

# Careers Success Toolkit

## CV preparation and examples

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# CV Preparation and examples

## Introduction

Finding a job requires time and effort, particularly in a competitive job market. To be successful, you will need to develop a number of job hunting skills – such as researching careers information, job hunting creatively and presenting yourself effectively in writing and in person.

*Careers Success Toolkit* has been written to help you develop these skills. These guides follow the selection process, with sections on job search strategy, putting together a persuasive CV and application form, and interview techniques. Within each guide there are references to other sources of useful information. Many of these resources are available in the Student Service Centre in Gateway House. If you are a graduate and are no longer living near the University, investigate the resources of your local public reference library, and/or the nearest university careers service.

Careers and Employment Support offers a number of services to help you with your job hunt. These include:

- Information on occupations and employers
- **DMUworks** – an online vacancy database linked to our website [dmu.ac.uk/careers](http://dmu.ac.uk/careers)
- Job vacancy bulletins such as Prospects Today
- Employer events such as our annual Leicestershire Student and Graduate Fair, FAME and employer presentations on campus.

If you would like to discuss any aspect of your job hunting strategy, there are Careers Advisers available at the Student Services Centre, Ground Floor, Gateway House between 9.00am and 5.00pm, Monday to Friday.

If you are no longer living near the university you may want to use our **E-guidance** service. Logon to [dmu.ac.uk/careers](http://dmu.ac.uk/careers) and follow the email link to a simple form for you to complete with your query. A member of the Careers Team will get back to you with advice and information.

There are many sources of information available on preparing a curriculum vitae (CV). It is easy to become confused because each person will have their own personal opinions and their recommendations can be contradictory. There is no such thing as the perfect CV, since what will be most effective varies according to the individual, and how the CV is being used.

This section of *Careers Success Toolkit* aims to give a few basic guidelines on CVs and examples to give you some ideas on structure and content that can be adapted into your own CV.

It is important to remember that the purpose of your CV is to interest the employer sufficiently to want to meet you. It therefore needs to be persuasive and give information. Your CV is a marketing document with you as the product. You may find the idea of 'selling yourself' uncomfortable, but when you consider the competition for jobs (possibly 100+ applications per vacancy), it is important. Unless your application form or CV stands out from the rest and persuades the employer that you have the skills required for the job, you will not get the chance to put your case in person at interview.

Your CV may be the only impression a potential employer has of you when selecting for interview. You therefore need to present yourself well to highlight your qualities and achievements, and to persuade the employer that you are the best person for the job. Remember, employers may look for relevant academic or work experience, but they are also looking for somebody with the right skills and personality for the job, so your interests, activities and transferable skills are equally as important.

## **When to use a CV**

Send your CV and a covering letter when the job vacancy specifically asks for it, if it says apply in writing or if you are applying speculatively (on spec.). If the advert asks for an employer application form (EAF) then you should fill in the form supplied by the company. Only send your CV with an application form if the form is so brief as to leave no scope for information you consider vital to your application.

## **Presentation**

It is vital to ensure that the content of your CV is complemented with an appropriate and professional style of presentation. This requires careful consideration of the type of vacancies you are applying for and the nature of organisations being approached.

If you are aiming to work in a particularly competitive environment such as advertising, design or the media, your CV will benefit from having a visually dynamic style of presentation, packaged in such a way that it is distinctive and therefore likely to grab the attention of the reader. This can be done using a variety of techniques, for example, printing the document on coloured paper, using desktop publishing facilities, attaching a photograph of yourself and inserting the CV into a quality binder. The most important question to ask when using imaginative presentation techniques is 'does the style of presentation enhance the impact of the document as a whole?' Emphasis on originality does not apply to all occupational areas and some companies prefer a more conservative style of presentation with the CV word processed, printed in black ink on good quality white paper using an ink jet or

laser printer. This approach is likely to be more appropriate for opportunities which fall within the technical, scientific and financial sectors.

Whichever style you choose, make sure that you use space effectively and pay due care and attention to grammar and spelling. If possible, you should use spell-checks or get someone to check over your CV. There are no hard and fast rules governing the length of a CV. However it should be seen as an exercise in presenting information concisely and this is most commonly achieved within the boundaries of two sides of A4.

When allocating space to different sections, give some thought to the likely importance of each element in the eyes of the employer. Information which you consider to have the best chance of persuading him/her to offer you an interview ought to be most prominent in order to create the desired impact. For example, you may wish to highlight your suitability by ensuring any relevant work experience features on the first page.

Finally, your CV needs to be accompanied by a covering letter to introduce and elaborate on your application – see the PDF entitled 'Cover Letters and examples' for more information.

## **Content and structure**

There are many effective ways to structure a CV, so you will need to give some thought to the information you want to include. Your CV is a very personal document and should not follow a set format. The most successful CVs are those which manage to convey something of the writer's personality as well as having relevant information in a suitable order.

A selection of the following categories form the basis of most documents:

### **Biographical information**

Name, address (home and term-time if appropriate), telephone number, email address. You may also decide to include your nationality and sex, if you feel this information is relevant.

### **Career aims or personal profile**

This is a short summary of the main features you want the employer to focus on and describes the type of work you are looking for. The purpose of this is to provide a broad overview, clarify your career plan and/or to highlight key qualities/experience. This is a difficult section to perfect and requires careful planning. Avoid using language which is so general as to be meaningless or applicable to most applicants; be specific and offer evidence to support any assertions being made.

### **Education and qualifications**

Normally includes names and dates of attendance at institutions from the age of 11 with details of qualifications and results. Employers are likely to be most interested in your recent education and therefore it is best to list your activities in reverse chronological order. It is good practice to provide some details of your degree or diploma course, particularly if it has some relevance to the work you are seeking. This could include brief reference to subject areas, a selection of modules covered, the title of your dissertation or project and your expected or actual result. CVs targeted at technical, scientific or academic positions would generally be expected to provide a more detailed breakdown of academic achievements.

