








University of
Salford
MANCHESTER

CREATING YOUR CV

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CAREERS AND ENTERPRISE

CV Guide Overview

This handout aims to help you gain the knowledge and ability to create and tailor your CV. It will focus on these key areas:

1. Purpose of a CV
2. CV Layout
3. CV Do's and Don'ts
4. Selling yourself
5. Writing for impact
6. Example CVs

1. Purpose of a CV

CVs can be a requirement when applying for jobs, registering with recruitment agencies or as part of postgraduate study applications. They evidence your suitability, showcasing your relevant transferable knowledge, experience and skills.

Employers and educational institutions will make clear their application requirements within the job advert or under course application guidelines.

2. CV Layout

CV length

The length of your CV may vary depending on the type of CV you choose to use and the expected standard for your sector.

Part-time job CVs tend to be 1-2 pages, focusing on relevant experience and skills. For roles within the UK, CVs typically tend to be 2 pages long. Academic CVs may be longer than 2 pages, take a look at our Guide 'Creating CVs for Postgraduate Researchers'

Before compiling your CV, research the industry standards for your sector. Be aware that there may be differences in CV formats, if you are considering working or studying abroad.

Style

CVs should be typed, on a white background with black text, avoid coloured text, graphics, boxes and shading etc. unless appropriate for the sector or the role.

In terms of font styles, Arial, Calibri, Verdana, Helvetica or Century Gothic can be good alternatives to Times New Roman.

Type your name in a bigger font size than the rest of the text on your CV. Overall text font size 11 is fine, smaller text may be difficult to read. Make effective use of subheadings and put these in bold and block capitals to stand out against the rest of the text.

CV Headings and Order

There is no one-size-fits-all template when it comes to CVs, what you choose to put down or leave off your CV can be interchangeable depending on the job applied for.

Generally:

- Personal Details
- Profile/career objective*
- Education*
- Relevant Work Experience*
- Additional/Other Work Experience*
- Skills*
- Certificates/Professional Memberships/Positions of Responsibility/Achievements*
- Interests
- References (optional)

* Indicates that these headings can be used or swapped around according to what is most suitable in relation to the opportunity applied for.

Personal details

As a rule, you do not need to state your age, gender, marital status, disability, date of birth and national insurance number on your CV for UK-based positions. Your name, email address and contact number are enough.

Please note you may be asked for this personal information as part of the Equal Opportunity Monitoring Form that accompany application forms.

Contact details

Use a professional sounding email, preferably with your own name, try to avoid lots of numbers and symbols in the email. When saving your CV, make sure you use your name on the CV attachment e.g. NameSurnameCV (JaneDoeCV) rather than CV 1, Final CV or Draft CV.

Professional Social Media

You may also wish to include your professional social media such as LinkedIn, please take a look at our LinkedIn Guide.

3. CV Do's and Don'ts

Do	Don't
<ul style="list-style-type: none"> ✓ Always TARGET your CV to each job. Research the requirements needed on a CV for your chosen sector. ✓ MATCH the skills you have to the skills the employer is looking for. ✓ Make it EASY TO READ: an attractive layout will grab an employer's attention. ✓ Pay attention to GRAMMAR and SPELLING: your CV may not get through to the next stage if there are mistakes. ✓ Give SPECIFIC EXAMPLES to illustrate your skills. ✓ Get someone to CHECK over your CV before submitting your application. 	<ul style="list-style-type: none"> ✗ Don't lie or exaggerate. Be honest. You will be questioned about your CV in detail during the interview. ✗ Don't use the same CV for all your applications – personalise! ✗ Don't write curriculum vitae at the top of your CV. ✗ Don't write long descriptive sentences; keep them short and to the point. ✗ Don't be downbeat. Avoid negative words, false modesty or inappropriate email addresses. ✗ Don't include a photograph unless you are applying for a job in the modelling or acting professionals!

4. Selling yourself

REMEMBER: Before you type out your CV, it's really important to reflect on your skills and experiences and how they evidence your suitability for the role or learning opportunity.

