

LOVE YOUR CAREER



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A Winning CV and Cover Letter

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[WWW.TUDUBLIN.IE/CAREERS](https://www.tudublin.ie/careers)

Outline of Session

- What Employers look for in a Good Application
- How to Build your CV
- Tips for your Cover Letter
- Useful Resources



What employers look for...

Can you
do the
Job?



Evidence
of
Interest/
Motivation

'Fit' for the role/environment/culture

Aptitude/Attitude

CAN YOU DO THE JOB?



Education

Experience
(Work/Travel/Interests)

Skills

YOUR USP?

MOTIVATION AND INTEREST



Relevant
Experience

Connecting
with Industry

Related
Interests

*Tailor your
applications

PERSONALITY FIT



Personality 'fit'

Interests/Achievements

Qualities/Skills

Attitude/Aptitude

Typical interview questions

- Tell me about yourself
- Why Degree/TU Dublin?
- Why do you want to work for us?
- What do you know about the company?
- How can your previous experience help you in this job?
- Strengths, weaknesses, qualities and skills
- What do you like to do in your spare time?
- Greatest achievement?
- How would you like your career to develop in 5 years?
- What did you do during Covid/Challenges?
- Why you?

Tailor your applications!



Lara O' Connor

152 Green Wood, Blanchardstown, Dublin 15

m: 086 000 0000 e: lwoconnor@yahoo.com L: linkedin.com/larawoconnor2

(work permit if relevant/portfolio ref if relevant)

Educational Qualifications

B.Sc. (Hons) Human Resource Management (2018-2022), Technological University Dublin, City Campus
Anticipated result: 2:1, third year result: 2.1

Modules include: Employee Reward, Ethics and Corporate Governance, Organisational Change, Finance and Outsourcing, Economics for HRM, Learning and Development, Employee Law, International Business Management

(Consider including information about relevant Projects, Assignments, Guest Speakers, etc. Erasmus Year (if taken), technical skills/experience/labs if relevant)

Involved in team projects presented for peer and academic evaluation. For example:

Team Project: The Impact of Remote Working on Staff Motivation (Result: 80%)

- Researched...
- Compiled ...
- Identified and presented findings on ...

Final Year Thesis: The Effectiveness of Performance Appraisal in the Retail Industry (Result: X)

- Undertook research...
- Compiled a questionnaire...conducted interviews
- Presented findings...made recommendations ...

Leaving Certificate (2018) – St Andrew's College, Castleknock, Dublin 15

Subjects: (Higher/Ordinary- points, grades)

Employment

Human Resources Intern – College Placement (Virtual) (Jan – June 2021), Pfizer, Grange Castle, Co. Dublin

- Carried out administrative support for the recruitment team (six staff), for example; prepared recruitment documents, placed adverts, logged application forms, contacted candidates to arrange interviews.
- Participated in regular meetings of recruitment team and took minutes.
- Updated employee records on IT System.
- Part of a team responsible for updating Staff Handbook.

Barman (Summers 2018, 2019) – The Welcome Inn, Castleknock, Dublin 15

- Offered a professional and friendly service to customers.
- Trained new members of staff and deputised for Bar Manager in times of absence.
- Dealt with a number of financial transactions including reconciling till at end-of-day trading.
- Checked incoming deliveries and liaised with suppliers regarding orders. Updated supplier database.

Achievements and Interests

- College:** Class Representative 2018-2019. Represented class at Students' Union meetings. Presented class feedback to course co-ordinator. Arranged social events for the class.
- Human Resources:** Subscribe to 'HR Grapevine' and the 'Economist' to keep up-to-date with current affairs, HR issues, changes in legislation and to increase business awareness. Member of HR LinkedIn discussion group (*name*). Student Member of the CIPD.
- Sport:** Member of local tennis club and TU Dublin soccer team. Attend gym and fitness classes organised by TU Dublin Sports and Fitness.
- Volunteering:** Run mini-marathons to raise money for Irish Cancer Society.

