

Session begins at 1pm

# Career Essentials: Improve Your CV

The session is being recorded and will be added to the Careers Essentials webpage.



Please make sure you have downloaded the exercise sheet.

Or download from here:

<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

Improve your CV

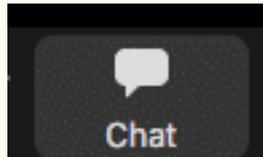
[Lecturecast \(current student access\)](#) | [presentation slides \(November 2020\)](#) | [presentation slides \(May 2020\)](#) | [presentation slides \(July 2020\)](#) | [additional handouts](#)

# Welcome!

This session today is being delivered by Lee Pike, careers consultant.



# Using Chat



To: **Everyone** ▾

Type message here...



## Careers Essentials Programme 2021-2022

- 12 title lunchtime talks.
- Small Group Work sessions (CV).
- 3 title workshops covering LinkedIn, Mock Assessment Centres and MBTI Personality Profiling.
- 6 module e-learning course.

## Careers Essentials Sessions Over This Week



Your Future and How to Work Towards It	22 <sup>nd</sup> Oct
Cover letters & application forms	27 <sup>th</sup> Oct
LinkedIn - Sourcing Opportunities and Raising Your Profile	2 <sup>nd</sup> Nov

# Careers Essentials Programme Autumn 2021



[https://www.ucl.ac.uk/careers/sites/careers/files/career\\_essentials\\_autumn\\_programme.pdf](https://www.ucl.ac.uk/careers/sites/careers/files/career_essentials_autumn_programme.pdf)

**UCL**

FIND your FUTURE

**Career Essentials programme for Autumn 2021**  
Event booking information can be found on myUCLCareers and you can register for events 2 weeks in advance.

**Careers Essentials Session**

- [Make the Most of the UCL Careers Fairs - How to Connect with Employers](#)
- [Career Essentials Group Work: CV Session](#)
- [An Introduction to the Graduate Job Market](#)
- [Sourcing Jobs and Work Experience](#)
- [Career Essentials Group Work: CV Session](#)
- [Make the Most of the UCL Careers Fairs - How to Connect with Employers](#)
- [Career Essentials Group Work: Cover Letter Session](#)
- [Better PhD Applications](#)

Event Title	Date	Time
<a href="#">Considering a Masters</a>	Wednesday 3 November	1.00pm
<a href="#">Career Essentials Group Work: CV Session</a>	Thursday 4 November	1.00pm
<a href="#">Career Essentials Group Work: Cover Letter Session</a>	Monday 15 November	1.00pm
<a href="#">Mock Assessment Centre</a>	Tuesday 16 November	1.00pm
<a href="#">Improve your CV</a>	Wednesday 17 November	1.00pm
<a href="#">Career Essentials Group Work: CV Session</a>	Thursday 18 November	1.00pm
<a href="#">Find and Fund a PhD</a>	Friday 19 November	1.00pm
<a href="#">Career Essentials Group Work: Using STAR</a>	Monday 22 November	1.00pm
<a href="#">Building a Freelance Career</a>	Monday 22 November	1.00pm
<a href="#">Cover Letters and Applications</a>	Tuesday 23 November	1.00pm
<a href="#">Career Essentials Group Work: Cover Letter Session</a>	Thursday 25 November	1.00pm
<a href="#">Career Essentials Group Work: CV Session</a>	Monday 29 November	1.00pm
<a href="#">Discussing Disabilities or Health Conditions with Employers</a>	Monday 29 November	1.00pm
<a href="#">Sourcing Jobs &amp; Work Experience</a>	Wednesday 1 December	1.00pm
<a href="#">Career Essentials Group Work: Using STAR</a>	Thursday 2 December	1.00pm
<a href="#">Career Essentials Group Work: CV Session</a>	Monday 6 December	1.00pm
<a href="#">Career Essentials Group Work: Cover Letter Session</a>	Thursday 9 December	1.00pm