Look at the job role requirements (in bold) in the example below:

Applicants should be **organised** individuals with a desire to **learn and develop** in the field of sales and marketing. No experience required, as full training will be provided, but applicants must have a **can-do attitude**, be able to **meet deadlines**, and to **work under pressure** with a range of stakeholders. Applicants should also be good **team players**, have the ability to **communicate** with people at all levels, with sound **administrative** and **IT** skills.

Document your evidence and subsequent transferable skills

This may not be the final version of the examples you choose to use on your CV, but a table, chart or mind map (https://en.wikipedia.org/wiki/Mind_map) can provide a good framework to help you to think about relevant examples. The table below shows how you can start to map out your experiences and attributes to the required job competencies.

Skills	Evidence
Desire to learn and develop	<ul style="list-style-type: none"> <li data-bbox="504 488 1410 667">□ Developed relevant skills and knowledge by undertaking a professional skills module which incorporated psychometric tests, presentations, study skills and mock interviews. These activities have helped to further develop my employability skills and desire to learn. <li data-bbox="504 674 1410 819">□ Committed to 6 weeks of professional training before becoming a Volunteer Mentor. Training covered what it is to be a mentor, child protection and safeguarding, e-safety and literacy and numeracy tests.
Can-do attitude	<ul style="list-style-type: none"> <li data-bbox="504 875 1410 904">□ Helped to form a new student society. <li data-bbox="504 911 1410 976">□ Promoted and marketed the society and gained over 20 new members. <li data-bbox="504 983 1410 1048">□ Developed a varied programme of social and fundraising focused events, which raised over £1000 for the Society.
Able to meet deadlines	<ul style="list-style-type: none"> <li data-bbox="504 1077 1410 1142">□ Achieved monthly sales targets in my part-time job by the upsell of products. <li data-bbox="504 1149 1410 1214">□ Met multiple assignment deadlines throughout my studies by using Outlook and Gantt charts to plan my schedule.
Administrative, IT and social media skills	<ul style="list-style-type: none"> <li data-bbox="504 1234 1410 1406">□ Experienced user of MS Office Suite such as Excel to collate data analysis for my dissertation. Confident in the use of social media platforms such as LinkedIn. I was also responsible for handling the Facebook and Twitter feeds for the Business School Student Society.

5. Writing for impact

The language you use within your CV is important. Note the writing style within the points of evidence below begin with positive verbs e.g. 'developed', 'promoted', 'completed' etc. These convey your actions and contributions in a positive light to the employer reading your CV. Listing skills without evidence is rarely effective.

Useful phrases:

More than x years extensive and diverse experience in . . .

Initially employed to/joined organisation to specialise in . . .

Demonstrated skills in . . .

Experienced in all facets/aspects of....

Extensive academic/practical background in...

Promoted to . . .

In charge of implementing . . .

Proven track record in . . .

Knowledge of...

Experience involved/included . . .

Extensive training/involvement in . . .

Successful in/at developing . . .

Constant interaction with . . .

Reported to senior management when . . .

Provided technical assistance to . . .

Disseminated results of analysis . . .

Worked closely with . . .

Instrumental in . . .

Succeeded in . . .

Good knowledge of . . .

Planned and managed . . .

Supported customers/colleagues with . . .

Initiated financial savings by . . .

Researched, assessed and synthesised. . .

Positive, 'power' words:

Achieved	Effective	Led	Reacted
Adaptable	Efficient	Liaised	Recommended
Administered	Eliminated	Managed	Refined
Advised	Enabled	Maintained	Repaired
Analysed	Encouraged	Mediated	Represented
Arranged	Engineered	Minimised	Researched
Assessed	Ensured	Modernised	Resourceful
Broadened	Established	Monitored	Resolved
Built	Evaluated	Motivated	Responded
Capable	Expanded	Negotiated	Restored
Collated	Experienced	Networked	Revamped
Communicated	Expertise	Operated	Reviewed
Competent	Facilitated	Organised	Significant
Completed	Flexible	Participated	Simplified
Composed	Focused	Performed	Solved
Consistent	Generated	Persuaded	Specialised
Consulted	Goal-oriented	Planned	Streamlined
Controlled	Guided	Presented	Strengthened
Co-ordinated	Hard-working	Pro-active	Successful
Created	Helpful	Processed	Supervised
Customer-focused	Honest	Produced	Thorough
Dedicated	Identified	Productive	Trained
Delegated	Implemented	Proficient	Transformed
Demonstrated	Improved Influenced	Profitable	Trustworthy
Designed	Initiated	Programmed	Undertook
Determined	Instigated	Promoted	Unsupervised
Developed	Instructed Interacted	Proposed	Valued
Devised	Introduced	Provided	Versatile
Diagnosed	Keen	Qualified	Volunteered
Diligent	Launched	Quantified	Willing
Directed			
Distributed			

Sending off your CV - Are you:

Happy that your CV meets the requirements of the job specification?



