

Student Guides to Employment
CVs



CVs

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Other guides in the series include Applying for Work and Interviews.

Introduction

This guide to writing a CV includes helpful hints and tips which will assist you in putting across your skills, abilities, work experience, educational qualifications and other elements to create an effective CV. It also looks at video CVs and how you can use your CV online through websites and apps such as LinkedIn.

The aim of a CV

The CV, also known as Curriculum Vitae or résumé, is your friend. It can be used to help you gain employment or work experience. The CV outlines the most relevant-to-the-application details about you, your skills and your experiences gained throughout your career and/or study history, to a prospective employer.

A good CV should:

- Attract attention
- Create a good impression
- Present your relevant skills and qualities clearly and concisely.

Its aim is to get you an interview with that particular employer, so your CV needs to demonstrate clearly that you have:

- The specific skills needed for the job
- The right experience for the job
- The personal qualities for the position
- An understanding of the specific requirements of the job.

A CV can be:

- Sent in response to an advertised vacancy, when the employer has asked for a CV to be included with your application
- Sent as a speculative application (only 40% of vacancies are advertised)
- Kept for personal reference to help you complete application forms
- Used to help put together a LinkedIn account.

Tips for a successful CV

Keep it simple

A CV is a forward-looking document to get you interviews, not a life history. The easier a CV is to read, the better. An advertised job vacancy will often attract hundreds of replies, and even the most conscientious employers have very little time to spend on every CV they receive.

Keep it short

If an employer is able to quickly scan your CV, to decide whether it is worth pursuing or not, this will increase your chances of success. Ideally, it should be no longer than two sides of A4 paper.

Keep it clear

Your CV needs to be easy to read. The flow and structure should encourage an employer to read more. A CV should always be typed and well laid out with wide margins, clear section headings, and the information should be organised logically and flow easily.

Keep it relevant

A CV that is not relevant won't necessarily get you an interview as the employer may judge you on outdated, irrelevant information.

Create an impression

As well as keeping your CV short, clear and relevant, make sure it looks professional too. A CV is an exercise in presenting information concisely, and a bulky document will be off-putting to a busy employer. Be careful not to split sections of information between pages. Always make sure your CV flows in a logical order and puts you in a 'positive light'.

Ensure:

- All details are correct especially emails and mobile numbers
- The layout is clear, neat and easy to read
- The content is brief and to the point
- There are no mistakes or corrections
- You use bold headings to separate different sections of the CV
- You use a computer to type up your CV
- You include important information about your skills and experience
- You use bullet points to highlight your key skills
- Your CV is positive – remember, your CV is a way of advertising yourself
- You run a spell check over the final document before sending.

Avoid:

- Gimmicks
- Trivia
- Photos (although some jobs may require this, performing arts or entertainment)
- Sending bad photocopies
- Spelling and grammatical mistakes
- Alterations and amendments – always print off a fresh, correct copy
- Using long sentences.

Steps to take before writing your CV

- Think about yourself and analyse your strengths and weaknesses
- What do you want to tell people about yourself?
- Think about how you want to come across?
- Think about what you want the employer to know, and relate this to:
 - your skills
 - your experience
 - your achievements.

It is likely that your CV will need to be varied, depending on who you are sending it to.

Make sure that, as a result of seeing your CV, the employer wants to see you, and offers you an interview.

Words that you can use in a CV

The words you use in a CV can help convey a positive message to the reader words such as:

Initiated, team player, adaptable, extensive, accurate, creative, flexible, competent, achieve, dependable, hard-working, motivated, problem solver, helpful, organised, determined, proactive, excellent, committed, efficient, innovative, reliable, logical, confident, desire, keen, trustworthy, interest, thorough. NB, there are more 'power' words at the back of this guide).

Personal statement explained

A personal statement can introduce you positively to an employer. There are three types of personal statements:

- 1. Personal Profile** – This short statement outlines your personal characteristics. It gives an idea of the sort of person you are, your qualities and attributes.
- 2. Career Profile** – A career profile outlines the key features of your work experience to date. It gives an idea of your background and capabilities.
- 3. Career Objective** – A career objective states the sort of position you are aiming for. It can be used on its own or combined with either of the types of statement above.

If you are making a speculative approach to a company, it can be useful for them to have a clear idea of what you're looking for. If you are sending

a CV in reply to an advertised vacancy, ensure that the job title and description of your career objective fits the one advertised.

Examples of personal statements – for CVs and LinkedIn

- A smart, experienced retail professional with an extensive background in fashion and women's wear, both in large department stores and small boutiques. Creative, adaptable, versatile and, above all, tactful and diplomatic, with an excellent sense of colour and design.
- A hardworking, friendly individual with good communication skills. Dependable and energetic, with the ability to motivate others. With the persistence to achieve the highest standards in every undertaking hardworking and trustworthy, with the ability to remain good-humoured and unflappable under pressure.
- An experienced creative all-rounder with enthusiasm and the proven ability to work in a variety of sectors including business administration. A wide range of traditional skills complement the ability to use modern technology skilfully and appropriately. Highly developed communication skills, fine-tuned by the need to deal effectively with people at all levels.
- An enthusiastic and friendly individual with experience within the catering field specialising in all aspects of food service, this includes front of house as well cooking all types of food including; pastries, hot and cold buffets. Experienced in using espresso machines and serving beverages, adaptable in catering for a variety of cuisines, including Italian and Indian dishes.
- A hardworking reliable individual with a breadth of experience working within the care sector. With specific experience and expertise working with young people with learning difficulties. Enjoys meeting new challenges and seeing them through to completion, while remaining confident and good-humoured under pressure. An individual who adapts well to new situations and has consistently worked effectively as a team member.

