

CV WRITING MASTERCLASS



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WRITING A CV



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Summary

Senior Web Developer specializing in front end development. Experienced with all stages of the development cycle for dynamic web projects. Well versed in numerous programming languages including HTML5, PHP OOP, JavaScript, CSS, MySQL. Strong background in project management and customer relations.

Skill Highlights

- Project management
- Strong decision maker
- Complex problem solver
- Innovative
- Service focused
- Creative design

Experience

Web Developer - 09/2015 to 05/2019
Luna Web Design, New York

Education

Bachelor of Science: Computer Information Systems - 2014
Columbia University, NY

Certificates

PHP Framework (certificate): Zend, CodeIgniter, Symfony.
Programming Languages: JavaScript, HTML5, PHP OOP, CSS, SQL

Languages

Spanish - C2
Italian - A1

WHAT IS A CV?

A CV is a short summary of your skills, achievements, and experiences.

It is the first chance for you to impress the employer.

You must tailor your CV to every role.

Your CV gets you the interview.

Your interview gets you the job.



WHY IS A CV IMPORTANT

This is the first point of communication between you and your potential employer.

A hiring manager or recruiter will read your CV.

Keep it clear, simple and understandable.

Your CV will reflect who you are. So, sell yourself.

Watch out for ATS (computer scanners) these look out for words and phrases which relate to your role.

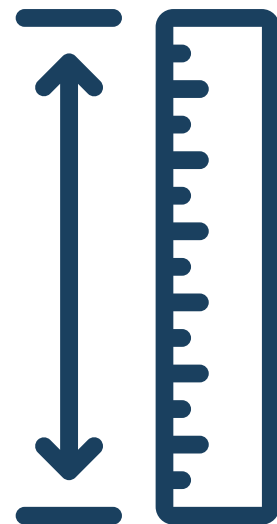
LENGTH

No more than two pages of A4, but some require more experience than others.

Keep it brief when summarising each section. If you are focused on your skills add a statement about how you developed each one.

You don't need to put work experience in if it was over 10 years ago.

Limit your education to the highest qualification.





91%

**Of recruiters say the ideal length
is two pages**

FORMAT

When formatting your CV have clear margins. The best size to use would be 0.5 – 1 inch.

Use section headers.

Use bullet points and remove irrelevant information.

You would set this out like this –

- Contact information
- Academic history
- Qualifications and skills
- Professional experience
- Hobbies and interests and references (optional)

WHAT TO DO WHEN WRITING

When writing a CV refer to the job description, person specification and company details.

You could use a CV builder but this tool is bland. It won't give you the specification you need.

Check your spelling and grammar.

Remove buzzwords or cliché phrases.

Always proofread.



FONT TYPES

The best font types include -

Calibri

Time New Roman

Garamond

Arial

Helvetica

Cambria

PERSONAL DETAILS

When writing your personal details include your first name, surname, email address, phone number, and the city, town, or county you live in.

You don't have to include your full address.

Put in the following in this section -

- Full Name
- Phone Number
- City, Town, or County
- Personal Email Address



EDUCATION AND QUALIFICATIONS

Always emphasise your accomplishments.

If you have just completed a degree, GCSE, or A-level list the place and grades you got.

This is dependant on how far you are into your work-life.

For your qualifications, you would bullet point these in descending order of significance.

Put the most important at the top.

State the name of your qualification, awarding body and the year you achieved it.

EXPERIENCE

In this section, you will highlight your skills and qualifications.

Provide details about your duties and achievements.

Include the name of the company, job title, and dates you worked.

Always provide information about your most recent position.

Do this by bullet points.

This section is key because it shows what you have done previously leading to this role.



HOBBIES & INTEREST

This is completely optional.

However, it would be a couple of sentences about your hobbies that relate back to the role your applying for.

An example could be if you're applying for a leadership role you can relate this to team leadership in a sport.

