

Career Essentials: Improve Your CV



The session will begin at 1pm



Please make sure you have downloaded the hand-outs e-mailed to you today.



Or download from here:

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

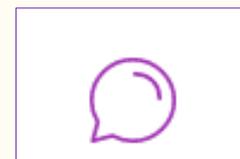
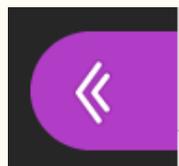
Welcome!



This session today is being delivered by Lee Pike and Alice Moon.

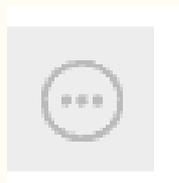
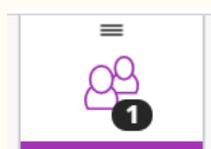


If you joined using a name that is not the student name you are registered with please introduce yourself in the chat box (for the register).



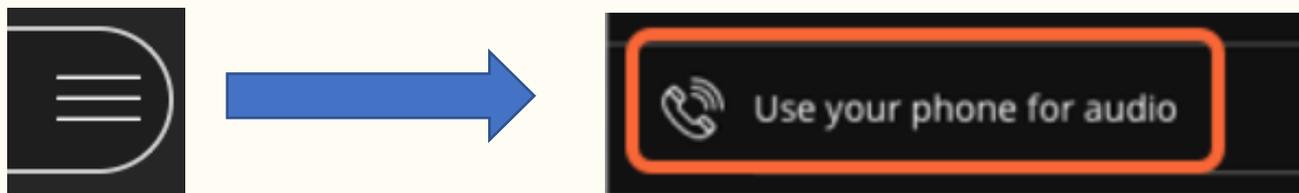
Issues?

Please send the moderator Alice Moon a **private message** if you either cannot hear me or you have not received the session materials.



Still can't hear me?

1. Check your sound settings on your device.
2. Try leaving the session and re-joining.
3. Use the menu tool (top left) and select “use your phone for audio”.



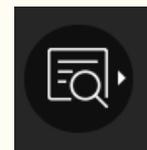
During the session

- The session **will not** be recorded (slides available on the UCL Careers website).



www.ucl.ac.uk/careers/resources/slides/career-essentials

- If you need to zoom in to read anything, you can use this tool (top left).



Career Essentials programme 2019 - 2020

- 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.

Small group CV sessions

- New this year.
- Work on your CV in a group of up to 6 students, with a Recruitment and Selection Advisor.

Talks May 2020

Improve your CV	22 nd
Connecting with Employers Remotely	26 th
Sourcing Jobs & Work Experience	27 th
Considering a Masters	28 th
CVs – small groupwork	29 th

Talks June 2020

Your Future and Working Towards It 2nd

How to Build Your Skills & Experience
Without an Internship 4th

CVs – small groupwork 5th

LinkedIn tbc

What do you know already?



EXERCISE: In the chat box...



What is the purpose of a CV?

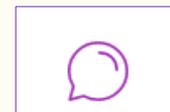


Poll: How long does the average employer take to review a CV?

(An initial look to see if it's worth reading in detail)

Poll: How long should a standard UK CV be?

(Are there any exceptions? Type in the chat box)



