

Creating your CV Guide

Contents

Welcome	2
Purpose of a CV	3
Types of CV	3
CV Layout.....	5
CV Checklist.....	9
Selling yourself.....	10
Document your evidence and transferrable skills.....	10
Writing for impact.....	11
Check your CV.....	12
Further support	12
Example CVs.....	13

Welcome

This guide is designed to be used along with the other CV resources on the Careers website: [CV support | University of Salford](#) The guide provides CV writing tips and considerations for the CVs that you put in place. This will help you create quality CVs that are unique and tailored towards the roles that you apply for.

The guidelines for creating a CV are the same for any student, regardless of field of study or job applications made. However, be mindful of industry specific differences. CVs MUST be tailored to the role that you apply for.

[Example](#) CVs are provided in this guide. They are not perfect CVs but their purpose is to help you to consider presentation styles, ways to write about your work experience and how to order the content of your CV. Each example is annotated to demonstrate the guide's principles and to encourage you to reflect on the CV writing process. Think about what you like in the CV examples and what will work for you, the role, and the company that you are applying to. You might choose to use a very similar layout and style to the example CVs, or you might choose to create your own.

The guidelines are specific to UK-based applications. Guidelines can vary depending on which country you are applying for work. It is important to understand any country's CV differences prior to applying. Most principles in this guide can be applied to many international CVs but for further reading and research, do take a look at Student Circus [Student Circus](#) and Prospects [Working abroad | Prospects.ac.uk](#) Both provide valuable insight into working internationally through their country's guides.

Purpose of a CV

CVs can be a requirement when applying for jobs, work placements, registering with recruitment agencies or as part of postgraduate study applications. They evidence your suitability, showcasing your relevant transferable knowledge, experience, and skills.

Employers and educational institutions will make their application requirements clear within the job advert or under course application guidelines.

You can also use a CV to contact an employer 'speculatively' to enquire about employment and work experience opportunities.

Don't think of your CV as simply a piece of paperwork to be filled in, instead think of it as a piece of marketing for your knowledge, skills and experience. Your CV is an evidence-based persuasive piece of writing – essentially an advert!

Your CV should be easy to read, with subheadings and a layout that follows a logical order and can be scanned quickly to identify the key elements. If a recruiter can't pick out key information within the first 10 seconds of looking over your CV, then your CV is not fit for purpose.

Types of CV

There are example CVs at the end of this guide which include annotations to help you think about your own CV. They are not perfect CVs and should not be copied but can be used as a template, if it fits the style of CV you want to create.

For most student and graduate roles, we recommend either a Chronological or Skills-Based CV.

Chronological CV

Also known as a traditional CV, this concentrates on career development, showing the jobs in sequence with the most recent one first. Under each job, the responsibilities and accomplishments are mentioned briefly.

Skills-Based CV

This presents a person's skills first and foremost, with work history coming further down the document. It highlights relevant skills that the employer is looking for and is a marketing tool with less emphasis on employment history. This type of CV is great if you don't have much work experience yet!

Academic CV

Used when applying for jobs in academia and/or research. It serves as a comprehensive record of your educational background, professional appointments, research and teaching experience, publications, grants, awards, fellowships, and other key achievements. This is often longer than other types of CV. The main principles in this guide can be followed to create an academic CV however it is advised that you seek further advice from the Careers team, and conduct your own research into this type of CV.

Resources to help you consider and research Academic CVs are here:

[Academic CV Template - jobs.ac.uk](https://jobs.ac.uk)

[Academic CV example | Prospects.ac.uk](https://prospects.ac.uk)

Creative CV

A creative CV uses design elements such as colour, layout, and typography to present information in a visually engaging way. These types of CVs are typically the most suitable for creative design roles where visual presentation of concepts and ideas is part of the skill set being assessed. A creative layout can help a candidate stand out and demonstrate their design abilities directly through the format of their application.

Do keep in mind that creative CVs are not suitable for all roles, even those that sit within creative industries. In many media-related positions, such as journalism and film production, employers may prefer a more

straightforward CV that clearly outlines experience and qualifications. In these cases, creativity is better demonstrated through a separate portfolio or showreel. Overly designed CVs can be difficult to read or may not be compatible with applicant tracking systems. It is important to consider the expectations of the industry and the specific role before choosing a creative format.