Sample CV template – Available as a pullout from this Student Guide (centre pages)

CV checklist

Once you have finished your CV, ask yourself have you covered the following points?

- Is the layout clear?
- Is the text clearly spaced?
- Does it include short, clearly headed and easy to read sections?
- Have you discretely used capital letters, italics and underlining to emphasise information?
- Is the language clear and understandable?
- Have you added your LinkedIn address with your personal information (if appropriate)
- Can the employer see the key points at a glance?
- Is it well presented, smart and professional looking?
- Is it free of qualifying words such as fairly, usually and hopefully?
Have you presented your skills, strengths and achievements clearly?
- Have you included all your personal details and are these correct? (It is not essential to include your date of birth) NB* You can include more than one mobile number as long as the employer can contact you.
- If you want to include your interests, have you listed genuine pastimes that show certain qualities eg voluntary activities and/or involvement in local clubs?
- Have you listed your employment history? (Start with your most recent job and work backwards)
- Have you stated your qualifications? (Include all appropriate qualifications gained, with dates, subject and level)
- Is it free from irrelevant information?

Sending your CV to employers

When you send your CV to employers, remember the following:

- Always send your CV to a named individual within the company, not just to "The Personnel Department"; if you don't know the name of who to send it to, find out.
- Include a covering letter written specifically to match the requirements of that job which should be as well presented as your CV.
- If there is a closing date, make sure your application is sent off in good time as applications received after the deadlines are rarely considered.
- Keep a copy of your CV as a master.

CV formats

There are many different ways of putting a CV together; you should use a format that suits your aims and shows you in the best light. Different CV formats contain mainly the same information but are worded in a different way, in different sections and in a different order. These might seem like small changes to make to your CV, but when employers have hundreds to sift through, every little improvement helps.

You can use different CV formats to:

- Draw attention to your strengths
- Target a specific job
- Get across your career aims – to change career or get promotion, for example.

Bear in mind that in all CV formats the personal details, personal profile and qualifications sections remain the same. It's your work history and achievements that change in each one.

The following pages will cover the different types of CV format, which include:

- Student/graduate CV
- Performance CV
- Functional CV
- Targeted CV
- Alternative CV.

Student CV

You might consider using a student or graduate CV if:

- You're still at school, college or university
- You've recently finished a full-time course

With a student or graduate CV you highlight your qualifications first. If you've been in full-time education most of your life your qualifications will probably be your main achievement.

If you don't have a lot of work experience, try to make your coursework relevant to the skills you'd use in the job. For example, you probably use time management, research and IT skills every day.

You may also be able to say you're a fast learning student, and are up to date with the latest equipment and techniques in your field.

If you are a current student or have recently left education you can use the following as an academic reference:

- Programme Leaders
- Programme Area Managers
- Curriculum Area Managers
- Learning Coaches
- Learning Mentors.

Please ask referees permission before you put their details on a CV.

Common practise is to put 'References Available upon Request' this allows the employer to contact you for references to support your application. Other referees could be an employer, a manager or a supervisor. These could be current employers or employers in the recent past. DO NOT use family members and again make sure that you ask their permission.

Example Student CV

Amy Davies
14 Any Road
Leicester, LE1 3WA
Tel: 0116 224 0200 Mob: 07782 567 856
mdav73@email.co.uk

Your profile should summarise the skills you've gained from both academic and work experience.

Personal Profile

An enthusiastic and friendly individual with experience within the beauty industry specialising in skin care, cosmetics and perfumes. Maintains good working relationships with colleagues and provides an excellent standard of customer service at all times. A quick learner, who can communicate effectively with others.

Key Skills and Abilities

- Good interpersonal skills which enable me to build a positive rapport with people of all ages and backgrounds.
- Enjoy teamwork and understand the importance and benefits of working effectively with others.
- Provide an excellent standard of customer services at all times.

Education

Sept 2021 - Present **Leicester College, Leicester: Beauty Therapy level 3**
Technical units include manicure, pedicure, lash and brow treatments, waxing, facial treatments and make-up, associated anatomy and physiology, health and safety and team work.

Sept 2020 - June 2021 **Leicester College, Leicester: Beauty Therapy level 2**
This course included: Health and Safety, reception, assisting with treatments, manicures and facial treatments. Lessons cover basic anatomy and physiology related to the beauty treatment you are studying. I also included Key Skills tests in communication, IT and numeracy.

Sept 2015 - June 2020 **Guthlaxton Community College Leicester**
GCSE -
English Literature 2 Maths 3
English Language 4 History 3
Home Economics 4 Spanish 5
Physics 4 Biology 2

You can include details of any modules, projects or placements covered in your course that are relevant to the job you are applying for.

Beauty Therapy Experience

2020 - Present **Leicester College Salon** **Work Placement**
Working with fee paying clients in the College's salon. Duties included:

- Reception work which included booking appointments
- Checking and ordering supplies
- Facials - cleansing, massaging and toning the skin
- Eyebrow shaping and eyelash colouring
- Manicures, pedicures and other nail treatments
- Removal of unwanted facial and body hair

Including any work-experience gained from unpaid work shows that you are competent and able to conduct yourself in a professional work setting. You have gained skills, abilities and experience that can be easily transferred to paid work.

Work Experience

March 2021 - Present **Boots, Gallowtree Gate, Leicester (Part-Time)**
Sales Assistant: Responsible for working within the fashion and skin care departments within a busy retail environment. This included; advising clients about sales items, demonstration of products, operating the till and cash/credit handling.

