



# Center for Career Development

by LINKgroup



## CV writing workshop

18 November 2023



## Welcome



Congratulations!



Mihaela Alsamadi - HR Manager with 13 years of experience



Professional recruiter and recent candidate



Passionate about learning and teaching others



Today's topic: golden rules for resume writing



## What is a resume

- The first impression in the application process
- The gateway into interviewing
- Evidence on how seriously you take yourself and the potential job
- The answer to the question: why should we hire you?



# RESUME



Think work experience

**Concise & Relevant**

Lists relevant experiences for the position:



Contact Information



Education



Work Experience



Relevant Skills



About 1-2 pages

# CV



Think academia

**Chronological & Inclusive**

Represents all your accomplishments:



Contacts



Education



Skills



Grants & Scholarships



Work Experience



Awards & Honors



Certifications & Licenses



Publications



Talks & Conferences participation



Usually should grow and be longer as time passes

## Resume vs CV

## PERSONAL INFORMATION



## Replace with First name(s) Surname(s)

(All CV headings are optional. Remove any empty headings)

- Replace with house number, street name, city, postcode, country
- Replace with telephone number Replace with mobile number
- State e-mail address
- State personal website(s)
- Replace with type of IM service Replace with messaging account(s)

Sex Enter sex | Date of birth dd/mm/yyyy | Nationality Enter nationality(-ies)

 JOB APPLIED FOR  
POSITION  
PREFERRED JOB  
STUDIES APPLIED FOR

Replace with preferred job / job applied for / studies applied for / position (delete non relevant headings in left column)

## WORK EXPERIENCE

(Add separate entries for each experience. Start from the most recent)

Replace with dates (from - to)

- Replace with occupation or position held
- Replace with employer's name and locality (if relevant, full address and website)
- Replace with main activities and responsibilities
- Business or sector Replace with type of business or sector

## EDUCATION AND TRAINING

(Add separate entries for each course. Start from the most recent)

Replace with dates (from - to)

Replace with qualification awarded

 Replace with  
Course  
Qualification  
Framework (or other)  
most relevant

- Replace with education or training organisation's name and locality (if relevant, country)
- Replace with a list of principal subjects covered or skills acquired

## PERSONAL SKILLS

(Remove any headings left empty)

Mother tongue(s)

Replace with mother tongue(s)

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
Replace with language	Enter level	Enter level	Enter level	Enter level	Enter level
	Replace with name of language certificate, Enter level if known				
Replace with language	Enter level	Enter level	Enter level	Enter level	Enter level
	Replace with name of language certificate, Enter level if known				

 Levels: A12 Basic user - B12 Independent user - C12 Proficient user  
(Common European Framework of Reference for Languages)

Communication skills

 Replace with your communication skills. Specify in what context they were acquired. Example:  
• good communication skills gained through my experience as sales manager

Organisational / managerial skills

 Replace with your organisational / managerial skills. Specify in what context they were acquired.  
Example:  
• leadership (currently responsible for a team of 10 people)

Europass CV?





## Resume golden rules – Format

- Best format *.pdf*
- Avoid *.word .txt .jpg .png*
- Avoid standard templates (LinkedIn, BestJobs, eJobs, Europass)
- Get an editable template and customize it
- First name\_Last name \_CV.pdf
- Use one professional font
- Font size – 12 for content and 14-16 for headings





## Resume golden rules – Content

- Ideally 2 pages
- Avoid long, cramped, misaligned text
- Use **Bold** and *Italic* to emphasize important ideas
- Use paragraphs, bullet points, spacing
- No pictures, tables, charts or other visuals
- English language
- Choose the best sections order



**Contact details**

**Profile Summary**

**Skills**

**Work Experience**

**Education**

**Others**

**Resume sections**



Picture in resume?



## ABOUT ME

I am the iconic Mona Lisa, an oil painting on a poplar wood panel, created by the legendary Leonardo da Vinci in the early 16th century. Known for my mysterious smile and soul-piercing gaze, I have graced the walls of the Louvre Museum for centuries, becoming a symbol of art and beauty.

