



BEST PRACTICES IN CV WRITING AND COVERING LETTERS

WOMEN IN RAIL

Tuesday, July 6th, 2021

From 17.30 to 18.30 P.M.

THE SPEAKERS



CAMILLERI
— appointments —

KAREN CAMILLERI

Head-hunter
specialising in
Transport and
Infrastructure



CHRIS MORRALL

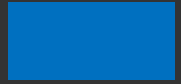
Personal, Career &
Assessment Coach,
Development
Professional



NEIL SAMPSON

Executive Coach,
Career Coach,
Assessment &
Development Professional

YOUR CV



Your CV is:

- An essential tool for job searching and career management
- A marketing document that you should be proud of

Your CV should:

- Gain you an interview
- Help you manage your job search campaign



THE CV MUST BE



Interesting

Informative

Well presented

Short

Factual

Positive

Built for your future role from your experience



SKILLS ANALYSIS

- **Self - knowledge is Power**
- **Define, own and value**
- **Modesty does not pay**
- **Statement of self - worth**

FIND THE JOB YOU LOVE!



Put in each box key elements of the jobs you do and want to do

Concentrate on the top right-hand box – what makes a great day 😊 Plus think about organisations that you would LOVE to work for

**What you enjoy
but do not do well**

Get training in this to improve your
ability and skill

**What you do well
and enjoy**

Fill you day, work and life with
this

What you LOVE doing!

**What you do not do well or like
Or even hate!**

Avoid these at all cost!

**What you do well but don't
enjoy**

**This is something that helps you get your
next role – just minimise the time spent on it**

SOME EXAMPLES OF SKILLS & ATTRIBUTES



Analytical

Artistic

Conceptual

Creative

Empathetic

Extrovert

Financial

Imaginative

Innovative

Communication -
be careful & keep
it specific

- Intellectual
- Interpersonal
- Leadership
- Logical
- Organised
- Planning
- Problem - Solving
- Technical
- Training

WHAT DO YOU HAVE TO OFFER?



- 1 MOTIVATION** Why this job now?
- 2 FIT** Attitude and Behaviours
Values; drivers and
motivators
- 3 SKILLS** What can you do well
Better than others
and what you enjoy?

ACHIEVEMENTS

- What do you do better than most other people?
- Quantify and/or qualify what you have achieved
- What do you enjoy doing?
- What have been your key contributions
- What do other people say you are good at?





FIND OUT WHAT YOU ARE GOOD AT!



Write out to 10 people and ask them what you are good at and when you add most value?



What would they come to you for advice on?



Plus if there is one thing your could improve on what would it be?

ACHIEVEMENTS CAN RESULT IN

- Time saving and improved efficiency
- Better organisation
- Making improvements to working practices
- Improved team - working
- Innovation and creativity
- Increased profits/reduced costs
- Training and staff development
- Restructuring/ re - organisation
- Streamlining operations
- Improved customer service



ESSENTIAL CV INGREDIENTS

- Name, contact details, LinkedIn - link
- Profile
- Career Summary
- Organisation worked for
 - Brief profile of organisation
- Dates
- Job Title
- Function and Achievements
- Earlier Career
- Training
- Voluntary / Charity work
- Professional Memberships
- Education & Qualifications
- Interests ?



CV FORMATS



> Chronological

> Technical

> Functional
(skills based)

> Contractor/ Interim

> Hybrid

> Career gap

BEST PRACTICE IN CV WRITING



LAYOUT

- Company names in CAPITALS and **bold**
- **Job titles in bold**
- Dates on right – hand side
- Most recent role first
- Bullet point achievements (max 6)
- No full stops after bullets
- 3 pages max but aim for 2
- Left aligned margins
- Use a clear, simple font – arial, calibri, tahoma or verdana
- Begin each page with a bold heading
- Put name, details and page number as last line of txt on each page
- No less than 10pt font size
- Keep it simple / easily readable