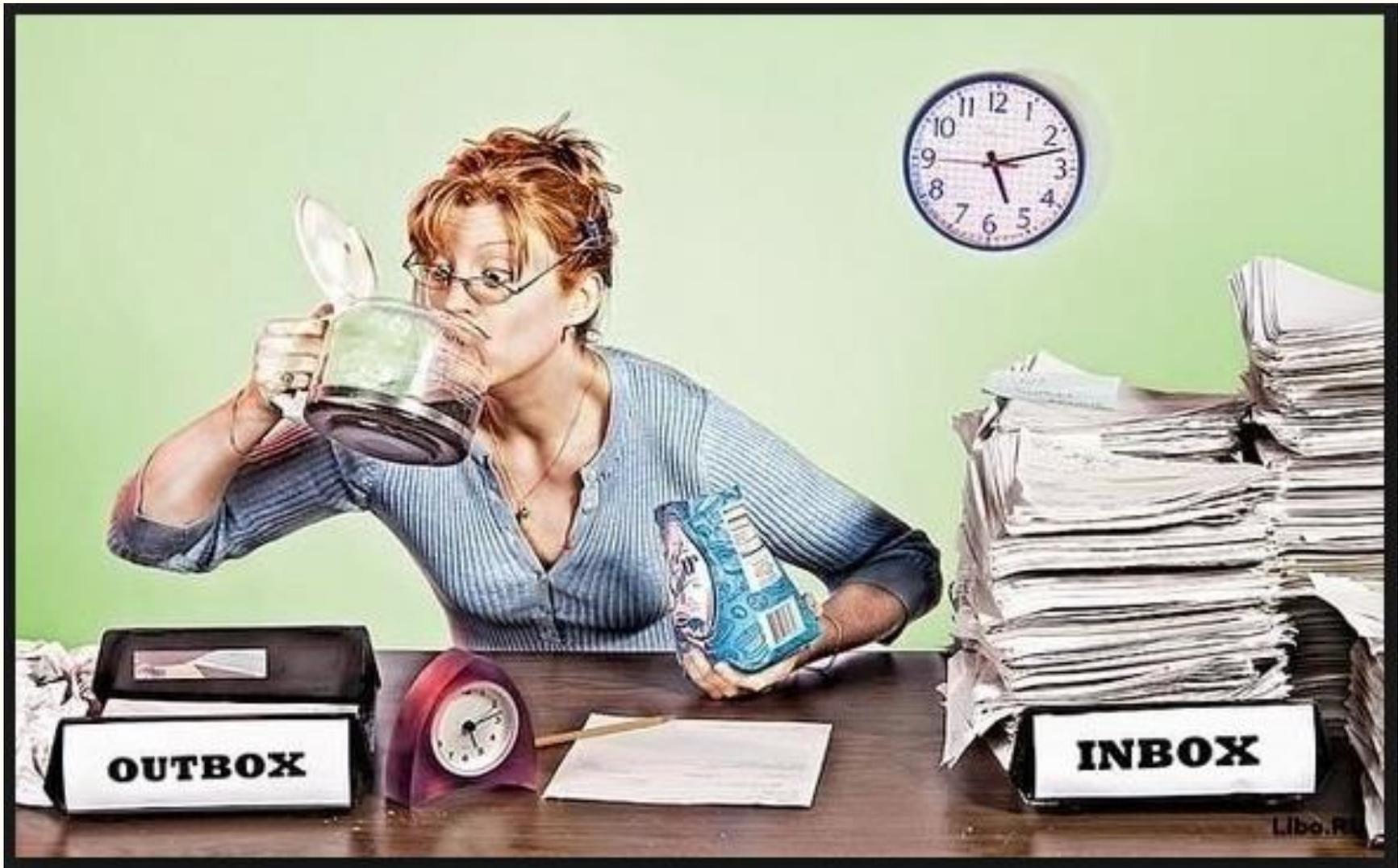
Poll: What is the average number of applicants per vacancy?

(ISE report 2019 'Inside Student Recruitment 2019')

What we'll look at today

- See things from a recruiter's point of view.
- Understand principles of good CVs.
- Recognise importance of evidence and structure.

FIND *your* FUTURE



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

Improve your CV

[Lecturecast \(current student access\)](#) | [presentation slides](#) | [additional handouts](#)

Step into the recruiter's shoes

EXERCISE:

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

What are they looking for?



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



Step into the recruiter's shoes

EXERCISE:

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

Exclude 1 CV / Candidate.



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? Type in the chat box.