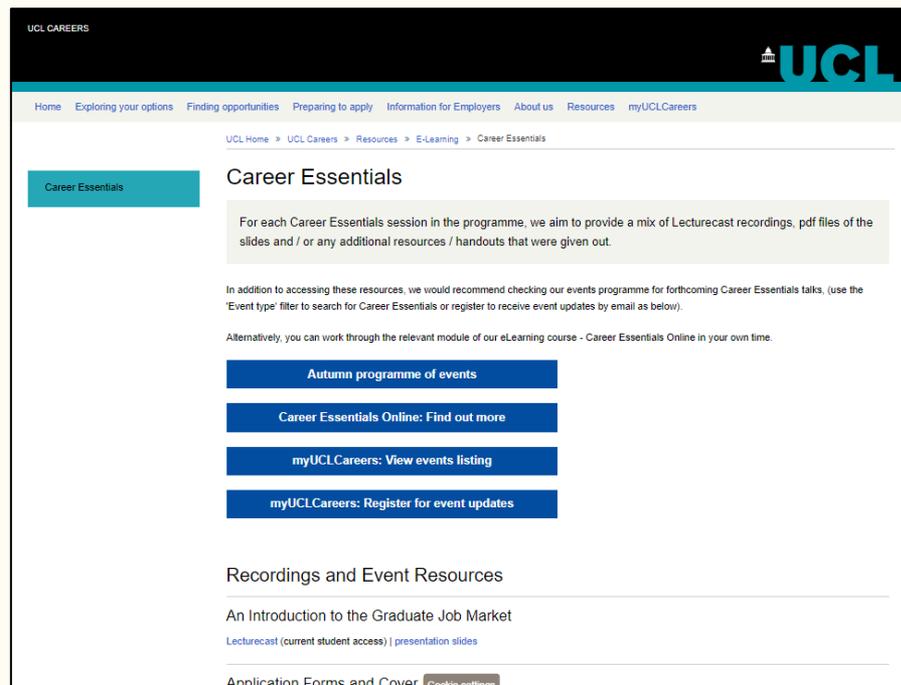
UCL Careers Group  
University of London

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# Slides and Recordings

<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

Search 'UCL Career Essentials'  
'Careers Essentials Online' is a 6 module e-learning Moodle course.



The screenshot shows the UCL Careers website page for 'Career Essentials'. The page has a dark blue header with the UCL logo and 'UCL CAREERS' text. Below the header is a navigation menu with links: Home, Exploring your options, Finding opportunities, Preparing to apply, Information for Employers, About us, Resources, and myUCLCareers. The main content area has a breadcrumb trail: UCL Home > UCL Careers > Resources > E-Learning > Career Essentials. A teal sidebar on the left contains the text 'Career Essentials'. The main content area is titled 'Career Essentials' and contains the following text: 'For each Career Essentials session in the programme, we aim to provide a mix of Lecturecast recordings, pdf files of the slides and / or any additional resources / handouts that were given out.' Below this, it says: 'In addition to accessing these resources, we would recommend checking our events programme for forthcoming Career Essentials talks, (use the 'Event type' filter to search for Career Essentials or register to receive event updates by email as below). Alternatively, you can work through the relevant module of our eLearning course - Career Essentials Online in your own time.' There are four blue buttons: 'Autumn programme of events', 'Career Essentials Online: Find out more', 'myUCLCareers: View events listing', and 'myUCLCareers: Register for event updates'. Below the buttons is a section titled 'Recordings and Event Resources' with a link to 'An Introduction to the Graduate Job Market' and sub-links for 'Lecturecast (current student access)' and 'presentation slides'. At the bottom, there is a partially visible link for 'Application Forms and Cover'.

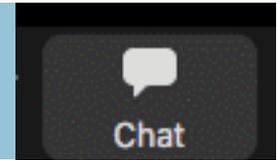
# **POLL:** Where are you with your CV?

# What do you know already?



# Question

What is the purpose of a CV?



