





# **Module II – Effective Communication**

## **Topic 3: Cover Letter & CV Preparation**



# “ Introduction

- Whenever you are sending somebody your CV, you should also send them a covering letter, using the opportunity to highlight why you are a strong candidate for the job and to convey your knowledge, skills and enthusiasm.

# “ Introduction

- Cover letters are a narrative complement to your resume.
- A brief one page document that helps expand on the experiences you showcased in your resume.
- Highlights your motivations in applying for the position and why you want to work with this specific organization.
- Showcases your personality and values.





# Topic 3: **Cover Letter & CV Preparation**

## **I- Purpose**



## Topic 3: **Cover Letter & CV Preparation**

III- Your resume/CV





# How important is your resume/CV?

- The adage "You never get a second chance to make a first impression" is true when you submit your resume too.





**JHON DOE**

 123456789

 ABC@gmail.com

 London - UK

### SUMMARY

Problem-solving civil engineer with 7+ years of experience completing public and private infrastructure projects. Registered ICE and CIOB member comfortable working independently and committed to providing high-quality service with a focus on health, safety, and environmental issues. Possess an A.A. in Architecture.

### EXPERIENCE

**Civil Engineer**  
STR Construction, Pittsburgh, PA  
August 2018–Present

- Supervise 18 project employees, including in-house, external contractors, and sub-contractors
- Attend meetings and discuss project details with clients, contractors, asset owners, and stakeholders
- Trained 3 new employees to take over similar projects and aid company expansion
- Perform drafting according to specifications, ensuring compliance with all project QA procedures and requirements
- Inspect inventories and prepare orders for civil projects and refractory materials in line with budgeted figures averaging \$2 million

**Surveyor Technician**  
Boston Builder Brothers, Boston, MA  
July 2014–August 2018

- Performed column plumbing and shimming, designed steel elevations, and applied for dig permits
- Completed Job Hazard Assessments to identify work-related hazards and applied safety mitigation techniques to lower risks
- Received 9 safety awards for attention and adherence to all safety procedures, resulting in an ongoing record of 0 OSHA-recordable accidents
- Wrote weekly quantity reports for soil volumes to track progress and invoice clients

### EDUCATION

**King's College, Pittsburgh, PA**  
May 2014  
Bachelor of Science in Civil Engineering, Honors: cum laude (GPA: 3.7/4.0)

**King's College, Pittsburgh, PA**  
May 2012  
Associate of Arts in Architecture

### SKILLS

- SewerCAD
- StormCAD
- CulvertMaster
- FlowMaster
- S-Frame
- EPANET

### LANGUAGES

- ENGLISH
- SPANISH
- GERMAN

### HOBBIES

- READING
- TRAVELING
- SPORTS



# How important is your resume/CV?

- Because this is likely the first glimpse of you that employers will get, make it an impressive one.
- A great resume can open a door, but an inferior one can just as quickly close one.







# Resume vs. CV: What's the difference?

- Curriculum Vitae (CV)

A longer (at least two pages) and more detailed synopsis. - Summary of educational background, teaching and research experience, publications, presentations, and affiliations. - Used when applying for academic, education, scientific or research positions.





# Resume vs. CV: What's the difference?

- Hybrid Resume/CV – a combination that also includes research, publications, etc

**LOIS LANE**  
Brand Manager

+1 888 777 6666  
lois@hiration.com  
Milwaukee, US

**SUMMARY**

7 years experienced and result oriented brand management professional skilled in marketing, brand & product management. Have delivered impactful results while acting as the brand custodian for the national & international branding for multiple products. Proficient in conducting extensive market and consumer research and then drafting a unique marketing & communication plan around it. Adept in the hands-on execution of both ATL & BTL marketing including print, radio, TV etc. Also, skilled in conducting all relevant activities for the development of new products.

