

COVER LETTER & RESUME WRITING

WORKSHOP

16TH SEPTEMBER 2019

Agenda

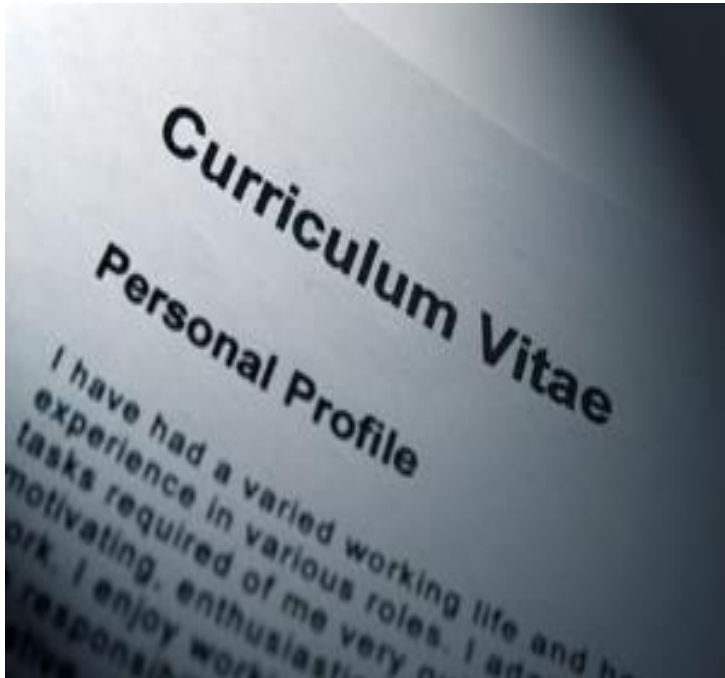
- Effective CVs and covering letters



Effective CVs and Covering Letters

What is a CV?

What is the purpose of a CV?



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

When should a CV be used?

- When an employer asks for an application in that format
- When an employer states 'apply to...' without specifying the format
- When making speculative applications



Matching up your CV with the position / company

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



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

Proving your ability

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

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

CV types

Chronological

In date order (starting with the most recent first) e.g.

EMPLOYMENT

April – December 2018: Venture – Editing Assistant

Working with Photoshop, I have learnt various editing styles. I have gained customer service experience and understand the importance of listening to what customers want in order to achieve high sales.

February 2016 – March 2018: Topshop – Retail Assistant

My interest in fashion enabled me to help customers and to suggest styles that might suit them. I helped to design the layout of the stock in the store, with an aim to increase our revenue by positioning various items in 'eye-catching' places.

CV types

Skills based

Focusing on skills e.g.

SKILLS

- **Attention to detail** – as an Editing Assistant at Venture, I needed to prove that I could spot any mistakes or flaws in the photographs, as well as being attentive to the requests of the customers
- **Computer skills** – I regularly used Photoshop during my time at Venture. I am also a competent user of Microsoft Office, which I proved throughout my time as a Retail Assistant at Topshop, where I was often required to produce reports on our sales
- **Customer service** – in all of my roles, customer service has been of key importance. I have experience of dealing with difficult customers, and try to ensure that every customer is satisfied with the service they have received.

Personal Details

- Name (as a heading rather than 'CV')
- Address
- Telephone number
- Email address
 - Make sure this is a **professional email address**
- The following are not requirements, but if you wish, you can include:
 - Nationality
 - Sex
 - Date of birth

Education and Qualifications

- Start with the most recent
- Don't forget your current study
 - Mention relevant modules
 - You might like to mention top marks
 - You can even mention the Project undertaken
- Include the years of study
- Primary school not needed

Education and Qualifications

2011 – Present University of Kent

B COM (Finance)

Modules include: Finance , Accountancy,
Macroeconomics

Project: _____

2009 – 2011 Maidstone School

Work Experience

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

April 2017 – Present

XYZ ENTERPRISES

As an Accounts Assistant, I have learnt the importance of well managed accounts of company. I am responsible for maintaining daily accounts on Tally software. Assisting in internal audits has increased my awareness on soft issues.



What examples can you give from your work experience?

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

Action Verbs

created instructed **analyzed** produced
negotiated designed **calculated** maintained
administered controlled **reviewed**
consolidated **delivered** founded **increased**
studied **invented** supplied **detected**
programmed **recommended** distributed
developed solved **prepared** installed
selected arranged **formulated** solved **started**

Interests and Activities

Choose interests and activities which can demonstrate **skills**, relevant to the job such as:

- Teamwork
- Organising
- Commitment
- Your intellectual abilities
- Your personality
- Your artistic ability

Presentation of your CV

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

Presentation of your CV

- Formatting – make sure it's consistent
- Size 10-12 font (depending on font style)
- Clear font e.g. Arial, Calibri
- Focus on accomplishments
- Target your CV to that job/company
- Use short, concise sentences
- **Consider your audience**

Creative presentation

- Be creative in design BUT ensure all relevant CV information is included
- See the creative CV guide for ideas & suggestions

References

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

Covering letter

- The letter provides detailed information on why you are qualified for the job you are applying for. Don't simply repeat what's on your resume -- rather, include specific information on why you're a strong match for the employer's job requirements.

Covering letter

- Never send an 'unaccompanied' CV
- **The Different Types of Cover Letters**
Choose a type of letter that matches your reason for writing.
- The **application letter** which responds to a known job opening
- The **prospecting letter** which inquires about possible positions

Letter of application

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

Speculative/ Prospecting letter

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

- Job seeker registration form – MINISTRY OF LABOUR & HUMAN RESOURCES
- <https://www.molhr.gov.bt> › JobPortal › pages › [jobseekerRegistration](#)
- <https://www.vacancybt.com/>
- POSITION VACANT posted in your local newspaper
- [Search on company's site](#)
- [Drop resume](#)

Any query?

ACTIVITY : 25 minutes

- PAIR UP (considering the person seating next to you be your activity partner)
MENTION A & B (Partner A will write **A** on top of both the sheets.....)
- DREAM JOB (think of a dream job for which you want to apply for – The company, the position.....)
WRITE IT ON THE **SMALL** PIECE OF PAPER – **(5 min)**
- CONSTRUCT A CV (based on what dream job you have thought for) – **(12 min)**
- **PEER REVIEW** (Partner A & B will exchange their constructed CV for constructive feedback) – **(8 min)**



■ THANK YOU.....