## Skills

Enigmatic Smile —————

Timeless Elegance —————

Gaze Intensity —————

# MONA LISA

### Contact Details:

Address: The Louvre Museum, Paris, France

Phone: Unreachable

Email: [mona.lisa@artistry.com](mailto:mona.lisa@artistry.com)

## Experience

### Masterpiece, The Louvre Museum, Paris

1503 - Present

- Held a prominent position on the wall, garnering millions of admirers.
- Successfully maintained an enigmatic smile despite various conspiracy theories and interpretations.

### Artistic Muse, Renaissance Era

1503 - 1519

- Collaborated with Leonardo da Vinci on various artistic endeavors, including portrait sessions and leisurely strolls through the Italian countryside.

### Global Icon

1519 - Present

- Continuously featured in art history books, documentaries, and pop culture.
- Inspiring countless artists, photographers, and even appearing in various parodies and memes.

## Education

Informal education in the studio of Leonardo da Vinci.

Self-taught in the art of captivating gazes and timeless charm.

# Federico del Sagrado Corazón de Jesús García Lorca

## Contact

 Address: Granada, Spain

 Phone: 555-1234-888

 Email  
[poetry@maestro.com](mailto:poetry@maestro.com)

 LinkedIn  
[linkedin.com/in/federicodelsagrado](https://www.linkedin.com/in/federicodelsagrado)

## Profile

Passionate and visionary poet and playwright seeking opportunities to bring profound and emotive storytelling to the world through the arts. Dedicated to exploring the depths of human experience and societal nuances through my work.

## Experience

1921 - 1938

### Playwright and Poet

Composed a series of groundbreaking plays, including "Blood Wedding," "Yerma," and "The House of Bernarda Alba," exploring themes of love, passion, and societal constraints. Authored critically acclaimed poetry collections such as "Gypsy Ballads" and "Poet in New York," showcasing a unique blend of traditional Spanish folklore and modernist influences.

1931 - 1936

### Director, La Barraca Theater Company

Founded and directed La Barraca, a traveling theater company dedicated to bringing classical Spanish drama to rural audiences. Utilized theater as a tool for social and political commentary, advocating for accessibility to the arts for all.

## Education

1919 - 1923

### University of Madrid, Bachelor of Arts in Philosophy and Letters

Explored literary theory and philosophy, laying the foundation for a profound understanding of human nature.

## Skills

### Writing

Proven ability to craft evocative and emotionally resonant poetry and plays.  
Mastery of blending traditional Spanish literary forms with modernist and surrealist elements.

### Theater Direction

Experience directing both traditional Spanish dramas and avant-garde productions.  
Strong understanding of the intersection between literature and performance.

### Communication

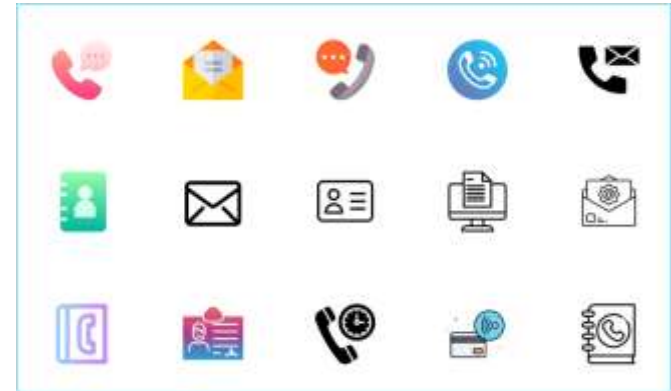
Excellent written and verbal communication skills, demonstrated through successful engagement with diverse audiences.  
Effective collaboration with actors, artists, and fellow writers.

All names in  
resume?