Jan 2020 - March 2020 **John Lewis Leicester (Part-Time)**
Sales Assistant: Duties included demonstrating skin care, cosmetics and perfumes to customers, and providing in-depth advice about products and operating the till.

Additional Information

Confident using a range of IT packages including Word, Excel, PowerPoint, internet and email. Fluent in Spanish and hold a provisional driving licence.

Hobbies and Interests

Spare time includes swimming, reading and surfing the web and creating online blogs.

Hobbies and interests are important as they can complement your existing work skills.

References

Available upon request.

Performance CV

This is the most popular type of CV. It highlights job titles and company names, starting with your most recent job and working backwards. However, you begin with an 'Achievements' section, which highlights impressive achievements that can make you stand out from other candidates. Under each job title you list your responsibilities in the role.

You might use a performance CV if:

- You want to highlight your career progression
- Your present or last employer is well known by the company you're applying to
- You want to stay in the same line of work.

It might not be suitable for you if:

- You've got gaps in your work history
- You want to change your type of job
- The relevant experience you're trying to emphasise was some time ago
- You've worked in lots of different jobs and you want your CV to look more focused.

Example Performance CV

Address is optional – LinkedIn address is added so employers can view her online details

Bhavna Mistry
 07791557722
 0116 345 6789
 julie239@email.com
 www.linkedin.com/bhavnamistry

Drawing attention to ten years working as a PA immediately tells the reader Bhavna has a wealth of experience.

Profile

An organised, confident and motivated administrator with ten years experience, working in both small and large organisations. Communicates confidently and effectively at all levels and uses initiative to meet the highest standards. Always striving to go the extra mile in order to achieve the set goal. Seeking new challenges and additional responsibility to progress career.

Achievements

- Undertook management duties to the General Manager whilst at Johnson's Packaging
- Proven leadership skills and supervised during times of absences
- Completed the Race for Life every year since 2011 half marathon, raising £5,000.

Promotions show you've been trusted with additional responsibility

Achievements from voluntary work are still relevant because they highlight leadership skills.

Bhavna has created an achievements section, which is unique to performance CVs. You can use this section to highlight impressive achievements in and out of work.

Employment

Leicester Royal Hospital Medical Secretary 2016 - Present

- Providing secretarial and administrative support to a consultant and a team of junior doctors
- Summarising all incoming correspondence into patients' medical records
- Arranging meetings, managing diary, dealing with appointment requests
- Actioning all GP referrals, liaising with other internal and external hospital departments
- Audio typing and copy typing of clinic letters and operating lists
- Clinical coding of all incoming patient correspondence.

Leicester City Council Secretary (p/t) 2014 - 2016

- Provided secretarial support to a manager of busy education department
- Drafted and typed letters and other documents
- Updated records using computer database and spreadsheet software
- Administered all incoming and outgoing post
- Ensured all filing systems were up to date.

Kara Packaging Administrative Assistant (p/t)

- Supervised administrative staff and delegated tasks
- Audio typing and copy typing of documents
- Managed general manager's diary
- Organised travel arrangements for international travel

Job title, company name and dates are all included with responsibilities in bullet points.

Qualifications

First Aid at work qualification	2015
Leicester Adult Education College	2013
•New CLAIT Leicester College	2011-2013
•NVQ levels 1 to 4 in Business and Administration Leicester College	2010
•ESOL 16-19 Pathway – Passed to Level 1 standard Studied in India to GCSE standard	2006-2010

On performance CVs the qualifications section is below the experience section. This draws more attention to the professional experience she's gained.

Interests

- Sports – swimming, running and general keep fit.
- Flower arranging and bridal make-up.
- Plans – Weddings and co-ordinates events

Additional Information

Multilingual: speaks three community languages, holds a full clean driving licence, self-taught on the internet, and produced own website www.bestwedding.com and wishes to expand wedding planning business.

References

Available upon request.

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Functional CV

A functional CV is a skills-based CV format. This format can be useful if you're looking for a career change. This is because it focuses on your transferable skills and experience, rather than job titles, companies, and how long ago you got the experience. In a functional CV you promote your skills and achievements in 3-6 'functional headings'. For example, if you're applying for work in a retail role then headings could include 'customer service' and 'sales' – both key skills for any retail role.

You might use a functional CV if:

- You want to change to a broad, new area of work, and show your relevant transferable skills and experience
- You've got gaps in your employment history
- You had a lot of jobs and you want to describe the experience you've got as a whole
- You want to highlight skills you've gained in previous jobs that you don't use in your current or most recent job.

It might not be suitable for you if:

- You've worked for well-known employers or you've had many promotions as they will be on the second page, so not as noticeable.

Example Functional CV

Amanda Davies
 14 Any Road
 Leicester, LE1 3WA
 Mob: 07782567856
 mandy425@yahoo.com

This style of CV moves the focus away from individual job roles. It highlights transferable skills, which are explained under headings. This makes it clear to potential employers what Amanda could bring to a job.

Profile

Considerable experience in the education sector both as an English teacher and Head of Department. A proven record of supporting, coaching and training staff and students to achieve goals. An effective communicator with good project management and analytical skills.

This section can be used to highlight experience from recent but also past jobs that may not be as prominent on a performance CV.

Leading, Coaching and Mentoring

- Leadership qualities and the ability to manage challenging behaviour effectively.
- Mentoring various members of staff through initial teacher training and their first line management posts; coaching, developing and supporting staff with personal issues and work problems
- Providing ongoing pastoral care to students
- Decision making regarding teaching methods, design of the school curriculum, departmental budgets and staff recruitment.