Key elements: CV Structure

No right or wrong way but:

- **Presentation**

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



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

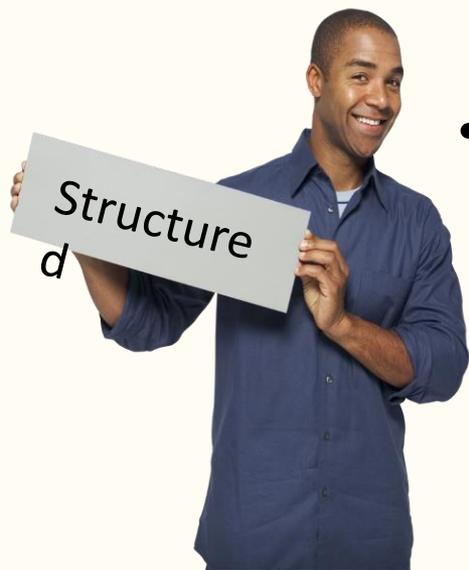
Victoria McLean, an ex-Goldman Sachs recruiter and founder of City CV.



Key elements: CV Structure

- **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 Content

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



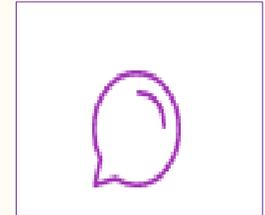
Key elements: CV Content

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



Quick task (2 minutes)

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



e.g. Problem solving:

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

Versus

Devised a spreadsheet and **compiled** data to **identify** where delays were occurring.

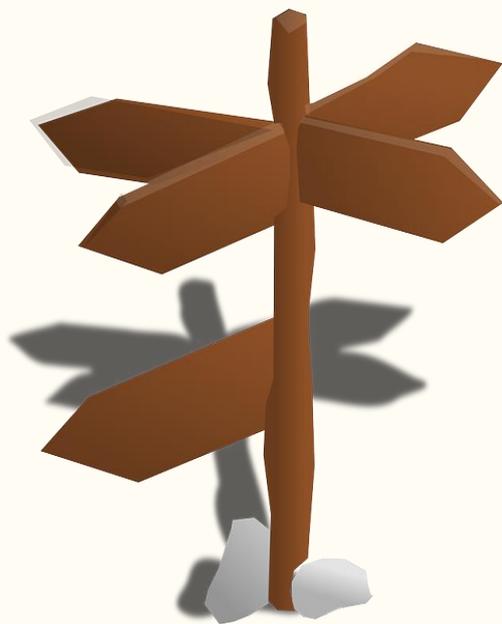
Resilience, Adaptability, Communication, Research, Analysis, Teamwork, Organisation, Leadership, etc.

Key elements: CV Content

- **Provide supporting evidence**
 - Speak in terms of concrete achievements and detail exactly what you did.
 - 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.



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 2017-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 2014-2017 **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.

To profile or not to profile?



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



To profile or not to profile?

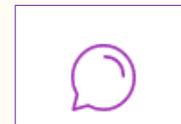
Hard working and enthusiastic graduate seeks challenging role for personal and career development.

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.

Type your thoughts in the chat box



EXPERIENCE: If you've got it, flaunt it

Employment (paid).

Internships.

Work experience.

(Bar work /
Saturday job).

Volunteering.

Extra-curricular.



**It's all
EXPERIEN
CE.**

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

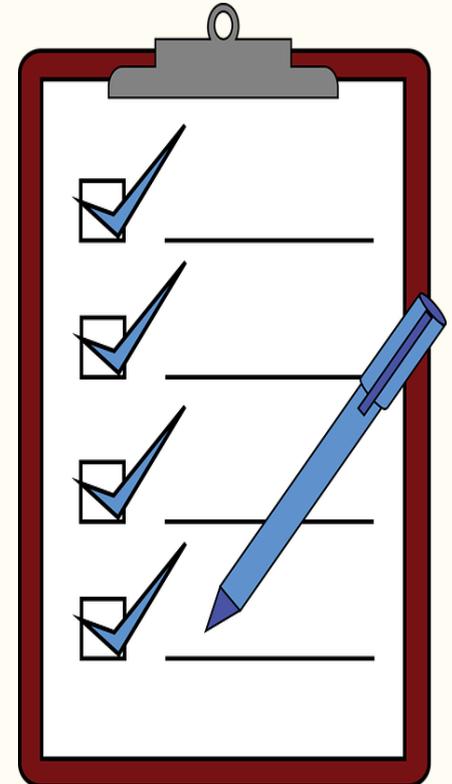
- Include details, specifics and outcomes.
- Ask yourself 'Could they picture me doing this from what I've described?'
- Use numbers for emphasis and to quantify results.