## **Employment/work experience**

This includes details of sandwich placements, voluntary work, vacation work and Saturday or evening jobs. There are various ways of structuring this information. One way is to take each of your jobs in turn, giving a brief description of your key tasks and the skills you developed. An effective way is to have two separate headings for employment – relevant employment/experience and other employment/experience. This will assist the employer in identifying directly related experience more successfully.

Alternatively you could list all your jobs briefly and follow this with a section headed Relevant Skills which highlights common themes across the different jobs you have had. Experiment until you find what works best for you. The last approach can be more effective for mature applicants with substantial and varied job experience, or where the more recent jobs are not the most relevant.

## **Interests/leisure activities**

An opportunity for you to indicate what you do in your spare time, whether it be participating in sporting activities, attending societies and clubs, visiting the theatre or listening to music. It is important to stamp your personality on the CV and employers like to gain an insight into your leisure time activities. Avoid a long mundane list of activities as this gives little or no detail of your level of involvement. Instead, make it more interesting to the reader by giving brief details. For example, if you list reading as one of your hobbies, give some indication of what you read, your favourite authors or if you are a member of an amateur dramatic society, what roles you have played.

## **Achievements**

This is an opportunity to inform the employer of any key achievements in any area of your life. Examples range from certificates of attendance, exceeding sales targets through to running a mini-marathon.

## **Additional information**

This could include positions of responsibility or skills such as driving, languages and computing or keyboard skills.

## **Referees**

Usually two, ideally one from an academic and the other from an employer. You may choose to avoid giving details of your referees at this stage and include a statement suggesting that 'references are available on request'. This is a legitimate course of action, creates extra space and provides greater flexibility if intending to use different referees for different applications.

## **Targeting your CV**

You should organise and present the information within your CV in a targeted way, tailoring the document to meet the requirements of a particular job or occupation. As a marketing tool it needs to be persuasive and dynamic in order to convince a potential employer of your suitability for the post. When preparing your CV you need to assess the qualities, skills and aptitudes required by the employer and use relevant examples to demonstrate that you have the necessary attributes. You should review the document each time you send it to an employer, adapting and refining the content as necessary. Even minor adjustments can sometimes make a crucial difference.

Your first task is to analyse the job description or advert and pinpoint the key requirements in terms of skills, abilities and personal qualities. Secondly, review your experience and identify evidence you could use to highlight your suitability.

For example, if the job requires excellent communication skills, think of instances where you have communicated effectively orally or in writing. This may include delivering presentations to large groups, writing detailed reports on your course or dealing with the public in a part-time job.

When vacancies demand management skills, try to identify situations where you have had to make decisions, persuade others to support your actions and motivate a team to successfully complete a task. Think of situations where you've organised an event, set up a club, chaired a meeting or led a team.

If a job requires the ability to work under pressure, consider situations where you've had to cope with a number of tasks at the same time and the techniques you used to manage your time. Examples might include coping with study and family commitments, working whilst studying, or vacation jobs which have been pressurised. If the job asks for creative flair, think of situations when you have used lateral thinking and intuition to solve a problem, eg devised a way of maximising resources to complete a project, or invented an enterprising fund raising scheme.

Identify evidence from your work experience, educational background or spare time activities which could be used to demonstrate your skills in the following areas:

- Interpersonal skills: eg teamwork, leadership, communication, motivation
- Other transferable skills: eg organisational, time management, initiative, administrative, working under pressure, adaptability
- Commercial awareness: eg knowledge of the company or employment sector
- Academic/technical skills: eg research, report writing, information technology.

Having accumulated a bank of evidence you will need to prioritise your experiences, selecting the examples which best reflect your unique selling points. When presenting the information, you should use active verbs and phrases to promote your experiences as positively as possible. The guide on Application Forms contains a checklist which should give you some ideas.

A persuasive CV targeted at a particular job should be more successful than one which simply lists your biographical details. If you are writing speculatively to employers it can be more difficult to target your CV, but the same principles apply even if you have to make an educated guess at the skills required.

The following CVs illustrate the idea of targeting. For the first one, public relations, we have provided a job description:

## Job description

### Public Relations Officer

To plan, organise and conduct a range of activities that bring favourable attention to the organisation's image, policies, products and services. This will involve a number of specific functions:

Strategic planning – Analysing public relations issues in consultation with management. Formulating aims and objectives, planning activities and working within an agreed budget.

Writing and editing – Producing targeted press releases, reports, articles, newsletters, annual reports, brochures, speeches and film and video scripts.

Production – Co-ordinating the production of in-house magazines, audio visual presentations and marketing literature.

Liaison with the media – Managing and maintaining effective channels of communication with newspapers, radio and television and ensuring adequate coverage of company initiatives.

Public speaking – Talking to individuals and groups through interviews, meetings, presentations and conferences.

Special events – Planning and participating in events to raise the profile of the organisation. This may include press launches, news conferences, exhibitions, open days, trade fairs and corporate hospitality functions.

Research and evaluation – Conducting surveys, interviews and opinion polls to measure the success of the company's aims and objectives.

From this job description the key skills required appear to be:

- People skills especially communicating effectively (consulting, liaising, interviewing, discussing, presenting, advising and negotiating)
- Organisational and administrative skills (co-ordinating, planning, scheduling, managing, supervising and programming)
- Evaluating information and drawing appropriate conclusions (analysing, researching, reviewing and interpreting).

In order to produce an effectively targeted CV it is vital to draw attention to evidence which highlights the above skills.

The Public Relations CV Example attempts to present information in a targeted manner, concentrates on promoting influential material, uses positive language and attempts to grab the attention of the reader from the outset.

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# Public Relations CV example

## PETER JOHNSON

23 Sycamore Gardens, Hinckley, Leicestershire, LE10 6BH

Tel: (0116) 232 4411

Email: pjohns@msn.co.uk

## PROFILE

Success in public relations requires energy, innovation and self confidence. At ABC Promotions, the creation of 'Grapevine', an internal newsletter demanded creative flair and drive. My final year dissertation, which addressed the benefits of corporate advertising, was unique and made predictions in a new field of academic research. Co-ordinating and managing the Hinckley Street Festival boosted my confidence and stimulated a desire to develop a career in public relations.