Communication

- Excellent written and verbal communication skills, with the ability to communicate subject material to students of mixed ability and backgrounds
- Establishing and maintaining positive relationships with fellow professionals and parents.

Project Management

- Designed and implemented a new school intranet site
- Initiated pilot project with local Connexions service, providing help and support with careers guidance and work experience placements for students
- Organisation and supervising after-school activities including educational visits, sporting events and school productions.

Amanda can change the section headings for each job, selecting the most appropriate.

This section still shows details of the job title, company name and dates but it's less prominent than on a performance CV.

Experience

2014 - Present	New College, Leicester	Head of department/English Teacher
2010 - 2014	Sir Jonathan North Community College	English Teacher
2008 - 2010	Kibworth High School	English Teacher

Training

- Coaching in the Workplace Certificate
- Various line management training, including setting objectives and conducting appraisals, team leadership, motivating staff, recruitment and selection and assertiveness at work.
- Sector-related learning and development – equality and diversity, child protection
- First aid qualifications
- Various IT training courses including Word, Excel, PowerPoint, internet and email.

Qualifications

- PGCE Secondary – University of Leicester (2008)
- Bachelor of Education (BEd) degree (2:1) University of Leicester (2007)
- Three A Levels – English Language (B), English Literacy (B), French (B) Leicester College (2004)
- Eight GCSEs Grades A to C Judgemeadow Community College (2001)

Additional Information

- Full, clean driving licence
- Language skills – fluent in French, conversational Spanish

Interests

- In my spare time, I enjoy creative writing, and have had a book of poetry published, as well as this I enjoy watching shows, and performing theatre live and virtually.

References

Available upon request.

Targeted CV

A targeted CV, is a simply a CV that is targeted for a specific job. This format can be useful if you want the employer to focus on a particular set of skills, abilities and experience needed for a job in a particular industry for example 'construction'. You could also use a targeted CV if you want to highlight skills that you have in one area and shift the focus from another. You can do this by using headings such as 'Construction Skills', 'Construction Work-History', and 'Construction Qualifications'.

These headings focus the employer's attention quickly to these areas and will allow them to swiftly assess your suitability for an interview for this position. If you don't really want to focus the employers attention simply put in headings such as 'Other Skills', and 'Other Qualifications'. You might use a targeted CV if:

- You want to change career
- You want to target your CV towards one particular job
- You want to emphasise skills, abilities and experience that you have gained in a particular industry such as construction.

It might not be suitable for you if:

- You are looking for a non-specific job and want to use your CV to apply for many jobs in many sectors.

Example Targeted CV

This format of CV allows you to choose which abilities and achievements will be appropriate for the job you are applying for. This is different from a format like Performance where you would list all your responsibilities.

Adam Bowers
109a Any Road
Leicester, LE1 3WA
Mob: 07781234432
adam-bowers@email.com

Profile

With several years' experience in the construction industry as a labourer, bricklayer and plant operator, combined with practical, hands-on experience in carpentry and electrics. Physically fit with a good head for heights. Precise, accurate and attentive worker. Currently seeking construction work in the UK or overseas.

Construction Skills

- Assisting various tradespersons such as carpenters, plasterers, electricians and plumbers with site duties
- Concreting – layering and smoothing concrete for foundations, floors and beams
- Roadworking – concreting, laying kerbs, paving and resurfacing
- Groundworking – marking out and digging shallow trenches for foundations and drains
- Dry lining – fixing internal plasterboard or wallboard partitions ready for decorating
- Awareness of on-site health and safety, especially when working at heights and carrying loads
- Confident in driving earth moving bulldozers, dumper trucks and compactors
- Knowledge of small build to large scale construction projects.

Achievements

Achievements and responsibilities are different. Responsibilities could be undertaken by whoever was doing the job; achievements are unique to you. They can make you stand out from other candidates.

- Achieved On-Site Safety Award for commitment to health and safety
- Worked voluntarily every weekend for three months to help build a local community centre, taking on-site supervisor responsibilities
- Regularly support local football club with groundwork duties, relaying a new pitch prior to the start of the new football season and assisting with maintenance throughout the year.

Construction Work History

2015 – Present	General Labourer/Plant Operator	Thomas Construction
2014 – 2015	Bricklayer	GBH & Sons Builders
2013 – 2014	Various construction roles	Smith and Weston
2012 – 2013	Bricklayer (P/T)	Barns Homes Ltd

The work history section is different from a standard Performance CV as it just includes dates, job title and company name.

Construction Qualifications

- 2011 - 2012 Leicester College City & Guilds (6217-08) Basic Construction Skills: Multi-crafts (P/T)
- 2010 - 2011 Leicester College Bricklaying Level 2
- 2009 - 2010 Leicester College Bricklaying Level 1
- 2006 - 2009 Judgemeanow School Leicester. GCSEs including English (D) and Maths (C)

Professional Training

- Construction Skills Certification Card (CSCS) – construction site health and safety certificate after successfully completing the Experienced Worker Practical Assessment (EWPA) (expires 2023)
- Construction Plant Competence Scheme (CPCS) – in-date licence to drive construction plant machinery (expires 2023)
- Fork Lift Truck Licence

Adam has included expiry dates of his licences, so employers will know they are in date.

Additional Information

- Fit and healthy and member of a gym
- Member of a local football team
- Active fisherman
- Holds a full driving licence.

