



CV / RESUME WRITING GUIDE

This document is supplementary guidance to the the courses available on the our website, and should be used with CV templates and relevant lectures to create a strong CV.

Table of Content

- Page 1** - CV Examples & Templates
- Page 1** - CV Size & Format
- Page 2** - Font Type & Font Size
- Page 2** - File Format & File Name
- Page 3** - What to include in your CV
- Page 3** - Name & Contact Information
- Page 4** - Profile Section
- Page 6** - Key Skills Section
- Page 7** - Education Section
- Page 8** - Work Experience Section
- Page 11** - CV Action Verbs
- Page 12** - Remaining Sections
- Page 13** - How to tailor your CV for various role
- Page 14** - ATS (Applicant Tracking System)

Supplementary Materials

[CV Example 1 \(Graduate\)](#)

[CV Example 2 \(Engineering\)](#)

[CV Example 3 \(Marketing\)](#)

[CV Template 1](#)

[CV Template 2](#)

[CV Template 3](#)



CV / RESUME WRITING GUIDE

*This guide is supplementary material for our online career courses
for international students*

CV Size

- 1 Page:** 0-2 years of experience, unless you have a lot of technical skills /projects
- 1 Page:** banking, finance and consulting sectors up to 4 years of experience
- 2 Pages:** 2-8 years of experience
- 3 Pages:** 8+ years of experience

Font & Font Size

Best fonts for a CV:

- ✓ Times New Roman
- ✓ Arial
- ✓ Calibri
- ✓ Helvetica
- ✓ Cambria

Size: 10.5 pt - 12 pt

File Format

Save your CV in **PDF format**, unless the company requests a different format

PDF files are easier to read on all devices

File Name

Name your CV in **'Name Surname CV'** format

- ✓ Valeria Mind - CV.pdf
- ✓ Pooja Johnson CV.pdf
- ✗ Valeria CV Version 2.docx
- ✗ CV Barclays.pdf

CV Format Checklist

Dos

- ✓ Use the same font throughout
- ✓ Use the same font size for the text
- ✓ Make it clear and easy to read
- ✓ Clearly label various sections
- ✓ Highlight qualifications and job titles in bold

Don'ts

- ✗ Don't use tables
- ✗ Don't use side columns or graphs
- ✗ Don't include your photo
- ✗ Don't include personal details (date of birth, nationality, marital status, visa status, etc)



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What should I include in my CV?

- **Name & Contact Information**
- **Profile / Career Summary**
- **Key Skills** (if you have experience & technical knowledge)
- **Education**
- **Work Experience**
- **Leadership Experience** (if you have any)
- **Volunteering Experience** (if you have any)
- **Additional Skills** (languages, technical abilities)
- **Certificates & Courses** (if you have any)
- **Interests & Hobbies** (optional)

Name & Contact Information

VALERIA MIND

London, UK | +44 075 2222 022 | valeria_mind@gmail.com | [linkedin.com/in/valeria-mindthegrad](https://www.linkedin.com/in/valeria-mindthegrad)

Name: Your name and surname. Your name can be different from your passport if you wish to be known differently at work, but keep your surname as per your passport. Make sure that your LinkedIn name is the same.

Address: You can avoid giving your full address for safety reasons, just keep it to 'City, Country' or 'Street Name, City, Country'.

Phone number: Do not forget the country code, especially for non-UK numbers.

Email address: If your email address is too complicated and not professional, you can change it to name_surname@gmail.com or name.surname@gmail.com.

LinkedIn profile URL: For a neat CV, you can [customise your LinkedIn profile URL](#) to the following format: [linkedin.com/namesurname](https://www.linkedin.com/namesurname).