Skills Profile

- Teamwork** Can work independently or as part of a team. Able to motivate others, employ tact and build relationships - developed through work experience and college projects.
- Problem Solving** Strong analytical and problem-solving capacity. Able to solve practical problems using creativity and resourcefulness. Strong organisational skills. Pay close attention to detail – essential to completion of academic projects.
- Communication** Can deliver presentations to a target audience and field questions under pressure. Confident in writing reports and business correspondence. Skill developed through course work and employment experience.
- I.T.** Proficient in Microsoft Office suite. ECDL qualified. Remote working skills (Teams, Skype, Zoom, Brightspace VLE). (Technical skills: e.g. coding, programming, data analysis, Digital Marketing/social media if relevant)
- Languages** Fluent French, Intermediate Irish
- Full Driving Licence**

Referees

Academic Mr Joe Bing, Head of Business School, TU Dublin, Aungier St, Dublin 8
Tel:+ 353 (1) 402 0000, **Email:** joe.bing@tudublin.ie

Employment Ms Emma Smith, Recruitment Manager, Pfizer, Grange Castle, Clondalkin, Co. Dublin
Tel. +353 (1) 01 800 000, **Email:** esmith@pfizer.ie

Impact & Metrics

Examples of outcomes and metrics:

What does success look like in that role?

- Raised x amount of money for..
- Received x mark for...
- Awarded prize for ...Nominated for...
- Grew sales by....within budget for..
- Increased reach by...
- Grew membership by...
- Received positive reviews, ratings, website hits

- Worked in team of 10..
- Level of expertise in a given area – e.g. a piece of industry software

Cover Letter

1. Introduction to you
2. **Why you want to work for the company-** e.g. reputation, area specialise in, clients, projects, excellent graduate programme, etc.
3. **Why you** - Highlight ways in which you meet the person specification, e.g. **academic knowledge** (subjects, skills/technical skills, projects, case studies, etc), **work experience** , **skill set + examples** (can be taken from academic work, outside interests or employment, technical expertise, specific IT skills), **qualities**. ***unique selling point** – how you can add value*

****Use link phrases if you can!**

4. Positive ending



Mr Michael Adams
Human Resource Manager
Tesco Ireland
20 Dame Street
Dublin 2

152 Badger's Walk
Blanchardstown
Dublin 15

1st June 2019

Dear Mr. Adams,

I recently attained a 2:1 Honours Degree in Retail and Services Management at Technological University Dublin and was very interested to see your vacancy for an Assistant Buyer as advertised on JobScene, TU Dublin Careers Service vacancy newsletter.

I am particularly attracted to work for Tesco Ireland and have been very impressed by its phenomenal success in the Irish grocery market over the past ten years. How Tesco has branched into such a diverse range of markets over such a short period of time has been remarkable. For example, the availability of diverse goods such as televisions, computers, clothes as well as Tesco credit cards, car insurance and life assurance makes Tesco a strong rival to many traditional providers of these products.

I note that a key requirement of the role is the ability to identify opportunities for further developing product areas. In respect of this, as part of my studies, I completed an industrial placement for six months with Scotts Miracle-Gro. In collaboration with the Buying Manager, I had responsibility for monitoring market changes, competitor prices and products, and past sales patterns. As a direct result of this review I noted a steady growth in sales of All Purpose Houseplant Food and proposed that the company consider broadening the range of houseplant products available. This resulted in the company's "Enjoy healthy-looking houseplants" campaign.

I appreciate that excellent negotiation and persuasiveness skills are key for the success of this role. Over the past three years I have worked in the Welcome Return Bar in Dublin as a Lounge Waiter. Working in this busy environment, I developed the ability to communicate effectively with a wide range of people from many different backgrounds. I learnt the importance of clearly understanding the other person's viewpoint and framing conflicting situations in an appropriate way for the individual to appreciate.

The degree in Retail and Services Management has provided me with a solid foundation in Business and Marketing from a national and international perspective. In addition, I have specialised in Managing Cultural Diversity which is an important topic in Irish Society. I participated in ongoing group case studies presented for peer and academic evaluation. Here, I thrived in co-coordinator roles where I led groups to successful completion of tasks through fostering inclusive, supportive working relationships. I also negotiated consensus on ground rules and suggested the importance of playing to individual strengths.

I am confident that my personal attributes and work experience would be of benefit to Tesco Ireland and would allow me to succeed in this position. I would be delighted to discuss any aspect of this application at your earliest convenience.