These interests may not be directly relevant for the work he is applying for, but they do highlight his physical fitness (an important factor in such a physical job).

References

Available upon request.

LinkedIn – Breathing Life into Your CV

Prior to LinkedIn, it was virtually impossible to connect directly with potential employers, or even other individuals who share similar job titles to your own. With LinkedIn, not only can you create an online marketing profile but with a click of a button you can begin networking. Depending on how you complete your profile and the other sections of LinkedIn can have a massive impact on how you are viewed by potential employers and those that view your information.

Creating a positive first impression

When an employer views your LinkedIn profile, they will typically make their opinion of you within the first 30 seconds. A professionally written and completed profile that includes up-to-date information about your skills and experience will automatically get the reader's attention. Including key achievements, examples of projects and value added skills towards the top of your profile will further maintain the reader's attention and create that positive first impression. Don't forget to include a picture. This is important as it will make your profile real. Remember that your picture is a representation of you. If you are applying for a professional position, a picture of you drinking with your mates doesn't portray a positive first impression.

Be Found:

Different companies are now using social networking such as LinkedIn when it comes to hiring or headhunting new talent. Many companies use LinkedIn now to contact and even headhunt potential employees. As LinkedIn also contains job vacancies that are automatically matched to your skillset it is becoming a lot easier to find work. A good example is seen within companies that are ultracompetitive where they often try to approach talented staff from their competition and the easiest place to find these people are via LinkedIn. Even if you're not actively seeking a new job, just by having an account could change your career!

Network:

The benefits of LinkedIn are almost endless: there's no downside to having a LinkedIn profile. Get involved in forums, join groups and meet like-minded individuals like yourself. Best of all LinkedIn is totally free. Job seeking is a tough business and applying for online jobs each and every day is a job in itself! From a job seeker's perspective, LinkedIn is another tool that you can use to help get ahead when searching for a new job. You can download the App – giving you access to LinkedIn at your fingertips.

Don't forget one important aspect. While the advantages and benefits of having a LinkedIn profile can help open up doors to opportunities that may never have existed previously, having an incomplete or unprofessional LinkedIn profile can actually have a detrimental effect and portray a negative impression of being lazy or having a lack of attention to detail. If you choose to create a LinkedIn profile prepare to complete all the sections and use it as a tool to hopefully gain employment. LinkedIn is much more than an online CV, creating a LinkedIn account will help ensure that a professional profile appears in any Google search by potential employers.

Use LinkedIn to research company information and follow key influencers in your chosen sector and identify the skills that employees in your sector need to possess. You can demonstrate your interest in a sector by joining and participating in discussion groups. Using it properly and keeping it updated will hopefully allow you to access a wealth of job opportunities, taking the principles of CV to the next level.

Example Student/Graduate/Targeted CV

Sarah Smith
 14 Any Road
 Leicester, LE1 3WA
 Mob: 07400006006
 example@yahoo.com
 Blog: sarahsmithfashion@blogger.com
 LinkedIn: linkedin.co.uk/sarahsmith

You can add links to Blogs as well as LinkedIn, and social media sites such as Facebook, as employers can view examples of your work etc.

Personal Profile

A versatile, professional and highly creative Fashion Design graduate with wide ranging experience in a variety of fashion-related areas including design and production, pattern cutting, garment technology, marketing and computer-aided design. Seeking to combine academic and practical skills in a challenging role within the Fashion Design (womenswear) sector. A design portfolio is available on request.

Key Skills and Achievements

Showing your work through your achievements is very important.

- Shortlisted for Alfa Romeo Young Designer Award 2014
- Completed a one week work experience at George at ASDA as a Design Assistant in 2011
- Live fashion blog (since 2012) which was featured in the Guardian (2013) in an article: 'The Rise of Online Fashion Bloggers'
- Fully competent in Photoshop, Illustrator and Gerber technologies
- Working knowledge of Microsoft Office Applications: Word, PowerPoint and Excel
- Full, clean UK Drivers Licence

Explaining the content of your course is important as it allows employers to see what subjects have been covered.

Education and Qualifications

2018 - 2021 **Nottingham Trent University, Burton Street Campus, Nottingham**
BA (Hons) Fashion Design **2:1**

Degree course modules included: Design Process (Concept, Form and Image), Pattern-Cutting, Creating Toiles, Fabrication, Print, Garment Construction and technology, Computer-Aided Design (Photoshop and Illustrator), Commerce, Trend Forecasting and Design Responsibility.

2015 - 2018 **Leicester College, St Margaret's Campus, Leicester**
BTEC Level 3 Extended Diploma: Fashion and Footwear **(DDD)**

Covered the areas of drawing development, computer aided-design, pattern cutting, garment manufacture, fashion design and illustration, and fashion marketing.

2010 - 2015 **English Martyrs, Anstey Lane, Leicester**

GCSE: English Language and Literature (BB), Mathematics (C), Science (Dual) (CC), Art and Design (B), French (C) and Physical Education (C)

Voluntary Experience

Showcasing your experience is important and highlighting your duties as well as your transferable skills is crucial.

July 2021 - Present **Sue Ryder, Loseby Lane, Leicester**
 Two days per week spent volunteering within a busy Charity store. Responsibilities involve dressing the windows with eye-catching displays to entice customers, carrying out alterations to clothing and up-cycling retro and vintage items. Also serving customers, answering queries and keeping the shop floor presentable.