## RELEVANT EMPLOYMENT HISTORY

### ABC Promotions, Leicester – Public Relations Assistant

August XX-August XX (Industrial Placement)

- Designed and produced promotional material for use in the 'Festival of Comedy XX'
- Organised TV and radio interviews to publicise the above event
- Provided an accurate media monitoring service, documenting and presenting monthly reports to senior management
- Supported and facilitated marketing campaigns to attract visitors, investors and residents to Leicester City Centre
- Initiated fundraising events and arranged meetings with charity representatives

### Avis Rent-a-Car, Leicester – Customer Service Representative

June-Sept XX and XX (summer vacation work)

- Conducted a market research exercise relating to clients' expectations of the company
- Persuaded management to evaluate and adapt their marketing campaign in the light of evidence presented to them both verbally and in writing
- Re-designed and maintained a window display area, promoting the benefits of the company

## PROFESSIONAL MEMBERSHIP

19XX-current

Institute of Public Relations – Affiliate Member

## **EDUCATION AND QUALIFICATIONS**

19XX-20XX De Montfort University, Leicester

### **BA (Hons) Psychology of Human Communication and French (Combined Studies) Classified 2:2**

The course was built around three core modules: human behaviour, language and mass communication, and involved experimental workshops, seminar discussions and computer laboratory activities. My dissertation studied The Psychology of Corporate Advertising in Modern Day Businesses for which I was awarded first class accreditation.

19XX-XX Hinckley VI Form College, Leicester

A-Levels - History B, English D, French E

19XX-XX Hinckley Comprehensive, Leicester

8 GCSEs at grade C or above, including English and Mathematics

## **OTHER EMPLOYMENT**

The Depot DIY Centre, Leicester – Sales Assistant

Sept XX-June XX (Part-time)

- Involved in all aspects of customer service including till work, stocktaking and shelf-filling
- Required high levels of teamwork and the ability to adapt quickly to a range of different circumstances.

Red Lion Inn, Northampton – Bar Person

June XX-Sept XX (Vacation work)

- Involved serving customers, handling cash and liaising with kitchen staff
- Required an ability to work effectively under pressure and emphasised the benefits of having a sense of humour.

## **INTERESTS AND LEISURE ACTIVITIES**

- Secretary of Hinckley Tennis Club for the past year and an active member for eight years
- Joined the De Montfort University Kick Boxing Club as a personal challenge
- Travelled extensively through Europe, particularly the Provence region of France
- Involved in a befriending scheme with the local Cerebral Palsy support group.

## **PERSONAL DETAILS**

Nationality – British

Full clean driving licence

Geographically mobile

References are available on request

# Points to note

## **Peter Johnson**

Peter begins with a positive statement which leaves the reader in no doubt as to his motives for writing. Having offered an opinion as to what is required to be successful, he goes on to offer three succinct pieces of evidence to support his own case. This is a difficult section to write but is vital in order to add substance to the introduction.

Having analysed the skills and qualities necessary for the job he has decided to organise his evidence in order of importance. Having had a reasonable amount of relevant experience he concentrates on identifying the skills and qualities which were necessary to carry out the work. Note how Peter identifies and details only relevant aspects of his work as a Customer Service Representative. The information is presented in such a way that it is easy to pick out the key points.

The information on education and qualifications is arranged in reverse chronological order and positioned on the second page. The degree course summary makes every effort to cover relevant issues, promotes academic achievement where appropriate and is given sufficient prominence within the targeted framework.

# Engineering/IT CV example

## JANE SIMMONS

### (Home address)

11 Derry Street  
Bridgnorth  
Shropshire  
SH5 8NR  
Tel: 0123 345798  
Email: jsimm@ntlworld.com

### (Term address)

12 Claremont Road  
Oadby  
Leicester  
LE5 8WB  
Tel: 0116 218 9766

## EDUCATION AND QUALIFICATIONS

**20XX-20XX** De Montfort University, Leicester

### **BEng (Hons) Electronic Engineering – Predicted 2:1**

Final year subjects include:

Power Electronics, Power Systems, Energy Utilisation, Industrial Studies.

Also options in Digital Signal Processing and Data Networks

Project: **Dual Linearly Polarised Microstrip Antennas**

Involved literature survey, design and fabrication of prototype and evaluation by outdoor testing

**19XX-20XX** Shropshire High School

**A-levels:** Physics B, Maths D, Economics E

**GCSEs:** 8 subjects at grades A to C including Maths, English and Double Science

## WORK EXPERIENCE

### **Oct XX-Aug XX Software Designer, WRT International (Work Placement)**

- Responsible for designer-level support for DMS-100 family of products
- Conducted detailed analysis of field problems. Recreated scenarios in the laboratory and debugged the software to design a solution
- Participated in code inspections, design reviews and testing
- Conducted user analysis informing design development
- Provided regular team briefings on project plan and progress
- Compiled end of project report for submission to senior management and project sponsor

### **Summer XX Technical Analyst, DK Engineering (Vacation Employment)**

- Responsible for ongoing support of Electronic Data Interchange development
- Modified existing programs to add or change features
- Analysed program crashes to correct or reduce future failures
- User support via delivery of training sessions
- Tracing software problem reports and fixing hardware problems

## **Summer XX**

### **Assistant at Coral Electronics (family business – building company)**

- Responsible for logistics of supplier deliveries
- Advised customers on timescales for work to be carried out
- Actioned financial aspects with both customers and suppliers

## **TECHNICAL SKILLS**

Programming: C, Assembler, Fortran  
Operating Systems: UNIX, DOS, VAX,VMS  
Software Packages: Excel, Word, Lotus 123  
Other: AutoCAD, Oracle

