



FOUNDATIONAL WORK SKILLS

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Building your CV & Cover Letter

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SALESFORCE
ARISE EMPLOYMENT READY PROGRAM



What is a CV?

- The complete form of CV is curriculum vitae (latin for: course of life). In the United States, Canada, and Australia, a curriculum vitae is a document used to apply for jobs.
- CV and Resume are the same thing, in America they generally use the term resume and in England and Australia they use the term CV
- A CV is not a cover letter, as a CV is a detailed list of specifications, while a cover letter is a full blown marketing campaign about yourself.
- Recruiters only spend six seconds reviewing each CV. Therefore, the initial impression is crucial. If you provide a document that is nice and well-organized, you will encourage recruiters to spend more time on your CV.
- A badly structured CV, on the other hand, will result in an immediate rejection.

CV: Proper Order of Sections

- CV Header with contact information
- Personal Profile: CV Objective or CV Summary
- Work Experience
- Education
- Skills
- Additional Sections



CV formatting rules

1. Choose clear, legible fonts

- Choose a typical CV typeface, such as Arial, Tahoma, or Helvetica if you choose sans-serif fonts, or Times New Roman or Bookman Old Style if you favour serif fonts.
- Use a font size of 11 to 12 points and single spacing. For your name and section titles, choose a font size between 14 and 16 points.

2. Be consistent with your CV layout

- Ensure that your CV's headings are uniform; make them bigger and strong, but use italics and underlining sparingly.
- On your cv, use a single date format, such as 11-2017 or November 2017.

3. Do not pack your resume with gimmicky images

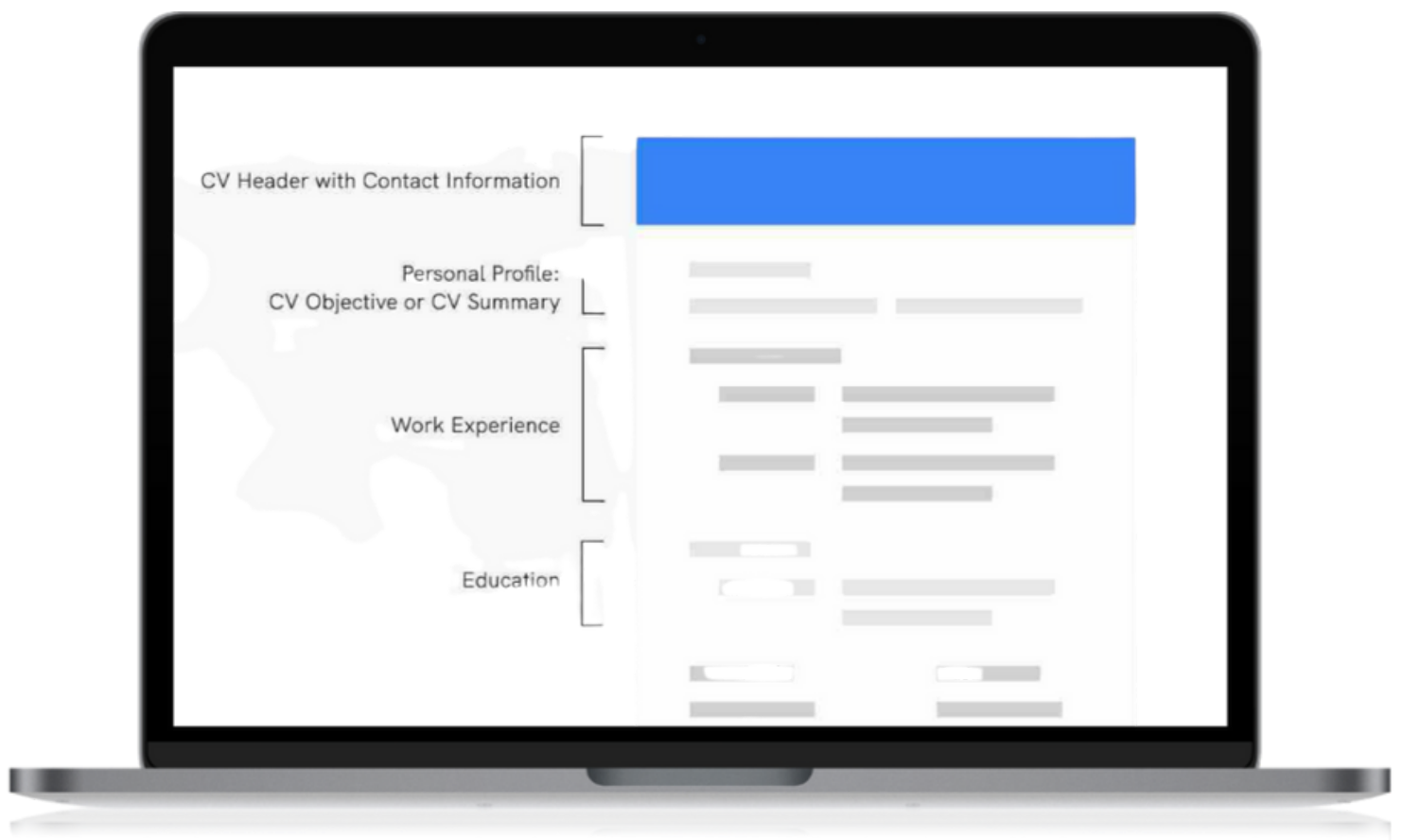
- White space is your ally; recruiters need room to breathe!
- In addition, once you send out your CV, it will often be printed in black ink on white paper. It may become unreadable if there are an excessive amount of images.