Oct 2014 (1 week) **George at ASDA Head Office, Lutterworth**
 Spent one week on placement as a Design Assistant within a busy Head Office. Shadowed two Designers and got the opportunity to experience the Design process from beginning to end. Responsibilities involved giving an input into mood board creation, sourcing fabric swatches, computer-aided design, internet and social media research, and taking phone calls from prospective clients

Employment

October 2017 - Present **Expedia, Leicester** **Telephone Travel Operative**
 Part-time work (16 hours per week). Main responsibilities involve answering inbound calls from customers and booking holidays for them. Also offering advice about their travel arrangements and helping to solve problems in a quick, effective and polite manner. The role also involves working to call centre targets in a busy environment.

Interests

Travel (New York, Paris and China), fashion blogging, keeping fit, long walks and listening to music (Rock).

References

Available upon request.

Alternative CV

An alternative CV uses an original and eye-catching format or clever wording to show off your creativity. You could consider using this approach if you apply for creative jobs such as a graphic designer or advertising executive.

It's impossible to summarise what usually goes into an alternative CV because all of them are original and different. But examples are:

- Presenting your CV as an advert, maybe if you're going for a job in advertising
- Printing your CV on decorative paper, if you're applying for a job in visual design
- Presenting your CV details in a story format, if you're applying for a creative writing job.

You might use an alternative CV if:

- You're applying for a job needing visual or written creativity and you want to show off your originality
- You know the person you're applying to and you're sure they'll respond well to an original approach.

It might not be suitable for you if:

- You're applying for a management job
- Your CV will go to the human resources department and not a person on the creative team
- You're applying for a job that's not in the creative industries.

Use your judgment when thinking about using an alternative CV format.

If you're in any doubt about whether the employer will respond well to this format, it might be wise to play it safe with a 'normal' CV. As with all CVs, the most important thing is you get across the information clearly and prove you can do the job. If a complicated design gets in the way of this message, it's probably best to stick to a more traditional format.

Video CV or VCV

In the ever evolving world of recruitment, the Video CV or VCV is another way to capture the attention of the employer. VCVs are becoming increasingly popular allowing the employer to capture the essence of your CV and your personality first hand. People are intrigued to see video CVs as they are new and more visually communicative than a paper CV.

Whether you use a video CV or not depends on the sector, the role you're applying for and you as a person. Video CVs are a great opportunity to showcase your presentation skills, however they tend to be most appropriate when applying for creative or customer-facing roles in sales, media, marketing, PR and advertising. They can be used to make positive impact with an employer as it shows that you are willing to go the extra mile to succeed.

Some Benefits of Video CVs

In recent years the use of the Video CV has increased dramatically, this has been largely due to the internet and access to webcams and smartphone accessibility. Video CVs come in many different formats which express individuality – this is one of the best things about them. There is no set rule for creating a video CV, whereas paper CVs tend to have a set format. They are best when between one and three minutes long.

Ultimately a video CV can make an instant and lasting impact to a prospective employer giving them a taste of your skills, abilities and personality. You can make different versions of VCV and then chose the final version, editing as required.

The Cons of Video CVs

There can be some downsides to video CVs that should be considered. Even though they've been around for a number of years, few recruiters expect a VCV, and there's a danger that it might not be watched from beginning to end. Recruiters are busy people, on average they spend just 8.8 seconds reading a paper CV. A video CV takes more effort and time to engage in, on average a full 2-3 minutes watching a computer screen. It's also pretty difficult to get your career and education history across in such a short amount of time on screen, and do it in an engaging way. However the biggest gripe about VCV is on the grounds of possible discrimination. VCVs require the candidate to be confident and to present themselves positively in front of the camera.

Where can I find examples of Video CVs?

There are many examples of video CVs online especially on YouTube where you can get examples of well-made VCVs and tutorials.

Simply search online to find a wealth of websites dedicated to supporting you to create your first Video CV.

Top Tips

1. Remember that there is a lot you can say in 60 to 120 seconds! So plan well in advance.
2. Look at examples online, YouTube has some really good examples to help you.
3. Introduce yourself clearly and tell the viewer why you're the right person for the job. Remember you only have a few seconds to engage them – you have to keep them interested.
4. End with something along the lines of, "Thank you in advance for taking the time to watch my video CV."
5. Body language is also important, be mindful of how you are coming across.
6. Maintain eye contact with the camera and have a "happy, cheery disposition".
7. It's important to dress as though you're attending an interview. Wear a suit if you are seeking a formal position for which you will be expected to dress formally, you may wish to wear smart/casual clothes if the environment you are seeking to work in is more relaxed and creative.
8. Practise using a smartphone, be conscious of how you come across and the look that you are portraying, and be mindful of wearing too much make-up and having too many accessories.

What are the common mistakes to avoid?

- Filming in an untidy environment, not speaking clearly and shuffling paper, are some of the most frequent blunders.
- The biggest mistake to avoid is having a script 'off camera' that you refer to while recording your video.
- It is really obvious if you look away from the camera to read notes.
- Try to approach recording your video CV in the same way you would a face-to-face meeting.
- Don't do anything you wouldn't do in an interview.
- Video CVs provide recruiters with the perfect opportunity to reject you before they have even met you.
- There may be the danger of perceived discrimination.

Finally, by giving employers the option to click on a link to a video CV might just give you an edge over other applicants. If you believe you have something unique to offer and if you can communicate this on film, you are providing employers with a valuable insight into your personality, thus allowing you to showcase your skills, abilities and experience to a captive audience.

