

UNIVERSITY of
STIRLING



Careers and Employability Service

Effective CVs, Applications and Covering Letters



BE THE DIFFERENCE

CVs, Applications and Covering Letters

Your CV or application form is what essentially secures you an interview and hopefully the career you are working towards. Writing a convincing CV or application is a tough task and a time-consuming process. However, in today's competitive jobs market you need to make a positive first impression and ensure every sentence counts.

Getting started - preparation is everything!

You need to demonstrate clearly that you have the skills and qualities required for the job; but how can you be sure what these are? Once you know, you then need to look over your past experiences and look for evidence that you have what it takes to do the job.

Step 1: Research the job	Step 2: Research the organisation	Step 3: Know yourself
<ul style="list-style-type: none">• Read the advert, job description and person specification.• Identify desirable and essential skills for the job.	<ul style="list-style-type: none">• What does the organisation do?• How big is the company?• Do they operate internationally?• What is their business mission statement / ethos / ethics?• What is the current market and what challenges do they face• Are they on Facebook, Twitter and LinkedIn?	<ul style="list-style-type: none">• Reflect on your life to date and look for evidence of the skills and qualities required for the job, e.g. communication, teamwork, leadership and organisation.• Use a variety of examples from different areas, such as:<ul style="list-style-type: none">• education• work experience• volunteering• interests

Your curriculum vitae (CV)

The CV and covering letter together are designed to convince the reader that you have the skills, knowledge and experience required to perform well in the role. Your CV is your opportunity to stand out and demonstrate your suitability for a particular job. It should show in a methodical way how your profile matches the employer's needs. It will be different for every application that you make! Your CV is never 'done'. It should be constantly revised and rewritten for each new application.

What should I include in my CV?

Your CV needs to be packed with relevant information to help an employer make the decision to hire you. It should include:

- **Contact details** – include full name, address, mobile number, email address and LinkedIn URL; **Tip:** there is no need to head your CV 'Curriculum Vitae'.
- **Personal Profile** (optional) – if you choose to include this you must be focused and no more than 3 or 4 lines. The purpose is to highlight your objective or motivation for a particular career.
- **Education** – starting with the most recent first, list and date all previous education and qualifications. Include any professional qualifications. **Tip:** the amount of space given to any section reflects the importance you attach to that information. So if your postgraduate degree is more relevant, you may decide to provide more details including your dissertation title, relevant modules and projects you completed.



Three quarters of CVs are rejected due to bad grammar, spelling and poor visual layout.

- **Work experience** – this should include any internships, voluntary roles or previous jobs. There are various ways of presenting your experience. You may wish to choose subheadings such as ‘relevant experience’, ‘volunteering’ and ‘additional employment’ putting the most relevant first. Include dates, company names and job titles. Give more information on jobs/duties that are relevant to the job you are applying for and less on those that are not so relevant. Try not to list everything you did, but select the things that will interest the employer and demonstrate your suitability for the post. Include any key achievements.
- **Skills** – if you have presented most of your skills within each of the other sections, you may choose to call this ‘Additional Skills’ e.g. IT skills, language skills and a driving licence. However, if you are following the skills-based CV, more detailed evidence should be provided on relevant skills for the job. For example, the ability to work in a team, manage people, customer service skills, or problem solving.
- **Interests** – A hobbies and interest section can reveal a little more about your personality. If they’re well written and relevant to the position, they have the potential to distinguish you and your application from rival candidates and could be the difference when it comes to interview decisions. Make sure you try to give some indication of your level of involvement, what you feel you gained from the activity and any particular achievements.
- **Referees** – two references are usually required, ideally one academic and one work-related. It is acceptable to state ‘references available on request’ unless specifically asked for.

What are the different styles of CV?

There are many different styles you can adopt when creating your CV which present information differently. Primarily, the difference between styles is in the layout of the content. What style you use will depend on what information you want to highlight. The three most common styles of CV are:

Chronological	Skills based	Academic
<ul style="list-style-type: none"> • Traditional CV format • Outlines your experiences in reverse chronological order • Contains sections for relevant work experience and education • Easy to compile and useful if you have relevant experience for the position you’re applying for 	<ul style="list-style-type: none"> • Focuses on skills and provides evidence of these, usually in a bullet point format • Education and work experience are kept brief • Relevant if you have little experience in the position or area you are applying for • Be sure to match your skills to the employer’s requirements 	<ul style="list-style-type: none"> • Used to apply for academic research and lecturing related roles • Key extra features include: publications, your research activities and any funding awarded • No more than 4 pages is recommended • For more information visit: vitae.ac.uk
Part-time jobs	Infographic	International
<ul style="list-style-type: none"> • Often only one side of A4 outlining your education, work experience and skills • Provide any details of relevant experience including skills developed and responsibilities 	<ul style="list-style-type: none"> • A relatively new type that uses graphics to display your qualifications, skills and experience in a visual way • Used to apply for creative design oriented jobs 	<ul style="list-style-type: none"> • Different countries have different requirements – be sure to check these out before you apply • In the UK we typically use a two page document, this can differ in other countries – make sure you research the application method • Visit online.goinglobal.com - for examples of CVs



The average recruiter spends less than 30 seconds on a first read of your CV.