The main principles in this guide can be followed to produce a creative CV, however, it is advised that you seek further advice from the Careers team, and conduct your own research into this type of CV.

Many creative CV formats will not be recognised in CV feedback software such as 'Careerset'. A Careers Advisor can provide feedback, therefore an appointment to discuss this is advised.

Resources to help you consider and research Creative CVs are here:

[Creative CV tips | Land your ideal job | Prospects.ac.uk](https://prospects.ac.uk)

[CreativeCVGuide\(1\)](#)

CV Layout

Length

The length of your CV may vary depending on the type of CV you choose to use and the expected requirements for your sector.

As standard, it should be 1 full page or 2 full pages of A4 – avoid half pages. Some research suggests the optimum length is between 450 – 600 words. Academic CVs may be longer than this.

Before compiling your CV, research the industry standards for your sector. Be aware that there may be differences in CV formats if you are considering working or studying abroad.

Style

CVs should be typed on a white background with black text - coloured text, graphics and boxes can be used sparingly if appropriate for the role/sector. Be aware that AI screening used by many companies may struggle to read information in images or text boxes.

Your choice should be professional and easy to read. Times New Roman, Calibri, Arial, Helvetica, and Verdana are safe options. We recommend size 11-12.

Use your name as the title for your CV and don't write "CV" or "Curriculum Vitae". Make effective use of subheadings and put these in bold to stand out against the rest of the text.

If you want to adopt a style that is more creative, ensure that it is not compromising the quality of your content, and that is suitable for the opportunity you are applying for. Avoid cliches that have been overused – for example don't submit your CV in the style of a cereal box when applying for Kellogg's. Your CV is a representation of how you present official information, so keep it professional. (See the Creative CV section)

Headings and Order

There is no one-size-fits-all template when it comes to CVs, what you choose to put down or leave off your CV can be interchangeable depending on the job you're applying for. There are some examples at the end of this guide to inspire you.

Generally:

Introduction:

- Name and Contact details
- Professional Profile

Core information:

- Education
- Relevant Work Experience
- Additional/Other Work Experience
- Skills

Optional Extras

- Certificates/Professional Memberships
- Positions of Responsibility/Achievements
- Interests
- References

You decide which order your Education and Experience sections should go in. This will depend on their relevance to the role and how recent they are.

You may wish to split your experience up into “Relevant Experience” and “Additional Experience”

Contact details

Include your name, email address and contact number. Use a professional sounding email, preferably with your own name, try to avoid lots of numbers and symbols in the email.

Ensure your details are up to date. An employer may initially contact you via phone/mobile to discuss inviting you for an interview. You may wish to include your postal address or general location, but this is less common nowadays.

Consider including the URL to your LinkedIn profile if you keep it up to date. If you use social media for your professional portfolio – such as Instagram – you can include the link in your CV. Make sure your personal accounts can't be traced through these links.

As a rule, you do not need to include personal details such as your age, gender, ethnicity, marital status, disability, date of birth or national insurance number on your CV for UK-based positions. You may be asked for personal information as part of the Equal Opportunity Monitoring Form that accompany application forms, this information will be processed separately to your application so will not influence the recruiter's decision on your application.

You do not need to include a photograph of yourself unless your appearance is directly relevant to the job requirements i.e., actor, model.

Professional Profile

Many CVs include a profile, placed at the top of the CV. This serves as an introduction to who you are and what you have to offer. We generally advise including 3 key elements:

- 1 – your professional identity
- 2 – some highlighted skills that are vital for the role you're applying for
- 3 – what you are looking for

Your profile should be tailored to the work you are applying for and will therefore change every time you submit your CV. Aim for around 50-80 words presented in a short paragraph – not bullet points. Keep it snappy and focused, you don't need to write in full sentences. See some examples towards the end of this guide.

Education

Make sure you put your most recent studies first and work backwards. Start with the name of your degree, then the name of the institution, then the start and end dates. Then, underneath in bullet points, include relevant details about the skills, knowledge and experience you gained through your modules and projects. Avoid just listing module titles as this only tells the reader about the course, not about you. Don't forget to add your grades – if your grade is pending you can write it as a predicted grade.