Are you sure there are no grammatical or spelling errors?



If you have answered yes to the questions above, it is time to send off your CV. Generally, it is good practice to send a Covering Letter or email with your CV, outlining your reasons for applying for the opportunity. Please see our Cover Letter handout for information on this.

CV Workshops or CV Reviews

For further advice [book a CV workshop](#) or [attend a Careers & Enterprise Drop-in](#).

Workshops need booking in advance but drop-ins you can just drop-into! They run every weekday from 1pm-4pm in the Careers Lounge area, floor 1 , University House.

Alternatively, email Careers&Enterprise@salford.ac.uk for some feedback.

6. Example CVs: Graduate Level Skills-focussed CV

Jane Krowling

■ Tel: 07111 11 11 11 ■ Email: J.krowling@edu.salford.ac.uk ■ www.linkedin.com/in/jkrowling

PROFILE

Construction Project Management Graduate with industrial placement experience as a trainee project manager and over three years' employment in customer care roles. Excellent communication and interpersonal skills, ability to work to a high standard and meet deadlines. Seeking a Graduate Construction Project Management opportunity.

SKILLS

Communication: I have excellent communication skills, both verbal and written. I have demonstrated these as a course representative whilst at University. I also have excellent negotiating capabilities as my role involved listening to the needs of students and advocating at meetings with the Dean of Students, academics and professional services staff.

Whilst at Manford Housing Trust, I was able to build successful working relationships with colleagues and also presented redevelopment project updates to stakeholders.

Interpersonal: Having worked closely with the local Youth Network and as a student course representative and member of the student volleyball society, I have shown the ability to work well with other people and am able to build a rapport with individuals from all backgrounds.

Teamwork: As team leader and project manager on a multidisciplinary project in my final year at university, I was responsible for co-ordinating, monitoring and evaluating the progress of team members to achieve our common goal. By resolving conflict, delegating tasks and using Gantt charts to chart our progress, I was able to motivate team members and we achieved an overall 1st class mark.

Problem solving / Initiative: I created spreadsheets and a database driven system to identify and minimise risk on a prominent city centre redevelopment project whilst on industrial placement, with particular emphasis on turnaround times and cost savings.

Information Technology: Competent user of all MS packages (Word, Excel, PowerPoint & Project), email programs such as MS Outlook and experience in MS DOS based programs including Citrix and VBA in my employment at the Co-operative. Having aided a colleague to develop a website, I am able to demonstrate flexibility and drive to learn new software packages.

PROJECT MANAGEMENT INDUSTRIAL PLACEMENT

Trainee Project Manager, Manford Housing Trust, Manchester, Sept 2018-April 2019

- My key duties involved collating information and writing project reports for management and delivering updates to stakeholders.
- I attended meetings with clients to address issues and enhanced my technical and industry awareness via inspections of buildings and working on projects alongside Surveyors, Engineers and Architects.
- Key projects I was able to work on included: Salford Shopping City, Manchester Arndale, Salford Council Refurbishment and Radisson Blue Hotels in Prestwich.

OTHER WORK EXPERIENCE

Customer Debt Advisor, Co-operative Plc, Manchester, May 2016-Aug 2018

I managed and analysed customer bank accounts. Problem solving was a major element of this role as I was required to consolidate debts and create payment management schemes with clients. The job greatly improved my communication skills, negotiation skills and influencing others in a positive manner. This role provided an immeasurable understanding of the banking industry and an ability to meet targets as part of my team's overall objectives.

