



My Learning Essentials

FINDING A JOB:

TAILORING YOUR CV – CV 1

This document contains an example of a student CV and the job advertisement it was tailored for.

Read the CV before the advert. Think about the skills, experience and attitudes that it highlights, what do these tell you about the job?

After you have read the CV compare it to the advert, can you see how the CV has been tailored to address the needs of the role?



Alex Jones

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Education

2011 –2014 **The University of Manchester, BSc (Hons) Geography. Predicted grade 2:1**

- Completed group business project with a local charity working in a team of six and responsible for organising data collection, survey design and analytical reporting.
- As part of dissertation, interviewed various stakeholders including local council representatives, residents, community groups and store management. Developed a greater awareness of the conflict between the needs of business and demands of consumers.

2004-2011 **Brighton High School**

- A LEVEL Geography - A History - A Business studies - B
- GCSE 10 A* - B including Maths and English

Work Experience

Oct 2013-present **Bayliss & Jones Photography.** Marketing Assistant

- Responsible for building relationships with new and existing customers through use of social media and representing the company at events.
- Assisted with the organisation of Bayliss & Jones presence at the annual Brighton Wedding Fair.

Sep 2011-present **Breakthrough Cancer Care and Macmillan,** Fundraiser

- Regularly exceeded my weekly fundraising targets which led to being chosen for a week's intensive fundraising in the south of England, where I was one of the most successful fundraisers.
- Stood in for the team leader on several occasions, co-ordinating travel arrangements for myself and six fellow fundraisers and arranging regular meeting points for checking on their progress.
- Received training in how to engage with people, win their trust and encourage donations for worthwhile causes.
- Quickly learnt to 'read' situations, gauge when someone was busy or distracted and adapt my 'pitch' accordingly.

July - August 2012 **Marks & Spencer, Brighton.** Sales Assistant

- Provided the highest level of customer service, regularly exceeding sales targets (consistently 20% above monthly target) and achieved an award for excellence in customer care.
- Responsible for ensuring store adheres to product guidelines and promotions. This involved awareness of key brands and reviewing their position on the sales floor to maximise sales.
- Selling lingerie and nightwear in busy flagship store demanded excellent product knowledge and awareness of key season trends and new collections.
- During busy sales periods took responsibility for managing the customer service desk, training new colleagues and encouraging a "results-driven" team.

July – Sept 2011 Twistdale Forest Park, North Yorkshire. Volunteer -Regeneration Project

- Led team of five to undertake an ecological survey of a park area prior to regeneration
- Produced written report analysing the impact of path repairs on the park and negotiated with regional wardens to implement our recommendations.

July 2009– Sept 2010 Pizza Hut, Hove. Team Leader

- Started as waitress part-time to support A-Level studies and promoted to Team Leader in 2010 as recognition for commitment to excellence in customer service.
- Took the initiative to create a 'buddy-system' to support new starters through their training programme. This involved giving one to one advice and support on various issues from pay queries to customer complaints.

Positions of Responsibility

Oct 2012-present The University of Manchester, Peer Assisted Study Scheme (PASS) Leader

- PASS is a globally recognised scheme, with over 1,500 institutions involved, designed to support student learning by encouraging collaborative discussion in an interactive environment.
- Built strong relationships with fifteen first year mentees through leading weekly meetings and encouraging academic discussion.

Additional Skills

IT: Proficient in using excel for data analysis and experienced in producing professional reports and presentations. Some experience with InDesign and Photoshop.

Driving Licence: Full, clean

Interests & Activities

- Member of the University Swimming Club and train twice a week. Currently helping with new membership drive by negotiating promotional stands at student events and at local sports centres. Last month achieved uplift in new memberships of 10%.
- Member of the University of Manchester's Media Club. Attended events in the areas of advertising, marketing and PR and networked with professionals in the field. Gained an understand of the commercial impact a large scale campaign can have on sales.

References

Dr Sarah Butterworth, Programme Director. The University of Manchester

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Ms Sally James, Marks and Spencer Shop Manager, Brighton

07526-895431 s.james@mandsbrighton.co.uk

Job advertisement

L'Oreal: Commercial Graduate and Student Placement Scheme

Vacancy Description :

Work with clients to build partnerships and increase L'Oreal's share of the Health & Beauty market.

Your key role and responsibilities include:

- Negotiating with clients to build relationships that deliver mutual business objectives.
- Tailoring and maximising new launches within accounts.
- Liaising with all areas of the business in order to assure the highest level of customer service.
- Monitoring sales, identifying new business opportunities and accurately forecasting promotions and launches.
- Putting together rationale for new product listings, space increases and promotions.
- Key competitor analysis.

Skills:

- Results-driven team-player who enjoys a challenge.
- Natural communicator who enjoys networking.
- Excited by the challenge of managing your own business in a fast paced, dynamic environment.
- Flexible thinker who generates new ideas and business solutions.
- Able to present with passion and handle a challenging audience confidently.
- Thrive in an environment which offers multiple and diverse priorities, constantly challenging you to manage your objectives efficiently.

Our notes

This CV is tailored for a graduate scheme application. There are several clues which suggest the type of role it is tailored for:

Alex draws focus to her university education first, this suggests that a the level of education is very important for this role.

Many specific skills are mentioned throughout the CV, indicating that this is a wide-ranging role requiring a diverse skill set.

The CV emphasises that the applicant is ambitious and dedicated.