

Your CV



Your calling card to a successful digi-future!

Purpose of a CV



*Your CV is a marketing tool,
designed to promote you*

You

- To help get you to interview
- Record of education, skills experience, and interests
- Demonstrate your suitability for the job

Employer

- To initially filter out unsuitable candidates
- To select suitable candidates based on skills
- Are you a good fit for the organisation

Tailoring Your CV



The qualities that employers look for in an applicant will vary between industry sectors. It is common now for applicants to submit their CV's online. Most recruiters and larger companies use software programs to search for suitable CV's using a series of algorithms based on keywords to find a suitable match.

Tailoring your CV to the specific industry, and then refining further to align with the company you are interested in, can greatly enhance your interview prospects.

Think of what the job you are applying for entails and what the employer wants from the successful candidate to perform that role. Then, highlight areas or projects from your previous positions which required you to use those desired skills, emphasising how successful you were at achieving results.

Key Points

Read The Job Description

Ensure you read the full job description and fully understand what the employer is looking for. Use similar language as the employer.

Choose Keywords & Phrases

Use the same keywords in your Personal Profile & Key Skills section as this will increase the chances of your CV being selected by the ATS software.

Include most relevant experience

Employers will look for experience so make sure you include the most relevant and up to date information, showing them easily what you can offer

Research The Company

Familiarise yourself with the company; go to their website, research their initiatives, culture and values, and see if you can match anything to include on your CV

Your CV should...



..capture the attention of the employer in order to obtain an interview for a job

..provide them with a concise overview of your education, work history and personal achievements

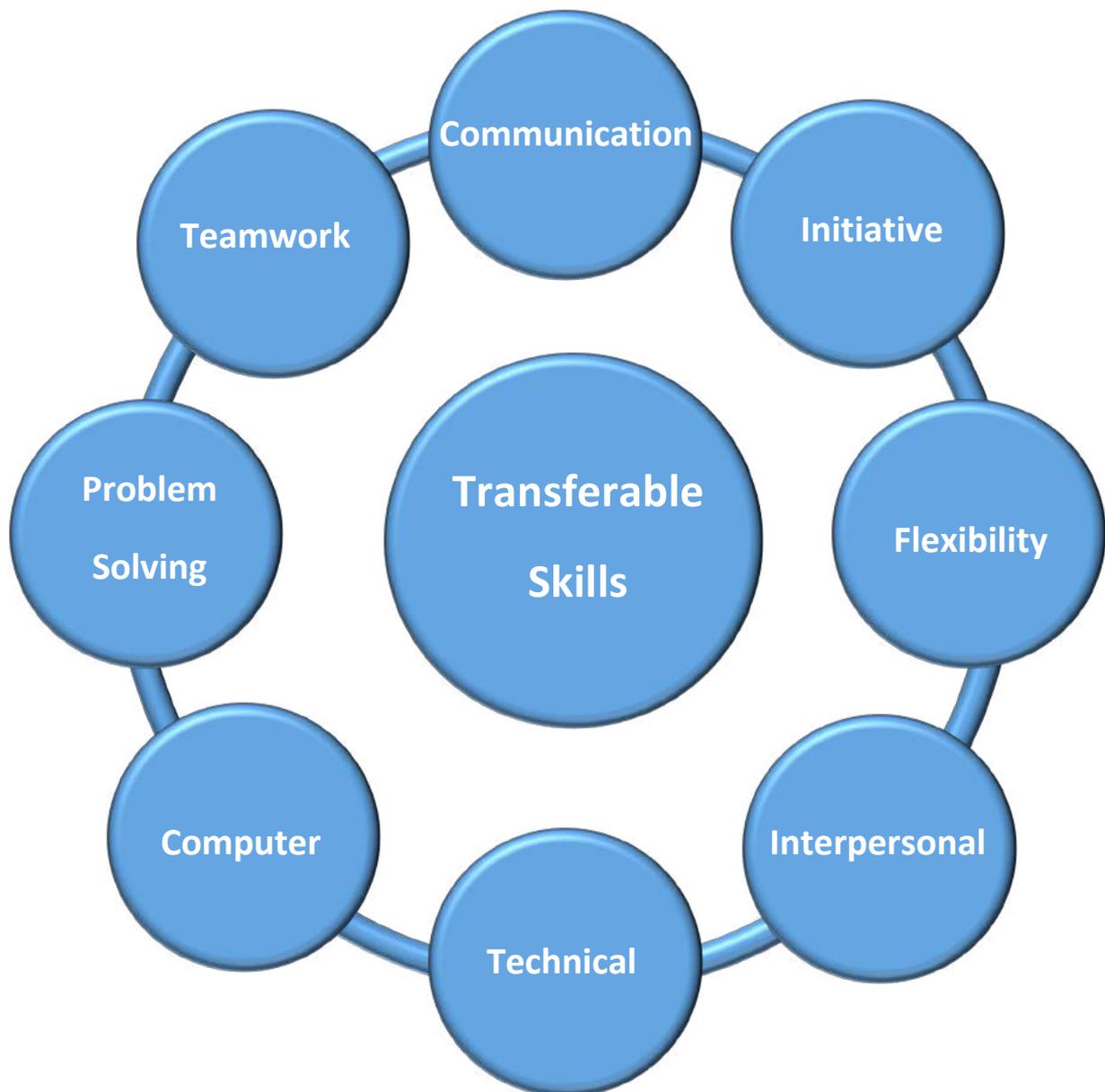
..demonstrate that your skills, qualifications and experience match the job



