





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



CARLY KAYES

CHIEF EXCLUSIVE OFFICE

PROFESSIONAL PROFILE

I am a growth hacker with 4+ years of experience in sales and marketing in the US market. Creative, sharp-minded person with leadership & coaching skills. Strong time-management skills and work ethic. Revenue- and results-driven.

WORK EXPERIENCE

CEO & President

April 2030 - June 2033

Effectively managed team of over 270 employees in 12 locations in 3 countries. Oversaw executive leadership, company training, and public relations with media. Developed intensive, ambitious business strategies, short-term goals, and long-term objectives. Spearheaded overhaul of various underperforming departments to reduce stagnation and increase growth and productivity. Fostered change in company culture to be more open, transparent, and accountable.

Head Manager

January 2034 - April 2035

Led team of 50 employees in a busy retail research and analysis firm. Oversaw the day-to-day operations, including meeting with team leaders and auditing activity. Implemented the push towards Artificial Intelligence and Machine Learning to aid in exponentially larger analysis tasks able to be completed. Ensured company was meeting all legal requirements and local regulations. Pushed for constant growth among management team and general staff, alike.

EDUCATION

Really Great University 2028 - 2029

MBA / Master of Business Administration (International Management)

CONTACT



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SKILLS

- Team Work
- Time Management
- Leadership
- Verbal & Written Communication

LANGUAGE

- English
- French
- China
- Spanish
- Hindi



What information should a CV include?

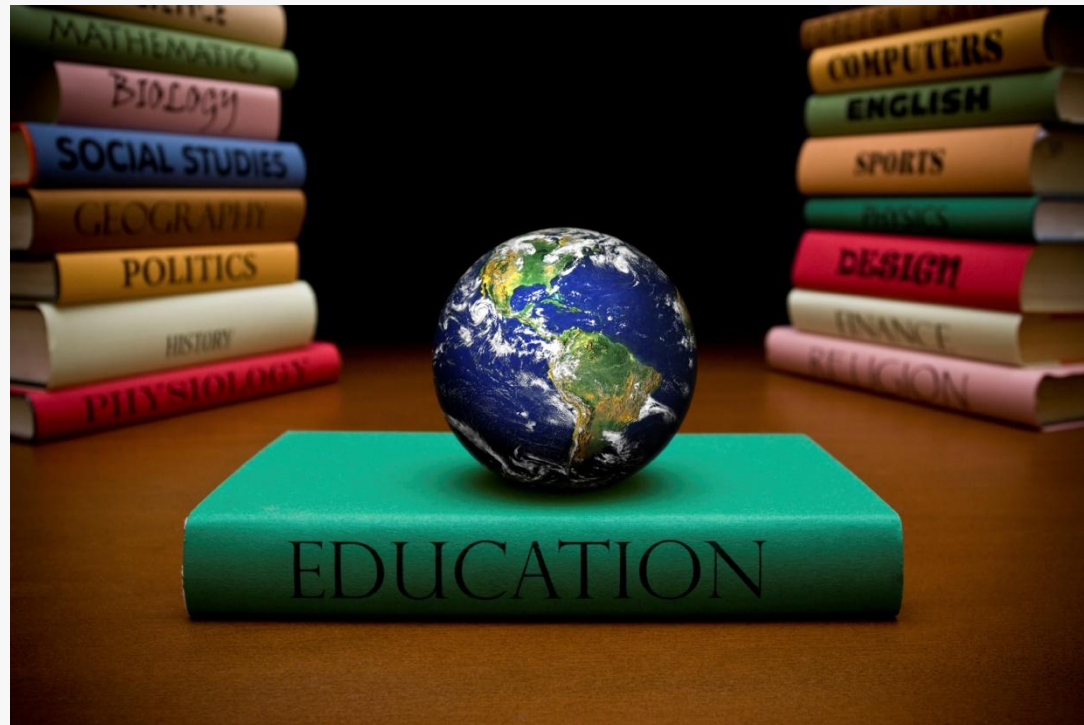
- Contact Information
- Other Publications
- Awards and Honors





What information should a CV include?