How long should a CV be?

The length of your CV will depend on the vacancy and country you're applying for so check if the employer has specified that it should be a certain number of pages.

- In the UK, CVs are normally two pages long.
- Times when you may use a different length include: working in USA (one page only).
- An academic or research CV - three pages or longer to allow for lists of publications and research papers.

First or third person?

When writing a CV you need to make the decision whether to write it in the first person (I am a history graduate with.....) or in the third person (A history graduate with.....). In the end, this comes down to personal preference. Opt for whichever you think works better for you but, whichever you choose, make sure you remain in this style throughout your CV.

LinkedIn

LinkedIn is a social networking resource for professionals and is a great way of networking with potential employers and creating an online version of your CV. See our Using Social Media leaflet for more information.

Assess your CV's impact

Pleasing appearance and clear logical layout: The 10 second quality test: hold the CV at arm's length and look at it for a few seconds. Does it look pleasing to the eye? Are your headings in the same style? Too many styles can make a CV look crowded and complicated.

Clear structure: Do you have appropriate headings and logical development? Is it carefully organised with clearly identified sections (e.g. Education, Work Experience)? At least a line gap between sections. Use of bold to highlight key headings.

Order: Does it flow in reverse chronological order – most recent jobs first?

Concise and to the point: Use short, clear phrases and bullet points to help avoid long sentences and large blocks of text. Use a sensible font e.g. Tahoma, no smaller than 10 points.

Attention to detail: Absence of spelling and grammatical errors. Correct capitalisation and punctuation.

Lively writing style: Use of positive, active language. Easy to read and pick out important information.

Relevance: Is it tailored specifically for the job? Appropriately selected examples to provide evidence that you have the skills, interests and personal attributes to do the job and fit into the organisation.

Phrases to avoid on your CV

1. I enjoy socialising with friends
2. Good team player – works well in a team and as an individual
3. I enjoy going to the cinema and long walks along the beach

Top tip

Quantify every statement you can with a real example. For instance if the employer's looking for a strong team player, saying 'demonstrated excellent teamworking skills when doing project X' is far more effective than 'works well in a team'

'Increased efficiency by 30% whilst demonstrating excellent team working skills throughout the data integrity project'



Covering letters are just as important as your CV.

Covering letters

A CV or application should never travel alone; it should always be accompanied by a covering letter/email and should be sent to a named person whenever possible. A covering letter/email is a way to introduce yourself to an employer and explain why you have chosen to apply for a particular role, and also why you have chosen to apply to their company or organisation. It's also a good chance to summarise your skills and experience and convey your enthusiasm for the job.

Beginning the letter

- Dear Mr or Mrs Chambers – If you know the name of the person to whom you are writing
- Dear Ms Chambers – If you are not sure of the marital status of the female recipient
- Dear Sir/Madam – If you are in totally in the dark as to the name of the recipient

Ending the letter

- Yours sincerely – If you are writing to a named person
- Yours faithfully – If you are addressing it to 'Sir/Madam'

Content

- **First paragraph:** Tell the employer which job you are applying for, where you saw the advert and why you are applying. If the job has a reference number, it is always good to include this.
- **Second paragraph:** Why them? The next paragraph explains why you are interested in the job and the organisation. What is it about the employer and job role that made you apply? This is your opportunity to target your covering letter so that the recruiter knows you are interested in their graduate job and you're not batch emailing standard CVs and covering letters.
Tip: provide specific reasons for applying, such as the work they do or the training they provide. Avoid anything that could be said about pretty much any employer, such as '... because you're a prestigious and dynamic employer'.
- **Paragraph 3/4:** Why you? Tell the employer why you are well suited to the role you are applying for, referring directly to the job description and concentrating on how you have the skills, abilities and/or knowledge to excel in the job. At graduate level remember that it's fine to refer to work experience that isn't directly related to the profession you are applying to. You need to show how your current experience 'transfers' into the job. Examples from part-time jobs, volunteering, extra-curricular activities and academic work will all help to demonstrate how you have used and developed your skills. Try to use a variety of examples.
- **Closing Paragraph:** The closing paragraph is to indicate your desire for a personal interview while mentioning any unavailable dates. Finish by thanking the employer and say how you are looking forward to receiving a response.