Transferable Skills



These are skills learnt in one field of work that can easily be adapted to a different field.



It is important to be able to demonstrate your competency in any skill mentioned on your CV so be prepared to give STAR examples to describe scenarios to support this.

Personal Details

Name, Address, Contact number, Email address, LinkedIn address

Personal Profile

Similar to a written elevator pitch. It concisely and effectively displays who you are, as well as your skills and strengths relevant to the job role

Key Skills

Any technical skills or soft skills you have acquired, or are innate to you, which would be relevant for the role

Education & Training

Dates attended
Course title
College name & address
Modules

Work History

Dates of employment
Position
Company name & address
Duties

Additional Information

Include information that may not fall under Education e.g. Drivers Licence, Safe Pass and First Aid. Achievements such as Marathon, student of the year

Interests

Any hobbies that can offer a more rounded picture of you as a candidate e.g. sport, musical instrument

Referees

Available on request
Always ask permission before you use their name. It's a good idea to send them a copy of your CV and a description of the job you have applied for.

Isabella Sherridan

1212 Glencairn Paddocks, Stepside, Co. Dublin

Telephone: 086 123 45677

Email: isherridan@yahoo.ie

Personal Profile

A professional, creative and flexible team player with over 3 years' experience in customer-focussed roles developing exceptional oral and written communication skills, as well as outstanding customer service skills. These competencies, as well as delivery of key performance indicators, led to being promoted to a Supervisor position. Confident and competent in all aspects of Microsoft Office 365, highly organised, and able to work effectively within a team environment or independently. Currently seeking opportunities in the ICT sector which could build upon current skillset whilst further developing other abilities.

Key Skills

- Excellent working knowledge of Microsoft Office 365 suite; Word, Excel, Outlook, PowerPoint, SharePoint, Dynamics
- Outstanding customer service skills
- Strong organisation skills and time management
- Great communications skills and interpersonal skills
- Team player who can work independently also
- Ability to remain calm under pressure

Education & Training

Sept. 2017 – Jun. 2018

Marino College of Further Education, Marino, Dublin 3

Business Administration; QQI Level 5

Modules:

Business Administration, Digital Marketing, Manual and Computerised Book Keeping, Human Resources, Spreadsheets, Customer Service, Leisure and Recreation, Work Experience

Sept. 2012 – Jun. 2017

Rosemont Secondary School, Sandyford, Co. Dublin

Leaving Certificate

Employment History

May 2018 – Present

Penney's Dundrum Shopping Centre, Dundrum, Co. Dublin

Supervisor

- Created and managed team schedules.
- Trained new hires, providing workplace orientation and explaining company policies.
- Reported on team and individual performances to senior management.
- Evaluated performance and provided feedback.
- Helped to resolve employee issues and disputes.