# Question

How long should a standard UK CV be?



Chat

**Are there any exceptions?**

## What we'll look at today



See things from a recruiter's point of view.



Understand principles of good CVs.



Recognise the importance of evidence and structure.

See things  
from a  
recruiter's point  
of view.



# Question

What is the average number of applicants per vacancy?



Chat

## Number of applicants per vacancy

### Number of applications per graduate job by sector, U.K., 2020-2021

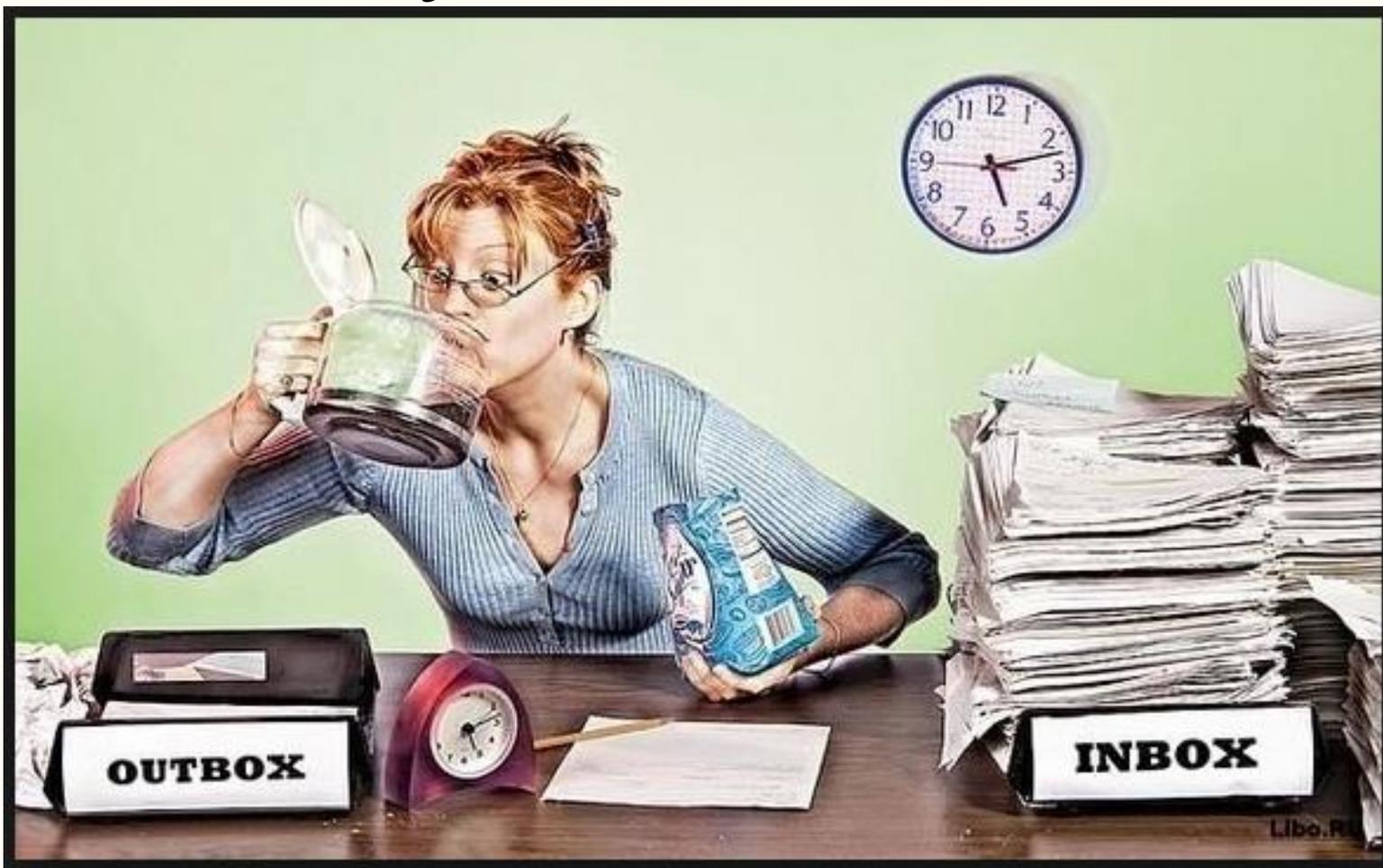
Sector	Applications per job
Charity and public sector	30
Built environment	39
Legal	45
Digital and IT	50
Energy, engineering & industry	57
Finance and professional services	60
Health and pharma	67
Retail and FMCG	129