POWERFUL VERBS

Advocated	Documented	Ignited
Accelerated	Estimated	Launched
Accomplished	Eliminated	Persuaded
Analysed	Enabled	Motivated
Assembled	Executed	Maximised
Attained	Expanded	Minimised
Achieved	Founded	Negotiated
Audited	Finalised	Organised
Built	Forged	Oversaw
Budgeted	Formulated	Regulated
Coordinated	Guided	Prioritised
Converted	Generated	Programmed
Calculated	Handled	Planned
Crafted	Headed	Reduced
Created	Influenced	Resolved
Constructed	Improved	Regulated
Collaborated	Initiated	Trained
Decreased	Increased	Tackled
Delivered	Implemented	Translated
Developed	Inventoried	Troubleshoot

REFERENCES

References are completely optional.

You can put in the phrase "references available upon request". This is completely fine.

In this section, you would provide information about the people your prospective employer could contact. It would be best if it is an old workplace or a professional body.



SAVING CV

We recommend saving your CV in a PDF format or word doc. An employer could ask you to send a PDF. However, a recruitment agency will ask for a word document.

TAILORING CV

Tailoring your CV to every application proves to the employer that you have taken the time to read the job advert and researched the company by highlighting the relevant experience for the job.

This will make you stand out from the other candidates because recruiters/ hiring managers will notice that you have done this.

You want to beat other candidates with quality rather than speed.



PERSONAL STATEMENT



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WHAT IS A PERSONAL STATEMENT?

A personal statement is a short paragraph of 4-5 lines which provides the hiring manager/recruiter with an overview of your goals, who you are, and the value of the organisation.

It's the first opportunity to sell yourself.

Again, this will be tailored to the job role.

A recruiter spends



6 seconds reading your CV

HOW TO STRUCTURE A PERSONAL STATEMENT?

This should be no longer than 120 words.

When writing a personal statement, you should –

- Tailor it to each application
- Provide evidence of skills and experience
- Check for spelling and grammar
- Don't waffle, leave waffles for breakfast