Jul. 2017 – May 2018

Penney's Dundrum Shopping Centre, Dundrum, Co. Dublin

Retail Assistant

- Assisted customers with any queries they had, and helped them find items they were looking for.
- Replenished stock whenever required.
- Managed customer transactions promptly.
- Processed cash and card payments.
- Helped with the intake of deliveries.

Aug. 2017 – Mar. 2018

Joe Blogg's Marketing, 20 Clontarf Close, Clontarf, Dublin 3

Promotional Assistant

- Assisted in coordinating and implementing all details involving special events and promotions.
- Attended pre-event meetings.
- Approached members of the general public to drive product sales.
- Exceeded sales targets.

Apr. 2016 – Aug. 2017

Private Residence

Babysitter

- Cared for children between the ages of 6 – 10 years.
- Arranged for games to be played and read bedtime stories to the children.
- Cleaned and organised the home whenever necessary.
- Helped with any homework.

Additional Information

- Full, clean driving licence
- Volunteer regularly at Dogs Trust Ireland

Hobbies & Interests

- **Running:** Enjoy running regularly and participate in the Dublin Mini-Marathon every year to help raise money for Breast Cancer Ireland.
- **Field Hockey:** Represented Ireland at under age level and currently play for Bective Rovers.

References available on request

Why write a Personal Statement/ Personal Profile?

The average recruiter will spend just 10 to 15 seconds glancing at your CV meaning you need to make an instant impression and sell yourself at a glance.

Your personal statement is the first opportunity to do just that. It is perhaps the single most important part of your CV. Get it wrong and your chances of being invited to interview are drastically reduced.

It's aim is to highlight your professional attributes and goals, emphasising why they should continue reading the rest of your CV. Aim to use no more than 50 words, making each sentence a key selling point.

Remember to use the 3 D's

Define Yourself

Define yourself;
who are you?

- Experienced retail assistant
- Qualified Software Developer

Differentiate

What can you offer the company?

- Multitasker
- Organisational skills
- Attention to detail

Direction

What are you looking for?

- A full time job
- Work experience
- Internship

The 3 D's

Define Yourself

Over 3 years' experience in a customer-focused environment developing excellent communication and customer service skills, progressing to a Supervisor position.

Differentiate

Confident and competent in all aspects of Microsoft 365, highly organised, with the ability to work well within a team environment or independently.

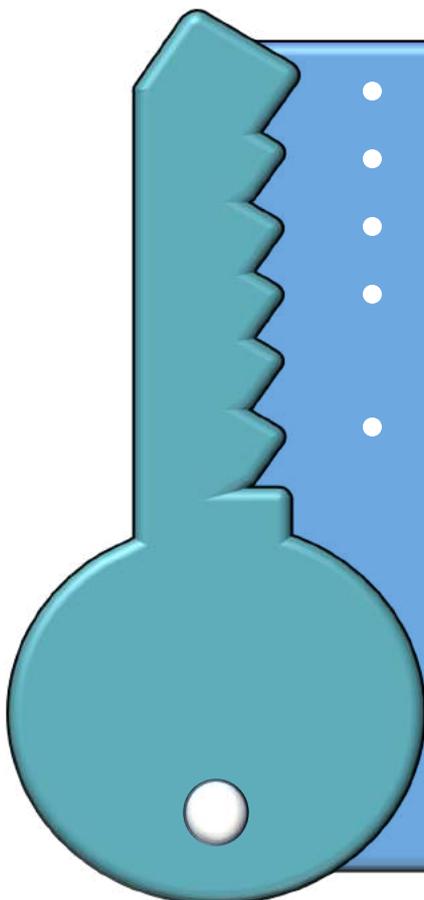
Direction

Actively seeking employment opportunities in the ICT sector where I can continue to develop new skills whilst building on my existing experience and recent training.