Source: Institute of Student Employers • [Get the data](#) • [Embed](#)



<https://www.efinancialcareers.co.uk/news/2020/12/applicants-per-graduate-job>

# A busy recruiter



# Question

How long does the average employer take to initially review a CV?



Chat

# How they may 'score' you

Candidate ID	Education Level	Skills / Attributes		Total	Shortlist ? (score above 5)
		Problem solving	Teamwork		
	1 = essential 2 = desired	Evidence on CV 0 = none, 1 = vague, 2 = clear, 3 = very clear with result		0-8	
Candidate A	1	2	1	4	No
Candidate B	2	3	3	8	Yes

## Exercise to follow.

Remember you can access the resources here:

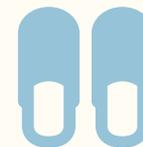
[www.ucl.ac.uk/careers/resources/slides/career-essentials](http://www.ucl.ac.uk/careers/resources/slides/career-essentials)

Link in chat.

### Improve your CV

[Lecturecast \(current student access\)](#) | [presentation slides \(November 2020\)](#) | [presentation slides \(May 2020\)](#) | [presentation slides \(July 2020\)](#) | [additional handouts](#)

## Step into the recruiter's shoes

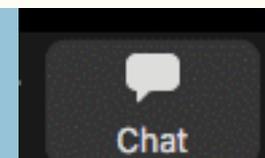


### EXERCISE:

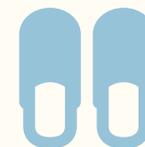
Read the job advert for the GYK Graduate Scheme (2 minutes).



Type what you think they're looking for in the chat.



## Step into the recruiter's shoes



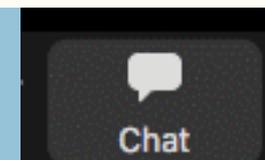
### EXERCISE:

Take 15 seconds to make an initial judgement on each CV.



Which candidate would you exclude and why?

Type in the chat box.



## Step into the recruiter's shoes



EXERCISE: Now take 2 minutes to make a judgement on each CV

Decide: **Shortlist / Maybe / Reject**



Who would you shortlist and why?



Chat

Understand the principles of a good CV.



## Key elements: CV Principles

No right or wrong way but:

### Presentation

- Distinct sections, cleanly formatted.
- Succinct using bullet points, avoid chunks of text.
- Check spelling and grammar.



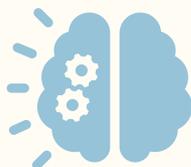
**Quote** *“97% of hiring managers reject on the basis of 2 typos.”*



**Victoria McLean, an ex-Goldman Sachs recruiter and founder of City CV.**

## Key elements: CV Principles

### Logical structure



- Start with your name and contact details.
- Reverse chronological order for education & work experience.
- Most relevant sections come first e.g. 'Relevant work experience' followed by 'Other work experience'.

## Key elements: CV Principles

### Focused and targeted



- Tailored to the position – role requirements and competencies.
- Contain the right key words and phrases (mirroring).

Targeted

## Key elements: CV Principles

### Positive vocabulary: **Action** Verbs



- **Communication:** authored, conveyed, convinced.
- **Flexibility:** adapted, improvised, adjusted.
- **Initiative:** enhanced, introduced, overhauled.
- **Organisation:** planned, scheduled.

