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YOUR
CAREER**



8-12 Feb 2021

45 Career Webinars, more info at
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A Winning CV/Cover Letter

**Georgina Higgins, Career Coach
Career Development Centre**

businesscareers@tudublin.ie, www.tudublin.ie/careers

Outline of Session

- What Employers look for in a good application
- How to build your CV
- Tips for your Cover Letter
- Useful resources and tips from Employers



What Employers look for...

**Can you
do the
job?**



**Evidence of
Interest/
Motivation**

'Fit' for the role/environment/culture

CAN YOU DO THE JOB?



Education

Experience
(Work/Travel/Interests)

Skills

YOUR USP?

MOTIVATION AND INTEREST



Relevant
Experience

Connecting
with Industry

Related
Interests

*Tailor your
applications

PERSONALITY FIT



Personality 'fit'

Interests/Achievements

Qualities/Skills

Attitude/Aptitude

Tailor your applications!



Janet Copeland

152 Trees Road, Blanchardstown, Dublin 15
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Educational Qualifications

B.Sc. (Hons) Retail and Services Management (2016-2020), Technological University Dublin
(Formerly Dublin Institute of Technology, Aungier Street) Results: Pending. 3rd yr Results: 2:1

Final year subjects: Strategic Management, Finance, Consumer Behaviour, Entrepreneurial Studies, Research Methodology

* Involved in various group case-studies presented for peer and academic evaluation:

Example: ***'Comparative analysis of new retail advertising techniques in the United States and Ireland'***.

- Carried out market research that captured data on target market demographics
- Conducted interviews with leading industry personnel
- Ascertained competitor initiatives, and industry trends
- Implemented research to revamp direct mail campaign strategy

Final Year Thesis:

'Student Third Level College Choice: A Study of the decision-making process'

- Undertook in-depth literature review of journals and academic texts
- Designed, distributed and analysed quantitative questionnaire to representative sample
- Conducted pilot study and amended research instrument as necessary
- Consulted with members of various student bodies e.g. President of Union of Students of Ireland (USI)
- Analysed findings and made recommendations later implemented by USI

Leaving Certificate (2016) – St Andrew's College, Booterstown, Co. Dublin

Higher: Business (B1), English (B2), Accounting (C1), Chemistry (B3), Geography (B2). Ordinary: Irish (C3), Maths (B3),

Employment Experience/Key Responsibilities

Marketing Assistant (Summer 2019) – Marketing Madness, Grafton Street, Dublin

- Provided administrative support to Sales and Marketing Departments
- Researched new market opportunities from a range of media
- Co-ordinated with marketing, sales and technical groups to facilitate marketing functions
- Provided status reports to management on overall sales and marketing activities
- Maintained hard copy and electronic filing systems

Retail Merchandiser – College Placement (Jan – June 2019) – Scotts Miracle-Gro, Ranelagh, Dublin

- Planned product ranges and prepared sales and stock plans in conjunction with buyers
- Monitored market changes, plus past sales patterns, resulting in the launch of a new house plant feeding campaign
- Accompanied buyers on visits to manufacturers to appreciate production processes
- Worked as part of team to analyse every aspect of the best and worst sellers (for example, the best selling price points and styles)
- Conducted market research to gain information relating to customer reaction to products.

- Delivered a professional and friendly service to customers
- Maintained an accurate cash drawer throughout the night and reconciled till at end of day trading
- Checked incoming stock for quantity and quality

Achievements and Interests

| | |
|-----------------|--|
| College: | Team leader, Bolton Trust student competition 2018 (encourages and promotes new business enterprise in Ireland). Successfully reached semi-finals. <i>Business Idea: Caring for your smile – All in one toothbrush and toothpaste</i> Submission included: full product details and costings for production, summary of target markets, marketing plan, investment needs and sources. |
| Reading: | Consult newspapers to keep up to date with current affairs and increase business awareness. Subscribe to 'Retail Times' |
| Sport: | Represented College in university soccer league. Member of local tennis club |
| Travel: | Organised, planned and financed own travel to United States, Middle East and Europe |

Skills Profile

| | |
|------------------------|---|
| Teamwork | Can work independently or as part of a team. Able to motivate others, employ tact and build relationships. Skill developed through work experience and case studies |
| Problem Solving | Strong analytical and problem-solving capacity. Able to solve practical problems using creativity and resourcefulness. Strong organisational skills. Pay close attention to detail – essential to completion of final year project |
| Communication | Can deliver presentations to a target audience and field questions under pressure. Able to write reports and business correspondence. Developed through course presentations, assignment submissions and participation in Bolton Trust student competition. |
| I.T. | Proficient in Microsoft Office suite. Good working knowledge of dynamic X and other desktop publishing software programmes. Remote working skills: Microsoft Teams, Skype, Zoom. * Full clean drivers' licence |