**KEY SKILLS**

- Brand Management • Market Research
- Advertising • Integrated Marketing • Communication
- Agency Management • Media Planning & Buying • Sales Promotion

**SELECTED PROJECTS**

E-business, '10

- Conceptualized & set up AN online brand consulting service
- Devised custom branding strategies for 2 clients
- Secured USD 10k+ revenue

Development of a novel approach for digital marketing, '08

- Designed a new approach to execute search engine marketing for small brands

**PROFESSIONAL EXPERIENCE**

**Yellow Comfort FMCG**  
Brand Manager Milwaukee, US  
May '13 - Present

*The Yellow Comfort group is one of America's leading producers of FMCG products including soaps, perfumes, shampoos etc.*

- Working as the brand custodian of the 'Fresh Intense' range of deodorants (annual revenue: \$ 20.5 mn.)
- Responsible for a 90% YoY growth in the sales revenue through complete brand ownership
- Handling and deploying a total marketing budget of \$ 5mn. across multiple channels

Marketing Communication

- Driving research on consumer trends using techniques such as the mining of consumer insights, need gap analysis etc.
- Creating the brand's entire communication plan; launched the pan US TV campaign including multiple commercials
- Executing multiple ATL & BTL marketing initiatives incl. Print, Radio, Digital, Events & other channels
- Conducting end to end effective media evaluation & targeting maximum ROI by coordinating with key media providers
- Coordinating with multiple agencies for conducting ATL, BTL implementation as well as other media work

Collaboration

- Liaising with the packaging department for feasibility around packaging shapes & printing etc.
- Working with internal & external designers to create marketing collaterals for the brand range

Sales - Marketing Integration

- Collaborating with the sales team to implement as well as analyze marketing initiatives through sales analysis etc.
- Engaging regularly with different channels, the sales teams, Regional Managers etc.

**Stark Tech LLC**  
Brand Associate New York, US  
Jun '10 - Apr '13

*One of North America's leading manufacturers of computers and mobile devices*

- Appointed as the brand custodian for the G2 laptop brand (annual rev: \$ 5 mn.); worked with the brand head
- Executed the brand promotions & publicity for national & international markets leading to vol. improvement of 15% in 2 years

**EDUCATION**

**BBA - Marketing**  
UC Berkeley Berkeley, US  
Jul '06 - Apr '10



# Resume vs. CV: What's the difference?

**Primarily, the length, what is included and what each is used for. Often times the words are used interchangeably to mean the same thing.**

Resume – one or two page summary of your education, skills, and experience.

Brief and concise - no more than a page or two.



# Know Yourself

Ask yourself...

- How can I target my resume to the company I am applying for?

Next...

- Prepare an inventory of your skills, accomplishments, education, goals, and experience.







# Know the Position

Do the research and tailor your resume to the position you are applying for. The following is a list of what you should know:

- Necessary Skills.

## HARD SKILLS VS SOFT SKILLS

### HARD SKILLS

Specific and quantifiable knowledge or abilities; usually absolutely necessary for success

Can be demonstrated through tangible evidence such as a degree, certificate or examples of work

- Computer Skills
- Foreign Languages
- Math Skills
- Programming Skills

### SOFT SKILLS

Unquantifiable attributes that cannot be proven but must be demonstrated through work style and approach