DON'T

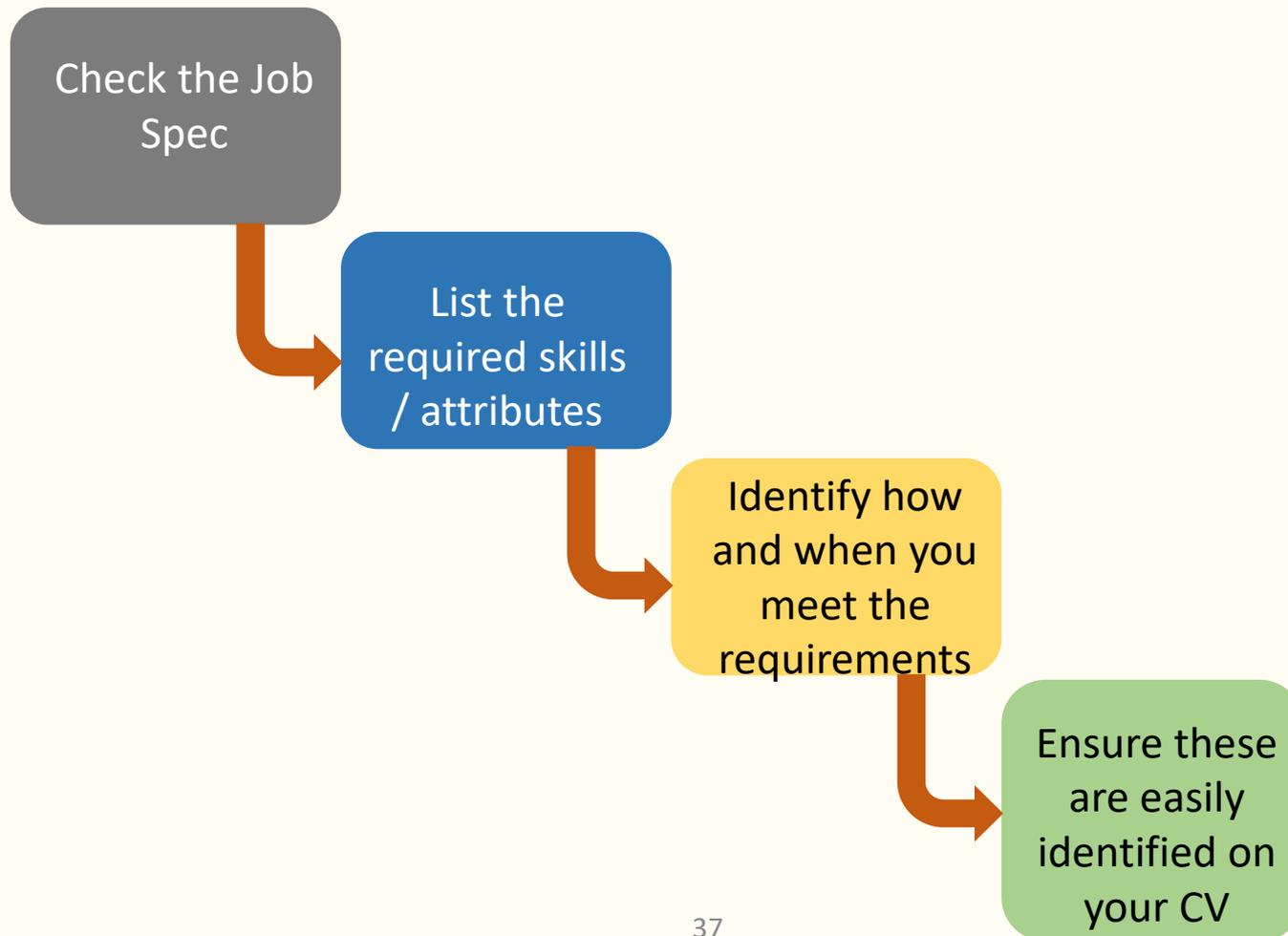
- Limit your examples to work roles - education, other experience and interests matter too.

