

Make a friend!

Try to sit beside someone you don't
know

The importance of tailoring your CV

Miriam Windsor

The Pirbright Institute

Maria Fernandes

Microbiology Society

Key CV components

What do you think makes a good CV?



Key CV components

- Clear, fit for purpose
- Employment record
- Competencies
- Qualifications
- Contact details
- References



Tailoring your CV to stand out from the crowd

- Should look professional
- Consider the format
 - Photo?
 - Colour?
 - Symbolic representations?
 - Interests?
 - Publications list?



LAURA JANSSEN

Key Account Manager

EXPERIENCE

Key Account Manager

Ipsum BV Wien | 2011 – present

Lorem ipsum dolor sit amet, sint everti animal ad mea, sit nostro fierent no, nulla civibus insolens ut ius. Ea pri noster possim, nec cibo populo cu. Possim sensibus quo ne, nam tritani suscipit intellegat id. Ea pro probatus invenire, vix cu causae argumentum. Inciderint definitiones ne usu, alterum impedit ne nec, ex vero congue qui.

Senior Account Manager

Ipsum BV Wien | 2009 – 2011

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Account Manager

Ipsum BV Wien | 2004 – 2009

Lorem ipsum dolor sit amet, fastidii mnesa rchum ei pri. Ut ubique populo iisque sed, pri detracto vituperata cu.

EDUCATION

MBA diploma

University of Vienna | 2012

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Bachelor International Business diploma

University of Vienna | 2004

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Gymnasium diploma

Goethe Gymnasium Wien | 1999

LANGUAGES

German	Native
English	Excellent
French	Good
Spanish	Basic

COMPUTER

MS Office	Excellent
Salesforce	Excellent
SAP	Good
Adobe CS	Basic

ljanssen@xmail.com

+43-(0)xxxxxxxxxxxx

03-07-1980, Wien

Spiegelgasse 6
1010, Wien

PROFILE

Lorem ipsum dolor sit amet, fastidii mnesa rchum ei pri. Ut ubique populo iisque sed, pri detracto vituperata cu. Ad eligendi consulatu necessitatus mel, repu diare perci. Possim sensibus quo ne, nam tritani suscipit intellegat id. Ea pro probatus invenire, vix cu causae argumentum.

SKILLS

Sales	●●●●●●●●
Organisation	●●●●●●●●
Strategy	●●●●●●●●
Presentation	●●●●●●●●
Planning	●●●●●●●●

INTERESTS

Hockey, theater, photography

LAURA JANSSEN

Langstraat 1,
2300 ZZ Leiden

06-12345678

ljanssen
@xmail.com

★ 23-05-1980
Netherlands

EXPERIENCE

Key Account Manager

Ipsum BV Leiden | 2009 – 2014

Lorem ipsum dolor sit amet, sint everti animal ad mea, sit nostro fierent no, nulla civibus insolens ut ius. Ea pri noster possim, nec cibo populo cu. Possim sensibus quo ne, nam tritani suscipit intellegat id. Ea pro probatus invenire, vix cu causae argumentum. Inciderint definitiones ne usu, alterum impedit ne nec, ex vero congue qui.

Account Manager

Ipsum BV Leiden | 2005 – 2009

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Sales Assistant

Ipsum BV Leiden | 2004 – 2005

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Customer Service Representative

Ipsum BV Leiden | 2002 – 2004

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EDUCATION & COURSES

University Leiden

Phd Business Law | 2004

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RSG Lorentz Leiden

VWO diploma | 1999

NIMA, Utrecht

NIMA B | 2010

Scheidegger, Hilversum

Sales & Account Mgt | 2008

NCOI, Den Haag

Presentation Techniques | 2004

PROFILE

Lorem ipsum dolor sit amet, qui ad porro oblique, consul democritum mea no, congue populo volumus vis ei. Eum eu stet nobis, purto munere has ei. Eam ei facilisi consequuntur. Cum soleat oporteat conceptam an, tollit postea commodo has no.

SKILLS

Organisation	●●●●●●●●
Strategy	●●●●●●●●
Analysis	●●●●●●●●
Presentation	●●●●●●●●
Planning	●●●●●●●●

LANGUAGES

English	●●●●●●●●
Spanish	●●●●●●●●
French	●●●●●●●●

COMPUTER

MS Office	●●●●●●●●
Photoshop	●●●●●●●●
SAP	●●●●●●●●

INTERESTS

Sports: Fitness, Tennis
Photography
Film



MARK SMITH

JOB TITLE

PROFILE

Write a short brief introduction of just a few paragraphs explaining exactly who you are, your strengths and also why you feel you are a suitable candidate. Try to write it in the third person. Here is a good example; "A champion of best practise who is organised, customer-focused, and also has the required communication skills needed to make every customer feel special. Easy going by nature & can get along with work colleagues."

CONTACT

Address

Dayjob.com, 123 Vyse Street
Birmingham B18 6NF

Phone

0121 638 0026

Email

info@dayjob.com

Facebook

facebook.com/yourname

Twitter

@yourname

LinkedIn

linkedin.com/yourname

CAREER

2016 - Present

Company name **Job Title**

In a short statement of no more than a few sentences describe your role in the company and outline your key & main responsibilities. Give a brief outline of your job role and also anything else the employer should know about.

2015 - 2016

Company name **Job Title**

In a short statement of no more than a few sentences describe your role in the company and outline your key & main responsibilities. Give a brief outline of your job role and also anything else the employer should know about.

