

LOVE  
YOUR  
CAREER

TU Dublin Career Development Centre



8-12 Feb 2021

45 Career Webinars, more info at  
[tudublin.ie/careers/loveyourcareer](http://tudublin.ie/careers/loveyourcareer)



# A WINNING CV

## THIS EVENT WILL START SHORTLY

ETHNA MC GOWAN, CAREER COACH

CAREER DEVELOPMENT CENTRE,

TAF CAREERS@TUDUBLIN.IE, WWW.TUDUBLIN.IE/CAREERS



# PURPOSE OF YOUR CV

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- Demonstrate your suitability for a particular role – Education, Skills & Experience
- Sell yourself
- Get you to the next assessment stage
- **Why do you need to be conscious of the purpose of your CV?**



# WHAT AN EMPLOYER IS LOOKING FOR IN A CV

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# Understanding what an employer is looking for

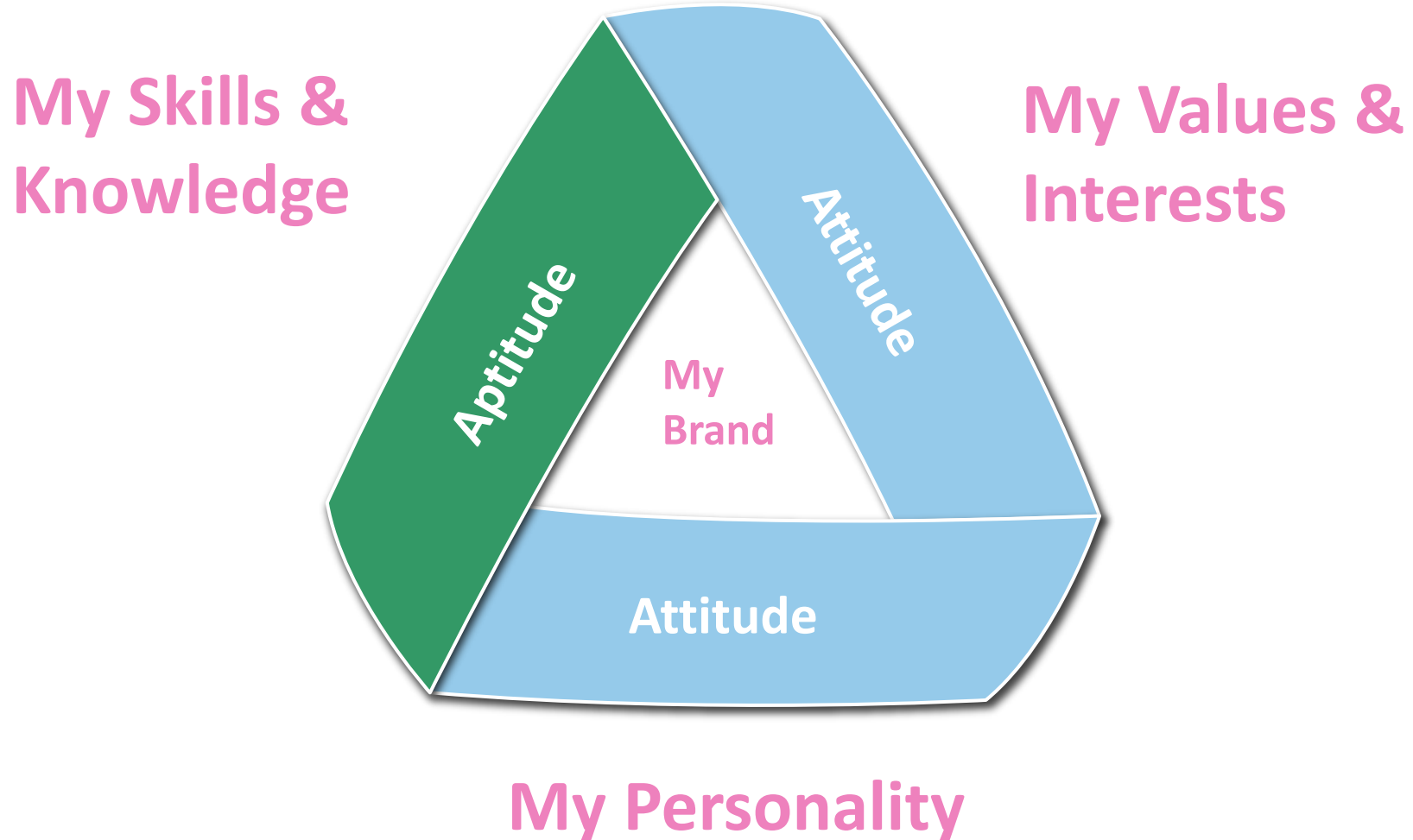
Ability: can you do the job?