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Profile Section

3 - 5 sentences focusing on:

- WHO you are (working or studying)
- What are your QUALIFICATIONS
- What is your PROFESSION (if you have one already)
- What is your EXPERIENCE and which industries/locations/types of companies
- What are your technical SKILLS and what are your PERSONAL STRENGTHS

STEP 1

Write the 1st sentence (who you are, what you do and what's your main 'title/profession'):

Example 1: 'A driven MSc Digital Marketing student from the University of Nottingham with a track record of combining studies with internships in social media management and PR.'

Example 2: 'A recent BSc in Finance and Accounting graduate from the University of Manchester with strong academic achievement and accounting internship experience.'

STEP 2

Write the 2nd & 3rd sentence (your professional skills, technical abilities and key strengths):

Example 1: 'Able to manage projects effectively applying risk and cost management skills. Proficient in using The Agile methodology and project management software, such as MS Project and Jira.'

Example 2: 'Skilled in performing financial analysis, managing budgets and data visualisation. Proficient in using Microsoft Excel, including the application of Macros and VBA.'



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Profile Section

STEP 3

Write the 4th & 5th sentences. Add more skills if relevant, such as language skills or additional qualifications and certifications, also add career goals if you wish:

Example 1: 'An effective communicator fluent in English, Arabic and French. Eager to pursue a career in the consulting industry, focusing on strategy and management consultant roles.'

Example 2: 'Hold Google Ads and HubSpot Content Marketing Certifications. Looking for a graduate role in Digital Marketing in London.'

FULL PROFILE SECTION EXAMPLES

Example 1: 'A driven MBA graduate from the University of Nottingham with a track record of internships in the financial sector in London and Mumbai. Background of working with international clients demonstrated strengths in customer service and data analysis. Collaborative communicator with fluency in French, possess advanced technical abilities in Excel. Keen to apply the above skills in a graduate role focusing on relationship management.'

Example 2: 'A recent BSc in Finance and Accounting graduate from the University of Manchester with strong academic achievement and accounting internship experience in the logistics firm. Skilled in performing financial analysis, managing budgets and data visualisation. Proficient in the use of Microsoft Excel, including the application of Macros and VBA. Eager to pursue a career in the professional services industry, focusing on audit and accounting roles.'



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Key Skills Section

- Bullet points of your most relevant skills & abilities
- Do not waste this space on general soft skills (such as Teamwork, Attention to Detail)
- Only include this section if you have relevant hard skills or technical abilities

✓ *Good Example*

Key Skills:

- Product Design
- Financial Analysis
- Risk Management
- Project Management
- Social Media Marketing
- Python Programming
- Data Analysis

✗ *Poor Example*

Key Skills:

- Responsible
- Training
- Team Work
- Honest
- Hardworking
- Patient
- Attention to Detail

Relationship Manager Example:

KEY SKILLS

- Project Management
- Data Analysis
- Supplier Management
- Contract Administration
- Risk Management
- Financial Analysis

Software Engineer Example:

TECHNICAL SKILLS

- **Programming:** C, C++, Java, Python
- **Data Analysis:** Excel VBA, MATLAB
- **Operating Systems:** OS, Linux, Windows
- **Web Design:** HTML, C#, JSP
- **MS Office:** Excel, Word, PowerPoint, Project

Engineering Example:

TECHNICAL SKILLS

- **Programming:** MATLAB, SQL, Python
- **Data Analysis:** Excel VBA, MATLAB,
- **Engineering Software:** AutoCAD, ProE, Solid Edge
- **MS Office:** Excel, Word, PowerPoint, Project



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Education Section

- Should come **before 'Work Experience'** to show that you are studying in the UK (if you are not currently working full-time in the UK)
- Can come after 'Work Experience' if you are working full-time in the UK
- List your **qualifications in chronological order** (start with the most recent)
- If you are an engineering or technical student, expand on technical knowledge acquired in your degree and course projects
- **Use qualification names that are clear for the UK market** (use similar course name as the UK university degrees)
- **Provide high school grades** (A-level / GCSE international equivalents) if the company is asking for these grades as a part of their job requirements
- Give **grades in the UK standard** (if you know the equivalent)