## Resume golden rules – Contact details

- No photo
- One first name & one family name
- One phone number, one email address
- Professional email address
- Customised LinkedIn URL
- No detailed address, just city – country
- No personal info (married, children, age, religion)
- No current salary or salary expectations





## Contact details - Faux pas

- gicutzu@~~mail.com~~    larisa86@~~abc.com~~    HRguru@~~mail.com~~    name@w~~ork~~email.com
- Adresa: Strada București, nr. 76, bloc D4, scara C, ~~etaj~~ 8, ap. 166, sector 3, București, cod poștal 123456
- <https://www.linkedin.com/in/374a27xs5643/>
- Married w~~ith~~ 2 children
- Don't contact me for jobs less than 100k

## Customize your LinkedIn profile URL

- Click on your profile picture or the "Me" icon in the top navigation bar
- Select "View profile" from the dropdown menu
- On the right side of your profile, under your profile picture and headline, click on the "Edit public profile & URL" button
- On the right side of the screen, under "Edit URL" click on the pencil icon
- Enter a unique and professional URL that includes your name or relevant keywords
- Click "Save" to finalize your customized URL





## Resume golden rules – Profile Summary

- Most important section and the most challenging
- Directly under contact details
- Keep it short: 4 or 5 lines
- Optimise: use keywords
- Write the summary last
- Not a career objective





# Center for Career Development

by LINKgroup

## Resume Summary

A summary is a short description of your qualifications that explain why you're a good fit for the role and can include your achievements, experience, education and skills.

Example:

### Maintenance Mechanic

Analytically-driven Maintenance Mechanic with 5+ years of experience focusing on the intricacies of equipment and instrumentation.

Highly adaptable and dedicated to producing error-free results, safe working conditions, and quality service.

VS

## Resume Objective

An objective is a brief statement that communicates your career goals, such as the type of job or industry you want to work in or skills you want to build.

Example:

### Assistant Manager

Objective to be hired as an Assistant Manager position with an innovative employer in the manufacturing industry.

Preferably, said position has opportunity for advancement with demonstrated excellence.

indeed  
career guide



## Profile Summary – guiding questions

- What is my professional identity?
- What specific results have I achieved?
- What are my key skills and strengths?
- What industry keywords do I need to use?
- What are my career goals and aspirations?
- What unique value do I bring to the table?
- Why would a recruiter want to keep reading my resume?
- What problems can I solve? How can I help a potential employer?
- What professional attributes will help me stand out from other candidates?
- What are my key achievements and experiences that make me a strong candidate?





## Resume golden rules – Work Experience

- The biggest resume section
- Tailored to the job description
- Use reverse chronological order
- Focus on last 3 jobs / last 5 years
- Insert relevant keywords, avoid buzzwords
- Eliminate old, irrelevant working experiences





## How to List Work Experience on a Resume

**Work Experience**

**Computer Technician** — Job Title  
Geeks on Site — Company Name  
11/2007 - Present — Period Employed

- Handled support tickets with software and hardware vendors. — Responsibilities & Achievements
- Resolved technical issues and maintenance of STBs and LNBs of the Canadian Sky Television customers.
- Published 70 articles on the website.

novoresume.com

## Resume golden rules – Work Experience

- Be concise
- Use bullet points
- Focus on achievements
- Highlight relevant responsibilities
- Use the same structure for each job
- Begin each bullet point with a strong action verb
- Avoid: exact dates, too many details about the company, listing daily tasks



## How to write about achievements

- Demonstrate how you added value in previous roles
- What you did + how you did it + what was the outcome
- Don't just say you achieved something; show the impact
- Quantify achievements. Numbers speak volumes.
- Use the CAR method (Challenge – Actions – Results)
- Choose achievements relevant for the position

## Resume golden rules – Skills

- Separate section, use bullet points or spacing
- Relevant skills tailored to the job description
- Industry-specific keywords, not clichés
- Combine technical and transferable skills
- Around 10-15 skills, don't clutter
- Certifications can be included
- Avoid generic skills (language, PC skills, driving licence)
- Don't rank skills