Motivation: do you want this job? Do you sound keen and interested in it?

Will you fit in with the team, are you a good fit personality wise for the role?

# Understanding what an employer is looking for



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## Aptitude

the job desc will  
detail the core  
skills/competencies  
required in the role

- Discipline knowledge and skills
- Work experience
- Skills
  - Analysis
  - Problem solving
  - Innovation
  - Communication – written, oral, visual
  - Teamwork
  - Interpersonal skills
  - Digitally literacy
  - Initiative



# Understanding what an employer is looking for

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## Attitude / Disposition



EMOTIONALLY  
INTELLIGENT



GROWTH  
MINDSET



SELF STARTER



RESILIENT



MOTIVATED AND  
ENTHUSIASTIC



ETHICALLY  
MINDED

# Before you begin....RESEARCH, RESEARCH, RESEARCH

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## Employer:

- Analyse the job description, advertisement or any details you have about the role
- What are the skills, knowledge & qualities required
- What are the values of the organization?



## You:

- How do your skills, personality and experience match their requirements?
- How can you highlight your relevance to the role?

# MAKING YOUR CV STAND OUT FROM OTHERS

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# Playing 'snap' with the Job Description

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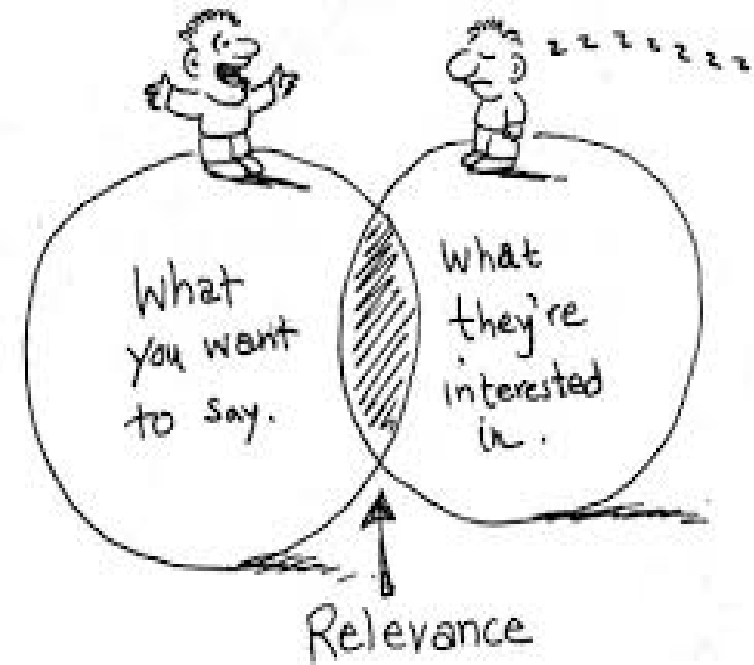
Scrutinise the Job Description  
Research the Organisation