Customer Services Advisor, Co-Operative Customer Services, Manchester, July 2015-April 2016

In this role I provided excellent customer service and care in relation to customer accounts. I processed payments and arranged balance transfers. This role enhanced my ability to organise my time efficiently and deal with people tactfully. I demonstrated the ability to work under pressure with high call volumes as a persistent and tenacious sales advisor. The role also involved converting initial queries into sales of insurance and protection products on behalf of Co-operative Insurance.

EDUCATION

**June 2019
-Sept 2015**

BSc Construction Project Management (with Industrial Placement), University of Salford

Accredited by the Chartered Institute of Building (CIOB) and the Royal Institution of Chartered Surveyors (RICS).

Classification: 2:1 with Honours

Modules: Procurement and administration, construction process management, lean and offsite production management, project management, construction law and dispute resolution and multidisciplinary projects.

**May 2015
-Sept 2013**

Nantwich Sixth Form, Cheshire

A-levels:

Information Communication Technology (A), Business Studies (B), Psychology (B) and Law (B)

**May 2013
-Sept 2008**

Nantwich High School, Manchester

9 GCSEs Grades A-C including Business Studies (A), IT (A), English Language (B), Mathematics (C), English Literature (B) and French (C).

ACHIEVEMENTS

Member of the Winning Women's Volleyball team at the University of Salford Varsity Tournament, competing against the University of Chester, 2016.

Vice-Chancellor's Excellence Scholarship, University of Salford, 2013.

INTERESTS

Tennis, Skiing, and Volleyball are my leisure activities, combined they have taught me self discipline, working well with others and attention to detail.

Example: Master's Level CV

Zarah Jamill

29 Flitdown Drive, Swinton, Salford, M27 000

Contact number: 078 000 222 00 Email: zarah.jamill@outlook.co.uk

PROFILE

- MSc International Business student.
- Extensive commercial awareness developed through previous job roles as well as substantial marketing experience through my role at The Language School in Barcelona.
- Currently looking for a placement opportunity to develop and fully utilise my employability skills in the marketing sector.

EDUCATION & QUALIFICATIONS

2019 – Present The University of Salford

MSc International Business: Key modules include: Strategic International Business Management, International Financial Management, Marketing International Business, Global Supply Chain Management

2013 – 2016 The University of Liverpool

Law Degree (LLB): (2:2) Key modules include: Criminal Law, Contract Law, Human Rights Law, European Union Law, Criminal Evidence, and Banking Law

2011 - 2013 Barron Sixth Form College, Salford A-Levels:

Law (A), Biology (A), Maths (B), General Studies (A)

2006 – 2011 Downdale Secondary School, Salford

12 GCSEs at A*- A (including English, Maths and Science). Position of Responsibility: **Head-Girl** (07-08)

RELEVANT BUSINESS AND MARKETING EXPERIENCE Sep 2018- Sep 2013, Sales Executive at Insure, Gibraltar

Consistently hit targets every month, showing a strong capability to work under pressure within strict time restraints. Using Excel and CRM, I built relationships with major insurance companies and private customers to identify and organise suitable life insurance cover. Developing market strategies, typically via email or social media, to target specific customers, turning sales leads in to fully-fledged customers.

Oct 2017 -July 2018, Sales Assistant at Next plc, Manchester

Served customers at the till, processed payments and provided information on products and prices. I also was involved in the upsell of items and add-ons to purchases. Resolved customer complaints or passed them on to a manager.

2016 – 2017, English teacher at The Language School, Barcelona

I joined this small start-up company prior to launch and was involved in the initial marketing strategy. It was my job to build and oversee the company Facebook and social media platforms to optimise our online presence in attracting new customers. I also assisted in the creation of promotional flyers which we used as a further marketing technique. Alongside this, I taught English conversation and grammar to children and adults, often with a specific focus on Business English.

OTHER EMPLOYMENT Oct 2017 - July 2018, Barmaid at The Local Lakes, Cumbria

Provided a high standard of customer service by waiting on tables, working at the bar when required and ensured customer satisfaction in general.

2014 –2016, Officer Cadet at Liverpool University Officer Training Corps, UK

Completed the Military Leadership Development Programme Module 1. Partaking in military exercises both in the UK and abroad, adventurous training and community projects.

Gained many transferrable skills such as self-awareness, leadership foundation skills, decision-making techniques, presentation skills, first aid and navigation.