4. Make sure your CV brief and relevant

- Don't be one of those applicants trapped in the nineties who believe their CVs must contain every aspect of their lives.



CV formatting rules





CV Personal Profile

Add your contact information the right way, enter your:

- Full name
- Professional title
- Email address
- Telephone number
- LinkedIn profile
- Home address

CV summary or CV objective

- A CV objective describes the talents you've acquired and how you'd fit into the organisation. For example, if you are preparing a student CV and have minimal relevant work experience, this is a decent format to use.
- A CV summary displays your career advancements and accomplishments. Use it if you are an experienced professional with a great deal of expertise in your industry.

CV Objective & Summary Example



Newly licensed Nurse looking for a challenging nursing role in a medical facility where I can put my skills to the test.



Dependable licensed NMC Registered Nurse trained to work in high-stress environments and stay calm under pressure. Seeking to leverage meticulous record-keeping and analytical skills to help St Francis Hospital with your upcoming challenges.



Pediatric Nurse with years of experience supervising the medication and health records of newborns.



Bilingual Pediatric Nurse with 15+ years of experience in the intensive and neonatal care units of a community hospital. Seeking to leverage management experience as Chief Pediatric Nurse at General Hospital, helping to implement new staff training programmes.



List your relevant work experience & key achievements

Typically, your job experience section is the most crucial portion of your CV, garnering the most attention.

The fact is, recruiters are aware of your past work experience responsibilities. They are interested in your performance and what you can offer a prospective employer.

How illustrate your work experience:

1. Focus on your meaningful, quantifiable accomplishments rather than your responsibilities.
2. Use action verbs such as "created," "analysed," and "executed" rather than "responsible for producing, analysing, and implementing."
3. Adapt your resume to the job advertisement by reading the job description attentively and determining the required duties. If you have performed them in the past, include them on your resume even if they were not your major duties.

Product Marketer

Nike, 10-2015-present

London

- Created and maintained lists of media contacts ⁽¹⁾
- Researched opportunities ⁽³⁾ across online media channels
- Produced product pitches ⁽²⁾ and press kits ⁽⁴⁾
- Supported event organization ⁽⁶⁾
- Responded to media inquiries ⁽⁷⁾

Source: <https://zety.com/blog/how-to-write-a-cv>



Education, relevant skills and additional section

Education

Include solely your postsecondary education on your cv if you have any. Unless it is your greatest level of high school, do not mention your high school. List:

Graduation year (or, if you're still in school, your anticipated graduation date).

Your diploma/degree

Relevant skills that fit the job opening

When it comes to skills for a CV, relevancy is the single most crucial factor. The abilities you list on your resume must be pertinent to the position you're seeking.

Include an appropriate mix of hard skills, soft skills, and anything in between.

Additional Section

Include an additional section on your resume that highlights your indisputable achievements: items that demonstrate your value as a candidate. Include the following:

Industry awards

Volunteering experience

Hobbies and interests

Publications

Professional affiliations

Attendance at conferences

Additional training - including Arise Employment Ready Program

A well-written supplemental section may be the deciding factor between you and another candidate with a seemingly comparable history. Do not pass up this opportunity to stand out from the crowd.

PAULA WILSON

JUNIOR DATA ANALYST

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PROFILE SUMMARY

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PROFESSIONAL SKILL

Your Skill Here
Your Skill Here

Your Skill Here
Your Skill Here

TECHNICAL SKILL

Your Skill Here
Your Skill Here

Your Skill Here
Your Skill Here

EDUCATION

Educational Qualification/ Degree, Major	2000 – 2000
University Name, Any City	
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Educational Qualification/ Degree, Major	2000 – 2000
School Name, Any City	
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WORK EXPERIENCE

Job Title/ Position	Month, Year – Month, Year
Company Name, Any City	
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Job Title/ Position	Month, Year – Month, Year
Company Name, Any City	
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Complement your CV with a Cover Letter

According to our HR statistics research, as many as 45 of 100 recruiters would not even check your CV if no cover letter is included. True, the remaining 55 may believe that a cover letter for a CV is superfluous. But here are the recipients of cover letters: Employing managers. And ultimately, their decision determines whether or not you receive the job.

Most people dislike creating cover letters for their resumes since they have no idea how to do so correctly. And producing effective cover letters is considerably less difficult than it may appear.

Here are 8 steps to get you started:

1. Use a professional cover letter header, this will include your name, your phone number, your email address, the date, the name of the hiring manager and their professional title and the name and address of the company you are applying for
2. Open your cover letter with an appropriate greeting, e.g. Dear Katherine, Dear Ms Jones
3. Write a catchy opening paragraph
4. Explain why you are the perfect candidate
5. Tell them why you are eager to join
6. Make your offer in the closing paragraph
7. Use the right formal closing, e.g. Kind Regards
8. Add a postscript with an interesting fact or detail about you

Source: <https://zety.com/blog/how-to-write-a-cv>