If you are currently studying or recently graduated, it's likely you will include your Education section higher up on your CV. As you gain experience over time, your Education section will likely move further down on your CV.

Work Experience

With this title you can include paid and unpaid work, or you may wish to have a separate heading covering additional work experience i.e. voluntary work.

Remember to start with the most relevant and recent experiences first and be clear with start and end dates. Using succinct bullet points with key action words conveys your skills succinctly to an employer. Do not just list what you have done, instead explain how you did it and which skills you used. Mention successes and achievements, and where you can quantify (put a number to) your examples.

Here is an example of how to write professionally and with impact on a CV:

Skills

Aug 2023 – present

Waiting Staff
Bob's Bar and Restaurant

- Collaborated effectively as part of a team in a busy restaurant serving over 300 customers per evening. Helped to train and support new staff using proactivity and initiative.
- Used excellent customer service skills and attention to detail to ensure orders were taken and delivered quickly and accurately. Awarded Bob's Customer Service Award Jan 2024.
- Worked flexibly, as required, between bar and restaurant to ensure high service standards were maintained at peak periods.

Key info such as job title is easy to identify quickly

Key skills explain how you did your work well – pick skills from the Job Description

Bullet points with key action verbs are used effectively

Results and impact are quantified where possible

You can include a section on relevant skills that match the requirements of the job you are applying for. A Skills section is particularly useful if you don't have much experience yet. If you do have relevant experience, we recommend incorporating the key skills into the descriptions of your experience, as shown in the example above.

Do not just list key words or make general statements. Use positive action verbs and adverbs and explain when you have demonstrated these skills.

Interests

You can use your Interests section to show skills that you have developed or are using that may be relevant. Make sure these are relevant to the job, if they aren't, remove them. Interests such as going to the gym or watching TV should not be included in a CV.

References

Contact details for referees are not needed at application stage, you can simply write "References Available Upon Request" but don't worry if you don't have space for this. A references section is not required.

Top Tip:

When saving your CV, make sure you use your name on the CV attachment. It's better to avoid spaces in file names, use hyphens or underscores instead. If you have used a template, make sure the template name isn't in your file name.

Advised: Jane_Doe_CV Not Advised: Grey Template Resume

CV Checklist

Do	Don't
<ul style="list-style-type: none"> ✓ TARGET your CV to each job. Research the requirements needed on a CV for your chosen sector. ✓ Does your profile OUTLINE who you are, what you offer and the role you are seeking? ✓ MATCH the skills you have to the skills the employer is looking for. ✓ Make it EASY TO READ by choosing a suitable font and size. <ul style="list-style-type: none"> ✓ Choose a consistent LAYOUT & FORMAT that will attract an employer's attention and isn't overcrowded. ✓ Use concise LANGUAGE and effective BULLET POINTS to convey your information succinctly. ✓ Pay attention to GRAMMAR and SPELLING: your CV may not get through to the next stage if there are mistakes. Use UK Spellchecker, not American English. ✓ Give SPECIFIC EXAMPLES to illustrate your skills and quantify your results. ✓ Get someone to CHECK over your CV before submitting your application. Use CareerSet to check it instantly. 	<ul style="list-style-type: none"> ✗ Don't lie or exaggerate. Doing so could result in a job offer being rescinded. ✗ Don't use the same CV for all your applications – personalise! ✗ Don't write "curriculum vitae" at the top of your CV. ✗ Don't use jargon or abbreviations that will confuse the reader. ✗ Don't write long descriptive sentences; keep them short and to the point. ✗ Don't be overly humble. Avoid false modesty and drawing attention to any negative elements. ✗ Don't leave big gaps in your history as this can make you look unreliable ✗ Don't include a photograph unless you are applying for a job in the modelling or acting professions! ✗ Don't rely on AI to write your CV for you. You can use it to help but make sure you check it thoroughly as it's prone to making mistakes.