- Research Objective, Personal Profile, or Personal Statement
- Education





What information should a CV include?

- Professional Academic Appointments
- Books
- Book Chapters
- Peer-Reviewed Publications



What information should a CV include?

- Grants and Fellowships
- Conferences





What information should a CV include?

- Teaching Experience
- Research Experience / Lab Experience / Graduate Fieldwork

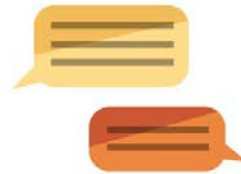




What information should a CV include?

- Non-Academic Activities
- Languages and Skills
- Memberships
- References

The Top 10 Soft Skills



Communication



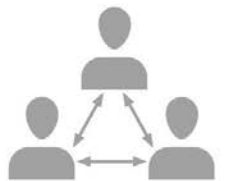
Self-motivation



Leadership



Responsibility



Teamwork



Problem solving



Decisiveness



Ability to Work
Under Pressure
and Time Management



Flexibility



Negotiation
and Conflict Resolution



What Counts as Experience?

Include positions related to the job you are seeking such as:

- Paid or unpaid employment
- Internships
- Student Organizations
- Volunteerism
- Community Service





What information should a CV include?

Education:

- Starting with the most recent and not going back to far
- Concentrate on the important including the degree, university or school and grades.





What information should a CV include?

Skills and interest:

Language skills

Computer skills

Social skills

Technical skills

Organizational skills

Artistic skills

Other skills





Emphasize vs. Minimize

- Emphasize relevant experience and minimize irrelevant experience.
- You can distinguish between relevant experience and additional experience.





Emphasize vs. Minimize

- List your accomplishments, not just responsibilities. (For example mention ideas you had that may have improved your workplace.)
- Use vocabulary or keywords from your chosen field.





Quantifying your Experience

Quantify your actions whenever possible.

For example:

- If you were a supervisor how many people did you supervise?
- If you gave regular reports how often?
- If you improved sales by how much?





Expand on Your Skills

Look for ways to demonstrate such qualities as the following:

- Good communication Skills
- Leadership and Organizational Skills
- Ability to work on a team
- Good Work Ethic
- Interpersonal Skills





Format

Include the Following:

- Company Name, Location, Job Title, Dates of Employment, and Duties Performed.
- Make this section easy to read.





Format

Include the Following:

- Use spacing and bullets.
- Each sentence starts with an action verb.
- Do not use personal pronouns.
- Use correct verb tenses.





Format

Include the Following:

- Use present tense for current positions and past tense for previous positions.
- Avoid using terms that only an insider would understand.





Format

Section title is in bold and dates are included.

Title is bolded. Company name and location are provided.

Experience

200X – 200X

Sales Associate, JC Penny, Torrance, CA

- Maintained knowledge of sales and promotions.
- Greeted customers and ascertained customer wants or needs.
- Answered questions regarding store merchandise.

Job duties are bulleted, detailed, and in the proper tense. *

*Paragraph format may be used to save space.



Format

- Keep the format simple.
- Use a uniform font type, font size, and margin settings all around.





Format

- Suggested fonts are Times New Roman or Arial.
- Suggested fonts sizes are 10 to 12 point.
- Suggested margin is 1 inch all around.





Format

- Do not use abbreviations.
- Use bold, italics, and underlining sparingly.
- Print your resume on white or neutral color 8 ½ × 11 inch paper.



Qualifications



- Passion for behavior medicine; skilled in handling aggression, anxiety, and compulsive behaviors. Experience in dental cleanings, extractions, and other procedures.
- Extensive client service background in small animal and large animal practices.



Qualifications



- Background in research and teaching.
- Summary of accomplishments/skills/interests
- Showcases what makes you stand out



Qualifications



- Makes the reader want to see where you gained the skills
- Can be easily altered to fit different positions





Contact us

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Thank you