### TECHNICAL SKILLS

#### SEO

Semrush, Ahrefs and Linkbuilding Techniques

#### Google

Ads, Analytics and Tag Manager

#### Email Marketing

ActiveCampaign, Litmus and SendGrid

### SOFT SKILLS

Verbal and Written Communication

Storytelling

Critical Thinking

Public Speaking



## John Jobscan

Seattle, WA | (555) 123-1234 | [johnjobscan@email.com](mailto:johnjobscan@email.com) | [linkedin.com/in/john-jobscan](https://www.linkedin.com/in/john-jobscan)

### Software Developer

Innovative software developer with 5 years of experience in designing and implementing cutting-edge solutions using languages such as Python, Java, and JavaScript. Proficient in full-stack development, agile methodologies, and cloud technologies, with a strong focus on delivering scalable and efficient software applications that meet clients' diverse needs.

### Key Skills

- **Programming Languages:** Proficient in multiple programming languages, including Java, Python, and C++. Skilled in writing clean, efficient, and maintainable code to develop software applications. Able to leverage language-specific features and libraries to implement complex functionalities.
- **Web Development:** Experienced in front-end and back-end web development, utilizing HTML, CSS, JavaScript, and frameworks like React and Angular. Capable of creating responsive and user-friendly web interfaces and implementing server-side functionalities.
- **Database Management:** Proficient in working with relational databases like MySQL and PostgreSQL, including writing SQL queries, designing schemas, and optimizing database performance. Familiar with database administration tasks, such as data migration and backup/restore processes.



# Center for Career Development

by LINKgroup

## UNO TRENT

New York, NY | (555) 123-1234 | unotrent@email.com | linkedin.com/in/uno-trent

Seasoned product manager with 7 years of experience driving successful product launches, leading cross-functional teams, and delivering customer-centric solutions that consistently exceed market expectations.

### SKILLS

#### Product Strategy:

- Market research
- Competitive analysis
- Product roadmapping
- Product vision development

#### Product Development:

- Requirements gathering
- Agile methodology
- User story development
- Feature prioritization

#### Product Design:

- User experience (UX) design
- Wireframing and prototyping
- Usability testing
- Information architecture

#### Data Analysis and Metrics:

- Data-driven decision making
- KPI tracking
- A/B testing
- User behavior analysis

## Software



## Languages



## Skills ranking

- Avoid self-evaluation of skills
- Use only for languages
- Proficient – intermediate – beginner

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
French	C1	C2	B2	C1	C2
German	A2	A2	A2	A2	A2

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2: Proficient user  
[Common European Framework of Reference for Languages](#)



## Buzzword or Keyword?

Passionate

Motivated

Enthusiastic

Experienced

Creative

Detail-oriented

Team player





## Give context

- Cliché: *Effective team player.*

Improved: *Collaborated with cross-functional teams to streamline project timelines, resulting in a 15% increase in efficiency.*

- Cliché: *Innovative thinker.*

Improved: *Introduced innovative strategies that led to a 20% improvement in customer engagement.*

- Cliché: *Results-driven professional.*

Improved: *Achieved a 25% increase in sales through strategic marketing campaigns, surpassing quarterly targets.*

- Cliché: *Proactive problem solver.*

Improved: *Proactively identified and resolved operational bottlenecks, leading to a 30% improvement in process efficiency.*

- Cliché: *Excellent communicator.*

Improved: *Demonstrated effective communication by facilitating weekly team meetings, resulting in a 15% reduction in project delays.*

- Cliché: *Detail-oriented.*

Improved: *Maintained a detail-oriented approach, continually refining processes to minimize errors and enhance overall accuracy.*



## Turn buzzwords into power words

- Give them meaning, put them into context
- Give examples, with quantifiable results
- Mirror the job posting (ATS friendly resume)
- Use cloud word generator or AI apps to find out the keywords
- Don't overuse them
- Avoid high specific terminology, jargon, unknown abbreviations
- Insert them into all resume sections