Selling yourself

REMEMBER: Before you type out your CV, it's important to reflect on your skills and experiences and how they evidence your suitability for the role or learning opportunity. Look at the job role requirements (in bold) in the example below:

Applicants should be **organised** individuals with a desire to **learn and develop** in the field of sales and marketing. No experience required, as full training will be provided, but applicants must have a **can-do attitude**, be able to **meet deadlines and targets**, and to **work under pressure** with a range of stakeholders. Applicants should also be good **team players**, have the ability to **communicate** with people at all levels, with sound **administrative** and **IT** skills.

Document your evidence and subsequent transferable skills

This may not be the final version of the examples you choose to use on your CV, but a table, chart or mind map can provide a good framework to help you to think about relevant examples. The table below shows how you can start to map out your experiences and attributes to the required job competencies.

Skills	Evidence
Desire to learn and develop	<ul style="list-style-type: none"> • Developed relevant skills and knowledge by undertaking a professional skills module which incorporated psychometric tests, presentations, study skills and mock interviews. • These activities have helped to further develop my employability skills and desire to learn. • Committed to 6 weeks of professional training before becoming a Volunteer Mentor. Training covered what it is to be a mentor, child protection and safeguarding, e-safety and literacy and numeracy tests.
Can-do attitude	<ul style="list-style-type: none"> • Helped to form a new student society. • Promoted and marketed the society and gained over 20 new members. • Developed a varied programme of social and fundraising focused events, which raised over £1000 for the Society.
Able to meet deadlines and targets	<ul style="list-style-type: none"> • Achieved monthly sales targets in my part-time job by the upsell of products. • Met multiple assignment deadlines throughout my studies by using Outlook and Gantt charts to plan my schedule.
Administrative, IT and social media skills	<ul style="list-style-type: none"> • Experienced user of MS Office Suite such as Excel to collate data analysis for my dissertation. Confident in the use of social media platforms such as LinkedIn. • Responsible for handling the Facebook and Twitter feeds for the Business School Student Society.

Writing for impact

The language you use within your CV is important. Note the writing style within the points of evidence below begin with positive verbs e.g. 'developed', 'promoted', 'completed' etc. These convey your actions and contributions in a positive light to the employer reading your CV. Listing skills without evidence is not effective. Avoid starting sentences using the first person (I, me etc.)

Useful phrases:

- More than x years of extensive experience in...
- Demonstrated skills in...
- Knowledge of...
- Constant interaction with...
- Succeeded in...
- Initiated financial savings by...
- Proven track record in...
- Supported customers...
- Planned and managed...
- Promoted to...

Useful action verbs:

Achieved	Created	Generated	Managed
Accomplished	Delivered	Guided	Negotiated
Adapted	Designed	Identified	Networked
Addressed	Enhanced	Improved	Organised
Awarded	Established	Increased	Produced
Co-ordinated	Facilitated	Launched	Refined

Using Generative AI in CV writing

You may consider using generative AI to help you write a CV.

Do:

- Check the job advert carefully as some employers explicitly discourage the use of GenAI. It is your responsibility to review the advert and understand the employer's stance before deciding to use GenAI in your CV and application.
- Use GenAI as a research tool, it can help you explore information about the organisation, company, and role. Use this insight to inform and strengthen your writing.
- Verify and fact-check any content generated by GenAI to ensure accuracy and relevance.

✗ Don't:

- Rely on GenAI to write your CV from scratch. AI-generated content can include inaccuracies or fabricated details, which may misrepresent you as a candidate.
- Overuse GenAI - start by drafting your own CV content. Then, use GenAI to refine, polish, or enhance your writing, not to replace your voice.

Check Your CV

Check your CV before sending it off – Use CareerSet

Once you have a CV ready, we recommend that you login to CareerSet by using [this link!](#)

This is an online platform that uses Artificial Intelligence technology to score your CV and generate constructive feedback, based on dozens of key criteria that recruiters and employers are looking for.

It is available 24 hours a day, 7 days a week and provides instant feedback.

Finally, before sending off your CV:

Are you happy that your CV meets the requirements of the job specification?

Are you sure there are no grammatical or spelling errors?

If you have answered yes to the questions above, it is time to send off your CV. Generally, it is good practice to send a Covering Letter or email with your CV, outlining your reasons for applying for the opportunity. Please see our [Writing a Covering Letter](#) for information on this.