Your CV

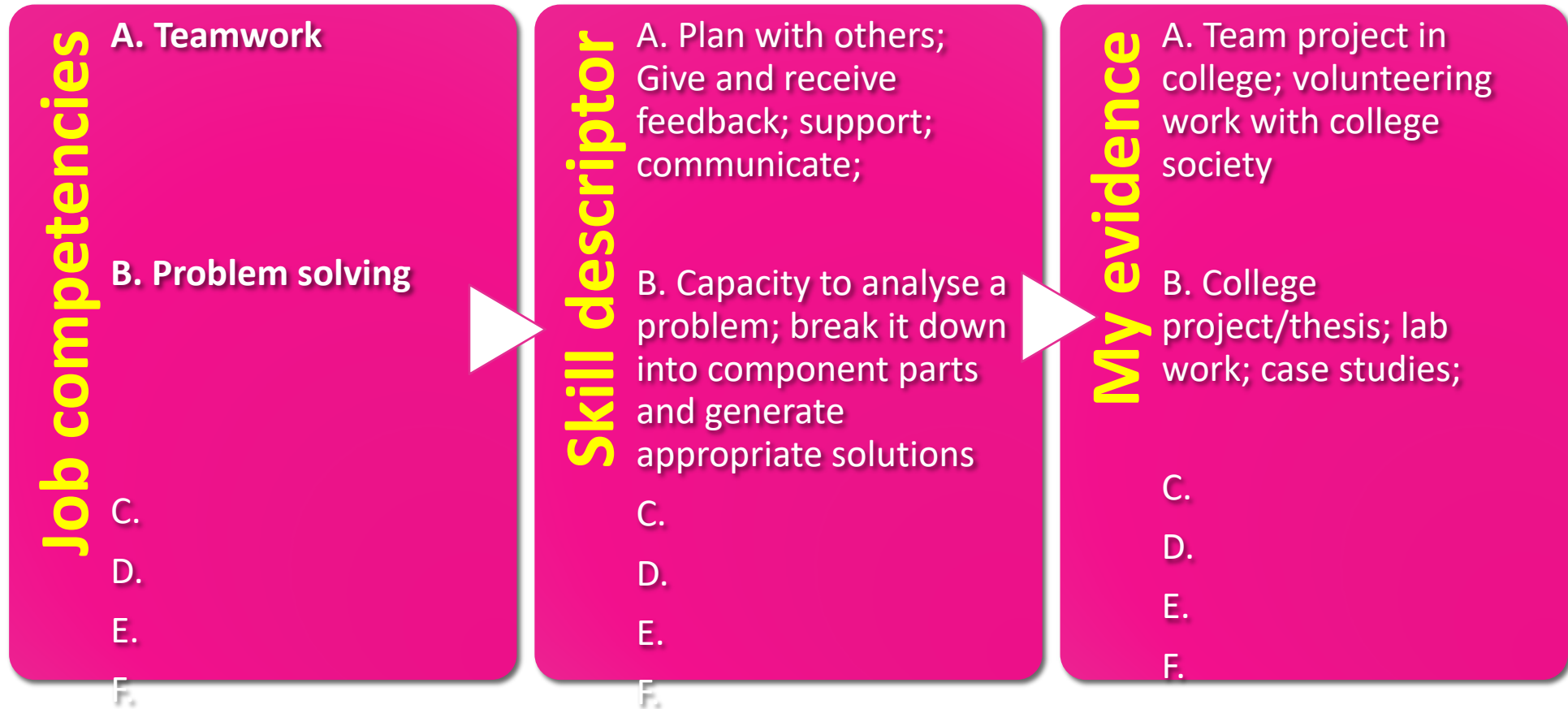
# Think of 'evidence' and 'relevance'