# Additional resources – action verbs

Search ‘Action verbs for CV’

## Action Verbs 1-12

### **You Led a Project**

If you were in charge of a project or initiative from start to finish, skip “led” and instead try:

1. Chaired
2. Controlled
3. Coordinated
4. Executed
5. Headed
6. Operated
7. Orchestrated

## EXPERIENCE: If you've got it, flaunt it



- Employment (paid).
- Internships.
- Work experience.  
(Bar work / Saturday job).
- Societies.
- Volunteering.
- Extra-curricular.



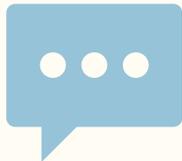
**It's all  
EXPERIENCE.**

## Describing a Skill: Quick task (2 minutes)

e.g. Problem solving:

Problem solving: A spreadsheet was set up to show where delays were occurring.

**Versus**



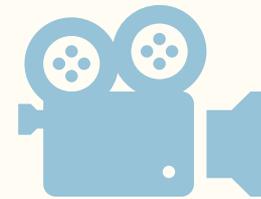
Problem solving: **Devised** a spreadsheet of 1,000 records and **compiled** data to **identify** where delays were occurring.

Resilience, Adaptability, Communication, Research, Analysis, Teamwork, Organisation, Leadership, etc.

Describe in the chat box a competency skill including the use of active verbs.



## To profile or not to profile?



Think of your profile as your own 'film-trailer'.



## Profile Examples

Hard working and enthusiastic graduate seeks challenging role for personal and career development.

Second year UCL Physics student (2.1 expected) with coding experience (Java, Python) and part-time work experience as a youth mentor and delivering customer service in high pressure environments. Treasurer of UCL Physics society, seeking internship in technology company.

### Profile:

- Second year UCL Physics Student (2.1 expected).
- Beginner coding experience (Java, Python).
- 2 months work experience as community mentor (with youth aged 12-15).
- Currently manage finances of UCL Physics Society (£1.5k).
- 1 year cumulative customer service experience in high pressure settings.

Which do you prefer and why?



Chat

Recognise the  
importance of  
evidence and  
structure.



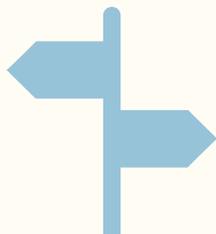
# Provide supporting evidence

- Speak in terms of concrete achievements and detail exactly what you did.
- Use quantities.
- Draw evidence from all aspects of life including education, work/voluntary experience, interests, etc.
- Show you are global and can speak a number of languages.



## Structure: signposting

- Help the recruiter to find what they're looking for.
- **'Mirror'** keywords from the person specification.
- Bring keywords to the front of evidence using a **'skill: evidence + quantification'** approach.



For example, if an employer is looking for “research and analysis skills”



What we're looking for:

- minimum predicted 2.1 degree in any discipline. Those from numerate disciplines are especially encouraged to apply
- **research and analysis skills**
- project management skills
- organisational skills to meet deadlines and work under pressure
- presentation and influencing skills
- leadership and teamwork skills

#### Education

**University College London – MSc Management** 2021-present

1-year masters course that covers the key areas of accounting; finance; organisational behaviour; decision and risk analysis as well as business strategy.

**Kings College London – BA Geography** 2018-2021 **Achieved Grade 2.1**

My degree dealt with the impact of human beings on the environment especially in relation to consumer behaviour and how it can be influenced. **Relevant final year options:** the effect of IT on post industrial economies, quantitative research techniques and project management units.

Relevant skills gained:

- **research and analysis:** compiled a questionnaire and analysed around 200 ‘in-person’ and telephone interview responses. Utilised complex statistical techniques (SPSS) to analyse data as well as creating excel-based pivot tables and graphs. Incorporated supporting results into a 40- page dissertation report on issues relating to immigration.

