

## TOP TIPS

*For standing out  
from the crowd*

THE EF ENGLISH LIVE GUIDE TO:

# Writing Your CV







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# INTRODUCTION

*Essential tips for a well  
presented CV*



***This guide tells you everything you need to know about putting together a CV that will stand out from the rest.***

A well written cover letter and impressive CV are vital for securing a job interview. This guide will provide you with tips on how best to present yourself on paper, alongside useful examples of what a great cover letter and CV should like in English.







## PART 1

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# YOUR COVER LETTER

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*How to introduce yourself professionally*



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## HOW TO INTRODUCE YOURSELF PROFESSIONALLY

*A cover letter serves as your introduction. It is your first opportunity to impress your prospective employer or recruiter. They will only read your CV if your cover letter is relevant and engaging.*

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### ***Top Tips for writing a great cover letter:***

- ✦ **Stay relevant**

Explain why you're writing, include the title of the position you're applying for and get to the point immediately.

- ✦ **Make it personal**

Where possible, address your letter to the hiring manager not 'Sir/Madam' or 'To whom it may concern'. This might require a little research but it is worth the effort.

- ✦ **Match your skills**

Identify the skills required for this position then provide examples from your previous experience to prove you possess these skills.

- ✦ **Demonstrate your grasp of English**

Keep your sentences short and clear. Do not try to over-impress by writing complex sentences.





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## HOW TO INTRODUCE YOURSELF PROFESSIONALLY

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- **Sell yourself**

Explain why you are perfect for the job, and be confident about your skills. Say what you could do for your employer, not what your employer could do for you.

- **Show initiative**

Mention that you plan to follow up your application with a telephone call. This will show you are genuinely interested in the job.

- **Include your personal details**

Don't forget to include your name, address, telephone number and email address so the recruiter can contact you.

- **Proofread**

Look for any grammatical or spelling errors, or sentences that don't make sense. Would you employ the person who wrote this letter? If not, re-write it until it's perfect.







## PART 2

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# COVER LETTER EXAMPLE

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*Clara's cover letter*



**Carla Chevalier**

1234 Any Street, Hometown

Tel: 0123 4567 89

Email: carla.gomes@abcdefghijklm.com

1st December 2013

Mr. Recruiter  
Hiring Manager,  
USP Company,  
Hometown XX1234

Dear Mr. Recruiter,

When I read your advertisement for a Senior Project Manager at USP Company, I couldn't help noticing how closely your requirements align with my experience and skills.

My enclosed CV provides a good overview of my strengths and achievements, but I list below some of your specific requirements and my applicable skills and achievements.

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***Your requirements:***

Business development skills.

Ability to build and sustain effective client relationships.

Ability to motivate and ensure continuous personal development of subordinates.

Communication and negotiation skills.

***My skills and achievements:***

As Account Executive at Creative Marketing Ltd, I exceeded my annual sales target and increased my client base by 70% last year.

My customer retention rate was 100%.

Some of my new client relationships were developed following recommendations from existing clients.

During the maternity leave of my line manager, I was given the opportunity to manage the team.

I recommended and implemented some new policies (such as 360 degree feedback as part of the annual appraisal process). I received a special bonus award for my efforts during this period.

I have extensive experience giving presentations and negotiating to secure business with new clients.

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I developed a real passion for understanding consumer needs during my two and a half years at Creative Marketing Ltd. Innovative strategies and proposals that differentiated our clients' products in the marketplace ensured strong customer satisfaction with our service offering.

I would welcome the opportunity to further develop my skills in USP Company, which is a market leader in the sector and renowned for its innovative marketing approach.

I will follow up with you in a week's time to answer any preliminary questions you may have. In the meantime, you are able to contact me on 0123 4567 89.

I look forward to hearing from you.