## **ACHIEVEMENTS**

- Outstanding analytical and problem solving award in A Level Physics demonstrated through various classroom presentations, seminars and assisting other students in understanding concepts
- Successful contribution to software design whilst with WRT International especially user end testing leading to marketable products
- Completed two half marathons raising money for earthquake appeal and local children's hospice

## **EXTRA-CURRICULAR ACTIVITIES**

- Secretary of the University Women's Rugby Club – involves organising meetings, scheduling matches and compiling match reports
- Treasurer of Engineering Society Committee – responsible for fundraising and budgeting

## **ADDITIONAL SKILLS**

- Full clean driving licence
- Conversational French

## **REFERENCES**

Dr S Squires  
School of Engineering  
Queens Building  
De Montfort University  
Leicester  
LE1 9BH  
Email: Squires@dmu.ac.uk

Mr C Rochford  
Technical Director  
WRT International  
Northampton  
NN18FR

# Points to note

## **Jane Simmons**

This CV is presented in a fairly conventional manner, a style which is often recommended for applicants with an engineering, technical or information technology background. A fair amount of information has been included on recent education as this is highly relevant and likely to be of major interest to the employer. The dissertation project has been highlighted as a special feature, a good idea on most occasions and particularly so when it is relevant to the work area being targeted. Technical skills have been given their own discreet section to highlight knowledge acquired and tools used. Achievements listed provide a nice combination of those from the workplace and extra-curricular interest.

# Retail Management CV example

## BALVINDER SINGH

29 Silverdale Street  
Queensdale  
Coventry  
CV6 4TR

Tel: 024 765893  
Email: bsingh981@aol.com

## PERSONAL PROFILE

- Broad ranging experience in retail and a proven track record in sales
- First class communication skills assisting successful liaison and negotiation within the retail sector
- Strength in leadership demonstrated whilst working with multi-project based teams at Marks and Spencer Plc
- High level of commercial awareness developed through industry practice
- Intuitive insight into effective customer service evident through implementation of successful projects

## CAREER SUMMARY

June XX–to date      **Assistant Manager (Commercial Management Programme)  
Marks & Spencer Plc, Coventry**

- Fast track management training programme covering all areas of clothing, homeware and food departments.
- Key responsibilities focus on maximising commercial opportunities through accurate cataloguing, creative sales promotion and high standards of customer care
- Developed and executed Customer Service Action Plan identifying areas for improvement and delivered significant results – reduced till queuing times by 40%
- Project managed annual stock take. Reduced Theft and Loss figure by 15%

Nov XX–Aug XX      **General Manager  
Iceland Foods, Manchester**

- Responsible for day-to-day management of 10,000sq ft food section with turnover of £8 million per annum
- Identified and implemented innovative promotional features achieving a sales increase of 32% in a year
- Daily management of 35 staff and related recruitment and training planning

Sept XX–Nov XX      **Assistant Manager  
Barbican Stationers, London**

- Assisted and deputised for Store Manager in all aspects of day-to-day management of the store
- Supervised a team of 12 staff across a variety of activities
- Oversaw stock control and inventory management

## EDUCATION

- 19XX-20XX **BA Business Studies – 2:2**  
**Queen Mary and Westfield College, University of London**  
Modules included: Company Performance and Evaluation; Buyer Behaviour; Strategic Management; Employment Law; Issues in Human Resource Policy and Practice.  
Dissertation: **Loyalty cards and their effect on the retail industry**
- 19XX-19XX **BTEC National Diploma in Business and Finance – Overall merit**  
**Wyggeston College, Coventry**  
3 distinctions and 7 merits
- 19XX-19XX **Kingston Comprehensive, Coventry**  
**6 GCSEs** including English and Maths

## TRAINING FOR RETAIL SECTOR

### Marks & Spencer in-house training:

Premises Management Workshop  
Appraisal Skills  
Exploiting Commercial Operations  
Developing Management Skills  
Quality Assurance Systems

### Iceland Foods in-house training:

Essential Customer Service Skills  
Recruitment and Selection  
Stock Control Database Systems

## ADDITIONAL SKILLS

- **IT** – Fluent in the use of Microsoft Packages – Word, Excel, Access, Powerpoint.  
Regular user of the Internet and e-mail
- **Driving Licence** – Full licence held since 19XX

## INTERESTS

- Sport – Badminton participation at county level; squash and tennis at club level; snooker and cycling
- Classical music, stand-up comedy and computer games

## REFERENCES

Ms S Barham, Training Officer, Marks & Spencer Plc, 52 Albert Street, Coventry, CO9 7BT  
Mr W Davies, Managing Director, Barbican Stationers, Rumwell Street, London, SE4 9TZ



# Points to note

## **Balvinder Singh**

Balvinder dynamically targets his CV towards retailing. From the outset the document is used to market information relevant to the industry, starting with a personal profile and followed by a summary of experiences indicating a proven track record. Details of education and qualifications have been relegated to the second page as the author has decided that his work experience deserves centre stage and is most likely to grab the attention of employers. Balvinder devotes a small section to retail training attended whilst in employment, again another excellent feature specific to the retail sector.

# MBA/Marketing CV example

## TERESA COLLINS

24 Abbey Park      Tel: 024 7635 4627  
Coventry            Email: teresacollins@yahoo.com  
CV24 9JK

## PROFILE

**MBA graduate with extensive marketing and strategic planning experience across large companies within the telecommunications and financial sectors. Proven accomplishment in increasing customer sales through a successful re-branding campaign implemented at company level.**

## CAREER ACHIEVEMENTS

19XX-20XX

### **Head of Marketing Planning, PLT Cable Services Provider**

- Managed a team of four responsible for identifying new opportunities and market segments in the residential area and to introduce new market initiatives
- Developed new packaging and pricing strategy for cable television
- Developed a new consumer brand for the company
- Managed the trial and rollout of this brand and packaging resulting in cable TV penetration rising from 25% to 40% in trial areas
- Planned and implemented detailed training strategy for 150+ field sales staff
- Recruited, developed and managed a team of three planning managers

