

LOVE YOUR CAREER



A Winning CV

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What we will cover

Curriculum Vitae

- Top tips
- Structure ('CV Builder')
- Samples
- Employer Pet Hates!

Cover Letter

- What is it Cover Letter?
- Content & Layout
- Sample



**Before
writing,
do your
research!!**



Employer Research:

Analyse the job specification/advert

What are the skills, knowledge and qualities required

What are the values of the organisation



Self Awareness:

How do your skills, personality and experience match their requirements? How can you highlight your relevance to the role?

Top tips

- Clear consistent layout
- Keep it simple, clear and short - 2 pages of A4
- Be wary of templates
- Main selling points on first page
- Give highest priority to best and most recent examples of your ability to do the specific job
- Professional language – no waffle or buzz words
- Be truthful – but do promote yourself
- Spelling, grammar and syntax needs to be perfect

Key CV Sections

- Personal Details
- Education
- Employment History/Record (Key Responsibilities or Achievements)
- Skills Profile
- Interests & Achievements
- Referees

Optional

- Personal Profile / Key Achievements
- Projects
- Awards

Personal Details

- **Your Name**
- Your address.
- **Tel:** Your main contact number.
 - *set up a professional voicemail.*
- **E-mail:** your professional e-mail address.
- **LinkedIn Profile:** Insert your linkedin address.

Personal Profile / Key Achievements (Optional)

- Short synopsis of key selling points:
 - qualifications
 - experience to date
 - core skills / qualities
 - achievements
- Needs to be tailored to demonstrate your relevance to the organisation and position you are applying for.

Education Details

- Dates of Attendance
- Correct name of Course and Institution
- List overall results if good
- List relevant modules
- Give details of relevant projects / thesis / case studies / assignments / guest lectures / other activities
- Give brief details of leaving cert / equivalent

Employment Details

- Dates of Employment
- Name of company and job title
- Use bullet points to describe your role
- Highlight key achievements and responsibilities
- Tailor description to highlight how you match job spec
- Be specific, give details and avoid waffle

Skills

Interests / Achievements/ Volunteering

Referees

- Highlight skills sought after in job description
- Give details of ability in each skill with example to back it up
- Give details of interests – don't just list them out
- Include any positions of responsibility and any volunteer work involved in.
- Include 2 – One from employment & one from education. Ask their permission. Give full contact details.

Impact & metrics

- Examples of outcomes and metrics - Think **effectiveness and efficiency**
 - Raised x amount of money for..
 - Received x mark for...
 - Awarded prize for ...
 - Implemented new system of ...x..... Which save y resource or z time
 - Increased reach by...
 - Grew membership by...
 - Level of expertise in a given area – e.g. a piece of industry software

Employers' CV Pet Hates!!

Layout/Style

- Poor Spelling and Grammar / Punctuation.
- Poor attention to detail
- CV too long
- Poor formatting / text alignment
- Sections unclear
- Lengthy paragraphs
- Not using bullets
- Text size too small / big
- Font style hard to read
- Key selling points hidden - not on first page.
- Unprofessional tone (too basic/familiar)
- Use of personal pronouns

Content

- CV not tailored
- CV Boring!
- Not using 'keywords'
- Highlighting duties not achievements - absence of detail and metrics.
- Irrelevant / Unnecessary info. Padding!!
- Irrelevant interests and achievements
- Negative information
- Contact details - outdated / inappropriate
- Too many personal details - health, family/marital status etc.
- Graphics overload
- Inappropriate referees



What is a Cover Letter?

- A vital part of your application - your CV is incomplete without it
- Another opportunity to sell yourself
- Highlight personal qualities and skills
- Adds depth to factual information in your CV
- Highlights most interesting and relevant parts of your CV to an employer

Cover letter layout

- Concise - 1 page of A4
- Laid out as a formal business letter showing your address and the name and address of the employer
- Sent to a named person - not “Dear Sir/Madam”
- Spell-checked and grammar checked



Cover letter contents

- **4-5 concise paragraphs**
 - **First paragraph:** who you are, why you're writing
 - **Second paragraph:** why you want to work for that particular company?
 - **Third paragraph:** why you? Highlight the ways in which you meet the person specification, or the skills, qualifications and experience you have that are particularly relevant
- **end** on a positive note. Put your name at the bottom and remember to sign it



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

Summary - top tips

CVs

- present your CV in most visually attractive way, well laid out and no more than 2 A4 pages
- include only relevant information
- tailor your CV to suit the job description

Cover Letters / Note

- write one!
- be concise and precise - 1 page of A4
- use the letter to personalise your application and tailor it to the company/role
- Show you are interested in the role and working for that company. It is your letter of motivation

Féidearthachtaí as Cuimse
Infinite Possibilities

Thank You!

For all our resources visit: tudublin.ie/careers

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