2014 - 2015

Company name **Job Title**

In a short statement of no more than a few sentences describe your role in the company and outline your key & main responsibilities. Give a brief outline of your job role and also anything else the employer should know about.

SKILLS



MS Office



Text here



Text here

Teamwork



Text here



Decision making



Text here



ACADEMIC

2016 - 2016

Course details

University name

2016 - 2016

Course details

College name

2016 - 2016

Course details

School name

Maths

English

Physics

Geography

HOBBIES

Jogging



Dancing



Swimming



Tennis





John J. Jobseeker

123 Success Ave, New York, NY 10017
Phone: (212) 555-1212 • E-mail: john@yahoo.com

OBJECTIVE

Customer Service Manager with extensive experience in relationship management, business administration, strong communication, leadership, and problem solving skills seeks a similar role with a strong company.

CAREER SUMMARY

Client-service oriented with proven ability to provide team-spirited leadership for maximum productivity. Skilled at communicating effectively to attain company goals. Proficient at developing and implementing training programs with high degree of energy and enthusiasm.

SKILLS SUMMARY

- ✓ Supervision, training and career coaching Multi-tasking/workload management
- ✓ Creation/delivery of reports and presentations Research and analysis
- ✓ Issue resolution Negotiations
- ✓ Customer relationship management

PROFESSIONAL EXPERIENCE

ABC Company, Inc.

Stamford, CT

Customer Service Manager (2008 - Present)

- Direct team of up to 20 CSRs to exceed service expectations
- Analyze team and individual statistics; prepare reports; devise and implement incentive programs to improve stats while maintaining QA
- Train team and peer supervisors on new products and policies
- Improved customer satisfaction and product delivery during company acquisition and 50% increase in sales

Specialty Company Inc.

Stamford, CT

Customer Service Rep (2003- 2007)

- Managed and processed all orders and sales contracts.
- Updated quote system and maintained customer account information.
- Functioned as liaison for manufacturing, sales and off-site warehouse.
- Investigated and resolved complaints through grievance process.

EDUCATION

High School Diploma/ Stamford Senior High School

Stamford, CT



Tailoring your CV to stand out from the crowd

Read the Job Description carefully

- Essentials and Desirables
- Competencies
- Training and professional development



Company formats and scoring criteria

Skills:

Problem solving skills in the field of microbiology, efficient planning and execution skills, good communication skills to exchange relevant information; team player; written and oral communication.

Attention to detail and good work ethic.

Adapt quickly to changes of working environment and management. Organized, proactive self-starter able to handle and prioritize multiple tasks; adhere to timeline commitments.

Experience in advanced techniques (biofilm, sequencing, basic bioinformatics) desired.

Qualities & Attitude:

Entrepreneurial, reliable and accurate, flexible, can handle parallel work, able to withstand stress, direction setting attitude.



Company formats and scoring criteria

- Scoring system for first sift
- May say sift or interview
- Guides for applicants –read them!

Company formats and scoring criteria

- Scoring system for first sift

Marking Scale

4 - Very Good

3 - Clearly Acceptable

2 - Meets Minimum Requirements

1 - Below Minimum Requirements

0 - Unacceptable

Applicant Name																Score	Final Decision	Reasons for Non-Selection
	Degree	lab management experience	people management skills	laboratory techniques	communication skills	relevant experience	computer skills	Essential score	post grad qualification	cell culture	methods SOPs RAs	quality	line management	HSBS quals	Desirable score			
A Applicant																	regret	not applying for this role (had only sent list of publications)
B Bold	3	3	2	3	3	3	3	20	2	2	3	2	1	1	11	31	invite	
C Can Do	3	3	3	3	3	3	3	21	1	1	3	4	3	1	13	34	invite	
D Dedicated	3	4	3	3	3	4	4	24	1	1	3	3	1	1	10	34	invite	
E Eager	3	3	3	4	3	3	3	22	3	1	2	2	1	1	10	32	invite	
I Cantread								0							0	0	regret	I am interested in the Suitable position of Veterinarian or Veterinary microbiologist in your organisation
J Justintime	3	2	3	3	3	3	3	20	2	1	3	2	2	1	11	31	invite	
R Goodtry	1	2	2	2	3	2	3	15	1	1	2	2	1	2	9	24	regret	not enough experience -invite to apply to assistant role (if it becomes available)
U Didn't think								0							0	0	regret	experience good but 'looking to expand my field and change direction back to my original field of study'.
U R Kidinmee								0							0	0	regret	no lab man experience
Y Bother								0							0	0	regret	not the right sort of background -little lab man experience



Cover Letters

- What is a cover letter?
- Are they any use?



Cover Letters

Why they matter

- A chance to explain why **you** are the best candidate for the job
- Not constrained like a CV,
- Essential when there is no application form or if using an employment company that formats the CVs for you
- A way to showcase yourself
- Recommend even if optional



CV Workshop

Unconscious bias?

- Civil Service based organisations should redact all CVs
- May use a panel of sifters



General Tips

- Be concise, but not brief
- Address the Job Description –Essentials and desirables
- Include a cover letter
- Pay attention to detail –check your spelling and English use
- Allow time for all of this!



If you are invited to attend interview

- Be prepared
- Be presentable
- Be punctual
- Learn all you can about the organisation
- Have examples prepared to address the skills and attributes