19XX-19XX

### **Marketing Manager, Portland Financial Services**

- Managed business development, pricing, competitive analysis and new service development for this international market leader
- Developed business/pricing models matching revenue to channel and distribution costs
- Co-ordinated development of promotional literature and publication inserts
- Planned and oversaw implementation of training for 100+ UK sales force
- Developed company brand and led on related implementation strategy in its application
- Commissioned original market research to determine client need to support work of company planning team

## EDUCATION AND QUALIFICATIONS

19XX-20XX      **MBA, Leicester Business School, De Montfort University**

- Elective modules include Marketing Communications, International Marketing, Project Management, Accounting for Strategic Decisions

19XX-20XX      **CIM Postgraduate Diploma in Marketing, Leicester Business School, De Montfort University**

19XX-19XX      **BSc (Hons) International Business 2:1  
Loughborough University**

- MBA Elective modules include Buyer Behaviour, Marketing Planning, Services Marketing, Multi-channel Marketing
- International Marketing Project: The impact of E-Marketing on small organisations and expansion into the global consumer market: An appreciation of e-marketing strategy and its capability to expand potential consumer networks for small business at global levels increasing profit margins

## OTHER INFORMATION

- Article published in CIM's Marketing Week – 'Branding – Buying into Fantasy or the Real Deal?'
- Member of Chartered Institute of Marketing
- Business Adviser for Prince's Youth Business Trust
- Governor at Goldcrest Primary School, Coventry
- Languages – Spoken and written German; basic Italian
- Voluntary consultant on marketing planning for small local charity

## LEISURE INTERESTS

- Photography – member of local camera club and working towards City and Guilds qualification
- Piano – grade 2 attained and progressing towards grade 3
- Squash – regular participation to maintain fitness

**REFERENCES** – Available on request

# Points to note

## **Teresa Collins**

Teresa's CV details much of her achievements within employment, typical of MBA students who often enter education with a considerable amount of experience. This CV focuses on her career achievements, the main marketing angle she has decided to adopt. It outlines clearly her contributions and unique achievements in the workplace. She uses technical language that would be understood by a marketing employer. Interestingly, her first page is dedicated to this in the main with education appearing on the second page. Under education she restricts information to postgraduate and undergraduate qualifications and provides an indication of current business interests through MBA electives.

# Pharmaceutical Science CV example

## ANTONIO BELL

53 Albion Street, Liverpool, L1 1EY

Telephone: 0151 794 6740 Mobile: 07945 024 717

E-Mail: abell790@students.dmu.ac.uk

## EDUCATION AND QUALIFICATIONS

Sept 20XX- De Montfort University, Leicester

July 20XX **BSc Pharmaceutical & Cosmetic Sciences – Expected 2:1**  
Modules include: Product Development and Formulation; Applied Pharmacology; Process Technology; Quality Issues; Dosage Form Design. Final Year Project: Characterising the viscoelastic properties of modified lectin-dextran gels sensitive to lactose

Sept 19XX- University of Birmingham

July 20XX **HND Chemistry – Pass**

Sept 19XX- Melrose Sixth Form College

July 19XX **A levels:** Chemistry D, Biology D, Business Studies E

Sept 19XX- Bushloe Community College

July 19XX **GCSEs:** 7 including Maths, English and Double Science

## RELEVANT INDUSTRIAL EXPERIENCE

July 20XX- **L.M.P. Ltd – Fleet Laboratories – Industrial Placement**

Aug 20XX Toiletry, pharmaceutical and household product manufacturer

- Developed new formulations and modified existing products for performance or cost benefits in line with instructions from Development Chemist Manager
- Completed stability and compatibility testing as required in line with company procedures
- Controlled raw materials inventory and ordered materials for formulation activities
- Maintained accurate records of all laboratory work undertaken
- Raised purchase orders for laboratory consumables in line with instructions from the Development Chemist
- Regularly communicated with suppliers regarding the ordering of raw materials for the development laboratory

## Achievements

- Led on major Tea Tree product re-launch for SuperChem to rejuvenate the brand and help stimulate sales
- Developed a range of Eau De Toilettes and body sprays for Natural Beauty International
- Implemented temperature and viscosity profile checks and implemented a method to thicken skincare product for a worldwide beauty brand

## Training

- Good Manufacturing Practice (GMP)
- Batch Manufacturing Records (BMP)
- Industry-specific Health and Safety training

## RELEVANT SKILLS

### Technical

- Trained in using Silverson L4R homogenising machine
- Trained in using Socoge 86/22/33 Pneumatic Laboratory Crimper
- Trained on the IMPACT Computer Programme
- Microsoft Windows XP including Word, Excel, Powerpoint

### Analytical

- My final year project in Pharmaceuticals 'Characterising the viscoelastic properties of modified lectin-dextran gels sensitive to lactose' involved using own initiative and operating the Haake Rheostress for rheology measurements to assist analysis of results and drawing appropriate conclusions and making recommendations.

### Decision Making

- As an active representative on the Student/Staff Liaison Committee, I regularly gather student opinions and make decisions on what issues should be brought forward to the committee and how these should be presented. As a committee member I contributed to course-related decisions made via this forum concerning project supervision and health and safety issues in the laboratory environment.

### Tenacity

- I am results driven and will endeavour to work on experiments until a desired outcome is achieved. During project activities involving microbiological testing on hair care products, I endeavoured to achieve the results required through continuous adjustment to testing methods until a workable and successful outcome was delivered.

### Professional Activity/Positions of Responsibility

- Member of The Society of Cosmetic Scientists
- Student/Staff Liaison Committee Member
- Member of the Leicestershire Pharmaceutical Students Association

### Interests

- Salsa dancing - Guitar - Travel

### References

Academic  
Dr Y.A. Collatas  
Department of Pharmaceutical Science  
De Montfort University  
The Gateway  
Leicester  
LE1 9BH  
e-mail: yacollatas@dmu.ac.uk

Employer  
Ms P. Francis  
Human Resources Department  
L.M.P. Ltd  
Fairway Road  
Fleet  
FL6 9TD  
e-mail: pf178@lmp.org.uk

# Points to note

## **Antonio Bell**

In his CV, Antonio markets himself superbly using the industrial placement and achievements which are highly industry specific. Skills detailed in the Relevant Skills section are carefully selected, those which are essential to the scientific sector. He contextualises these skills providing evidence of them in practice. Detail under the heading Professional Activity/Positions of Responsibility demonstrate Antonio's willingness to take on early responsibility and to be actively involved in professional issues, a firm confirmation of his motivation and enthusiasm for the profession.