Referees

| | |
|--------------------|---|
| Academic: | Mr. Joe Biggs, (Head of School of Retail and Services Management), Technological University Dublin, Aungier St, Dublin 8 Tel: + 353 (1) 402 7033, Email: joe.biggs@tudublin.ie |
| Employment: | Ms. Emma Smith, (Team Leader), – Scotts Miracle-Gro, Main Road, Ranelagh, Dublin 6 Tel. +353 (1) 01 402 7501, Email: esmith@miraclegro.ie |

Helen Boyle

152 Badger's walk, Blanchardstown, Dublin 15

M: 086 333 4444 **E:** helboyle@yahoo.com **L:** linkedin.com/helenboyle96

Education

2019-2020 **MSc in International Business**, Technological University Dublin, City Campus.
Result: Pending

Subjects: International Marketing, International Strategic Management, International Organisational Behaviour and HRM, International Operations Management and Information Systems, International Regulatory Environment, International Finance and Economics

Group-based Consulting Project with Kerry Group over six-month period:

Review of new media advertising techniques and their relevance to the Asian market.

- Undertook market research that captured data on target market demographics in Asia.
- Liaised with representatives from marketing department in Kerry Group throughout duration of project. Obtained clear project objectives and provided detailed progress reports.
- Conducted questionnaires with existing and potential food manufacturers and food service companies in the target region.
- Reviewed success of advertising initiatives undertaken in the past and compiled list of new ideas suggested by companies.
- Presented findings to Marketing Department in Kerry Group and produced detailed report of findings.

Thesis: ***How to find an international business partner in Eastern Europe?***

- Undertook research into the growth of internationalisation in business with Eastern Europe.
- Designed, distributed, and analysed quantitative questionnaire to 30 companies across 5 sectors to ascertain how their international business relationships had been initiated and maintained.
- Analysed findings and produced report outlining successful strategies taken.
- Concluded that when companies offer a premium product, a reputation is created and consequently foreign customers seek their business, resulting in the need for external search tools being low.

2016-2019 **Bachelor of Business Studies**, Dublin City University. **Result: 2.1 Honours**

Subjects: Marketing Management, Business to Business Marketing, Information Systems Management, Financial Management, Strategic Management, Industrial Economics.

Thesis: ***Application of e-logistics for SMEs in the Republic of Ireland***

Employment Experience/Key Responsibilities

Tourism Officer (Summer 2019 and part-time ongoing) - Dublin Tourist Office, Dawson Street, Dublin 2.

- Provide a range of information on local tourist venues and facilities
- Participate in trade shows and respond to a wide range of queries
- Update website and edit marketing materials such as posters and flyers
- Monitor and update sales display areas ensuring most popular stock is prominently displayed

Barman (Term-time 2016-ongoing) - The Welcome Return Public House, Dublin 2

- Offer a friendly and professional service to customers and assist with menu selection as required
- Keep bar area in accordance with company's guidelines and requirements of local health department

Telesales Representative (Summer 2017) – Eircom, Dublin 2

- Consistently made a good first impression when calling leads, meeting Eircom’s expectations for excellent customer service
- Advised and informed potential customers about a range of Eircom products and services in an engaging manner
- Attended regular sales meetings to discuss targets and new markets
- Accurately updated and maintained client details on Eircom’s database

Achievements and Interests

College

Team Leader, Bolton Trust student competition 2019 (encourages and promotes new business enterprise in Ireland). Successfully reached semi-finals.

Business Idea: Caring for your smile – All in one toothbrush and toothpaste
Submission included full product details and costings for production, summary of the target markets, marketing plan, investment needs and sources.

Reading:

Consult newspapers to keep up to date with current affairs and increase business awareness. Subscribe to ‘International Business Weekly’.

Sport:

Keen in interest in variety of sports. Represented college in University Soccer League.

Travel:

Financed own travel to the United States and parts of Europe. Enjoy meeting people of different cultures and adapting to new surroundings.

Skills Profile

Teamwork

Can work independently or as part of a team. Able to motivate others, employ tact and build relationships. Skill developed through work experience and case studies.

Problem Solving

Strong analytical and problem-solving capacity. Able to solve practical problems using creativity and resourcefulness. Strong organisational skills. Pay close attention to detail – essential to completion of thesis.

Communication

Can deliver presentations to a target audience and field questions under pressure. Able to write reports and business correspondence. Developed through course presentations, assignment submissions and participation in Bolton Trust student competition.