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**.
- Be **concise**.
 - Consider using active verbs.
 - Make sure everything included adds value.
- Show attention to detail.



CV writing flowchart



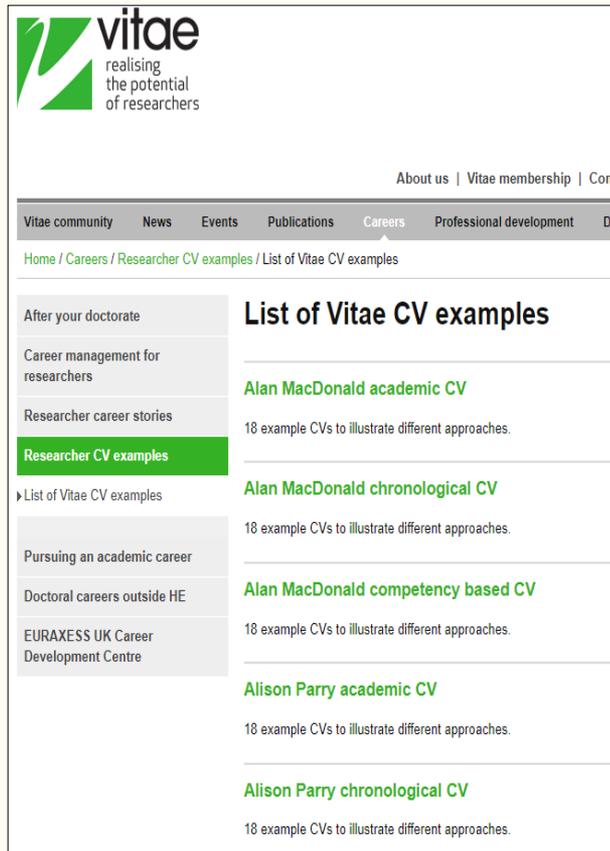
Next steps?

- 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?

Additional resources

Examples of Academic CVs

VITAE



vitae
realising the potential of researchers

About us | Vitae membership | Con...

Vitae community News Events Publications Careers Professional development Do

Home / Careers / Researcher CV examples / List of Vitae CV examples

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

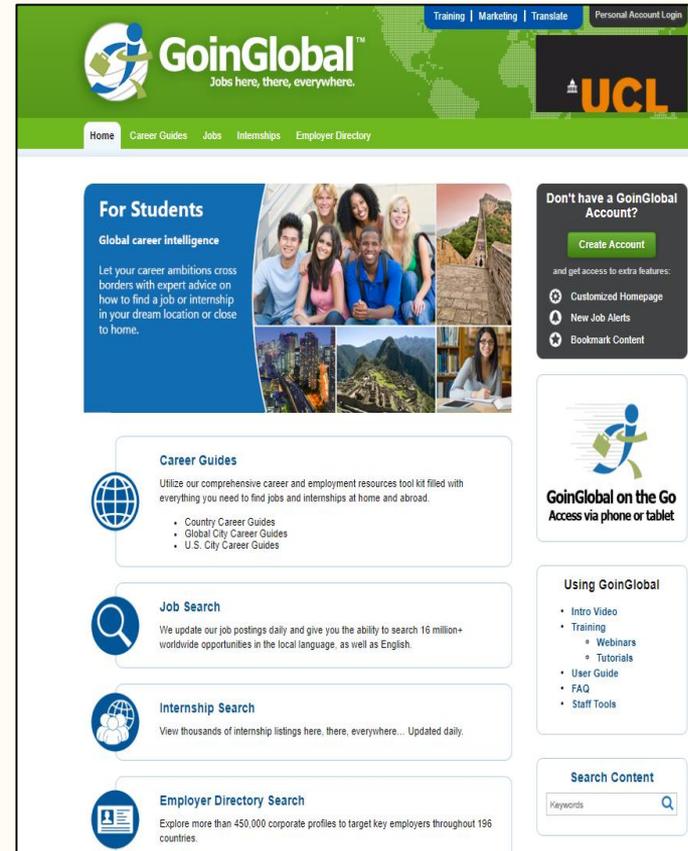
18 example CVs to illustrate different approaches.

