



## My Learning Essentials

# FINDING A JOB:

### TAILORING YOUR CV – CV 2

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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## Personal Profile

Current student at The University of Manchester with a proven track record in sales and customer service, seeking a part-time opportunity in the service and hospitality industry. Course allows a great deal of flexibility to work shifts including weekend, evenings and daytime work. Full, clean driving licence and able to travel within the region.

## Work Experience

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

- Responsible for representing the company at events, explaining products and services and taking orders.
- Assisted with the organisation of Bayliss & Jones presence at the annual Brighton Wedding Fair.

**Sep 2011-present**     **Breakthrough Cancer Care and Macmillan.** Volunteer 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 occasion, 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 monthly promotions. This involved awareness of key brands and reviewing their position on the sales floor to maximise sales.
- During busy sales periods took responsibility for managing the customer service desk and assisting cash office with daily routines.
- Worked long hours during sales periods which demanded flexibility and organisation of workload.

**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.
- Attained certificate in Food Hygiene.

## **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.

## **Education**

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

**2004-2011** **Brighton High School**

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

## **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.
- Took part in a Volunteer -Regeneration Project at Twistdale Forest Park, North Yorkshire. Led ecological project and produced report outlining recommendations to regional wardens.

## **References**

Dr Sarah Butterworth, Programme Director. The University of Manchester

0161 256 2000 [sarah.butterworth@manchester.ac.uk](mailto:sarah.butterworth@manchester.ac.uk)

Ms Sally James, Marks and Spencer Shop Manager, Brighton

07526-895431 [s.james@mandsbrighton.co.uk](mailto:s.james@mandsbrighton.co.uk)

# Job advertisement

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## Bar Staff Part-time job

**Organisation Name:**

Mulligans of Deansgate

**Hours:**

8-40 hours per week

**Position Start Date:**

Immediate

**Vacancy Description :**

Join our team at Mulligans Manchester's No1 Irish bar voted best pint of Guinness in the North West.

We are looking for experienced full and part time Bar Staff.

**Skills:**

You need to be committed to excellent service and willing to work on a rota basis. Previous experience of bar work welcome.

**Application Instructions:**

Please send your CV to Ann Houten via email: XXXXXXXXXXXX

**Recruitment Website:**

[www.mulligansirishpub.co.uk](http://www.mulligansirishpub.co.uk)

## Our notes

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This CV is for a part-time position working at a bar. There are several clues which suggest the type of role it is tailored for:

Alex focuses on her work experience rather than her education; this suggests that the level of education is not of high importance for this role.

She also focuses on customer service skills and job flexibility, suggesting it will be a customer facing role in a dynamic environment.