

How To Write An Amazing CV & Cover letter

GUIDE: CV & COVER LETTER GLOW UP

Curriculum V

Personal Information

First Name: _____ MI: _____ SSN#: _____
 Last Name: _____ City: _____ ST: _____ Zip: _____
 Are you entitled to work in the United States? Yes No
 Have you been convicted of a felony or been incarcerated in connection with a felony in the past seven years? Yes No
 Are you 18 or older? Yes No
 If yes, please explain: _____
 Military Service? Yes No
 What position are you applying for? _____ Branch: _____
 Are you a veteran? Yes No War: _____
 How did you hear about this position? _____
 Date Available: _____
 Expected Weekly Earnings: _____

Prior Work Experience

Employer	Address	City, ST, ZIP	Telephone	Name of Immediate Supervisor	Current or Most Recent	Prior	Prior



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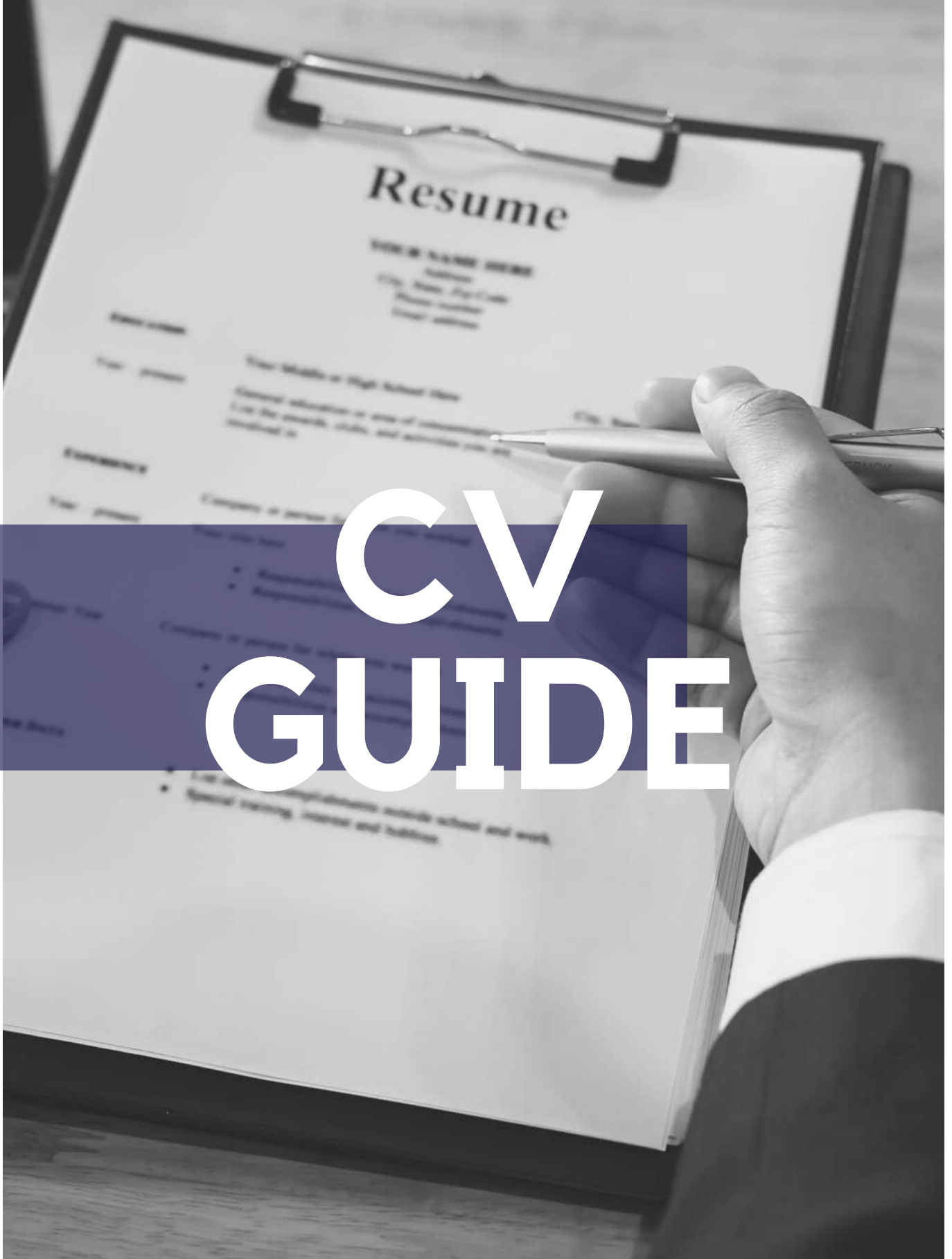
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CV GUIDE

WHAT TO INCLUDE:

PERSONAL PROFILE

Did you know recruiters only scan your CV for 7 seconds before making a judgement?

Lead with your story, not your history. Start your CV with a short paragraph (5 or 6 lines) that tells the employer a strong compelling story. Be authentic but make sure to tailor your personal profile to the role you are applying for. Try and avoid generic statements that can be applied to anyone.