Education Section Example

London Southbank University | London, UK

Sep 2020 – Present

MSc Business and Management (First Class Honours, Expected 2021)

Key Modules: International Marketing, Strategic Management, Human Resource Management, Business Ethics

Dissertation: 'Marketing Methods for Financial Start-up Firms'

Scholarship: Southbank International Student Achievement Award (2020)

- ✓ Provide **full university name and location** in the 'City, Country' format
- ✓ Include the **full name of your degree** (highlight the qualification) with the expected or achieved **grade**
- ✓ Provide the **dates of studying**
- ✓ You can include your **modules** if they are relevant to the role you are applying for, yet do not list more than 5-6 modules
- ✓ You can include your **dissertation/project topic** if it is relevant to your career path
- ✓ Include any **scholarships** or awards you received as a part of your course



CV / RESUME WRITING GUIDE

Work Experience Section

- Provide city **location, company name, position title and dates**
- **Highlight your position name / title** (it should be easy to spot)
- The description of your experience should be easy and quick to read (remember the 7 seconds rule!)
- Position name should be as per the British market standard
- List your experience in **chronological order** (start with the most recent)

How to describe your work experience?

- Ask yourself: **'What was the point of me having the responsibility?'**
- Tell exactly **what** you did + **how** you did it (unique details about your experience) + **why** you did it (what was the purpose or result)
- Include **3-4 bullet points per role**, depending on how long you have worked there and how relevant your experience is for the role

The WHAT part

Give unique details about your position:

- *What type of clients did you serve?*
- *What kind of project did you complete?*
- *What was the size of the team that you led?*
- *What was the type of event you organised?*
- *What was the program that you designed?*

The HOW part

Describe how you did your tasks

- *How did you do the task specifically?*
- *What tools did you use?*
- *What methods did you use?*
- *What technology did you apply?*
- *Who did you collaborate and liaised with?*



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The WHY part

Explain why you did the task, what was the point

- *What was your most significant achievement?*
- *Which awards did you receive?*
- *What were you praised for?*
- *What are you personally proud of?*
- *What were colleagues and boss praising you for?*
- *What was your unique contribution?*
- *What did you do differently compared to others?*
- *Did you save any time? How much time?*
- *Did you increase sales by how much?*
- *Did you train people, how many and in how many teams?*
- *Did you serve clients? How many clients?*
- *Did you receive measurable feedback?*
- *Did you save money for the company? How much money?*
- *Did you improve the process (by how much in %)?*
- *Did you solve a challenge?*

Work Experience Example

Amazing Bookshop | Nottingham, UK

May 2019 – Aug 2019

Shop Assistant

- **Developed strong communication skills by interacting with clients daily in person and via the phone, as a result, increased customer satisfaction by 10%**
- **Initiated and executed a new system of shelving books by creating an interactive Excel spreadsheet, which accelerated the speed of book search by staff and clients by two minutes on average**

What were your responsibilities: *initiated and executed a new system of shelving books*

How you performed them: *by creating an interactive Excel spreadsheet*

Why it was important: *which accelerated the speed of book search by staff and clients by two minutes on average*



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Work Experience Examples

International British Bank | London, UK

May 2019 – Aug 2019

Human Resources Intern

- Conducted 30+ in-person exit interviews to evaluate the reasons for a spike in employee resignations, delivered a summary report with key findings to senior management
- Organised and executed a 2-day team building onsite event focusing on improving the morale of the HR department, as well as designed engaging teamwork activities for the year
- Redesigned the attrition management spreadsheet using Excel formulas, thus enhanced the speed of reporting and data input by 20%

Best Fashion Agency | Moscow, Russia

Jun 2021 – Aug 2021

Marketing Executive

- Increased Instagram engagement by 30% and YouTube videos watch time by 20% by creating new dynamic content and implementing an engaging video script strategy
- Liaised with external photographers and video editors to ensure all social media content meets company standards and values, as well as portrays the effective brand strategy
- Partnered with top Instagram influencers in the market to execute a social media campaign of a new product, as a result overachieving an affiliate sales target by 20%