Format

- As with standard formal letter writing, your address goes at the top right hand corner, miss a line and then put the date. The recipient's address goes on the left side on the line after the date.
- Any letter should be a maximum of one A4 page, but ideally not less than 3/4 of a page.
- Employ appropriate margin and paragraph spacing so that your letter is not bunched up at the top of the page but is evenly distributed and balanced.
- You are most likely to be asked to submit your covering letter by email rather than post. There are two main methods that you can use, but check the job advert for guidance:
 - Incorporated into the body of the email, leaving out the employers postal address and including your contact details as a signature.
 - Attach the covering letter as a PDF, keeping the same structure as the business letter.



Always read through the instructions on a job application thoroughly.

Applications

Many graduate employers use online application forms as the first stage in their recruitment process; they help to make the job application process more efficient and practical for both you and the recruiter. Just like writing a CV you need to consider what skills, qualifications and experience the employer is looking for. Before you start take a moment to slow down and read the instructions carefully!

All applicants will be asked to fill out the same form and usually require information on the following areas:

- **Educational background** – you'll usually be expected to provide information on institutions attended, courses taken and qualifications gained.
- **Work experience** – you may be asked to describe or list the main duties of your current job, or any positions that you've held in the past.
- **Competency-based questions** – this is where you get to show how you meet the person specification for the role, by promoting yourself as the best candidate for the job.
- **Personal statement** – if a supporting statement is required, this should be well-structured - possibly using headings to set out how you meet the job criteria.

Competency based questions

You might be asked to give a statement of about one page in which you write about your suitability for the role, or you might be asked perhaps four or five different questions each relating to a different competency. Here are some examples of ways in which you could show transferable skills:

- **Working well as part of a team** – contributing to a group project or presentation for a university module.
- **Communicating well with customers or colleagues** – during a work shift, responding positively to a complaint from a customer by finding out what the difficulty is and offering a refund or exchange.
- **Using initiative** – publicising a charity walk by designing flyers and going out into the community to engage people's interest.
- **Showing good leadership skills** – becoming secretary for a university club or society, and keeping everyone updated on what needs to be achieved within the next week.

Answering these kinds of questions is always a challenge (and is intended to be so) but the STAR technique offers you a way both to develop and refine your answers. Using it also tends to keep your answers to an appropriate length, and helps to focus your attention on the salient points that you want to convey. It comes in four parts:

- **Situation** – setting the scene in context
- **Task** – describing your overall objective or what you were required to do
- **Action** – discussing what you actually did and how you did it
- **Result** – setting out how your involvement changed the situation

While some electronic application forms have to be completed in one sitting, many systems now allow you to register your details and save your progress as you go along. However, be aware that employers may be able to view partially completed forms.

Here are a few useful tips for completing online job applications:

- If you decide to cut and paste your answers, be careful not to include names of other organisations that you've applied to previously, as this will result in instant rejection.
- You should always read the supporting documentation very carefully, answering all questions (including sub-questions, if there are any) and sticking to the word count.

- Print off a draft copy of your application form before submitting it, as this gives you the opportunity to proofread it for mistakes while ensuring that every section has been filled in correctly. You may also want to keep a copy for your own records.
- Allow plenty of time to complete it, remembering to submit the form and all supporting documents (including references) by the deadline.

Power Words for your CV and Application

Accomplished	Conducted	Headed
Accurately	Consistently	Illustrated
Achieved	Constructively	Implemented
Adapted	Consulted	Improved
Advanced	Contributed	Increased
Advised	Creatively	Influenced
Analysed	Defined	Initiative
Arranged	Delegated	Investigated
Articulated	Delivered	Led
Assembled	Designed	Learned
Assessed	Determined	Listening
Benefitted	Developed	Maintained
Budgeted	Devised	Managed
Capably	Diagnosed	Monitored
Challenging	Directed	Motivated
Co-ordinated	Explained	Negotiated
Committed	Flexible	Notable
Communicated	Gained	Operated
Compiled	Handled	Organised
Completed		

Don't forget

1. Do your research.
2. Read all information carefully.
3. Check, double check and check again.
4. Ask a Careers and Employability Consultant for advice. Find out how at stir.ac.uk/careers/students/advice/.

Top tip

If you haven't heard back from an application or interview, be proactive and contact them. It may just give you the edge when it comes to the interviewer's estimation.

Example cover letter for a part-time job

5 Thistle Street
Stirling
FK2 3DE

10th September 2017

Kate Rice
Personnel Manager
Debenhams
Stirling

Dear Ms Rice

I am starting my second year at the University of Stirling and am seeking part-time work for the coming year. I am particularly interested in working for Debenhams as this is a busy, prestigious store where I could make use of my experience in working with the public and my Spanish and French language skills.