CHECKLIST

- Who am I?
- What are my main achievements to date?
- What skills and experiences can I bring to this role?
- What are my career aspirations?

KEY SKILLS

Look at the required skills mentioned in the job description and give a brief description of specific examples of how you have used these skills to achieve something. These skills need to be relevant that you have gained through past work experiences, volunteering, study or extra-curricular activities.

TOP TIP:

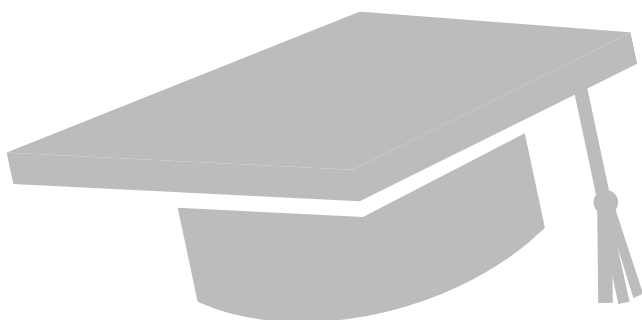
Avoid doing a 'shopping list' of non-relevant skills, with no context of how you have used them. Be unique. Be relevant. Be YOU.



EDUCATION

You're almost there... just a few more tips and I will let you go! Simply list the following:

- All relevant courses/subjects studied, grades achieved and any academic project work.
- If applicable, you should also list other achievements (e.g. school prefect, captain of the hockey team - anything that might help).
- You might also benefit from including details of any additional training you've received during work placements, if relevant. I know...you are probably rolling your eyes, tired of reading the word *RELEVANT* but I promise it will make a difference.



CAREER HISTORY

In chronological order, type down (unless you prefer the old but gold pen & paper) your most recent experience and continue back through your past roles. Let me show you how:

- 1.Job title;
- 2.Name of the company;
- 3.Location;
- 4.Dates ('from' and 'to') and year.

You guessed it... make it relevant. If you are struggling to link back your work experiences with the role, perhaps you should explore creating a 'Skills-based' CV. Instead of having a classic list of jobs you have done, a 'Skills-based' CV focuses on who you are and what you have to offer.

TOP TIP:

IMPACT: not all employers will know what a marketing proposal is, but all employers will understand what value a candidate landing a client worth X amount will bring.



LINKEDIN

Clearly hyperlink your LinkedIn, portfolio and contact details. Most recruiters screen candidates using LinkedIn so make sure they can find you.

LinkedIn gives you the ability to showcase your profile, expertise, recommendations and connections.

HOBBIES & INTERESTS

Successful candidates are often those who can show they are keeping their knowledge up-to-date and constantly upskill themselves.

Do you have your own blog or create illustrations in your free time? These extra-curricular projects, interests will stick in the minds of recruiters or employers.

MORE TIPS

UK CV's are usually 2 sides maximum unless otherwise specified. So make sure to always read the job description in full!

Be consistent with formatting, alignments, font size and spacing. If you are feeling uneasy, contact us to have your CV professionally written by one of our experts - [click here](#).

Trust me... you would be surprised with the amount of CV's discarded over the smallest errors.

NEXT STEPS:

Your CV will give the recruiter a brief idea of who you are and your background, but will not be enough to sell you.

It's time to introduce the CV's companion... the Cover Letter. They go hand-in-hand and you do not want to underestimate its power - continue reading...