And remember that each time you apply for a job using your CV you will need to adapt and target it to the job you are applying for.

Further Support

For further advice please find all of our CV resources on the Careers website: [CV support | University of Salford](#).

We recommend using the [CV eLearning module](#) as your first step.

Updated August 2025

PLACEMENT CV EXAMPLE

Profile: Key attributes and skills that are **relevant to the role** have been stated. We also know what roles Ashley is applying for.

Ashley Ashleigh

M23, Manchester

Email: name.name@gmail.com **Tel:** 07000 000000
alinkedinprofile.com

Personal Details: Name, location, email address, telephone number and LinkedIn URL (optional) have been included.

PROFESSIONAL PROFILE

BA in Business Management second year student. Brings a strong work ethic and the ability to quickly and efficiently absorb learning as well as efficiently build strong working relationships using my excellent interpersonal skills. Currently seeking a placement within a vibrant Human Resources team in order to develop relevant experience in a range of HR projects

KEY SKILLS

- Multi-tasking and problem solving in a busy workplace environment.
- Displaying strong communication skills – verbal and written.
- Proficient in Microsoft Office, including Word, Excel and PowerPoint

Key Skills are highlighted that are relevant to the job advert but is there enough evidence here to prove Ashley definitely has these skills?

EDUCATION AND QUALIFICATIONS

BA (Hons) Business Management

University of Salford (Sept 2020 - present)

- Relevant topics covered include Introduction to Management, Business Decision Making and International Business Law.
- An intense and detailed course demonstrating my ability to quickly take on new information and develop new skills.
- Creating detailed peer meeting agendas utilising excellent attention to detail and accuracy.

Education and Qualifications: Relevant modules, projects and key skills are stated that are relevant to the job advert.

Previous study has been summarised succinctly.

Smith College (Sept 2013 - July 2015)

College Town

- 3 A -Levels:
 - English B
 - History C
 - Biology C

Smith School (Sept 2009- July 2013)

School Town

- 6 GCSEs Grades B-D (including Maths and English)

Relevant Experience: Ashley has a specific section for her most relevant work experience. This is optional but it helps it stand out! Bullet points and key action verbs are used effectively to outline her experience.

RELEVANT EXPERIENCE

Reception Manager (Mar 2018 – present) Smith Engineers

- Creating a welcoming environment for visitors and ensuring processes are in place to handle their queries quickly and efficiently.
- Communicating effectively with colleagues to delegate workloads and agree deadlines and timescales.
- Using excellent listening skills and attention to detail to understand administration support needed from wider business and plan work accordingly.

PLACEMENT CV EXAMPLE

ADDITIONAL EXPERIENCE

Using an **Additional Experience** section separates Ashley's less relevant work experience but is still important to outline key skills and achievements.

Warehouse Worker (Aug 2016 – Feb 2018) Smith Warehouse

- Picking and packing of a range of products, following all workflow processes and ensuring all targets were met.
- Overseeing Quality Control and using excellent attention to detail to ensure all orders were collected and delivered to a high standard, meeting all company requirements for a high-quality service.
- Completing and submitting all forms and records, both written and online, in an accurate and timely manner. Ensuring accuracy of deliveries and stock control and a smooth handover to colleagues at end of shift.

Voluntary Experience is valuable to demonstrate extra skills, positions of responsibility and knowledge.

VOLUNTEERING EXPERIENCE

Publicity Officer (Sept 2022 – present) Salford University Student Baking Society

- Using initiative to organise social media campaigns for our student society, helping to raise awareness for our #pieceofcake mental health baking campaign.
- Implementing creativity to curate a strong and consistent brand image across our student community.
- Hosting social media takeovers featured by our Student Union Instagram, increasing our engagement by 35%.
- Effectively multi-tasking and going the extra mile to contribute to this role whilst managing the demands of my undergraduate degree.

Ashley has put a number to her achievements. This helps it to be more precise and makes more of an impact.

Creative Play Volunteer (Jan 2019 – Jul 2021) Chester Youth Group

- Running two sessions of creative play a week to develop confidence and communications skills in children aged 9-15.
- Displaying empathy and understanding with participants with challenging home backgrounds.
- Delivering accurate and appropriate guidance and support to service users.
- Signposting to appropriate external sources of advice and support.
- Fully up to date with safeguarding rules and policies and how to apply these when working with young people.