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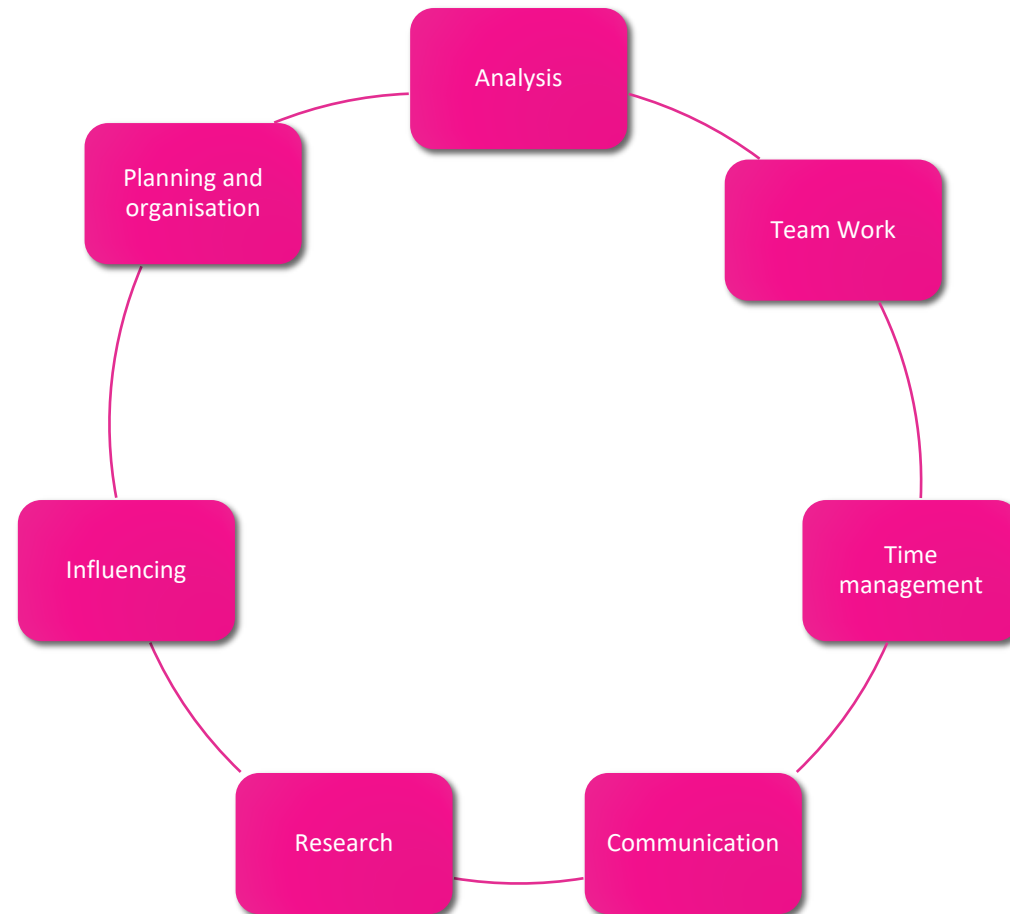
# Providing the evidence

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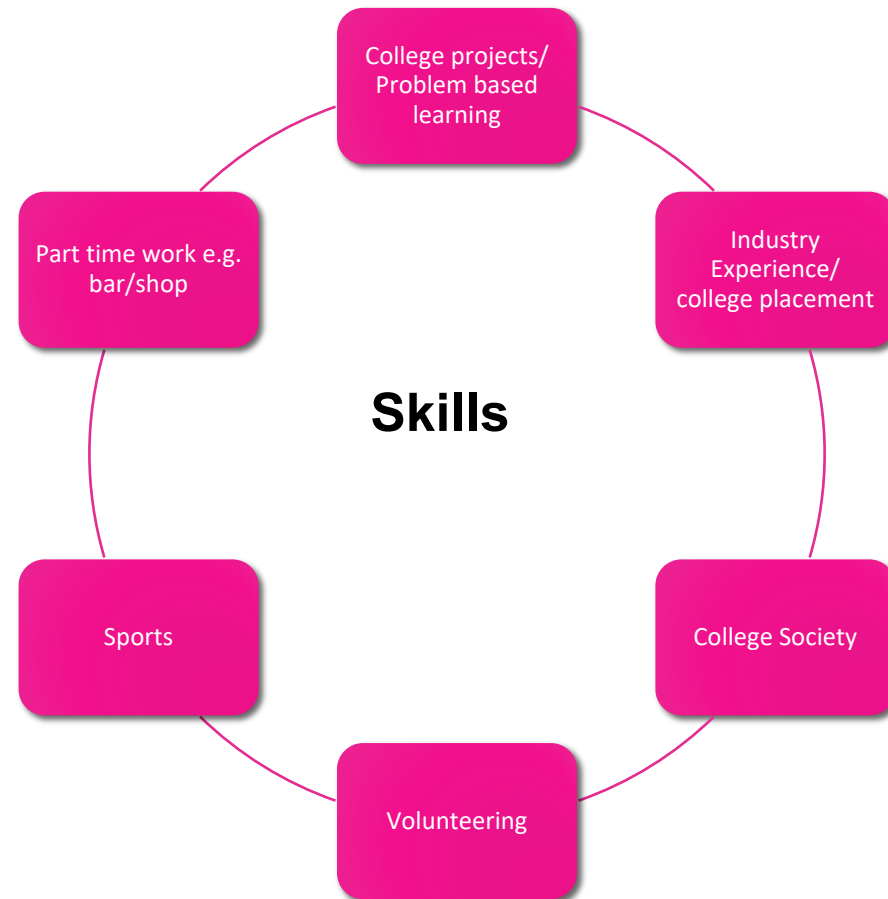
# Think about the College Projects you have done

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# Think about the Skills you have and where you have developed them from

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# Ensuring the relevance

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- Tailor your CV for each Job Application to show you meet the role requirements
- Remember each role will have different requirements and different priorities
- You need to show your uniqueness for each role
- Always ask yourself the questions:
  - Is this information relevant to the role I'm applying for?
  - Will this information encourage the employer to interview me?