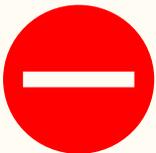
## Matching yourself to their needs

### DO



- Think about which skills and experiences are most relevant to include in your CV.
- Make it easy for the recruiter by making these skills clear and signposting.

### DON'T



- Expect the recruiter to 'spot' your strengths amid lots of less relevant content.
- Turn your CV into a detailed life summary.

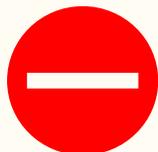
## Your evidence

### DO



- Include details, specifics and outcomes.
- Ask yourself ‘Could they picture me doing this from what I’ve described?’
- Use numbers for emphasis and to quantify results.

### DON'T



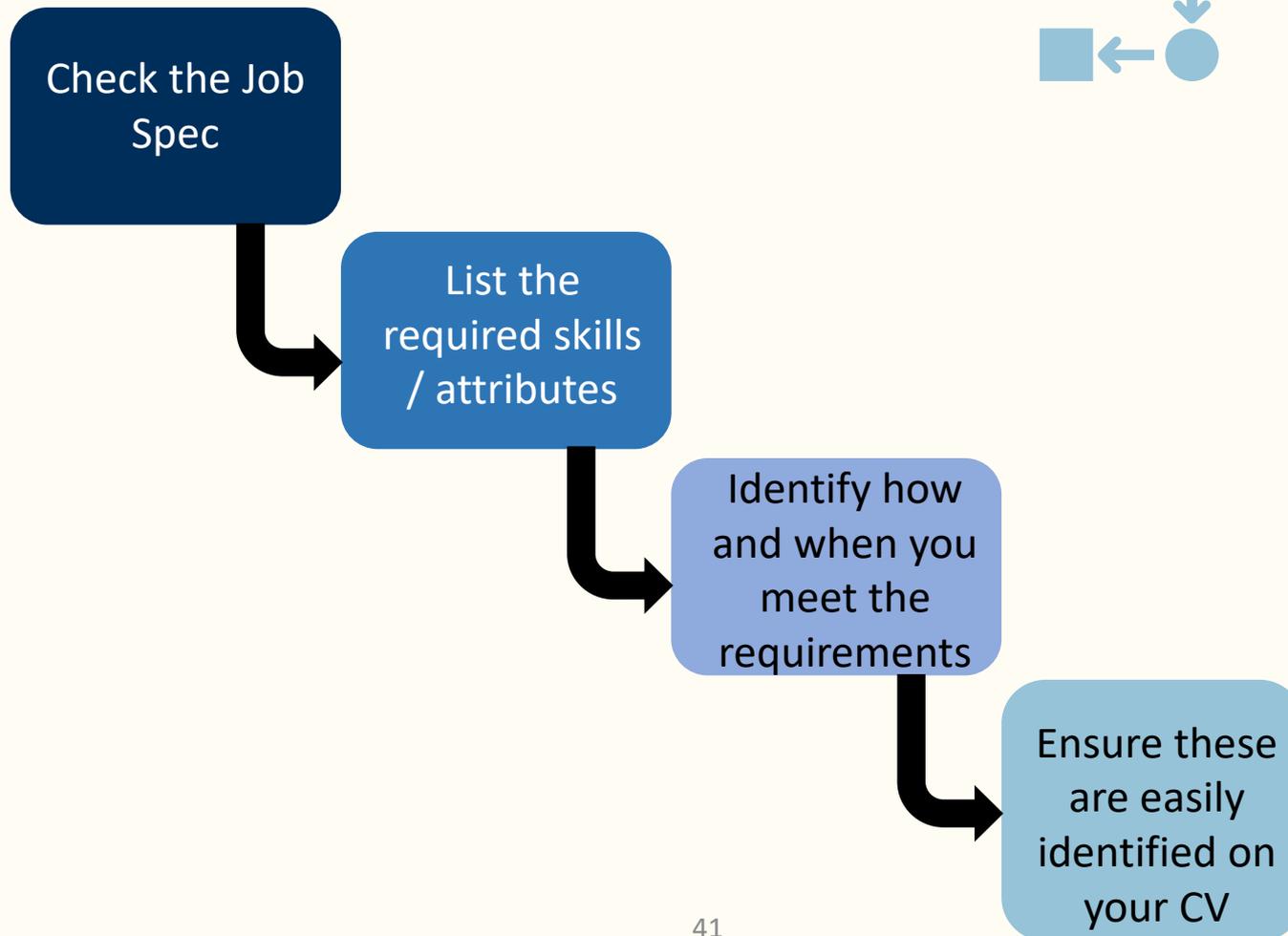
- Limit your examples to work roles - education, other experience and interests matter too.

