

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

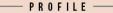


Tailoring your CV to stand out from the crowd

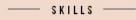
- Should look professional
- Consider the format
 - Photo?
 - Colour?
 - Symbolic representations?
 - Interests?
 - Publications list?



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Sales	
Organisation	
Strategy	
Presentation	
Planning	

INTERESTS

Hockey, theater, photography



EXPERIENCE —

Key Account Manager

Ipsum BV Wien | 2011 – present

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Senior Account Manager

necessitatius mel, repu diare perci.

Ipsum BV Wien | 2009 - 2011 Lorem ipsum dolor sit amet, fastidii mnesa rchum ei pri. Ut ubique populo iisque sed, pri detracto vituperata cu. Ad eligendi consulatu

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 Excellent English French Good Spanish Basic

COMPUTER

MS Office Excellent Excelle Salesforce SAP GOOL aric Adobe CS

LAURA JANSSEN

୭ Langstraat 1,



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 Lorem ipsum dolor sit ametperci.

RSG Lorentz Leiden VWO diploma | 1999 NIMA, Utrecht NIMA B | 2010

Scheidegger, Hilversum Sales & Account Mat | 2008

NCOI, Den Haag Presentation Techniques | 2004

PROFILE

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SKILLS									
Organisation									
Strategy									
Analysis									
Presentation									
Planning									

LANGUAGES

English	
Spanish	
French	

COMPUTER

MS Office Photoshop SAP

INTERESTS Sports: Fitness/Fennis 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

Dayjob.com, 123 Vyse Street **Birmingham B18 6NF**

0121 638 0026

info@dayjob.com

Facebook facebook.com/yourname

@yourname

Linkedin linkedin.com/yourname

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.



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	
	Geography	

HOBBIES



Tennis

2



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.

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

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	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	Score	Final Decision	Reasons for Non-Selection
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	8 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 2	1	1	10	32	invite	
I Cantread								0							0	C	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 2	1	2	9	24	regret	not enough experience -invite to apply to assistant role (if it becomes avaialbe)
U Didntthink								0							0	C	regret	experience good but 'looking to expand my field and change direction back to my original field of study'.
U R Kidinmee								0							0	C	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