# Ensuring the relevance

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- You get to choose every word your CV contains
  - Think about each word carefully
  - A **judgment** needs to be made about each piece of information – whether to include it, where to put it and how to present it

# Other Tips

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- Keep your CV to 2 Pages – clear and concise
- Presentation is key - no borders/pictures/fancy formatting
- Bullet points are easier to read than large paragraphs of text
- Maintain consistency throughout your CV - language used, font styles, bullet styles, formatting etc
- There is no excuse for spelling or grammatical errors – ensure to double check
- Give highest priority to the most relevant points
- Keep your main points or USP's to the first page
- Highlight and prioritise skills sought after in the Job Description and provide the evidence
- Give details of interests and don't just list them
- Use past tense accomplishment type statements when describing your work experience and projects you have completed. Don't use personal pronouns e.g 'I did...'

# Examples of past tense accomplishment statements

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- Raised x amount of money for..
- Received x mark for...
- Awarded prize for ...
- Grew sales by....
- Increased reach by...
- Grew membership by...

# USEFUL RESOURCES

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## Visit our website

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[www.tudublin.ie/careers](http://www.tudublin.ie/careers)

<https://www.tudublin.ie/for-students/career-development-centre/students-and-graduates/cvs-letters-applications/>

Then go to 'Key Resources' section – CV Help Sheet, CV Builder, CV Action Verbs, CV Checklist etc

# Our CV Builder Tool – assist you with layout and sections

[www.tudublin.ie/media/website/for-students/careers/docs/CV-Builder..pdf](http://www.tudublin.ie/media/website/for-students/careers/docs/CV-Builder..pdf)

- Personal Details
- Education
- Employment Experience
- Skills & Personal Qualities
- Interests & Achievements
- Referees
- Personal Profile (Optional)

## Janet Copeland

152 Trees Road, Blanchardstown, Dublin 15  
m: 086 333 4444 e: jcopeland@yahoo.com L: linkedin.com/jcopeland96

### Educational Qualifications

**B.Sc. (Hons) Retail and Services Management** (2016-2020), Technological University Dublin  
(Formerly Dublin Institute of Technology, Aungier Street) Results: Pending. 3<sup>rd</sup> 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

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

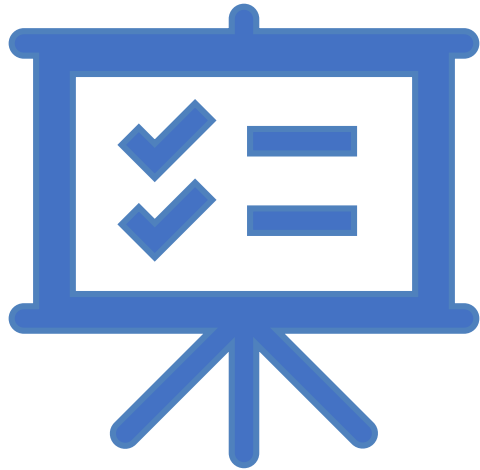
## Skills Profile

|                        |   |
|------------------------|---|
| <b>Teamwork</b>        | 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   |
| <b>Problem Solving</b> | 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                          |
| <b>Communication</b>   | 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. |
| <b>I.T.</b>            | Proficient in Microsoft Office suite. Good working knowledge of dynamic X and other desktop publishing software programmes. Remote working skills: Microsoft Teams, Skype, Zoom.<br><br>* Full clean drivers' licence                                       |

## Referees

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

# SUMMARY



- Analyse the job description – think about the needs of the readers
- Target your CV to the opportunity– not one size fits all
- Always provide evidence – from college; work as well as hobbies, interests and achievements
- Use past tense action verbs with positive language
- Focus on outcomes, metrics and impact
- Two pages max with reverse chronology
- Ask a friend to double check grammar and spelling
- Keep updating as you go

[www.tudublin.ie/careers](http://www.tudublin.ie/careers) for great downloadable resources

THANK YOU

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