OVERBUZZED / USED WORDS

Ambitious

Bottom line

Buy-in

Core competency

Communication

Can't or Won't

Dabbled

Detail-oriented

Expert

Ecosystem

Extensive

Flexible

Go-getter

Go-to-person

Good

Hard worker

Independent

Multi-tasker

Move the needle

Motivated

On Time

People-person

Passionate

Results-oriented

Self-motivated

Strategic thinker

Strong work ethic

Successful

Synergy

Team player

Think outside the box

Thought leadership

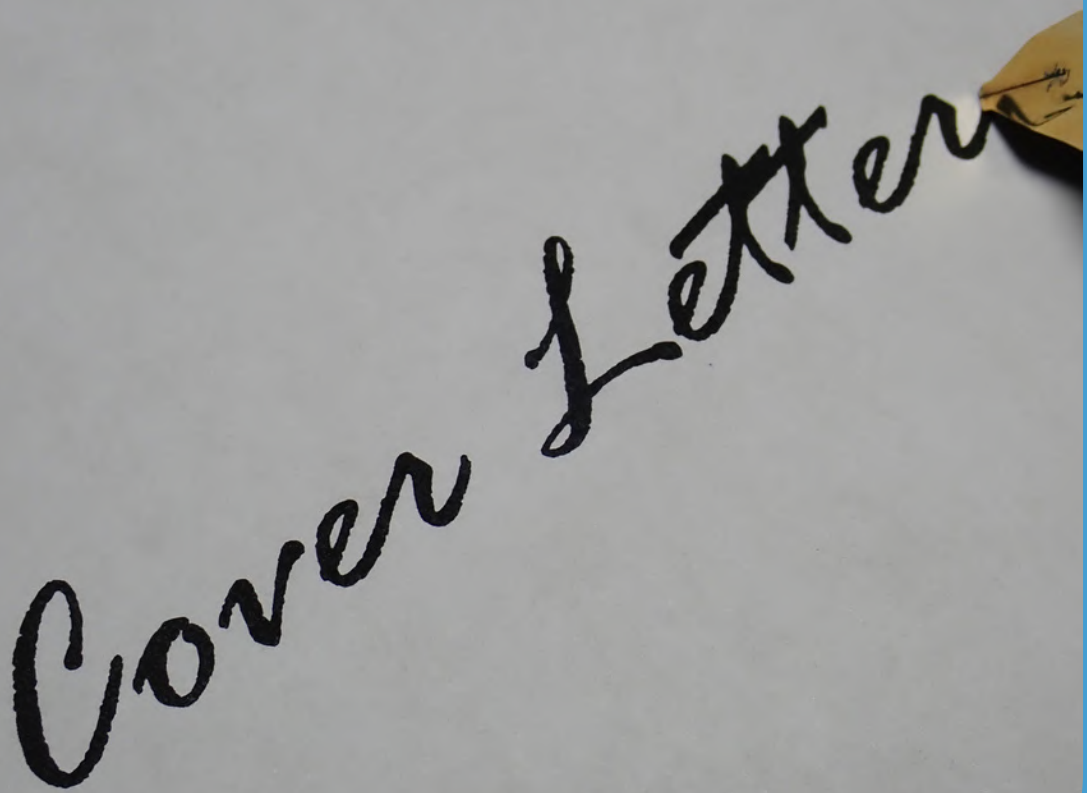
Track record

Unemployed

Value add

Wheelhouse

COVER LETTERS

A close-up photograph of a fountain pen writing the words "Cover Letter" in a cursive script on a piece of white paper. The pen is positioned at the end of the word "Letter".

Cover Letter

WHAT IS A COVER LETTER?

A cover letter (application letter) is a one-page document with 3-4 paragraphs.

This will have information that isn't on your CV.

The goal is to convince the employer that you are interested and qualified for the job.

Include personal details, the hiring manager's name (if you have it), why you are suitable for the job, how you can help the company, and a closing statement.

Sometimes this is a requirement. However, it is usually optional.

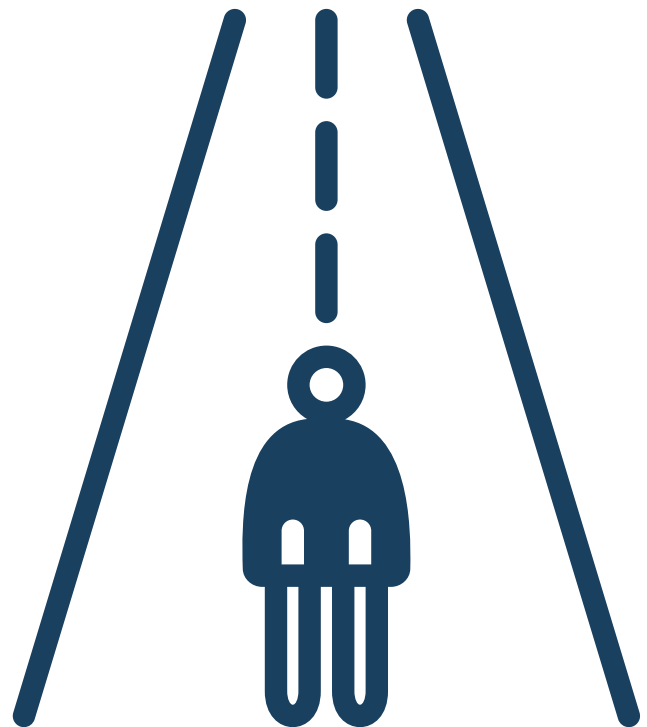
HOW DO YOU START?

You would start with an opening paragraph that will tell the employer who you are.

The second paragraph explains why you are the perfect candidate. Provide an example of your skills. Show your best achievements.

Paragraph 3 is why you are a good match for the company. Be enthusiastic and passionate.

Add a conclusion (a summary of what you have just written).



HOW TO WRITE A COVER LETTER?

Make sure it is tailored for every specific role and company.

Be consistent.

Use the right language and tone.

Back up statements with facts and use the STAR method.

Double-check spelling and grammar.

Keep a copy of this for the interview. Use powerful verbs.

Keep it short and to the point.

CAN YOU ANSWER THESE QUESTIONS?

- Who am I and what are my strengths?
- Why did I choose this position?
- Are these elements already in my CV?
- What does my role involve?
- Why this company?





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