Successful demonstration of soft skills is left to subjective opinion

- Communication
- Leadership
- Team Work
- Creativity

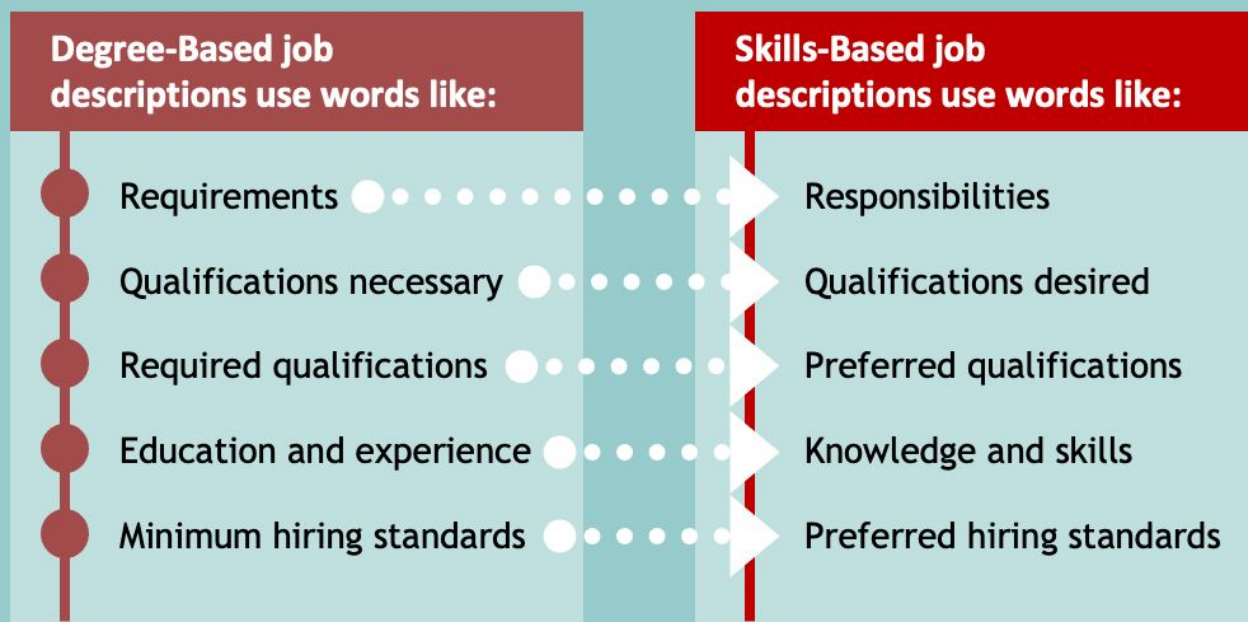


# Know the Position

Do the research and tailor your resume to the position you are applying for. The following is a list of what you should know:

- Desired Qualifications.

## How to rephrase job descriptions for skills-based hiring





# Know the Position

Do the research and tailor your resume to the position you are applying for. The following is a list of what you should know:

- Required Education and Work Experience.

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**Education**

1991-1998 High School  
Explain with few words your education

1991-1998 Oxford University  
Explain with few words your education

1991-1998 Managment Training  
Explain with few words your education

**My Achievements**

1999 Achievements number 1  
Write your work achievements here

2005 Achievements number 2  
Write your work achievements here

2011 Achievements number 3  
Write your work achievements here

2013 Achievements number 4  
Write your work achievements here

**Work Experience**

1991-1998 Work experience number 1  
Write your workexperience here simple way

1998-2001 Work experience number 2  
Write your workexperience here simple way

2001-2008 Work experience number 3  
Write your workexperience here simple way

**Hobbies**

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.





# Know the Position

Do the research and tailor your resume to the position you are applying for.

The following is a list of what you should know:

- Key Values.

**Which of our core values do you identify with and why?**



Accountability  
Integrity  
Respect  
Inclusivity  
Self development  
Innovation  
Agility  
Transparency  
Collaboration  
Sustainability  
Customer focus  
Social responsibility  
Flexibility  
Employee wellbeing

**Core Values Interview Questions**

Best Job Interview





# Know the Position

Do the research and tailor your resume to the position you are applying for. The following is a list of what you should know:

- Job Duties.





# FORMAT

- Heading
- Objective
- Summary of Qualifications
- Education
- Experience



# The 3 P's of CVs/Resumes

1. Painless Easy to read.

Well organized.

Use **bold** to make things stand out and use same font type throughout, indent 2-3 levels only.





# The 3 P's of CVs/Resumes

- Perfect **Proofread** for spelling and grammar, consistent with punctuation.







# The 3 P's of CVs/Resumes

## • Position

Specific to the position you are applying for, use keywords from job description.

### **Experience**

#### **Guest Relations Supervisor**

*Hilton Hotels, New York, NY*

#### **Key Responsibilities**

- Managed team of over 30 employees in reception and the back office.
- Administered personal assistance to corporate clients.

#### **Key Achievements**

- Obtained highest regional client satisfaction scores (98.37%)

### **Education**

**Cornell University, School of Hotel Administration, Ithaca, NY**

- BA in International Hospitality Management
- Expected Graduation in 2020



# Contact us

[www.enicbcmmed.eu/projects/mysea](http://www.enicbcmmed.eu/projects/mysea)

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Thank you