The key skills section of your CV provides a summary of the specific skills and achievements you have which are relevant to your application, and the role you are applying for. They are made up of technical/job-related skills and transferable skills.

Before completing this section, review the requirements for the role concerned and ensure you cover as many of your relevant skills /experience/ areas of knowledge as possible.

Once you have done this, create a list of your matching skills and competencies.



- **What the Employer is looking for**
- **Tailored to match job description**
- **Always use bullets**
- **Don't add information that is not relevant to the job**
- **Don't duplicate any information.**

If you are unclear what skills are required, search similar jobs online and note what those roles are looking for.

Start with the most recent first and follow the following format;

Dates attended, Name of College, College Address all on the first line followed by the correct title and level of your course. Ensure to include all modules with the most relevant listed first.

Add all other courses completed in the same format.

To complete this section, add secondary school attended in the same format;

Dates attended, Name of Secondary School, Address Leaving Cert Achieved.

Example of how education is entered on the CV

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Begin with most recent experience first in this format;
Month and Year started, Month and Year ended,
Name of Company, Address,-Job Title, Tasks.

Important

- Sell your skills and qualities
- Write Work duties in the **past tense**
- Use professional language
- Use action verbs
- Match your skills to the job description

Example of how Employment History is entered on the CV

Employment History

May. 2018 – Present

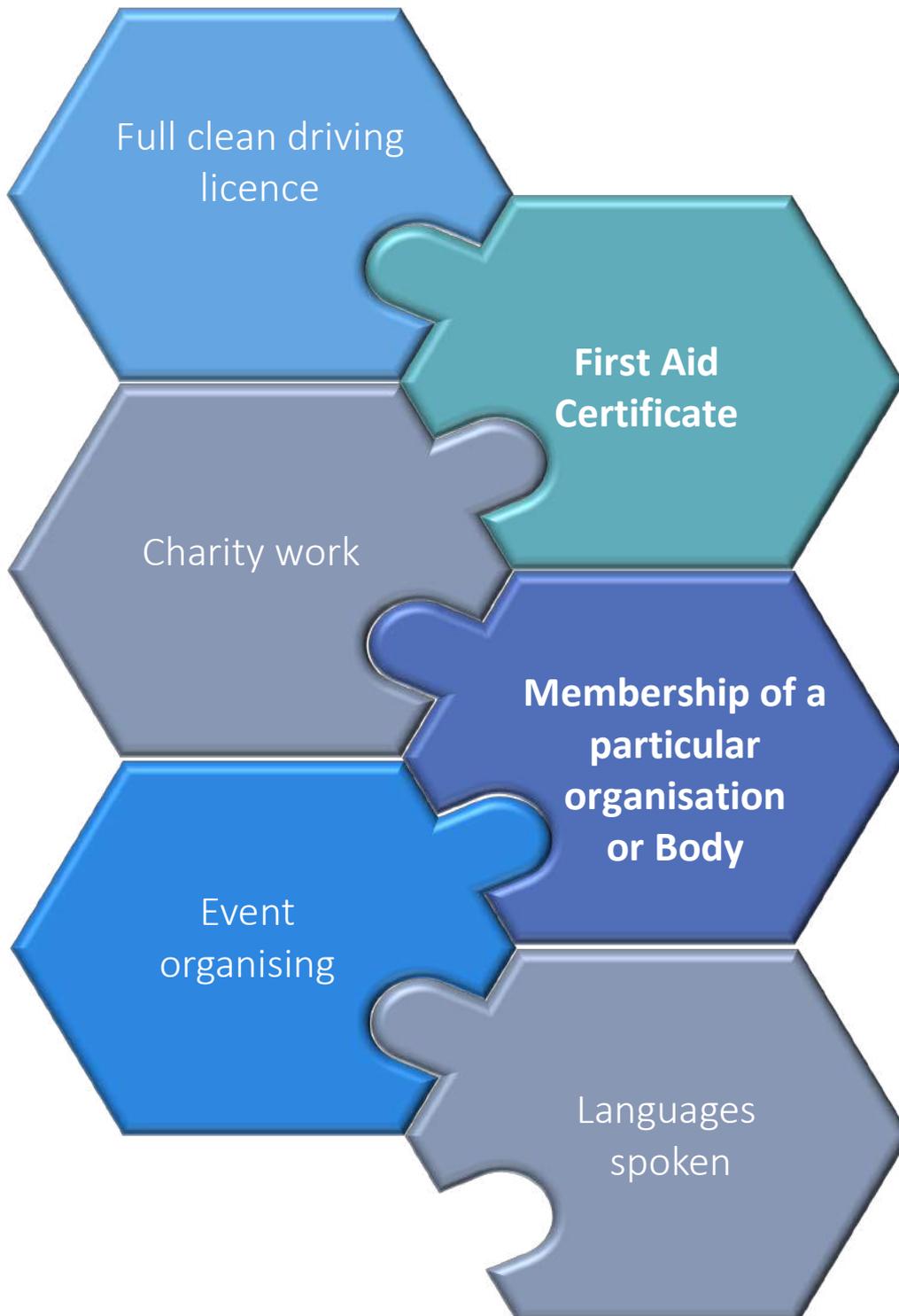
Penney's, Dundrum Shopping Centre, Dundrum, Co. Dublin
Supervisor