REFERENCES

Available on request

Including a references section is optional.

GRADUATE CV EXAMPLE

Profile: Key attributes and skills that are **relevant to the role** have been stated. We also know what roles Danica is applying for.

Danica Peters

Location: Manchester, M4
dpeters@email.com
012345678910
LinkedIn Profile URL

Personal Details: Name, location, email address, telephone number and LinkedIn URL (optional) have been included.

PROFESSIONAL PROFILE

A dedicated final year student in Acoustical and Audio Engineering with a strong academic background and practical experience in sound science. Seeking a graduate junior acoustics role to contribute technical expertise, creative problem-solving, and enthusiasm to a dynamic team in a professional acoustical engineering environment.

INDUSTRY EXPERIENCES

Sandy Brown Ltd, London

Sept 2021 - Sept 2022

Positive action verbs have been used to create a positive impact.

- Collaborated with senior engineers on various projects involving architectural acoustics, environmental noise, and vibration control.
- Conducted on-site acoustic measurements and assessments using advanced equipment and software, adhering to UK standards and regulations.
- Assisted in the preparation of comprehensive acoustic reports and technical documentation in compliance with UK acoustic guidelines.
- Contributed to acoustic modelling and simulations, providing solutions for noise control and sound quality improvements in architectural designs.
- Actively participated in client meetings, engaging in professional communication and effective presentation of findings.
- Developed a thorough understanding of the UK acoustical consulting industry, focusing on client satisfaction and high-quality service delivery.

EDUCATION

BEng (Hons) in Acoustical and Audio Engineering - Predicted Grade 2:1

Sept 2020 - Present

University of Salford

Recognised by The UK Institute of Acoustics

- Collaborated on a team project to create an acoustic simulation model of a UK concert hall using ODEON software, optimising the design for enhanced sound distribution.
- Independently developed a real-time audio processing plugin for music production, demonstrating proficiency in audio software development.

Salford City College

A Levels: Physics, Math and Design Technology (B,C,C)

Sept 2018 - Sept 2022

Education: Relevant modules, projects and key skills are stated that are relevant to the job advert.

Previous study has been summarised succinctly.

CV EXAMPLE FOR REFERENCE ONLY – CONTENT NOT TO BE COPIED
PLACEMENT CV EXAMPLE

TECHNICAL SKILLS

- Proficient in acoustic measurement equipment and software.
- Familiarity with digital audio workstations (DAWs) and sound editing software used in the UK (Pro Tools, Audacity).
- Basic knowledge of programming languages, including Python and C++ for audio software development.
- Strong data analysis and statistical skills for interpreting acoustic measurements according to UK standards.
- In-depth understanding of UK noise legislation and environmental impact assessments.
- Excellent problem-solving and critical thinking abilities.

Danica has chosen a **Technical Skills** section to emphasise industry specific skills. These have been aligned to the job advert.

What do you think about the order of the sections on this CV? Would Technical Skills sit beneath the Industry Experience section?

OTHER EMPLOYMENT

Student Ambassador, University of Salford

Dec 2020 - Present

- Using effective communication skills to welcome prospective students and their families.
- Going the extra mile delivering engaging campus tours, with a thorough understanding of the university offer.
- Working effectively as part of a tight-knit team to deliver excellent customer service and solve problems in a timely manner.

Hotel Reception Assistant, Premier Inn

Nov 2018 - Aug 2019

- Creating a welcoming environment for visitors and ensuring processes are in place to handle their queries quickly and efficiently.
- Communicating effectively with colleagues to delegate workloads and agree deadlines.
- Using excellent listening skills and attention to detail to understand.
- Supervised reception team including creating rotas, supporting with training, and resolving problems

Using an **Other Employment** section separates Danica's less relevant work experience but is still important to outline key skills and achievement.

PROFESSIONAL MEMBERSHIPS

Student Member of The Institute of Acoustics (IOA) since December 2020

Highlighting memberships in professional associations demonstrates industry awareness and commitment to staying updated with sector developments.