Alison Parry chronological CV

18 example CVs to illustrate different approaches.

Guidance for International CVs

UCL GOINGGLOBAL



Training | Marketing | Translate Personal Account Login

GoGlobal™
Jobs here, there, everywhere.

UCL

Home Career Guides Jobs Internships Employer Directory

For Students

Global career intelligence

Let your career ambitions cross borders with expert advice on how to find a job or internship in your dream location or close to home.

Don't have a GoGlobal Account?

Create Account

and get access to extra features:

- Customized Homepage
- New Job Alerts
- Bookmark Content

Career Guides

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

- Country Career Guides
- Global City Career Guides
- U.S. City Career Guides

Job Search

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.

Internship Search

View thousands of internship listings here, there, everywhere... Updated daily.

Employer Directory Search

Explore more than 450,000 corporate profiles to target key employers throughout 196 countries.

GoGlobal on the Go
Access via phone or tablet

Using GoGlobal

- Intro Video
- Training
 - Webinars
 - Tutorials
- User Guide
- FAQ
- Staff Tools

Search Content

Keywords

Additional resources

‘How to write a CV’ in “CVs” in ‘online resources’ section of ‘UCL Writing applications’.

How to write a CV

A CV should not be a list of everything you have ever done, but a marketing document that should promote your skills and experience. In a 20 second scan the recruiter should be able to see evidence of your ability to do the job.

Steps to a great CV

- 1. Start with the job specification**
The starting point for CV writing should always be the skills and experience the recruiter is seeking. You will find this on the list of job requirements in the job advert, job description or person specification.
Your task is to clearly evidence each of these requirements on your CV using examples to convince the reader of your ability to do the job. If you are not sure if you have the relevant skills and experience, then there is no job description, then you should not apply.
- 2. Research the job**
Find out what the employer is looking for. Many employers will have a job description or person specification. This will tell you what skills and experience they are looking for. Use this to guide your CV writing.
- 3. Brainstorm your skills**
Think of examples of the skills you have gained and how you acquired them. Draw examples from your work, internships, volunteering, study, and interests. Match your skills to the job you are applying for to create a CV that clearly demonstrates you possess the skills they require.
- 4. Attention to detail**
Check for spelling or grammar errors. Many employers will reject a CV if it contains errors. Proofread your CV carefully and ask someone else to check it for you.

Example job advert: Part time Marketing Assistant

In 2014 Frog Marketing helped over one hundred clients grow their brand through creative communication of values to the consumer. We're looking for someone who is **passionate about marketing and building brands**. To support our projects you'll be well organised and a problem solver. Excellent client service and communication skills are essential. **Experience of writing creative content** is desirable.

To apply send your CV and a covering letter by 15 Sept to b.coan@frog.co.uk

CV for Jo Sharma

PROFILE

- Passion for marketing and building brands: created new Facebook page and events programme resulting in 20% growth in membership for University Geography Society
- Client service: exceeded sales targets two months running at Curry's through up-to-date product knowledge and quick response to needs of clients
- Organisation skills: won the Wapping Community Award 2014 for my management of a children's football summer school

EDUCATION

BA Geography, King George University, London

- Focus on ethics and the consumer: interest in this area developed through Year 1 project on the developing role of Corporate Social Responsibility in businesses (grade A achieved)
- Writing skills: researched and delivered 5000 word essay on how to build brand loyalty for presentation in Business School (grade A achieved)
- Problem solving: worked on a project to improve the efficiency of a business process

2014 - 2017

Callout boxes:

- You don't have to include a profile. Jo has used hers to make a strong first impression by highlighting some of her most relevant and impressive examples.
- For most students and graduates, "Education" comes before your work history. However if you have a lot of relevant industry experience, you might choose to swap these sections.
- Focus on the elements of your degree most relevant to the job. Include the same terms for skills that the employer has used to attract the recruiter's attention e.g. "client service" "problem solving".
- Minimise the space taken up by your education. This is now less important than your work experience.

UCL Careers YouTube Channel



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.



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Questions?

