	Prepared	Processed	Produced	Redesigned	
Reduced	Refined	Reorganised	Researched	Resolved	Reviewed	
Revised	Scheduled	Simplified	Solved	Streamlined	Transformed	
SHOWED HOW...						
Advised	Coached	Conducted	Directed	Guided	Demonstrated	
Illustrated	Instructed	Led	Managed	Organised	Performed	
Presented	Taught	Trained				
SET UP...						
Composed	Conceived	Created	Designed	Developed	Devised	
Established	Founded	Generated	Implemented	Initiated	Instituted	
Introduced	Invented	Launched	Led	Opened	Originated	
Pioneered	Planned	Prepared	Produced	Promoted	Started	
MADE BETTER...						
Broadened	Combined	Consolidated	Converted	Cut	Decreased	
Developed	Devised	Doubled	Edited	Eliminated	Expanded	
Improved	Increasing	Innovated	Minimised	Modernised	Recommended	
Redesigned	Reduced	Refined	Reorganised	Resolved	Restructured	
Revised	Saved	Serviced	Simplified	Solved	Streamlined	
Strengthened	Transformed	Trimmed	Uncovered	Unified	Widened	
GAVE OUT...						
Delivered	Despatched	Distributed	Expanded	Generated	Launched	Presented
Processed	Produced	Promoted	Provided	Served	Transferred	
IN CHARGE OF...						
Administered	Approved	Conducted	Controlled	Co-ordinated	Delegated	Directed
Headed	Led	Managed	Ran	Represented	Supervised	
OTHER USEFUL WORDS...						
Accelerated	Achieved	Allocated	Appraised	Assisted	Attained	Authored
Authorised	Awarded	Checked	Completed	Communicated	Diagnosed	Dealt
Effected	Engineered	Ensured	Facilitated	Found	Operated	Influenced
Lectured	Maintained	Mastered	Networked	Prompted	Participated	Persuaded
Pinpointed	Proficient in	Programmed	Won	Proved	Responded	Revamped
Undertook	Selected	Spearhead	Translated	Volunteered		

10. Check your CV

Check through your CV carefully before you send it off. Re-read the job advert or look at the organisation's web site and make sure you have tried to meet their requirements as best you can.

Go through each bit of the CV evidence and re-question its relevance and why it should matter to the employer/job. Is there anything you have you have forgotten to include?

There must be **NO** spelling mistakes. Use, but don't rely on spell check systems. Help on how to avoid mistakes with language and grammar can be found at

www.manchester.ac.uk/careers/students/international/cvs/

- **Essential Tip** A recruiter often has less than 60 seconds to read through a CV to make an initial assessment. Ask a friend to read through your CV - how much did they get through in 60 seconds? Could they easily identify the skills you have? Are there any parts they did not understand or had to re-read?

11. Further help

Look at the Careers Services' website for further advice on CVs including; frequently asked questions, tips for specific sectors, advice for international students, and CVs for the overseas job market.

You can get your CV reviewed at a Quick Query session. The session times vary so check details on our website www.manchester.ac.uk/careers/students/services/quickquery To get the most benefit out of this service please make sure you have read this guide and followed the advice it gives as best you can.