- Created and managed team schedules.
- Trained new hires providing workplace orientation and explaining company policies.
- Reported team and individual performance to senior management.
- Evaluated performance and provided feedback.
- Helped to resolve employee issues and disputes.

Additional Information



This section is used to include any further information that might enhance your CV





The benefits of including hobbies is that they show that you have a creative and rounded personality. So, they don't just relate to particular skills, such as accounting if you are the treasurer for the local tennis club, but also show that you would be a nice person to have around the office.



Do not include :

- Hobbies that are divisive (for example religious or political interests, unless expressly relevant to the role)
- Anything that might give an unprofessional representation of you.
- Lies or exaggerations of the truth: if you are challenged about them at interview you may be made to look very foolish.

Ensure you list your hobbies as full sentences and not just words i.e. reading, swimming and walking

References Available on Request

Provide references on request

Privacy Reasons - it is inappropriate to share peoples details with a 3rd party without prior approval in each instance

References are the final stage before a job

- 60% of employers have said that they had to withdraw an offer due to issues with references
- According to Social Talent 76% of employers have come across fake references

Acceptable Referees

- Previous Employer
- Former Clients
- Academic Reference
- Volunteer Group

What to do with a referee

- Always ask referees before sharing their details
- Confirm they are happy to provide a reference
- Always keep them informed of job applications
- Be truthful

It is important to regularly update your CV when applying for different positions. Remember, your CV should be tailored to the role you are applying for and no two job specifications will be the same.

If you don't have all the skills required for the role, make sure you highlight the ones you do have.

96% of employers would choose attitude over technical ability, which suggests that it's not what you know, it's who you are that matters.....