As you will see from my CV, I have considerable customer service experience through my Saturday position at Asco and my work as a waitress last summer. These posts gave me experience of working quickly and efficiently in a busy environment and I enjoyed the face-to-face contact with customers.

I would be available for work at weekends and on Tuesday or Thursday afternoons during term-time. During vacations I would be able to work full-time if required and would also be available to work in the evening when Debenhams opens late during the Christmas shopping period.

If you do not have any current openings, I hope that you will be able to keep my application on file for future reference.

Thank you for taking the time to read this application and I look forward to hearing from you.

Yours sincerely

Joanna Andrews

Example cover letter for an internship position

17a Christmas Way,
Stirling
FK4 2WS

7 August 2017

Mr Michael Tale
Interworld Communications
45 Able Street
Edinburgh
EH4 1DE

Dear Mr Tale,

I am writing to apply for the role of Communications Intern, as advertised on your website. Please find my CV attached.

One of the key attractions of the Communications Intern role for me is the variety of clients. I have some experience in both retail and utilities, and I note from the portfolio on your website that you have clients in both these areas and a range of others. My most recent position, as an intern with Galactic Cosmetics, provided a sharp learning curve in client liaison as well as a detailed industry-specific insight. I understand that the role of Communications Intern will involve direct contact with clients from a variety of sectors and will call for relevant background knowledge.

Your advertisement highlighted the need for 'a strong aptitude for improving engagement with audiences' and I believe my past experience has enabled me to develop this. In my roles as Secretary of Stirling University History Society, in telesales with Eastern Electricity and with Galactic Cosmetics, I contributed to improved sales targets and membership numbers. Coming up with practical, workable new ideas was key to this. This was particularly evident at Eastern Electricity, where I proposed a mentoring scheme for new starts that has since been put in place. New starts are now trained much more quickly, resulting in an increase in sales across the department.

I have also developed other skills relevant to this position both at university and in my working life, such as managing several projects at once and prioritising accordingly. In particular, I believe my social media experience in my Galactic Cosmetics role, using both Facebook and YouTube to engage with focus groups and the wider target audience for a new shampoo product, provided me with knowledge that can be put to good use in the role at Interworld Communications. I am now familiar with the need to adopt different tones and approaches not only with specific audiences but also in relation to wider marketing surrounding different products.

Thank you for your consideration, and I look forward to hearing from you soon. I would be available for interview at any time.

Yours sincerely,

Alison Thorpe

Example cover letter for a graduate position

389 Mile End Street
Stirling
FK5 6HG

10th August 2017

Ms Claire Burhouse
Graduate Recruitment Manager
PricewaterhouseCoopers
14 Morrison Street
Edinburgh EH5 4FG

RE: Graduate Accountancy Training Scheme

Dear Ms Burhouse

I am writing to apply for the Graduate Accountancy Training Scheme as advertised on my Careers Services' website.

I first became interested in a career in finance through attending a series of careers presentations by employers at my university. The talk on accountancy by your colleague David Rome impressed me most and led me to feel that training as an accountant would combine my skills and interest in business, problem-solving, and working with people. The work experience I obtained last summer at RBS was extremely useful and I greatly enjoyed being in a financial environment. I am now particularly excited about fulfilling my potential in accountancy and my choice of career has been confirmed by wide reading of careers literature on the profession.

I am attracted to PWC because of the variety your training scheme offers and the emphasis on early responsibility together with all necessary support. Your position as one of the top 20 firms attracts me and as a leading firm I feel PWC offers the opportunity to work with the type of businesses and clients that I am seeking.

I feel I have a range of relevant skills that I can bring to PWC. My communication skills have greatly developed both through my work experience at the bank and through my degree. During my course I have not only written essays but frequently presented papers and arguments orally in seminars, occasionally employing the use of visual aids. One assignment involved small groups of four students working as a team to co-research and co-present a topic. This taught me a lot about working in a team as well as further practising my presentation skills. I feel I have presented to a high standard and have learnt many of the principles behind effective presentations. Additionally on my course I have developed a high level of IT skills: I have regularly used Word, Excel and the Internet and I am comfortable in sourcing and handling data electronically. As you can see on my CV I lead a busy life through my various sporting activities, which has meant that I have very quickly learnt the importance of time management. I have always handed my work in on time and never missed a deadline.

I hope my CV shows that I have the skills and potential to join PWCs' training programme. I am available for interview at any time and look forward to hearing from you.