# Skill based CV example

## JAMES KING

### PERSONAL DETAILS

Address: 15 Tavistock Square  
Stepney  
London E2 3BX  
E-mail: J.King@yahoo.org.uk

Nationality: British  
Home tel: 0208 689441  
Mobile: 0878 439985

### EDUCATION AND QUALIFICATIONS

#### 20XX-20XX De Montfort University, Leicester

BA (Hons) History and Politics 2:1  
Classification Modules included: Perestroika and the collapse of Communism in the USSR, History of North America to 1900, The Emergence of Modern Japan, History and Computing and Politics of the European Union.  
Dissertation: Imperial Rules – Sport and the British Empire

#### 19XX-20XX Jordansville VI Form College, London

A-Levels: English B, History B, Spanish C,  
AS-Level: Art C

#### 19XX-19XX Brinkley Comprehensive, London

GCSEs: English Language A, English Literature A, History B, Mathematics C,  
Geography C, French C, Spanish C, Craft Design Technology C

### WORK EXPERIENCE

#### 20XX-date

July 20XX, Part-time Bar Person, Graduate Bar, De Montfort University, Leicester  
June 20XX, Administrative Assistant, Carr and Askwith Insurance Brokers, London  
19XX-20XX, Cinema Attendant, Brinkley Odeon, London  
Part-time Sales Assistant, Hawthorns, Oxford Circus, London

### SKILLS

- I am familiar with a range of word processing packages and, through my job at Carr and Askwith, have a working knowledge of spreadsheets
- I possess a full clean driving licence
- I have developed a proficient level of conversational Italian through regular holidays in Italy and through the use of an on-line tutorial programme
- I am developing a good understanding of web design and have completed HTML training. I am currently building my own website



## KEY QUALITIES

### Teamwork

As an active member of school and college drama societies for nine years I demonstrated the enthusiasm and motivation to succeed as part of a large, multi-faceted team. This experience highlighted the value and importance of giving and receiving constructive criticism and helped to develop my ability to work effectively with others in often pressurised circumstances.

### Organisation

As Publicity Officer for the University Rugby Club I was responsible for organising fund-raising events, recruitment campaigns and social functions. This required strong leadership skills, a composed temperament when faced with tight deadlines and the ability to cultivate a healthy team spirit. As a bar person I often supported marketing initiatives and co-ordinated activities such as raffles and charity quizzes, which demanded forward planning and management skills.

### Communication

Extensive independent travel, varied work experience and the delivery of presentations as part of my degree course developed my confidence to deal with people at all levels. As an Administrative Assistant I often had to respond to telephone calls from clients covering a wide range of issues and this required quick thinking and the ability to deal with enquiries in a diplomatic and efficient manner.

## LEISURE ACTIVITIES

### Travel

Visited several European cities including Madrid, Rome, Prague, Berlin and Amsterdam and planning further ventures into Eastern Europe.

### Reading

Enjoy a wide range of fiction and non-fiction, particularly keen on thrillers written by Ian Rankin and travel writing books by Paul Theroux.

### Sport

Especially enjoy racket sports such as Tennis, Badminton and Squash. Recently took part in a charity bike ride from London to Brighton and play mixed hockey for fun.

## REFERENCES

Mr D Smithson  
Head of Studies  
Faculty of Humanities  
De Montfort University  
Leicester LE1 9BH

Mr R Wilson  
Senior Loss Adjuster  
Carr and Askwith Insurance Brokers  
Cavendish Lane  
London SW5 6LP

# Points to note

## **James King**

This document provides an example of a skills-based CV with the emphasis on promoting the skills and key qualities which are relevant to the job. For this approach to be successful it is important to compile a powerful bank of evidence which will support any statements being made. This can be a particularly effective style if you have little or no notable work experience that is directly relevant to the job you wish to enter. By drawing attention to the skills and qualities demanded of the job you are able to highlight experience gained from a variety of sources including education, leisure activities and vacation or part-time work. As you gain relevant work experience it may be appropriate to review the style of presentation and adapt your CV accordingly.

# Legal CV example

## WENDY CAMPION

Term-time address  
104 Rugby Terrace  
Leicester LE1 7BH  
Tel: 0116 2577654

Home address  
24 Melwood Drive  
Manchester M6 4JB  
Tel: 0161 2345678

E-mail: [WCampion@yahoo.co.uk](mailto:WCampion@yahoo.co.uk)

## EDUCATION AND TRAINING

**Sept 20XX to date**

### Legal Practice Course

De Montfort University  
Core subjects include Conveyancing, Commercial and Corporate Law, Litigation and Employment Law

**Sept 20XX to June 20XX**

### Law LLB (Hons) Class 2:1 gained

De Montfort University  
Relevant subjects included Law of Contract; Conveyancing; Commercial Law; Equity and Trusts; Company Law  
10,000 word dissertation examined the potential impact of the Disability Act on recruitment and selection practice of employers in the UK

**Sept 19XX to June 20XX**

Cheadle Hulme Comprehensive, Manchester  
**A-levels:** History B, Business Studies B, English B  
**10 GCSEs** including Maths and English at grade B

## LEGAL WORK EXPERIENCE

**Summer 20XX**

**Paralegal Assistant**     **Edge Ellison Solicitors,  
Leicester**

This period of structured work experience provided a valuable insight into a busy legal practice. I gained experience of:

- Issuing and serving legal writs
- Conducting in-depth research in commercial law
- Undertaking company and writ searches
- Attending police stations and observing client interviews

**20XX-20XX**

**Volunteer**

**Citizens Advice Bureau,  
Leicester**

During my degree course I worked voluntarily at the advice bureau, undertaking a range of duties which helped to develop my understanding of consumer rights:



# Points to note

## **Wendy Champion**

This is an example of a CV targeted at the legal profession. Due to the emphasis placed on legal information on the first page the reader is left in no doubt about the career direction being pursued and the summary of education and training is quickly followed by details of relevant work experience. Reference is also made to non-relevant work experience but this is presented towards the end of the CV as it is unlikely to influence the reader to such a great extent.