Final tips

- Remember to update your CV on an ongoing basis.
- Keep your CV positive, and don't highlight problems, for example, divorce, illness, or include salary information. The only time you should mention salary is if this is specifically requested in a job application.
- You can have more than one CV to suit the job you are applying for.
- Make sure that the style you adopt is appropriate for the vacancies you are applying for. For example, if you are applying for jobs in competitive, creative areas such as media, advertising or design, your CV needs to be eye-catching and imaginatively presented.
- Remember your CV needs to be accompanied by a covering letter to introduce and elaborate on your application.
- Always look at lots of examples prior to putting your CV together; many examples are available on the internet (see sources of help section at the end of the guide) and in the careers library at each campus.
- Embrace technology! Use LinkedIn as a way of networking effectively and creating opportunities that are available beyond the reach of a paper-based CV.

Sources of help

If you would like to research further into applying for employment, there are a lot of books and materials in the careers library at each of the three campuses and on Moodle on the careers advice, Careers Services and Job Vacancy site and E-library sections (moodle.lec.ac.uk) as well as online.

Careers Resources:

National Careers Service – nationalcareersservice.direct.gov.uk

access to information on job search, labour market information and over 750 job profiles.

icould.com – Access careers information, videos up-to-date, labour market information and career planning see what career suits you through the buzz test.

UCAS Career Finder – careerfinderucas.com

BBC Bitesize – bbc.co.uk/bitesize/careers Whether you're deciding what to study, taking your exams, planning a career, or just curious, we're here to explain the world of work, with advice from people who've found the right path for them.

Youth Employment UK – youthemployment.org.uk/ Youth Employment UK is the leading youth organisation dedicated to tackling youth unemployment in the UK. The website brings together young people, employers and policy in an innovative way that creates real impact.

Graduate Careers – Prospects.ac.uk site with useful tips on job search, career profiles and job vacancies.

KUDOS – kudos.cascaid.co.uk Careers Matching Software and more! Access Job Profiles, Labour Market Information, and live vacancies all for FREE. Your learning coach or careers adviser can give you the license code to sign up an account for FREE. (Also available online from the Careers Advisers and Job Vacancy site on Moodle).

Careers Services and Job Vacancy site – Site on Moodle - Access current vacancies for students, updated on a regular basis.

Barclays LifeSkills – barclayslifeskills.com helps young people get the skills and experiences they need to enter the world of work. Full of

cool tips to help increase their employability skills in today's world. Also includes resources for teachers and careers advisers.

Career Experts – careerexperts.co.uk/ covers all aspects of jobsearching, apprenticeships as well as careers information.

Start – startprofile.com you can explore employer worlds, in depth career profiles, videos, articles and more to get a view of what the world of work is really like and find what inspires them. With the help of expert info, insider hints and tips and thousands of work experience, apprenticeship and entry level job opportunities.

Career Ideas

YouTube – provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution platform for original content. It contains thousands of videos clips including; tutorials on presentations as well as information about career progression, employability, and job search. Search by subject or perhaps explore channels such as Monster Jobs UK: youtube.co.uk as well as the Leicester College YouTube channel.

Careerpilot – careerpilot.org.uk Careers information and tools for 11–19-year-olds, all in one place. Focus on options, jobs, apprenticeship information and career matching quizzes. Explore the suggested jobs in detail. The Careerpilot Job Profiles has lots of useful information to help you decide. It also has a dedicated section for Advisers and Parents. (Please note that job and apprenticeship opportunities are focused on the South East of England).

Success at School is the place for young people to explore careers, get the lowdown on top employers, and search for the latest jobs, courses and advice. Get career smart and Register today! successatschool.org

CV Builders

- europass.org.uk/cv
- kudos.cascaid.co.uk
- barclayslifeskills.com

Useful Job Search Websites

- indeed.co.uk
- monster.co.uk
- totaljobs.com
- fish4.co.uk
- reed.co.uk
- jobisjob.co.uk
- uk.jooble.org
- leicesteremploymenthub.co.uk

Top Tip!

Get jobs **Apps** such as the indeed App for your phone to ensure you don't miss out on future job vacancies!

Local Government and Public Services

- leics.gov.uk/jobs
- leicester.gov.uk/your-council/our-jobsand-careers
- jobsgopublic.co.uk
- civilservicejobs.service.gov.uk/index.cgi

Voluntary Work

- do-it.org.uk
- valonline.org.uk/volunteering
- Leicester College's Moodle site
- Careers Advisers and Job Vacancy site

Leicester College's Moodle Site Careers Advisers and Job Vacancy site

Apprenticeships

- National Apprenticeship Website - apprenticeships.gov.uk
- Leicester College - leicestercollege.ac.uk/apprenticeshipvacancies
- Leicester Employment Hub - leicesteremploymenthub.co.uk

Specialist Sites

- Restaurants, hotels and pubs - caterer.com
- Hotels and cruise ships - hcareers.co.uk
- NHS - jobs.nhs.uk
- Charity work - charityjob.co.uk
- Hastings Direct - hastingsdirectcareers.com
- Amazon - amazon.jobs/en/locations/coalville

Retail

- highcrossleicester.com/jobs
- retailcareers.co.uk
- careers.next.co.uk/retail
- arcadiagroup.co.uk/careers
- jljobs.com (John Lewis)
- retailchoice.com

Food Outlets and Coffee Shops

- bkcareers.co.uk
- careersatpizzahut.co.uk
- gregsfamily.co.uk
- kfc.co.uk/joint-us
- mcdonalds.co.uk/people
- careers.starbucks.co.uk

Student Jobs

- studentjobs.co.uk
- student-jobs.co.uk
- studentbeans.com

Food Outlets and Coffee Shops

- bkcareers.co.uk
- careersatpizzahut.co.uk
- gregsfamily.co.uk
- kfc.co.uk/joint-us
- mcdonalds.co.uk/people
- careers.starbucks.co.uk

Social Media

- **LinkedIn** – Network professionally, 500 million+ members. Manage your professional identity. Build and engage with your professional network. Access a wealth of job opportunities and careers advice from a network of professionals.
- **Facebook** – Use Facebook to 'like' relevant companies' Facebook pages and receive updates from them to join groups relevant to your job search, post comments and participate in discussions and post content relevant to your career and your job search.
- **Twitter** – This allows you to follow employers, practitioners and commentators in your area of interest as well as keep up to date with news and events in your sector.