Yours sincerely,

John Edwards

Laura Wallace

5 Lothian Gardens
Stirling
FK9 4LA

www.linkedin.com/pub/laura-fraser
lwXX083@students.stir.ac.uk
01786 46XXXXX

Proactive final-year Marketing student with relevant work experience seeking varied and challenging marketing role within a third-sector organisation

**Choose a style and size of font for headings and text.
Keep it consistent throughout the CV.**

Education and Qualifications

2013 – Present University of Stirling, MA (Hons) in Marketing 2:1 expected

- Modules have covered all aspects of marketing strategy and implementation including using social media, planning campaigns and third-sector marketing
- Dissertation research currently underway into the challenges of fundraising in today's third-sector marketplace using case studies from a range of national and local charities. Research has included interviews, statistical and financial analysis and literature review
- Another highlight has been completing a module on direct & relationship marketing where I gained a first-class grade for the quality and commercial awareness of my ideas

Use relevant aspects of your degree, not module lists.

2007– 2013 Fraserburn High School, Stirling

- 2012 Highers in Maths (B); English (A); French (B); Chemistry (C), History (B) and 2013 Advanced Highers in English (A); French (B) and a further Higher in Business Studies (B)

Employment and Work Experience

Tailor your points to match with what the employer is looking for.

August 2016 Marketing Work Experience

Marketing Department, Cystic Fibrosis Support, London

- Proactively organised a work placement through my part-time volunteering role at the Cystic Fibrosis Support shop in Stirling
- Analysed the results of a customer survey into service levels in retail outlets, identifying key successes and areas for improvement to inform marketing strategy
- Demonstrated strong written communication skills by drafting a new webpage about Cystic Fibrosis Support and how volunteers can get involved, producing clear and concise copy
- Provided efficient administrative support to Marketing team and quickly assimilated a large amount of information to learn about the structure of the charity and its marketing and fundraising objectives

June 2014 – present Catering Assistant (part-time), Catering Department, University of Stirling Management Centre, Stirling

- Serving customers at conferences and events from silver-service dining to buffets for 200 delegates. Demonstrates excellent communication skills to interact with customers and strong teamwork skills to work with colleagues to avoid or manage any problems that arise
- Showed initiative by identifying a way to improve order accuracy by using a different order pad. Catering Manager implemented this and it has reduced errors successfully for the team
- Volunteered to work with the Catering Manager to make catering arrangements for a conference of 150 delegates at Stirling Management Centre. Booked all catering requirements,

assigned a team of staff and undertook staff briefings. The 2-day event ran smoothly throughout the conference

Try to give an indication of success wherever possible.

June – Sept 2013 Waitress, Castle Teas, Stirling

- Served customers in a busy tea room in Stirling using selling skills to promote the menu and increase sales
- Took responsibility for working on the till and cashing-up at the end of a shift
- By the end of the summer the manager left me in charge of the tea-room to attend meetings or purchase supplies as necessary

Voluntary Work

Sept 2014 – present Sales Assistant (part-time), Cystic Fibrosis Support shop, High Street, Stirling

- Excellent communication skills demonstrated through working with customers
- Use of marketing skills to develop seasonal window displays to encourage sales
- Maintain the shop floor ensuring it is clean, tidy and well stocked
- Regularly given responsibility for checking and accepting deliveries and handling shop cash flow

Describe skills and qualities gained and try to be specific about your involvement and interest level.

Additional Skills and Interests

- **2016 Captain of the University of Stirling Women's Hockey Club**
 - Built relationships with a range of organisations while seeking sponsorship; secured £1000 funding for new uniforms and equipment
 - Efficiently organised the annual Women's Hockey tour 2016 which included managing the budget and sourcing travel and accommodation
 - Devised marketing strategy for Women's Hockey Club which included establishing a Facebook page for the club and attending a wider range of student events. Membership increased 15% as a result of these initiatives
- **IT Skills** – use Microsoft Office packages to complete University assignments, familiar with social media and have been using SPSS in Honours-level assignments including dissertation
- **Running:** part of the University Running Club and run twice weekly during semester. Enjoy setting and meeting goals for distance and time
- **Keen reader of non-fiction** with current favourites including Scottish history and politics

References

Dr Gordon Webbb
Senior Lecturer
Stirling Management School
University of Stirling
Stirling
FK9 4LA
Tel: 0178646XXXXS

Mrs Janet Morris
Marketing Manager
Cystic Fibrosis Support
Kennington Road
London
SE11 6QP
Tel:: 0178646XXXXS

Laura Wallace

5 Lothian Gardens
Stirling
FK9 4LA

www.linkedin.com/pub/laura-fraser
lwXX083@students.stir.ac.uk
01786 46XXXX

Proactive final-year Marketing student with relevant work experience seeking varied and challenging marketing role within a third-sector organisation

Skills and Achievements

Skills headings must match what the employer is looking for.