## Resume golden rules – Education

- At the end of the resume for experienced candidates
- At the beginning for entry level and career changing candidates
- Mention Bachelor Degree and above (no high school)
- Don't put school transcript or grades
- Don't combine with certifications, awards
- Keep it short (name of university – type of degree – year)
- Detail only for job required education / certification



## WORK EXPERIENCE

### IT Business Operations Data Analyst

Dell Technologies

04/2014 – Present

- Converted data into actionable insights by predicting and modeling future outcomes.
- Utilized MS SQL, data warehousing programs, Tableau, and other dashboard/visualization toolsets for data intelligence and analysis.
- Successfully adhered to company data governance standards receiving the "Employee of the Year" for the last 2 years in a row.

Contact: John Doe – jd@dell.com

### Market Research Analyst

Pearson & Associates

11/2010 – 03/2014

- Identified, analyzed, and executed new and potential products, services, markets, and advertising opportunities.
- Collected and analyzed data on established and prospective customers, competitors, and marketing channels and sources.
- Prepared reports that interpret consumer behavior, market opportunities and conditions, marketing results, trends, and investment levels.
- Utilized Google Analytics and Google Tag Manager and implemented new scripts that increased performance by 25%.

## EDUCATION

### MBA - Concentration in Business Analytics

University of Texas at Austin

08/2008 – 06/2010

### Bachelor's in Statistical Science

Southern Methodist University

08/2005 – 06/2008

## PROFESSIONAL CERTIFICATES

Certification of Professional Achievement in Data Sciences (2016)

Online course – Columbia University

EMC Proven Professional Data Scientist Associate (2014)

Dell EMC Education Services



## Resume golden rules – Others

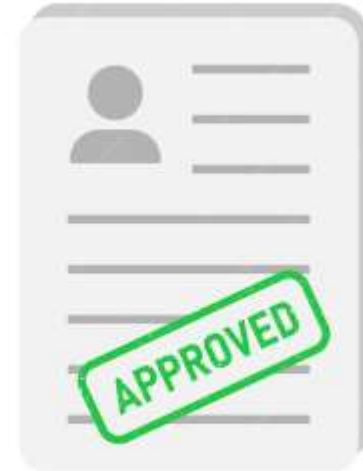
- Optional section
- Add only job related hobbies
- Add awards or personal projects
- Mention skills that are complementary to the job
- Don't add references (use LinkedIn)





## Increase your resume chances

- Ideally, apply as soon as the job is posted
- ATS friendly resume
- Get a friend to refer you to the job
- Be an active user of LinkedIn
- Message the job poster on LinkedIn
- Grow your professional network
- Use recruiting agencies and head-hunters





No wind is favourable for a ship  
without destination

## Most powerful resources

- Know yourself (self-awareness)
- Be mindful and intentional
- Set clear career goals / destination





## Bonus tip: book recommendation

Smart skills, not ~~soft~~ skills

- Emotional Maturity
- Managing Up
- Validation
- Adaptability
- Productive Inclusion
- Followership
- Multiple Perspectives
- Humility
- Listening
- Cognitive Readiness

## Loredana Padurean

# The Job Is Easy, The People Are Not!

10 Smart Skills To Become Better People



### Featuring

Charles Fine, Roberto Fernandez, Sean O. Ferguson,  
Renato Lima-de-Oliveira, Yi-Ren Wang, Hadija Mohd,  
Emily Preiss, Michele Sagan, Aline Pasang,  
Sangeeta M. Matu, Yvonne Tang, Jin Sohn

Closing Chapter by Li-Kai Chen



## Final thoughts

- Your resume should be easy to read and accessible
- Be clear, concise and relevant
- Keep a professional tone while also showcasing some of your personality
- Tailor your resume to the job posting
- Proof-read, don't let any misspelling get by



**Rejection is not a reflection on you as a person**



# Center for Career Development

by LINKgroup



Thank you!