KCT
BUSINESS SCHOOL

WINNING
CV

The CV or resume is the first thing hiring manager or recruiter will see and the only thing they will be using to decide do you worth their time and time of their team to interview you or just throw it to trash. This may sound harsh but this is how it works. In most cases there are dozens of applicants for any decent position and hiring team simply does not have enough time to jump through all the hoops with every candidate hoping that the candidate is better in reality then their CV. Resume should give the hiring manager quick explanation of your background and compelling reason to hire you.

USING SOCIAL MEDIA AS A NETWORKING TOOL

- Read the job description and person specification (the skill candidate should possess) thoroughly. Don't have one? Find the details from the Corporate Relations centre.
- Gather together your 'information bank' – all the details you might want to include in your CV.
- Think about how you will tailor the content to fit the job description and the company. Identify the 'key words'
- used by the employer to reflect in your CV.

GET STARTED

- Choose your headings wisely. Only 30 seconds to impress – what do you think they need to know first? There's no set template – it's your personal advert. There is no correct or incorrect order for sections. However, you may wish to check on the internet for any industry-specific requirements.
- Get their attention and leave them interested enough to want to find out more.
- Highlight achievements within your academic life, work experience and extra-curricular activities.
- Provide evidence of your skills – don't just list duties you have undertaken, responsibilities you have had or courses you have completed. Show what you have gained and have to offer.
- Demonstrate the impact you have had in previous roles –use persuasive and positive language.
- 'What value to do you add to an organisation?' Conversely, phrases such as 'I think that I…' may imply that you are not convinced about your own abilities – so you may not convince the employer.

PRESENTATION

- Have a clear style. Use a clean and easy to read font – no smaller than 11 point.
- Be concise and use short snappy statements that catch the reader's attention.
- No unnecessary details (eg, date of birth, marital status, license no.).
- Break it up with headings and subheadings.
- Use bullet points.
- No more than 2 sides – keep it concise. (There are a small number of exceptions to this rule – for example academic CVs.) For fresher's it can even 1 side.
- Double check your spelling and grammar.

THINGS TO REMEMBER

- Sending the same CV to several employers is no longer acceptable – always tailor it to suit the role and company.
- Only say things you can back up – use your course, work experience, interests and achievements for evidence.
- Never exaggerate or lie – you will be found out!
- Keep it clear, concise and to the point.
- Never undersell yourself – this is your personal advert. Make sure it gets you through to the interview.
- Put in the effort for maximum success. Using online templates or stealing a friend's CV just won't get you the job you deserve.
- Save and send your CV as a PDF to ensure that the employer receives it in the format you intended.
  PLAN YOUR WINNING CV..

CONTACT DETAILS

Your address, telephone number, email, can run across the page to save space. Include your LinkedIn profile if you have one. You don't need to include your date of birth, gender, marital status or nationality.

PERSONAL PROFILE

How will you convey who you are, what you have and where you want to be in a short personal profile statement? Give it a go...

EDUCATION

Think of the really pertinent aspects of your education. You need to draw attention to relevant modules, projects, specialist skills. How will you make them stand out? Have a go here...

KEY SKILLS

Got your job description at the ready? Jot down the key skills you have which you think the employer is looking for. Provide some evidence to support them using active and positive language.

EMPLOYMENT AND WORK EXPERIENCE

Think about the role – what work experience do you have that you think is most relevant? How will you group your work experience to make the most relevant stand out? (for example 'Customer services' or 'Laboratory skills') What did you achieve? What value did you add to the organisation? You might consider using 'Relevant experience' and 'Other experience'.

INTERESTS AND ACHIEVEMENTS

Only use the ones which demonstrate you have the skills that are required for the job, show your level of involvement and/or any responsibility they entail. Make a start on identifying some things you can use in this section...

REFERENCES

Though you don't need to name them on your CV at this point remember to approach people to get their permission to be contacted. Jot down one academic and one work related referee you can ask here.

RESUME REALITIES

The reality is that resumes are rarely read in full. Hiring managers spend an average of six seconds on each resume. They spend 80% of that time (only 4.8 seconds) on your name, current title and organization, previous title and organization, and your start and end dates for those positions. They spend the remaining 20% (1.2 seconds) scanning for keywords.

The areas where most hiring managers' eyes go on a resume follow a simple "F" pattern for left-to-right languages and a backwards "F" for right-to-left languages. Look at the following graphic to see how it works.

FURTHER HELP @ CAREER GUIDANCE CENTER

1. Book a Mock GD Session
2. Find out more about interactive workshops, sessions and Company Specific Training which is run regularly throughout term time.

CONTACT DETAILS

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