CONTENT

- ✓ Profile no more than 4 lines; must be factual and in 3rd person tense
- ✓ Key words in profile to be evidenced in the achievements
- ✓ Begin bullet with an action verb (past tense)
- ✓ Quantify/qualify achievements
- ✓ Employment dates usually just in years
- ✓ Avoid using 'responsible for'
- ✓ When describing the role include scope and size (budget, direct reports, geographic spread etc)
- ✓ Highest educational qualification only
- ✓ Don't state professional objective unless aiming at career change

DO NOT INCLUDE

- No address, just town and postcode
- Only provide a mobile phone number
- Professional email address – avoid disclosing your date of birth!
- Avoid italics and underlining
- No photo, unless applying for roles in France
- No tables or boxes (not read by applicant tracking software)
- Do not put detail in headers and footers
- No shading – old fashioned
- Avoid gaps in employment dates
- No references – available on request
- No details of marital status, health, date of birth, high risk sports

EMPHASISING RESULTS



Before	After
Responsible for designing and delivering customer service training programs	Designed and delivered new customer service training program for over 6,000 customer service representatives that improved product knowledge
Operated, maintained and adjusted packaging equipment	Operated, maintained and adjusted packaging equipment, minimising operation downtime by 4 hours per week
Developed retailer merchandising and display program	Developed retailer merchandising and display program that achieved 25% of five-year goal in first year
Responsible for increasing revenue from large accounts	Doubled revenue from €14M to €28M instituting large account marketing programs leading to multiple, € multi-million software sales

FINAL TIPS ON CV's



- Reminder again - tailor your CV for each specific role
- Produce a well organised professional document
- Check and re-check to ensure correct grammar and punctuation
- Two pairs of eyes - ask someone to check it before it gets sent out - better get 3 checks one for spelling, one for layout and one for: is it you?
- Once you're happy with your CV, update LinkedIn to match it - ensure consistency between the two
 - NOT the same but a match. Your LinkedIn profile should be more "chatty" add a different perspective to the CV
- Put your name, email and telephone number on the bottom of every page (apart from the first - it should be at the top of page 1 - just in case pages get separated)
- Check the settings on File: info make sure it is your name on the document

CV DON'Ts



DON'T!

- Send a CV without an accompanying email cover letter
- Mail shot
- Lie or be economical with the truth
- Lose individuality



Cover Letters / Emails

- Headline the role you are applying for and where you saw the advert
- Try to address it to a particular / named person
- Make sure you have “deep dived” into the organisations web site
- Tailor it to the role - Don’t put something essential on the cover letter
- Give an overview of your relevant experience - *“I have over five years’ experience in administration within the railway industry, meaning I have first-hand insight into the engineering and railways”*
- Be specific - Keep it brief on key achievement *“In my current role, I’m responsible for a team of six and have increased productivity by 20 % in just 18 months.”*
- Be enthusiastic about why the organisation, why the role and why you - BUT be genuine
- Be enthusiastic about the next stage
- Same type font as CV
- Correct sign off - Yours sincerely, Faithfully , Regards, etc.

LinkedIn – 10 Top tips

- **Be specific in your summary** - You have 120 characters
- **Be polite when connecting**
- **Personalise your link**
- **Put your contact details** - email, mobile, twitter and birthday
- **Be visual** - A good cover picture looking into you profile and showing your eyes. Your background picture to reflect the part of the profession you are in. Plus add visual content, slides presentations, videos
- **Detailed and up to date** - The industry you work in, Education, Key words for your future role. A summary of 40 or more words
- **List your skills** - Highlight your skills
- **Endorsements & Recommendations** - Give and you will receive
- **Join groups** - Join groups and be active in them, join groups that are special interest and fewer numbers - have a mixture of large and small groups
- **Voluntary & charity work** - 42% of employers said they look at charity or voluntary work as good and relevant experience





SOMETHING TO THINK ABOUT!

- You have 8 seconds to make an impression with your CV and Cover Letter !
- What impression does yours create in 8 seconds?

Thank You!



Contact Details



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