I.T.

Proficient in Microsoft Office suite. Interested in internet media, publishing, software development. Good working knowledge of dynamic X and other desktop publishing software programmes. Remote working skills: Skype, Microsoft Teams, Zoom.

Referees

Academic

Mary Raymond, Head of Department of International Business, TU Dublin, Aungier St, Dublin 8.

Tel: + 353 (1) 402 7101

Email: mary.raymond@tudublin.ie

Work

Ms. Emma Smith, Manager, Dublin Tourist Office, Dawson Street, Dublin 2

Tel. +353 (1) 01 402 7501

Email: esmith@dublintourism.ie

Cover Letter: Content

1. **Introduction to you**
2. **Why you want to work for the company- e.g.** reputation, area specialise in, clients, projects, excellent graduate programme, etc.
3. **Why you** - Highlight ways in which you meet the person specification, e.g. academic knowledge (subjects, technical skills, projects, case studies, etc), work experience , skill set + examples (can be taken from academic work, outside interests or employment, technical expertise, specific IT skills), qualities.
unique selling points – how you can add value
Use link phrases if you can!
4. **Positive ending**

Mr Michael Adams
Human Resource Manager
Tesco Ireland
20 Dame Street
Dublin 2

152 Badger's Walk
Blanchardstown
Dublin 15

1st June 2019

Dear Mr. Adams,

I recently attained a 2:1 Honours Degree in Retail and Services Management at Technological University Dublin and was very interested to see your vacancy for an Assistant Buyer as advertised on JobScene, TU Dublin Careers Service vacancy newsletter.

I am particularly attracted to work for Tesco Ireland and have been very impressed by its phenomenal success in the Irish grocery market over the past ten years. How Tesco has branched into such a diverse range of markets over such a short period of time has been remarkable. For example, the availability of diverse goods such as televisions, computers, clothes as well as Tesco credit cards, car insurance and life assurance makes Tesco a strong rival to many traditional providers of these products.

I note that a key requirement of the role is the ability to identify opportunities for further developing product areas. In respect of this, as part of my studies, I completed an industrial placement for six months with Scotts Miracle-Gro. In collaboration with the Buying Manager, I had responsibility for monitoring market changes, competitor prices and products, and past sales patterns. As a direct result of this review I noted a steady growth in sales of All Purpose Houseplant Food and proposed that the company consider broadening the range of houseplant products available. This resulted in the company's "Enjoy healthy-looking houseplants" campaign.

I appreciate that excellent negotiation and persuasiveness skills are key for the success of this role. Over the past three years I have worked in the Welcome Return Bar in Dublin as a Lounge Waiter. Working in this busy environment, I developed the ability to communicate effectively with a wide range of people from many different backgrounds. I learnt the importance of clearly understanding the other person's viewpoint and framing conflicting situations in an appropriate way for the individual to appreciate.

The degree in Retail and Services Management has provided me with a solid foundation in Business and Marketing from a national and international perspective. In addition, I have specialised in Managing Cultural Diversity which is an important topic in Irish Society. I participated in ongoing group case studies presented for peer and academic evaluation. Here, I thrived in co-coordinator roles where I led groups to successful completion of tasks through fostering inclusive, supportive working relationships. I also negotiated consensus on ground rules and suggested the importance of playing to individual strengths.

I am confident that my personal attributes and work experience would be of benefit to Tesco Ireland and would allow me to succeed in this position. I would be delighted to discuss any aspect of this application at your earliest convenience.

Yours sincerely,
Janet Copeland

Visit our website! www.tudublin.ie/careers

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- CV Check List
- Useful Phrases
- CV and Cover Letter Handout

- CV and Cover Letter templates

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Career Webinars, 8-12 Feb

Job Hunting and Networking

- **Job hunt** in as many ways as you can
- Online **vacancy bulletins** – Set up job alerts - www.tudublin.ie/jobscene and www.gradireland.com - <https://tinyurl.com/TUGradProgs>
- Gradireland Directory online - <https://lnkd.in/ewe4ntF>
- Deadlines– **graduate programmes**
- Career websites: www.nextstepsupport.org/, www.careersportal.ie, UK - www.prospects.ac.uk, www.savethestudent.org, targetjobs.co.uk
- **Events diary** – Careers Fairs, employer & industry presentations – <https://www.tudublin.ie/career-development-centre/careers-fairs-and-events/>
- Careers Fairs - Career Development Centre, Gradireland, and many more!





**Georgina Higgins
Career Coach**

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www.tudublin.ie/careers**