KEY SKILLS AND ATTRIBUTES

Communication:

- Learned to communicate clearly and concisely whilst teaching English to Spanish students.
- Through my role as a Sales Executive I successfully built and maintained ongoing working relationships with clients through effective communication and negotiation.
- Working as a sales assistant for Next allowed me to deal with a wide range of customers from advising through to handling customer complaints in a diplomatic and effective way.
- During my time as an officer cadet, I was given the opportunity to lead a number of military exercises which allowed me to develop both communication and leadership skills.

Organisation and Time Management

- As university Netball Captain I was responsible for organising team practices, matches and many social team activities.
- In my role as a Sales Executive it was necessary for me to setup several meetings with potential clients throughout each week. This required me to be able to plan my time to maximum efficiency.

Commercial Awareness

- Through my job in sales I would manage and analyse customer interactions with the goal of improving business relationships with customers.
- Acted as an intermediary between the customer and the underwriter, negotiating the best deal for the customer at Insure.
- Acquired new clients through marketing campaigns, offered a personalised service in order to win accounts against competitors, and effectively managed the customer life cycle.

OTHER SKILLS

Proficient in MS Office applications and Intermediate level of Spanish both verbal and written and take weekly lessons. Fluent in Urdu. Full UK Driving Licence (attained December 2010).

INTERESTS

I play netball for the university alongside salsa classes and knitting. I enjoy hiking in the Lake District and I am currently training for the 'Lyke Wake' 40 mile walk across the North York Moors.

Example: Hybrid or Functional Skills CV

Richard Appleton

Flat A1 Billbrook Common, 35 Batley Lane, Salford, Manchester, M6 1FU

Mobile: 07794 123456 **Email:** r.appleton@gmail.com

Personal Profile

I have recently graduated with a First Class Honours Degree in Media & German with Business and am now seeking to develop a career in training & development.

Relevant Skills

Communication:

- Learned to communicate in a clear and concise manner when teaching English to fellow employees at Deutsch-Englischen in Berlin.
- Negotiated confidently with prominent university decision makers to resolve issues related to resources and teaching whilst employed as a Student Liaison Representative, and also produced a cohesive end-of year written report.

Organisational & Timekeeping:

- Trusted by Tesco's management to plan my sections effectively when supporting bi-annual warehouse reorganisation & always completed on-time for catalogue launch.
- Managed my workload at university by listing deadlines and planning to complete work around employment and volunteering commitments.

Research:

- Conducted market research to develop an effective advertising campaign for a local charity within their budget of £500, commended for innovation.
- Investigated the impact of the Internet on the Services Industry for my final year essay and was awarded a 1st.

Teamwork:

- Participated in an Army-led Teamwork & Leadership day where I encouraged all team members to get involved by seeking consensus on how best to complete our set objective and negotiating division of tasks to enable us to work efficiently.
- Trusted by the class teacher to support supply teachers with classroom activities, admin and unfamiliar procedures when I recently volunteered for 6 months at a local primary school.

Education

- 2009 - 2013:** **The University of Salford**
BA (Hons) Media and German with Business (**First Class Honours**)
- 2006 - 2008:** **Preston College**
A-Levels: English Literature (C), English Language (C), German (B)
- 2003 - 2008** **Saint Peters School, Preston**
9 GCSE's: 5A's and 4 B's, including English, Maths and Science

Employment

Sep 15-Jun 16 Student Liaison Representative, University of Salford.

Resolved a number of student issues by collaborating with key university decision makers in a confident, assertive and constructive manner and raised issues to School or Faculty level when necessary.

Sep 14-Aug 15 English Teacher / Office Assistant, Deutsch-Englischen

During the sandwich year of my degree I worked for a German engineering company where my main duty was to prepare and teach English lessons to fellow employees. I also translated documents from German into English. I became proficient with many SAP transactions, and with the company's internal software, which I used to upload all documents, for internal worldwide use.

Oct 13-May 14 Part-time Customer Service Advisor, Tescoburys, Salford.

I maintained a high level of customer service by taking the time to help customers find the perfect outfit or size. Management quickly trusted me to contribute to visual planning, enabling me to demonstrate my creativity and initiative.