Communication skills

- Demonstrated excellent communication skills through working with customers in my part-time volunteering role at Cystic Fibrosis Support charity shop in Stirling
- Built relationships with a range of organisations while seeking sponsorship for the Women's Hockey Club; communicated effectively throughout business meetings and secured £1000 funding for new uniforms and equipment
- Gave a confident presentation to my class of 40 students during an assignment on understanding client needs. Awarded a good mark and gained positive feedback

Give clear examples.

Analysis

- Dissertation research currently underway into the challenges of fundraising in today's third-sector marketplace using case studies from a range of national and local charities. Research has included interviews, statistical and financial analysis and literature review
- Organised a work placement at the Marketing department of Cystic Fibrosis Support and analysed the results of a customer survey into service levels in retail outlets, identifying key successes and areas for improvement to inform marketing strategy
- Proactive about problem solving while working part-time in catering at the Stirling Management Centre. Suggested a way to improve order accuracy by using different paperwork, my manager implemented this and it has reduced errors successfully

Organisation and event management

- Efficiently organised the annual Women's Hockey tour 2016 which included managing the budget, processing payments from players and sourcing travel and accommodation
- Volunteered to work with the Catering Manager to make catering arrangements for a conference of 150 delegates at Stirling Management Centre. Booked all catering requirements, assigned a team of staff and undertook staff briefings. The 2-day event ran smoothly throughout the conference
- Manage time effectively at University completing all assignments on time and to a high standard while also working part-time, volunteering and taking part in extra-curricular activities

Creativity and writing skills

- Devised marketing strategy for Women's Hockey Club which included establishing a Facebook page for the club and attending a wider range of student events. Membership increased 15% as a result of these initiatives
- Excellent written skills demonstrated throughout my Marketing degree with high grades awarded
- Contributed to writing a new webpage on Cystic Fibrosis Support website while on placement, producing clear and concise copy

IT Skills

- Use Microsoft Office packages successfully in University work and employment
- Familiar with social media and have used as a marketing tool with Women's Hockey Club
- Used SPSS in Honours-level assignments including my dissertation

Try to give a measure of success wherever possible.

Education

2013 – due to graduate 2017 University of Stirling, MA (Hons) in Marketing 2:1 expected

- Modules have covered all aspects of marketing strategy and implementation including using social media, planning campaigns and third-sector marketing
- Highlights have included researching my dissertation entitled 'Fundraising challenges: distinct problems and solutions for third-sector organisations'. Also working on practical case studies while completing a module on direct & relationship marketing where I gained a first-class grade for the quality and commercial awareness of my ideas

2007 – 2013 Fraserburn High School, Stirling

- 2011 Highers in Maths (B); English (A); French (B); Chemistry (C), History (B) and 2012 Advanced Highers in English (A); French (B) and a further Higher in Business Studies (B)

Employment and Work Experience

**August 2016 Marketing work experience, Marketing Department,
Cystic Fibrosis Support, London**

**June 2014 – present Catering Assistant (part-time), Catering Department,
University of Stirling , Management Centre, Stirling**

June – Sept 2013 Waitress, Castle Teas, Stirling

Voluntary Work

Minimal detail about work experience as evidence is in the skills section instead.

**Sept 2014 – present Sales Assistant (part-time)
Cystic Fibrosis Support shop, High Street, Stirling**

Additional Interests and Activities

- 2016 Captain of the University of Stirling Women's Hockey Club. Gained communication, leadership and organisation skills from this demanding and rewarding role
- Running: part of the University Running Club and run twice weekly during semester. Enjoy setting and meeting goals for distance and time
- Keen reader of non-fiction with current favourites including Scottish history and politics

Describe skills and qualities gained and try to be specific about your involvement and interest level.

References available on request

71 Sandhill Road,
Stirling, FK4 2AT

07456XXXXXX
EdwardY@googlemail.com

Edward Young

Reliable and adaptable BA undergraduate in business studies with the intentions of broadening current knowledge and skills in new working environments. Cooperative and hardworking team player, that endeavours on maintaining a high standard of performance and gaining invaluable employment experience.

Education

2013 – Present, BA Hons Business Studies

University of Stirling

- Ability to manage time in order to effectively balance assignments and sporting interests along with maintaining a part time job.
- Working in groups consistently to complete assignments, interacting with all types of people and always striving to get the best out of everyone.
- Developing necessary communication skills to participate in class discussions as well as delivering both team and individual presentations in a confident manner.
- Particularly enjoyed modules concerning learning and development, introductory human resource management, operations management and managing organisations.