Language to Use

- Use **strong, an effective language with the help of action words** (listed on the next page): 'Created, Executed, Produced, Delivered, Conducted, Solved, Improved, Generated...'
- Use **past simple tense when describing past work experience**: 'Delivered projects', 'Managed campaigns.'
- Use present **continuous tense when describing recent work experience**: 'Delivering projects', 'Managing campaigns.'
- Avoid using 'I', 'my', 'me.'
- Don't forget that the person reading your CV might not understand the abbreviations or jargon.



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ACTION VERBS FOR A CV

- When describing your work experience, and even volunteering and leadership roles, make sure you use action verbs which demonstrate your impact and sell you as a professional.

I led someone

- Guided
- Directed
- Piloted
- Drove
- Conducted
- Oversaw
- Coordinated
- Headed

I created something

- Produced
- Constructed
- Generated
- Designed
- Built
- Established
- Engineered
- Prepared

I communicated with someone

- Connected
- Corresponded
- Influenced
- Informed
- Liaised
- Consulted
- Negotiated
- Advised

I taught someone

- Supported
- Encouraged
- Educated
- Trained
- Tutored
- Mentored

I achieved something

- Accomplished
- Fulfilled
- Earned
- Attained
- Executed
- Obtained

I worked with someone

- Collaborated
- Cooperated
- Assisted
- Partnered
- Facilitated
- Contributed

I improved

- Updated
- Integrated
- Generated
- Re(designed)
- Re(organised)
- Increased
- Developed
- Boosted
- Enhanced

I analysed something

- Evaluated
- Investigated
- Resolved
- Audited
- Examined
- Identified
- Researched
- Assessed
- Calculated

I managed something

- Administered
- Controlled
- Influenced
- Piloted
- Directed
- Oversaw
- Executed
- Operated
- Ran



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What other sections could be included?

- **Additional Skills** (languages, technical abilities)
- **Leadership Experience** (if you have any)
- **Volunteering Experience** (if you have any)
- **Certificates & Courses** (if you have any)
- **Interests & Hobbies** (only if you have strong examples)

Additional Skills Section

- **Languages** (with fluency levels):
 - Languages: English (fluent), French (fluent), Russian (native)
- **IT Skills** (examples):
 - Microsoft Office: Excel, Word, PowerPoint
 - Video Editing: Final Cut Pro, iMovie
 - Data Analysis: SQL, Excel VBA
 - Project Management: Jira, Asana, Trello
 - Programming: Python, MATLAB
 - Bloomberg Terminal

Leadership & Volunteering Experience Section

- ✓ These sections should be treated exactly as the 'Work Experience' section, so use the same format when giving dates, positions and company name
- ✓ Use the **what + how + why** format when describing responsibilities

Examples you can include:

- *Volunteering in a charity, shop, organisation*
- *Volunteering at an event*
- *Being a Course Representative*
- *Holding a Position of Responsibility in a Society*
- *Holding a Position of Responsibility in a Sport Club*
- *Holding a Position of Responsibility in a Competition*



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Certifications & Courses Section

- If you include certifications, include the **organisation's name, location and date.**
- Name it in a way that someone who doesn't know what it is will understand
- Do not include every course or certificate you hold, try to **keep it relevant to the industry you are applying to**
- If you have unrelated courses and certifications, only include them if they add real value to your profile

Examples:

CERTIFICATIONS & COURSES

- **HubSpot Inbound Marketing Certification** (London, May 2021)
- **ITIL® Foundation Certificate in IT Service Management** (Mumbai, April 2017)
- **Brand Management: Aligning Business, Brand and Behaviour Course** (Coursera, May 2016)

CERTIFICATIONS & COURSES

- **ACCA Qualified Accountant** (May 2021)
- **CFA Level 1 Candidate** (December 2020)
- **Finance & Quantitative Modelling for Analysts Specialisation Course** (Coursera, May 2019)

Continue to the next page...