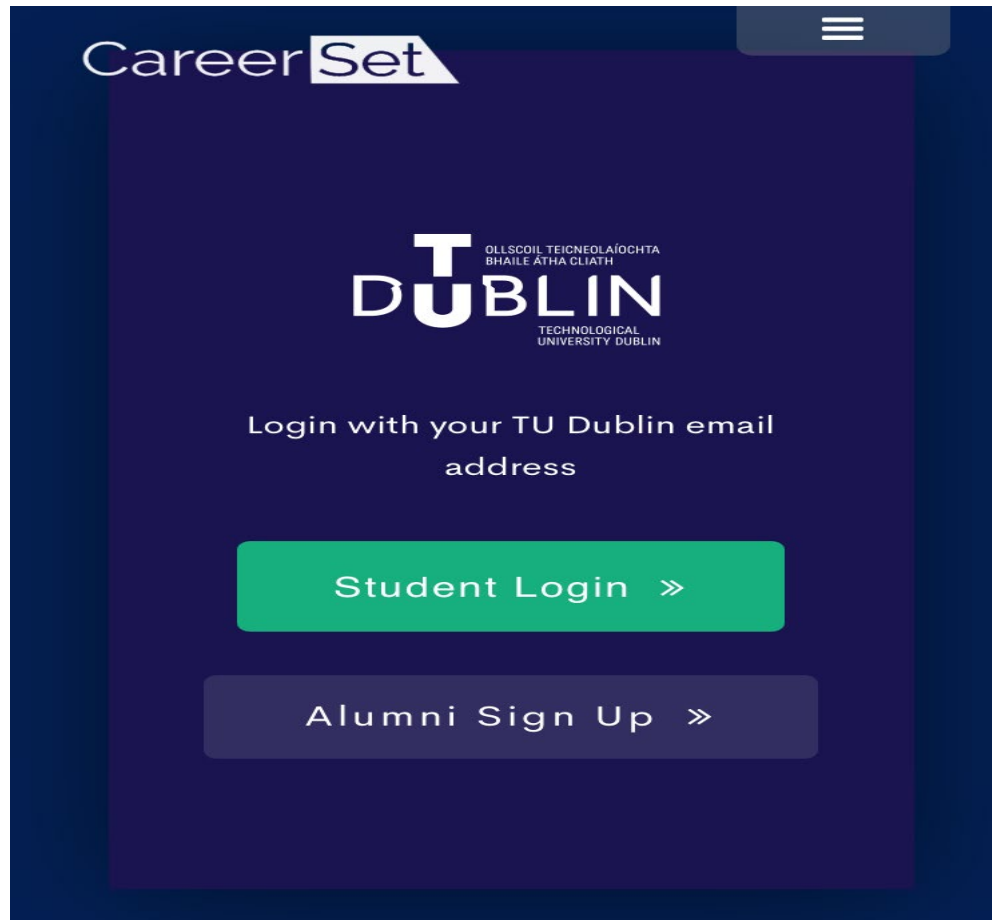
Yours sincerely,
Janet Copeland

Useful Resources

- www.tudublin.ie/careers (CV Section) - [CV Builder](#), [CV Check List](#), [Useful Phrases](#)
- <https://careerset.com/tudublin> - **Self-review Platform - instant feedback on your CV** and cover letter. Upload a job description to get feedback on how well your CV and cover letter tailored to the role –increase your chance of success with your job applications!
- www.prospects.ac.uk, www.targetjobs.co.uk
- **CV and Cover Letter Templates**
- **A-Z career resources on www.tudublin.ie/careers**
- **Career Presentations/Recordings:**
<https://www.tudublin.ie/for-students/career-development-centre/students-and-graduates/resources/presentations/>



Career Set - get instant feedback on your CV and Cover Letter - <https://careerset.com/tudublin>



- Increase your chance of success with job applications!
- Get instant feedback on how well tailored your CV and cover letter are to a job description
- Easy to use and free for TU Dublin students and Alumni

via Microsoft Teams:

WEDNESDAY, 8 FEBRUARY 09:00-13:00

Time	Webinar
09.00-09.30	Love Your Career! Career Actions to Take from Now
09.30-10.00	What Jobs Would Suit Me?
10.00-10.30	Where are the Jobs? Ireland and Abroad
10.30-11.00	A Winning CV and Cover Letter
11.00-11.30	Tips for Interview Success
11.30-12.00	Optimise your Career with LinkedIn (Live Demo)
12.00-12.30	How to Find a Summer Internship
12.30-13.00	Postgraduate Study – Is it for Me?



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Lots to Love in Central Quad!

09 Feb, 12-2, Foyer

- Make your LinkedIn profile stand out with a **FREE professional headshot**
- Wow recruiters with your **CV** with help from Career Coaches from TU Dublin Career Development Centre
- **Say hello to** USIT, Teaching Council, Dublin City Volunteer Centre, GROWTHhub, Postgraduate Admissions, Graduate Business School, TU Dublin Societies, TU Dublin Volunteering, Gradireland, Volunteering Ireland, Graduate Network
- **Lots of freebies, treats, and free TU Dublin sweatshirts**
- Love tunes courtesy of TU Dublin, DJ Society



YOUR CAREER COACH/RESOURCES:

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WWW.TUDUBLIN.IE/CAREERSCONNECT