# Creative CVs

## CVs for the creative industries

There are many sources of information on preparing a CV, with a diverse range of opinions amongst writers and employers on what makes a persuasive CV. The Creative Industries, which include areas such as art and design, multimedia, advertising, performing arts and the media, are generally more receptive to new ways of presenting CVs. Competition for jobs is particularly fierce in these areas and it is worth using a dynamic approach to presentation in an effort to capture the employer's attention. Many art and design employers will expect to see evidence of good visual skills but this does not necessarily mean a highly elaborate, creative style of presentation. More important is excellent presentation in the form of print quality, layout, spacing and structure. If you decide to use colour, specialist font, visuals or images ensure that these add value to the overall document. Clever visuals will not impress unless the content is equally professional and persuasive.

You should aim to condense information into a maximum of two sides of A4. Art students are also sometimes asked to provide an 'artist's statement' to accompany their work at art galleries and exhibitions. Their aim is to provide a brief background about the artist and to describe what they are trying to achieve. These are normally one side of A5 or a maximum of A4.

Techniques such as presenting your CV on CD-Rom or producing an audio or video CV can be effective in certain situations as they demonstrate initiative, creative flair and the ability to use technology and lateral thinking. As mentioned earlier the

crucial aspect of experimenting with different forms of presentation is that the quality of the product is excellent and the content is equally as impressive.

A gimmick which is eye-catching for the wrong reasons can damage your chances of success whereas a simple design conveying the right messages can reap dividends.

When creating your CV remember that the purpose is to interest the employer sufficiently to want to meet you. It therefore needs to be persuasive. A key skills-based CV will enable you to highlight your most relevant qualities and achievements. It works equally well for candidates with plenty of relevant experience and those with experience in different areas. The key skills approach enables you to promote your employability by referring to a range of transferable skills rather than catalogue a long list of less relevant vacation and part-time jobs.

The following CVs demonstrate different styles of presentation that can be adapted according to personal preference. Both CVs adopt a key skills approach.

# Creative CV examples

## MARK WATKINS 3D INTERIOR DESIGNER

(Home address)  
10 Willow Court  
Oadby  
Leicester  
LE 3 6BX

Tel: 01 16 28998      Mob: 0789 666232  
Website: <http://www.mwinteriors.co.uk>

## EDUCATION AND QUALIFICATIONS

20XX-20XX

**De Montfort University, Leicester**  
**BA (Hons)**  
**Interior Design**  
**(Work Placement)**

- Final Year Project – Designing a Travel Shop Play Centre

- RSA Bursary

Competition –  
Converting an existing 3-storey building into self-contained apartments

- Modules included – Residential Design, Spatial Design Theory, 3D Modelling, Design Management and Lighting Design

## RELEVANT DESIGN EXPERIENCE

June 20XX      **Blue Chip Design Ltd**

- Organised a four week placement as a Design Assistant for a company specialising in ecological design
- Developed an understanding of building regulations and Health and Safety issues
- Practiced technical drawing skills
- Attended meetings with clients to discuss progress and the cost effectiveness of future projects
- Sourced building materials and suppliers and offered recommendations to the design team

## CAREER AIM

Having gained a first class honours degree in 3D Interior Design, I am committed to a career in ecological design, using a range of innovative techniques and environmentally friendly materials to design distinctive and commercially viable buildings

## KEY ATTRIBUTES

Communicating ideas using words, photographs and 3D drawings.

Technical drawing and innovative model making and rendering skills.

Analysing spatial relationships and creative visualisation.

Project management and the application of sound business principles.

Exploring the innovative use of materials and textures in the design process.

19XX-20XX

**South Nottinghamshire College GNVC, Advanced**  
**(Art and Design)**

**Hansbury Hill Upper School**  
**GCE A Levels**

- Design & Technology B, Art C, French D
- GCSEs at C or above seven including English, Maths and double Science

19XX-19XX

## FINAL YEAR DESIGN PROJECT

**Travel Shop Play Centre**

- Worked alongside representatives from 'First Travel' to survey customer and company needs
- Conducted a viability study based on the use of space, durability of equipment and cost effectiveness
- Presented a selection of technical drawings and photographs to demonstrate options
- Collated feedback and proposed final design recommendations which have

## **Communication skills**

The degree has enabled me to develop and deliver effective 2D and 3D presentations. Oral critiques and seminars have improved my ability to market my work. Work experience has given me the opportunity to deal successfully with customers and colleagues.

## **Information Technology**

I am proficient in the use of technology for design purposes. I particularly enjoy using 3D Studio Max, Photoshop, AutoCad and Coreldraw. I hold a computer literacy and IT certificate and am confident when using packages such as Word, Excel, and Access. I also possess a basic self-taught knowledge of Quark Express.

## **Problem solving**

Both the Travel Shop and flat conversion projects demanded that I handled complex issues such as budget limitations and design restrictions. Whilst working with Blue Chip Design I helped to resolve design and manufacturing problems. I consider myself to be an effective lateral thinker and work well under pressure.

## **EMPLOYMENT HISTORY**

### **20XX-20XX Habitat (vacation work)**

Worked for three years as a sales adviser which taught me the importance of effective teamwork and the need to maintain a high level of product knowledge when dealing with customers. Had the opportunity to assist with window displays and design posters to advertise promotional events.

## **POSITIONS OF RESPONSIBILITY**

I was elected Hall of Residence Student Representative in my second year which involved liaising with staff and students on a regular basis. Treasurer of the University Film Society during my first year.