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Hobbies & Interests Section

- **Don't put generic hobbies** like 'Travelling' or 'Cooking' unless you can provide unique details such as 'Cooking: Completed 1 months training in Best Cuisine School, London (2021)'
- Include only a hobby or interest that you can prove with interesting evidence or achievements
- The more unique the interest, the better!
- If you have a lot of experience and technical skills, make sure you prioritise this in your CV rather than spend space on hobbies (unless they are exceptional and/or relevant)

Examples:

- **Swimming:** Held a position of an Assistant Swimming Coach at Arizona Dolphins Club (Jan 2018 - Aug 2021)
- **Boxing:** State-level competitor in the women's youth division (2018 and 2019 seasons)
- **Comedy:** Hold bi-weekly stand-up performances in the Mooch Pub in Nottingham
- **Knitting:** Make blankets for the Little Pony charity shop in Manchester

Space Volleyball Club | Cambridge, UK

Apr 2017- Dec 2019

Team Captain

- ▶ Was elected the team captain for the 2017 and 2018 seasons, which included designing training actives and social events, as well as maintaining the high morale of the team
- ▶ Obtained a sponsorship deal from Wagamama Restaurant to make a new uniform for the team, took full responsibility for the design and production of the outfits



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Tailoring your CV to various roles

Step 1 - Review the job description

- **Review the job description** in detail and highlight the main skills and requirements for the role.
- You can find these **keywords** in the 'Responsibilities', 'Required Skills', 'Entry Requirements' sections of the job description.
- Keywords are main soft and technical skills, abilities, knowledge, expertise, language skills, etc.

Step 2 - Check your CV

- Check your CV and review whether it is clear that you possess these primary skills.
- It is not required to have all keywords, but the main 5-6 for the role that are crucial.

Step 3 - Change your CV if necessary

- Adapt your Personal Profile/Career Summary section.
- Modify your last Job Titles.
- Change the responsibilities of your last position/skills gained in your projects or dissertation.
- Make sure you have all the required technical skills, and clearly state them in your Key Skills / Additional Skills Section or your Personal Profile section if these skills are key.

Checklist:

- Better to have the main keywords on the first page of your CV.
- Remove unnecessary skills if they make it hard to find the key requirements.
- Only put keywords and skills that sound natural in your CV, if you randomly put skills it will be obvious and hard to read.
- Do not stress; it is usually impossible to include everything; try your best to highlight key skills.
- I strongly recommend the lecture 'Tailoring your CV' in the CV Course to complement your understanding of how to change your CV



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ATS - Applicant Tracking System

- Some companies use automated CV scanning systems (ATS) to filter out candidates
- ATS matches the job description to your CV and gives a percentage match by scanning for keywords and skills
- Tailoring the CV (covered in the previous section) is the most important step to beating the ATS, so make sure you watch the relevant lecture in the module.
- For better results, you can even use the main keywords 2-3 times in your CV (for example, in the Profile, Key Skills and Work Experience sections)
- Use the same language as per the job description, for example, if you have 'relationship management' skill in your CV, but the job asks for 'client management' experience, change it as per the job requirement.
- Adapt the past titles/role names to match the role description. Try to name your past position as similar as possible (provided it was relevant)

Format advice:

- Create your CV in Word file (or similar) and then save it to PDF
- Use simple fonts (discussed in the Format section of this guide - Page 2)
- Avoid graphics, images, charts, tables

TIP: when you apply, ensure you fill in all application questions/boxes with the same effort as you have put in your CV, as many ATS check those application questions/text boxes instead of the CV.

YOU CAN DO THE CHECK:

- You can check your CV using: <https://www.jobscan.co>
- **Do not overthink it or get fixated on your score; just check for main mistakes**