Nov 12-Oct 13 Weekend Supervisor, Card Factory, Salford.

This role developed my perseverance and leadership skills, and I enjoyed making important decisions in a fast-paced environment, handling customer queries and motivating the team. I also supported till-reconciliation and banking, stock replenishment and warehouse re-organisation as required.

Work Experience

Oct 13- Mar 12 Volunteer TA and Reading Helper, Salford School

I worked alongside a Year 3/4 primary school teacher to provide literacy and numeracy support. Familiarised myself with school policies - behaviour management procedures and learning objectives, and also supervised a group of 5 pupils on a trip.

Other Skills and Experience

- Computer literate and am currently enhancing skills and knowledge in using social media to support marketing campaigns.
- Possess clean current driving licence.

Volunteering

2014 – Mentored two international students.

2012 - Taught in a primary school in Ghana, Africa for 6 weeks during my gap year.

2010/11- Won a Lancashire County Council Young Achiever award for a year of volunteering at a care kitchen project for the homeless.

Interests

Travel: I spent a year living in Berlin and aim to visit India, New Zealand and Cambodia.

Example: Recent Graduate CV

Oliver Allan

Address: 14 Flower Street, Kings Heath, Birmingham, B14 8XX

Tel: 0121 123 4567 Email: o.allan.student@student.salford.ac.uk

- Achieved a 2:1 Degree in Computer Science and Information Systems.
- Completed an industry-based data security placement with Boots Plc.
- Seeking a Graduate Network Security Analyst opportunity.

EDUCATION & QUALIFICATIONS

2016-2019 University of Salford. BSc (Hons) Computer Science & Information Systems with Sandwich Placement (2:1)

Modules: Systems Analysis, Programming Methods, Networks, Artificial Intelligence, Web Development, Databases and Software Engineering.

2014-2017 Eric Watson College, Birmingham

A-Levels: Computer Science, Mathematics, Geography and General Studies

2009-2014 Maryhill High School, Birmingham

9 GCSEs: Grades A to C including Mathematics, English and Science.

RELEVANT WORK EXPERIENCE

2018-2019 Data Processing Assistant, Boots

- Co-ordinated work on drawing up specifications for a new database system and web interfaces.
- Planned the required work for myself and one other person to ensure target deadlines were met. Trained other staff in the operation of the new packages.
- Analysed information requirements and designed and built web based forms and questionnaires to feed information into the database

TECHNICAL SKILLS

Good knowledge of JAVA, C++, HTML, Oracle, Firewall and security systems. Proficient in the use of MS Office applications: Access, Excel, Word and PowerPoint as well as Prezi for presentations.

SKILLS

Problem Solving	When undertaking analysis of data requirements for the new database at Boots, there was very little common ground emerging from users. I presented a number of solutions and asked users to rank them. As a result, one of my solutions was taken forward for implementation.
Customer Service	Working with a variety of customers at Asda helped to enhance my effective communication and listening skills, which I demonstrated by having a positive and friendly manner at all times.
Time Management	Whilst on placement at Boots, I had to plan and manage work for myself and one other person. I used Outlook calendar and Google docs to map our project schedule and share documents. This ensured that deadlines were adhered to.

OTHER WORK EXPERIENCE

Summer 2017 Administration Assistant, Birmingham City Council

Successfully organised this period of vacation work during which I provided administrative support to the planning team overseeing the Town Hall renovations. I gained valuable experience in planning and organising. I also demonstrated communication, teamwork and problem-solving skills.

2014 – 2016 Sales Advisor, Topman, Birmingham

Responsibilities included helping customers navigate the store, answering questions about products and promoting sales items.

2013 – 2014 Youth Mentor, Mentor-Me Youth Organisation, Birmingham

This was a voluntary role helping to support students struggling with studies and confidence issues. I supported study sessions and activities such as bowling, arts sessions and go-karting. I developed my communication skills and ability to work with others.

ACHIEVEMENTS

At University I was a Member and Treasurer of the Pay-It-Forward Club. I managed funds of up to £3,000 per year. I planned food collections, charity clothes swaps and two sponsored treks on the Pennine Way and raised over £1,000 for local homeless charities.

Updated July 2019 (JC)

Notes