2007 – 2013, St. Mungo's High School

Falkirk

6 Highers: grades A, B & C (including Maths and English)
2 Intermediate 2: grade A
8 Standard Grades: grades 1 & 2
Level 2 Award in Community Sports Leadership

Work Experience

September 2016 – present, Front of House & Bartender, The River House

Stirling

- Developed self-management having had no previous experience in this working environment. Taking responsibility for enhancing the basic training given into a personal skill set and working towards being a much valued member of the team.
- Establishing a team ethic and cooperating consistently with several groups of staff, including front of house, bar, kitchen and management. Working as a unit to ensure the best possible customer experience in what can be an intense and demanding environment at peak service times.
- Matured business and customer awareness with regards to understanding how the restaurant operates and where money can be made and lost. Maintaining the exceedingly good standards that are credited with the restaurant's name and developing a style with which all customers can enjoy the optimum experience as well as taking pleasure from doing so.
- Providing an excellent manner of communication to both staff and customers. Interacting through continuous face to face and telephone situations, delivering the same amount of patience and respect no matter the person or the reason.
- Responsible for telephone bookings, seating customers, training new starts and supervising several people at once. Acting as a direct link between the management and kitchen with

fellow staff and customers, committing to the promotion of the restaurant's key values.

- Complete awareness of the actions required to deal with customer concerns or issues they may be having, in order to ensure they are completely satisfied. Doing so without the necessity to take management away from their responsibilities, but also knowing exactly who to go to in the event of a more serious matter and have the ability to assist them in dealing with it.

Summer 2013, 2014 & 2015, General Assistant, Store-Rite Ltd

Denny

- Competent in using Microsoft Excel, which was the basis of the company's online booking system. Learning and understanding how everything operated in order to complete tasks effectively and efficiently.
- Establishing an exceptional level of face to face customer service as clients included accountants, architects, solicitors, aviation engineers, lawyers and construction consultants. Ensuring that the company's excellent service was maintained and doing so in an efficient and pleasant manner that was regularly commented on by clients.
- Operating with a system that involved clients ordering items for delivery to their office or for new items to be picked up. Essential time management was vital to ensure all necessary files were delivered by their deadline and with absolutely no margin for error given the importance of the contents.
- Complete customer confidentiality was maintained at all times. Even more so when files were ordered to be completely destroyed as the company was trusted to do so appropriately.

December 2013 – November 2015, General Shop Assistant, SPAR

Bonnybridge

- Advanced the role of general assistant by gradually taking on the roles of superior staff members and actively looked to make progress without any prompt from the company to do so.
- Responsibility increased as did the tasks: preparing and cooking 'food to go', booking in orders to the system, re-floating tills, counting tills, entering them into the system and completing the banking, delegating jobs between staff, opening up and locking down the shop.
- Aiding the development of health and hygiene, people skills, application of numeracy as well as understanding and adapting to the computer system.

Summer 2012, General Shop Assistant, Keystore

Bonnybridge

June 2010, Assistant Green Keeper, Falkirk Golf Club

Falkirk

Interests

Maintain a keen interest in football having played for and previously captained the same local club for over ten years, now playing at amateur level. Played in the St. Mungo's senior team winning two league titles and reaching the Scottish Senior Shield Final at Hampden. Competed for the University of Stirling football team in first and second year, from which a BUCS league winners' medal and a conference plate winner medal were achieved. Past member of the Boys Brigade in which several awards for all round and individual sporting events were achieved as well as completing bronze level Duke of Edinburgh.

Additional Information

Confident with office applications, internet, e-mail and social media.
Driving License with no endorsements held since 2013.

References available on request

Kevin Mitchell

Address: Flat 5c, Willow Court, University of Stirling, Stirling, FK94LL
E: kmitchell123@hotmail.com

PERSONAL PROFILE:

A dedicated and hardworking History and Sociology student eager to become part of a supportive team environment. Committed to helping others and making a difference.

EDUCATION:

2012 – 2016 BA (hons) History and Sociology, University of Stirling

Dissertation Title: Mental Health Issues in the Workplace

Modules studied include: Disability, Social Stratification, Place belonging and identity and Social Processes

2011 – 2012 HNC Social Science, Stevenson College, Edinburgh

Subjects studied include: History, Psychology, Sociology, Philosophy & Research methods

2005 – 2011 Grangehill, Edinburgh

Highers: History (A), English (A), Maths (C) & Biology (A)

Intermediate: Biology

Standard Grade: English, French, History & Maths

WORK EXPERIENCE:

June 2016 National Museum of Scotland, Edinburgh (1 week work experience)

Responsibilities:

- Planned daily activities and meeting and recorded action points for delivery
- Assisted with the information management of special projects including formatting text and translating information into Audio
- Read and interpreted information to ensure accurate recording of information
- Responsible for evaluating the museum services for visually impaired visitors and staff
- Provided recommendations for developing their service for visual impaired visitors and staff and implemented ideas. This included leading a training session for staff member to assist with visually impaired visitors.
- Worked in a team environment with various staff members from different departments and learned how different teams interact and projects were managed
- Attended meetings with external stakeholders involved with the museum