## **INTERESTS AND ACTIVITIES**

I am an active member of the DMU Drama Society, assisting with set design and creating posters to advertise performances. I enjoy attending theatre productions and visiting the cinema. I have written several film reviews for the DMU student newspaper 'The Voice'.

## **REFERENCES:**

Mr John Hooper  
Head of Department  
Department of 3D Interior Design  
Faculty of Art and Design  
De Montfort University  
The Gateway  
Leicester LE1 9BH

Ms Sue Colcutt  
Senior Designer  
Blue Chip Design Ltd  
Quorn Way  
Loughborough  
Leicester LE12 2DG



# Points to note

## **Mark Watkins**

Mark has chosen a three dimensional design style and has included visual images in an effort to stand out from the crowd and grab the reader's attention. When using images and graphics you should always be sure that they add value to the document rather than dilute the impact of the text. It is a fine balancing act and needs careful planning and execution.

The structure is similar to many of the other targeted CVs with a list of unique selling points at the beginning followed by education and relevant design experience. Non-relevant experience is included later in the CV, leaving the more influential narrative at the heart of the document. Mark has also included a career aim which clarifies his future goals and emphasises his passion for a particular area of design. For this tactic to be effective you need to be confident that the company receiving your CV has opportunities in this area so that the statement strikes the right notes with the reader. Adjustments can be made to a career aim according to the company you are contacting.

Mark has analysed the skills and qualities required in the industry and organised his evidence in a targeted manner. In his skills profile he makes reference to communication, problem solving and information technology skills. However, he may adapt the section depending on the requirements of the company. The technical skills section enables him to demonstrate his capacity for learning computer-aided design packages which is increasingly important in the industry.

# Creative CV examples

## PERSONAL DETAILS

Name **Nikhita Sohil**  
Term Address 20 Regent Road  
Leicester  
LE1 1JD  
Telephone 0116 257 7595  
Email nikhita@virgin.net

## EDUCATION AND QUALIFICATIONS

20XX-20XX **MA Design and Manufacture – Specialising in Fashion and Textile**  
De Montfort University, Leicester  
Modules included Research Methodology, Marketing for Designers, Information Technology and Communication – Photoshop and TexDesign, Texture Mapping, Knitting by Hand and Product Design Research Project: Product design in the field of knitted accessories

19XX-20XX **BA (Hons) Knitwear Design and Technology 2:1**  
Leeds Metropolitan University  
Modules included Knitted Fabric Design and Technology, Garment Construction, Fabric and Fibre Science, Pattern Making  
Research Project: Market research into socks as a fashion item

19XX-19XX **GNVQ Advanced Diploma – Fashion and Textile Design**  
Bourneville College, Birmingham

19XX-19XX A-Levels: Art, English Literature, Chemistry  
Harbourne Sixth Form College

19XX-19XX 9 GCSEs at grade C including English and Double Science  
Edgbaston Secondary School, Birmingham

## WORK EXPERIENCE AND INDUSTRIAL TRAINING

Summer 20XX **SHONI BROS TEXTILES, LEICESTER**

- Designer-merchandiser for knitted garments and socks
- Designed collections for George at Asda

Winter 19XX **SUNDIAL FASHION, BIRMINGHAM**

- Market research and analysis of womens' semi-casual wear
- Psychographic and demographic composition of major markets surveyed
- Compiled a marketing strategy for launch of in-house brand

Summer 19XX **TM FASHION, BIRMINGHAM**

- Fabric development on circular knitting machines
- Created fabrics on rib machines
- Designed and constructed garments with fabrics developed to showcase structures developed

19XX- Ongoing **Freelance Designer** – including knitted childrenswear collections for GAP

## **COMMISSIONS** 19XX-20XX

- Greeting cards design, Bombay and Leeds
- T-Shirt and sweatshirt design, Birmingham
- Layout and graphic design, Leicester knitwear design for Alexon, London

## **RELEVANT SKILLS**

### Designer

- Strong sense of design and colour
- Active designer at college and during graduate studies. Design creations influenced by personal taste, market research and consumer preferences and all resulted in commercial success

### Technical

- Familiar with a range of graphic design packages and working knowledge of Corel Draw, Photoshop, TexDesign and Texture Mapping

### Organiser

- As Secretary of the Fashion Society at university, I was responsible for fund-raising events, fashion shows and social functions. This helped to develop strong leadership abilities, a composed demeanour when faced with tight deadlines and the ability to cultivate a healthy team spirit. Also forward-planning and liaison skills
- Raised funds for sponsoring cultural festivals

### Communicator

- Confidence to deal with people at all levels and clear expression developed through extensive independent travel, varied work experience and design presentations
- Delivered successful design presentations to both management and customers

## **INTERESTS AND ACTIVITIES**

Theatre and Dramatics – Directed and acted in numerous plays including Death of a Salesman and South Asian contemporary productions. Followed the productions of the Phoenix Theatre in Leicester with interest.

Reading – Covering a wide variety of topics including classics and humorous biographies. Admire works of Margaret Atwood and Eric Segal. Enjoy poetry and write for personal enjoyment.

Sports – Played for university volleyball team and basketball and tennis at college team level.

## **REFERENCES**

Paresh Patel  
Head Designer  
Sundial Fashion  
Birmingham  
BS1 6JG  
Tel: (0121) 659 76342

Dr Tom Cassidy  
Programme Leader  
Faculty of Art & Design  
De Montfort University  
Leicester LE1 9BH  
Tel: (0116) 255 1551

# Points to note

## **Nikhita Sohil**

Nikhita is a postgraduate Knitwear Design student seeking a design post in the fashion and textile industry. Nikhita has analysed the skills required within the industry to be a designer.

The section on Education is fairly lengthy but commences with her current postgraduate studies and provides insight into her earlier academic achievements. Nikhita creates impact by detailing relevant industrial experience on the first page of the CV. She also markets her skills by stating where and when she has utilised and developed them further.