Yours sincerely,

***Carla Chevalier***







## PART 3

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# YOUR CV

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*How to present your  
skills and experience*



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## HOW TO PRESENT YOUR SKILLS AND EXPERIENCE

*Remember that your CV is a brief account of your qualifications and experiences. You may be perfect for the job, but you'll need to prove it with your CV.*

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### ***Top Tips for writing the perfect CV:***

- ✦ **Review your history**

First, make a list of your previous jobs and educational qualifications. This includes company information, certificates, degrees, your job titles and duties, as well as specific accomplishments.

- ✦ **State your objective**

Include a heading at the beginning of your CV titled "Objective" and then write a short statement that sums up your current career aims.

*For example: "To use my skills and experience to contribute to a dynamic marketing team."*

- ✦ **Consider your accomplishments**

What have you specifically achieved in your previous roles? Prove your worth to a company by citing a few relevant examples.



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### HOW TO PRESENT YOUR SKILLS AND EXPERIENCE

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#### ✦ Adjust your grammar

CV writing standards allow for abbreviated sentence construction in order to save space. You can therefore leave out sentence subjects (e.g. “I”, “my manager”), possessive pronouns (“my/mine”, “his/hers”), and sometimes even articles (“the”, “a”). If you’re listing more than one accomplishment in a sentence you can replace “and” with a semicolon.

*For example: “I led an important project and my manager gave me an award” would become “Led key project; received company award.”*

Once you’ve written your CV, read it out loud. Would you hire yourself? If not, revise it until you’re certain you’ve presented your skills and experience in the best way possible.



#### TOP TIP

*Take initiative*

**Follow up on your application**







## PART 4

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# EXAMPLE CV

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*Clara's CV*



## Clara Chevalier

### Resume

1234 Any Street, Hometown  
Tel: 0123 4567 89  
Email: carla.gomes@abcde.com

#### Profile:

*An Account Executive with proven ability in attracting and retaining blue-chip clients.*

Demonstrates a real passion for understanding client needs and developing innovative marketing solutions.

Versatile, hard-working and always willing to take on additional roles and responsibilities.

Excellent negotiation and creative problem-solving skills.

#### Objective:

To make significant and tangible contributions to the effectiveness of a leading innovative marketing company.

To use and further develop people management skills in a supervisory or co-ordination role.

#### Major achievements:

- Significantly exceeded sales targets every year. Increased client base by 70% in the last year.
- Successful retention of all existing clients.
- During maternity leave of line manager, took over the responsibility for managing and motivating the team. Recommended and implemented new policies (e.g. 360 degree feedback as part of the annual appraisal process). Received special bonus award for achievement in this period.
- Provided training for the team on effective presentation and negotiation skills. This resulted in increase of 50% in the conversion rate of leads to contracts.

#### Career history:

*Account Executive, Creative Marketing Ltd, November 2010- present*

- Consult with clients on their marketing strategies and objectives.
- Develop creative, innovative marketing programs and solutions to meet those needs.
- Ensure client satisfaction and retention.
- Develop new business.

*Marketing Assistant, Creative Marketing Ltd, August 2010 - October 2010*

- Support account executives by preparing presentation materials for clients.
- Develop ideas for marketing campaigns.

#### Qualifications / education:

*Université des Sciences et Technologies de Lille, September 2006 - June 2010*

- Majored in International Business

#### Additional information:

- IT skills: Considerable experience using Microsoft Office – particularly PowerPoint and Excel.
- English Proficiency Certificate from EF English Live

#### Hobbies and interests:

- Scuba diving - PADI certified
- Badminton
- Attending online conversation lessons at EF English Live with native English speakers



*Now that you've learned how to present yourself well on paper, it's time to practice your professional English skills before your next interview.*

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### **Practice with us**

EF English Live offers hundreds of hours of interactive online learning tools, plus live teacher-led classes every hour of every day. Our expert English teachers are always on hand to help you practice new language and build your speaking confidence, whatever your English level.

To find out more about what you can achieve with our award-winning online school visit:

**[englishlive.ef.com/en-gb](https://englishlive.ef.com/en-gb)**

**Or call +44 (0)20 3322 9565**  
for your free course consultation.





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***Or call: +44 (0)20 3322 9565***