Job Fairs

- thejobfairs.co.uk
- thejobshow.com

For more job search support use the Student Guides to Employment, these include; CVs, Applying for Work and Interviews. The Student Guides to Employment are available for FREE outside Student Services and from the Careers Service and from the college website; leicestercollege.ac.uk and **Moodle** (moodle.lec.ac.uk).

Careers Team Appointments

Students visit the college website to submit an enquiry to the College Careers Team: leicestercollege.ac.uk/college-life/student-support/careers-service/ they indicate their preferred means of contact by face to face, telephone, email or Microsoft Teams.

The Careers Team receives this submission in their email in-box and respond through the clients preferred means; face to face, telephone, email, or a video chat using Microsoft Teams. Enquires that are 16-18 will go the College Careers Team, and 19+ enquires go to the National Careers Service (NCS).

- 🐦 @LCCareersTeam
- 📷 @LeicesterColl
- 🌐 linkedin.com/school/leicester-college/

What Do You Think?

This Student Guide was put together by The Careers Team and together with the other guides in the series, are constantly being updated on a regular basis.

The Careers Team are constantly striving to meet the needs of the student and as such your feedback is important.

To provide some feedback please email info@leicestercollege.ac.uk for the attention of the Careers Team. We will endeavour to respond efficiently and effectively.

101 Power Words

Below are list of 'Power Words' that may be essential in all aspects of job search. Are there any words below that stand out that you can use in looking for a job?

1. Absorbed
2. Achieved
3. Adapted
4. Advanced
5. Assigned
6. Assessed
7. Appraised
8. Budgeted
9. Balanced
10. Boosted
11. Benefited
12. Collaborated
13. Comply
14. Contributed
15. Critiqued
16. Coordinated
17. Designed
18. Decisive
19. Delegated
20. Demonstrated
21. Developed
22. Efficient
23. Eliminated
24. Enhanced
25. Excelled
26. Exceeded
27. Enriched
28. Energised
29. Fulfilled
30. Financed
31. Forecasted
32. Formulated
33. Generated
34. Guided
35. Granted
36. Helped
37. Hosted
38. Introduced
39. Implemented
40. Investigated
41. Increased
42. Initiated
43. Influenced
44. Integrated
45. Innovated
46. Justified
47. Led
48. Listed
49. Logged
50. Managed
51. Maintained
52. Mentored
53. Measured
54. Multiplied
55. Negotiated
56. Observed
57. Operated
58. Obtained
59. Planned
60. Promoted
61. Presented
62. Precision
63. Provided
64. Projected
65. Qualified
66. Quantified
67. Recognised
68. Reorganised
69. Recommended
70. Refined
71. Revamp
72. Reacted
73. Retained
74. Recovered
75. Reinstated
76. Rewarded
77. Selected
78. Skilled
79. Saved
80. Supported
81. Secured
82. Simplified
83. Solution
84. Screened
85. Streamlined
86. Strengthened
87. Supervised
88. Tested
89. Troubleshoot
90. Taught
91. Tutored
92. Translated
93. Trained
94. Uncovered
95. United
96. Unified
97. Updated
98. Upgraded
99. Validated
100. Viewed
101. Witnessed

You can book an impartial, confidential appointment with a Leicester College Careers Adviser. There are many ways to contact an adviser:



SCAN ME

- Visit our website to submit an enquiry to the College Careers Team: leicestercollege.ac.uk/college-life/student-support/careers-service/
- We can arrange an interview through your desired method, Face to Face, Telephone, Email or Microsoft Teams
- Attend an event such as an Open Day or Apprenticeship Fair
- Through watching a livestream on Facebook and accessing the Careers Team on all Social Media platforms such as Facebook, Twitter, and Instagram

Other sources of help and advice:

National Careers Service nationalcareers.service.gov.uk

Lines open 8am to 10pm for information and advice call 0800 100 900

Student Services Opening Times

8.30am to 4.30pm (Please note, times maybe subject to change).

Careers Hub in the foyer APC 19+ Only 9am to 3pm drop-in service. *Subject to availability on a first come, first serve basis. (Please report to reception prior to the drop-in).

These guides were all compiled using resources put together by the Careers Team at Leicester College, as well as resources available online. These are available electronically free from the College website (in the Student Services Section) and from Moodle as well as in hard copy format from leaflet dispensers in Student Services and in the libraries.

Further Students Guide to Employment include:

- **Interviews**
- **Applying For Work**

"As they near the end of their courses, students and apprentices benefit from good careers advice provided by well-qualified guidance staff about how to progress into appropriate employment or to the next level of learning."

Ofsted, December 2017.

Like us on facebook – keep up to date with the latest news, events and opportunities.

 @LCCareersTeam

 @LeicesterColl

 [linkedin.com/school/leicester-college/](https://www.linkedin.com/school/leicester-college/)