June 2015 Manor Park Primary School, Edinburgh (1 week work experience)

Responsibilities:

- Shadowed two primary teachers and observed their work in classes.
- Worked with small groups of pupils and assisted with reading support and guidance
- Provided practical advice and encouragement to pupils
- Active listening skills were essential in gaining an understanding of individuals needs and knowing when not to interfere
- Presented a disability awareness session allowing pupils to interview me about my disability

June 2014 RBS, Edinburgh (1 week work experience)

Responsibilities:

- Shadowed various employees in the business and learned about their business processes
- Undertook a mock interview to obtain feedback from business professionals
- Provided general office assistance
- Observed training on pre-recorded calls and participated in training discussion

VOLUNTEERING

2013 / 2015 Course Representative, History and Politics, University of Stirling

- Elected student voice for specific modules
- Collected feedback from students and report at back at the staff and student committee meetings
- Directed comments to relevant members of staff
- Provide feedback and comments to students
- Effective communication was essential in ensuring a non-biased and diplomatic approach was taken

2013-2014 Engagement Officer, Students Union, University of Stirling

- Responsible for engaging students on specific issues affecting the student population. Particular focus on students with visual impairments.
- Organised a guiding day to help staff learn how to assist visually impaired students
- Introduced the concept of a brail society
- Negotiation and influencing skills were essential in progressing ideas

June 2013 Young Scott

- Helped in the office developing pod casts – undertook pod cast training to learn how to create effective podcasts
- Assisted with evaluating the website and marketing material and how they affect visually impaired people

2011-2013 Befriender - Alzheimer Scotland

- Spending time, on a one to one basis, with people with dementia
- Helping people with dementia participate in activities, both inside and outside of the care home

SKILLS & INTERESTS

Public speaking:

- Wallace High, Stirling 2016 – presented to an audience of fifth and sixth year pupils about personal experience at college.
- Grangehill, Edinburgh 2015 – presented to an audience of sixth year pupils about personal experience at college and university life

REFERENCES

Available on request

Checklist

Below is a short checklist to help you check that your CV is ready. Take a few moments to review your CV and tick those that you have completed. We advise that you check your CV against the checklist before making an appointment with a Careers and Employability Consultant. Remember to bring the checklist with you to your appointment.

Overall	
My CV is no longer than 2 pages (unless applying for academic jobs)	
It looks professional	
The spacing, font size and font style is consistent throughout	
I have checked, doubled checked and checked again to ensure there are no spelling/ grammatical errors	
First impressions	
I have used my name as the heading (not 'Curriculum Vitae')	
My contact information is clearly displayed (current address, email & telephone number for you to be contacted on?)	
Irrelevant information such as date of birth and marital status is not included (check country conventions—Going Global)	
I have included a link to my LinkedIn profile (where relevant)	
If a personal profile or career objective is included, I have carefully targeted it to the individual employer or industry. It is no longer than 3 or 4 lines	
Appearance and layout	
Each section of my CV is clearly defined	
I have avoided large blocks of text and used short, snappy sentences	
My work history and education sections are presented in reverse chronological order (most recent first)	
I have used a 'safe' font like Helvetica or Calibri (not Times New Roman or Comic Sans). The font size is no smaller than 10 point	
Content	
I have matched my transferrable skills to the job and provided evidence and examples of these	
I have demonstrated how my skills have developed and highlighted my key achievements	
Strong action words are used to emphasise what I can offer (e.g. 'effectively', 'accurately', 'confidently'... as well as organised, researched etc.)	
All the language is confident and positive (without overstating my abilities)	
All the content is relevant to the role I am applying for	
Hobbies/interests/extracurricular activities show how I have developed my skills	

CV and covering letter reviews

If you would like a member of the Careers Team to look over a CV or covering letter you have created, simply make an appointment for one of our Quick Queries or Career Café sessions.

Student enquiries

For all enquiries, please go to the Student Services Hub or email ask@stir.ac.uk.

How we can help

Our team of professionally trained staff offer up-to-date information and support with:

- exploring your options and career paths
- searching for internships, placements, graduate jobs or part-time work
- CVs, covering letters and application forms
- further study
- interview practice

For further information contact:



Careers and Employability Service
Enquiries via the Student Services Hub



Telephone: 01786 466022



Email: ask@stir.ac.uk



Web: stir.ac.uk/careers
E-guidance via: stirling.targetconnect.net

Social media: @StirlingUniCareers



This publication can be made available in different formats. Please contact the Careers and Employability Service for further information: careers@stir.ac.uk

Updated September 17.
All URLs are provided in good faith.

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