REFERENCES

Available upon request.

Including a references section is optional.

PLACEMENT CV EXAMPLE

**SURAJ
SAMMEDI**

SurajSammedi@email.com

Salford, M27

linkedin.com/in/suraj-sammedi

Suraj has written **personal details** in a coloured banner because he wants to make the CV more visually appealing. Using colour is optional and a personal choice. When deciding if to use colour, we advise researching the sector you are applying within to understand what is typical of the industry.

PROFESSIONAL PROFILE

MSc International Business student who possesses extensive commercial awareness developed through previous job roles and substantial marketing experience through role at The Language School in India. Currently looking for a placement opportunity to develop and fully utilise employability skills in the marketing sector.

Profile: Key attributes and skills that are **relevant to the role** have been stated. We also know what roles Suraj is applying for.

EDUCATION & QUALIFICATIONS

MSc International Business: Distinction
The University of Salford

Sept 2020 - Present

Key Modules: Strategic International Business Management, International Financial Management, Marketing International Business, Global Supply Chain Management.

BA (Hons) Business and Marketing: (2:1)
The University of Liverpool

Sept 2018 - July 2021

Key Modules: Marketing Communications, Business Intelligence and Dashboards, Business Accounting and Strategic Management.

Certificate of Secondary Education
Amity International School

Sept 2014 - July 2018

Equivalent to A Levels & GCSEs, Including English Language and Math.

Education and Qualifications: Suraj has outlined key modules for both Masters and UG study. What have we learnt from these? Do we need more information?

RELEVANT BUSINESS AND MARKETING EXPERIENCE

Sales Executive at Insure, India

Aug 2021 - Aug 2022

Met or exceeded targets every month, showing a strong capability to work under pressure within strict time restraints. Using Excel and CRM, built relationships with major insurance companies and private customers to identify and organise suitable life insurance cover. Developing market strategies, via email or social media, to target specific customers, turning leads into customers.

Relevant Experience: Suraj has a specific section for most relevant work experience. This is optional but it helps it stand out! Writing in paragraph form, in place of bullet points, takes a narrative approach and provides more detail.

CV EXAMPLE FOR REFERENCE ONLY – CONTENT NOT TO BE COPIED

PLACEMENT CV EXAMPLE

Sales Assistant at Next Plc, Manchester

Oct 2018 - July 2021

Involved in the upsell of items and add-ons to purchases showcasing my excellent communication skills. Resolved customer complaints or passed them on to a manager using my problem-solving skills and initiative. Worked part-time alongside studying my undergraduate degree.

Suraj has kept paragraphs succinct to allow employers to pick out key points quickly.

OTHER EMPLOYMENT

Bartender at The Local Lakes, Cumbria

Oct 2022 - Present

Provided a high standard of customer service by waiting on tables, working at the bar when required and ensured customer satisfaction in general.

Officer Cadet at Liverpool University Officer Training Corps

Aug 2018 - Aug 2019

Completed the Military Leadership Development Programme Module 1. Partaking in military exercises both in the UK and abroad, adventurous training and community projects. Gained transferrable skills such as leadership, decision-making techniques and presentation skills.

Using an **Other Employment** section separates Suraj's less relevant work experience but is still important to outline key skills and achievements.

KEY SKILLS AND ATTRIBUTES

Communication

- Learned to communicate clearly and concisely whilst teaching English to Indian students.
- Positively built and maintained ongoing working relationships with clients through effective communication and negotiation through Sales Executive role.

Organisation and Time Management

- As a Sales Executive, it was necessary to setup several meetings with potential clients throughout each week, requiring maximum efficiency.

Commercial Awareness

- Managed and analysed customer interactions with the goal of improving business relationships with customers.

Suraj has effectively outlined key skills in a separate section and included examples of how he has used them.

ACHIEVEMENTS

Current Member and Treasurer of the Pay-It-Forward Club managing funds of up to £3,000 per year. In 6 months this has included planning 4 food collections, a charity clothes swap and 3 sponsored walks. Recently completed a group trek on the Pennine Way, raising £2,000 for local homeless charities.

Suraj has impressive achievements and wishes to showcase these. He has provided effective evidence of why this is an achievement.