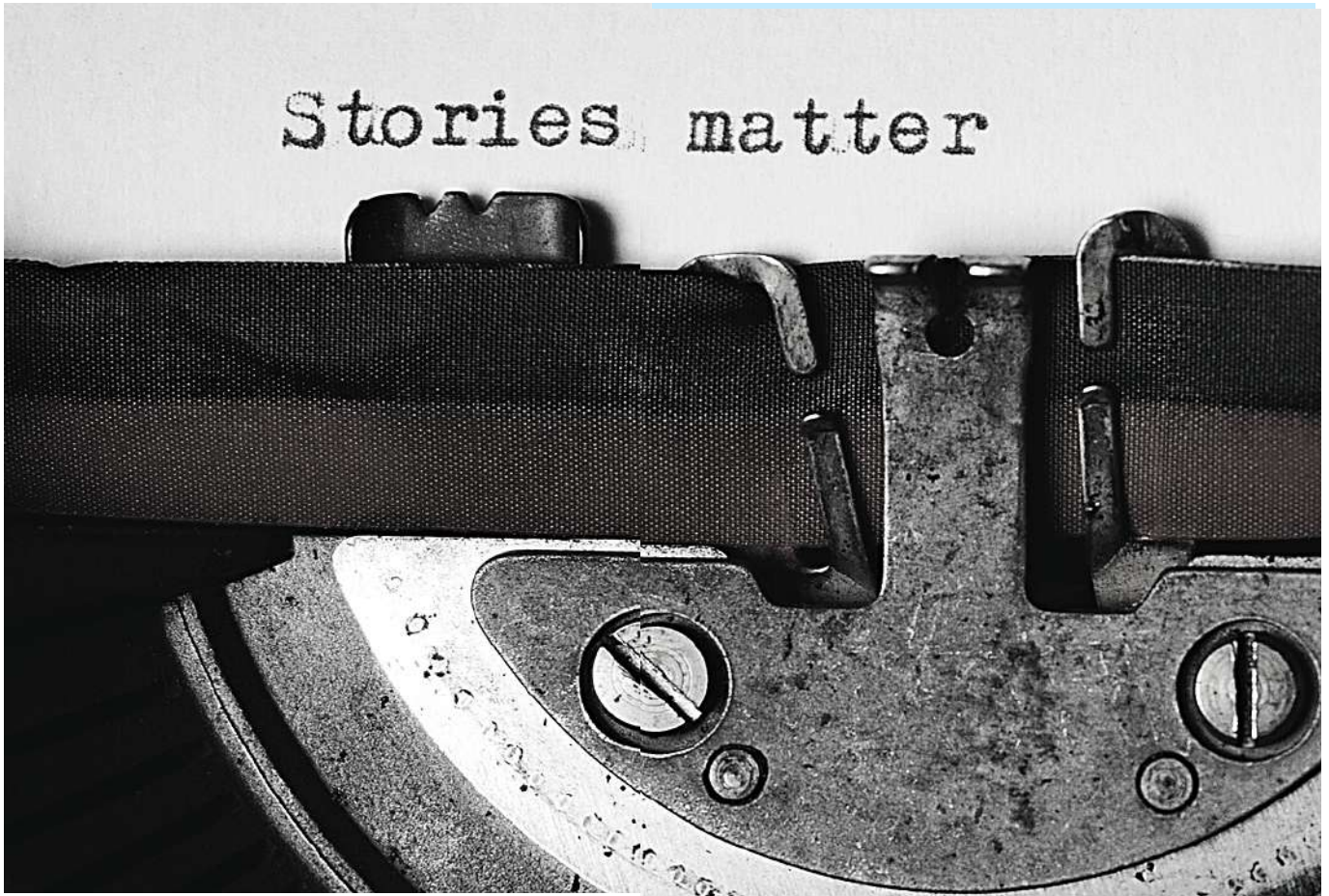


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COVER LETTER:

STAND OUT.

Cover letters are usually no more than 1 side in length unless otherwise specified. Before we delve into the structure of the cover letter, remember this is not a recap of your CV.

A Cover Letter is like the cherry on top of a stellar resume. Customising it gives you a chance to position yourself uniquely through storytelling and narrating why you are ideal for the position.

IT'S NOT JUST ABOUT YOU.

Tailor your letter specifically to the role and to the company. You should describe yourself in a way that fits the role description as closely as possible. Make no mistake here... this is not entirely about you. Having a balance between outlining your background and your motivation to work for the company, will convince them they need you.

PARAGRAPH 1

ADDRESS IT.

If you can, find the relevant name of the person instead of addressing your letter to 'Dear Sir / Madam / Other'. This will help you stand out from other candidates.

The first couple of sentences should outline why are you writing to them and let them know your CV and portfolio is attached.

PARAGRAPH 2

WHO ARE YOU?

Start by giving a brief introduction about your background. For instance, this is where you will hook the employer or recruiter so be original. Avoid generic statements such as *'I am a hardworking individual, keen to contribute to the success of the business'*. Every applicant claims to be and if you do not back up your statements your statement will have no value.

PARAGRAPH 3

SKILLS. BACK THEM UP.

Time to let your talent shine. Look at the description to see which skills, achievements or experience you should elaborate on. Be relevant. If they are looking for a detail-oriented candidate who can work under pressure, why tell them you're a creative person?

No point in telling them about your superpowers, if you don't have evidence to back it up. Use statements such as 'I can' or 'I have', instead of 'I believe' or 'I feel'. When mentioning your skills, explain the results of your work using statistics if you can.

For instance, 'independently developed a project for XYZ company that increased website traffic by 5%'. This statement is a lot more powerful than simply saying you have a certain skill.



PARAGRAPH 4

YOUR VALUE?

Don't be a mercenary, focus on what you have to offer. Explain your motivation for applying and your career goals. Research on the company, look at their website, social media. Next, with that information, write down why you want to work for them in particular. Again, be original and avoid generic statements.

TOP TIP:

Look at their values, visions and objectives, and try to show how you will fit in.

PARAGRAPH 5

CLOSE THE DEAL.

You are almost done... I promise. End your letter by thanking them, and let them know they can get in touch with you. Triple check your contact details are up-to-date and correct. Use an appropriate email name and hyperlink your LinkedIn profile. Just one more thing before you send your cover letter...

READ, RE-READ.

Check your spelling and grammar carefully. *Before applying, **get in touch** with the Apply4U team. Our experts can review your application documents such as CV, cover letters, interview preparation and much more.*

BEFORE YOU GO... 11

STILL NEED HELP? CALL AN
APPLY4U JOB EXPERT ON
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