## CV Top Tips



- Be specific – **tailor CV** to vacancy.
- Demonstrate **strengths, achievements and skills**.
- **Use experience to evidence skills.**
  - Through education, work experience, volunteering, etc.
- Make information as easy as possible to find.
  - Layout - consistent style, size, font, sections.
  - Apply **Skill: evidence + quantity**.
  - Use action verbs
- Be **concise**.
  - Consider using active (action) verbs.
  - Make sure everything included adds value.
- Show attention to detail.

## CV writing flowchart



## Next steps?



- Revisit your CV.
- Use a past job advert and identify the skills / attributes required. (Can also use skills section of job profiles on [Prospects.ac.uk](https://prospects.ac.uk)).
- Think how and when you met those requirements.
- Think about a '**Skill: evidence + quantities**' bullet.
- Use action verbs to add weight to your bullet.
- Wear the recruiter's shoes – will they be able to picture you doing this activity?
- Create a 'Master CV'



## Additional resources

### Examples of Academic CVs

VITAE.AC.UK

### Guidance for International CVs

UCL GOINGGLOBAL

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realising the potential of researchers

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After your doctorate

Career management for researchers

Researcher career stories

**Researcher CV examples**

▶ List of Vitae CV examples

Pursuing an academic career

Doctoral careers outside HE

EURAXESS UK Career Development Centre

### List of Vitae CV examples

**Alan MacDonald academic CV**

18 example CVs to illustrate different approaches.

**Alan MacDonald chronological CV**

18 example CVs to illustrate different approaches.

**Alan MacDonald competency based CV**

18 example CVs to illustrate different approaches.

**Alison Parry academic CV**

18 example CVs to illustrate different approaches.

**Alison Parry chronological CV**

18 example CVs to illustrate different approaches.

Training | Marketing | Translate | Personal Account Login

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Utilize our comprehensive career and employment resources tool kit filled with everything you need to find jobs and internships at home and abroad.

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We update our job postings daily and give you the ability to search 16 million+ worldwide opportunities in the local language, as well as English.

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**Search Content**

Keywords



Search 'UCL Careers YouTube'



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## Automated CV Feedback...

### 'UCL Writing applications' > 'Online CV Checker tool'

#### Online 'CV Checker' tool

UCL Careers provides current students\* with free access to VMock - an online tool which can provide immediate tips and advice on how to improve your CV. Simply register with VMock using your UCL email address then upload your CV to get an instant report on its content and layout.

We would strongly advise using this tool to work on / improve your CV before booking an appointment to show it to one of our team as below.

Note: If the roles you are applying for do not require a CV and you need to submit any other type of application document, (cover letter, personal / motivation statement, PhD proposal etc.), please make use of the other resources highlighted above for guidelines.

[Register with VMock](#)

\*This access is through a university licence so only those with a working '@ucl.ac.uk' email address will be able to register / use the platform.

# UCL Careers 1 to 1 Support



- Applications advice (20 minutes).
- Short guidance (20 minutes).
- Practice Interview (60 minutes, on condition of real employer interview).
- Book online in advance using myUCLCareers ([uclcareers.targetconnect.net](https://uclcareers.targetconnect.net)).

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[careers@ucl.ac.uk](mailto:careers@ucl.ac.uk)

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# Questions?