CPL 2020

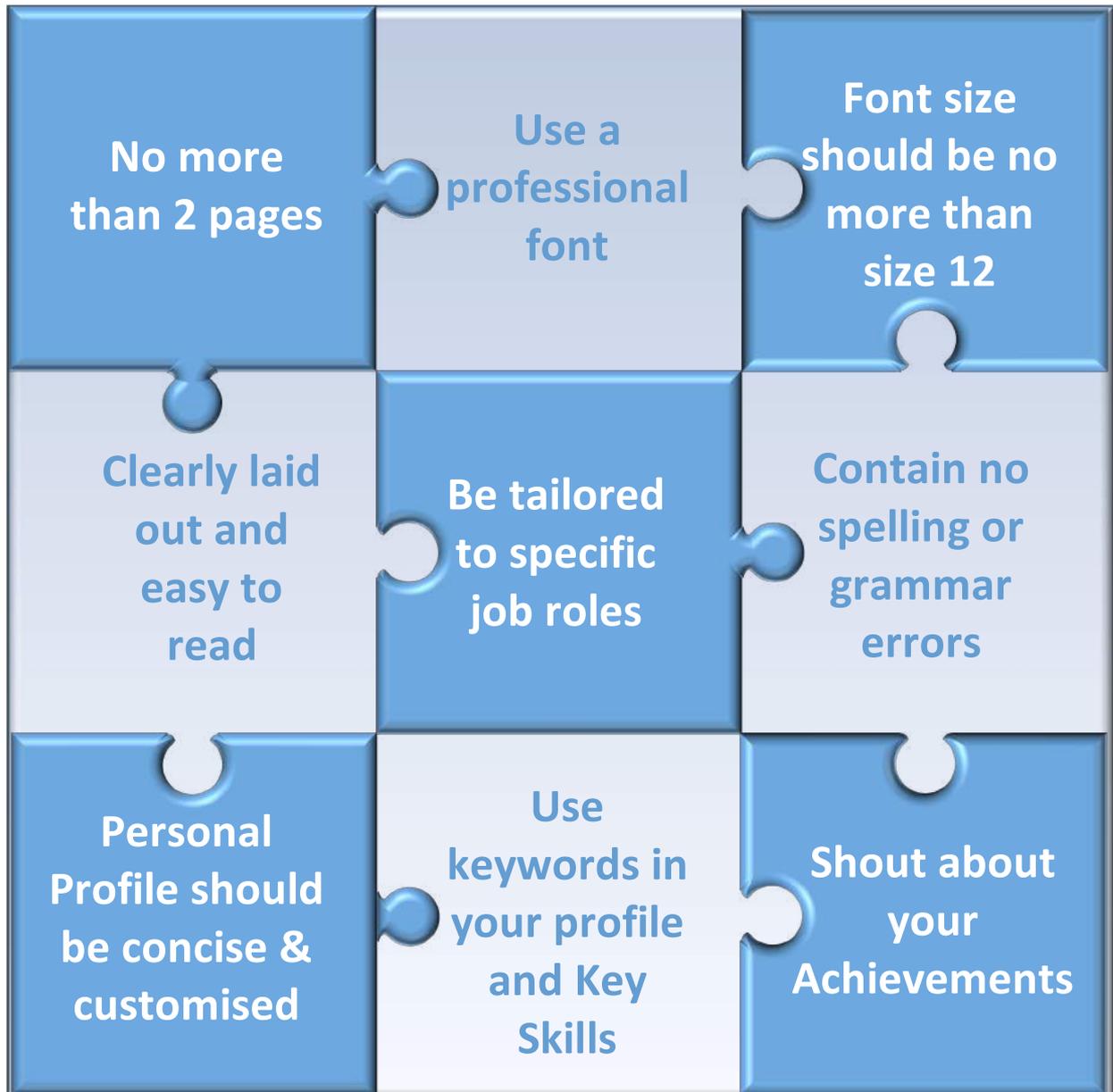
Unsure if you should update your CV?

Have you...

- Applied for a new position?
- Completed additional training or education?
- Participated in voluntary, charity, unpaid or community work recently?
- Been given new responsibility in your current employment, or been promoted?
- Been out of work for a considerable amount of time (unemployed, travelling, caring for a family member, taken a career break)?

If you answered yes to any of the above, it is time to update your CV.

Your CV needs to impress the hiring manager in the first instance and we at FIT have devised some top tips to help you do this;



CV Do's and Don'ts



Ensure your CV is visually appealing



Don't send the same CV to every job



Ensure your CV is relevant to the position



Don't send CV without proof reading



Use consistent formatting font style, size, tabs bullets, etc.



Don't leave out any relevant information which may help you



Use accurate and consistent punctuations



Don't send with Spelling / Grammar Errors



Continuously update and add to your CV



Don't use different font styles



Tailor your CV



Don't lie on your CV

Checklist



- ✓ Spelling Check
- ✓ Grammar check
- ✓ Consistent font
- ✓ Truthful
- ✓ Clear concise and easy to read
- ✓ Include cover letter or email
- ✓ Use key action phrases and words
- ✓ Consistent font and style
- ✓ Re-check
- ✓ Achievement based?