



# Effective CV Writing tips for Entry Level Professionals (Freshers)

Presented by

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# What is a CV?

- What is the purpose of a CV?
- To inform the employer about your education, work experience, skills and interests
- To 'sell' these qualities and to persuade the employer to invite you to interview

# What will you learn by end of speech?

- Importance of CV
- Ways to write CV
- How not to write a CV?
- Common CV Mistakes to avoid

# Some stats about CVs

- On average, each corporate job offer attracts 50+ resumes. Of those candidates, 4 to 6 will get called for an interview, and only one will get the job
- Average time spent looking at a CV is <30 seconds
- **76%** of CVs are ignored if your email address is unprofessional like [lostfan9@gmail.com](mailto:lostfan9@gmail.com), [ineedajobnow@someemail.com](mailto:ineedajobnow@someemail.com)
- Few spelling or grammar mistake(s) and your CV will be chucked in the bin
- **35%** of candidates who apply for jobs are actually qualified for the role
- **68.7%** of resume errors involved missing accomplishments.



# Here's what recruiters say will get a resume rejected

- Impersonal Applications (No Hiring Manager's Name) - **84%**
- No Thank You Note After Interview - **57%**
- Resumes Aren't Customized and Tailored - **54%**
- No Cover Letter - **45%**
- No Follow Up With Employer After Interview - **37%**

# What recruiters say they look for on a resume:

- Job Experience - **67%**
- Cultural Fit - **60%**
- Cover Letters - **26%**
- Prestige of College - **21%**
- Marks /Grades - **19%**

# What recruiters want from job seekers:

- Resumes Tailored to the Open Position - **63%**
- Skill Sets Listed First on a Resume - **41%**
- Application Addressed to the Hiring Manager - **22%**
- Links to Personal Blogs, Portfolios, or Websites, GitHub - **16%**

# CV AND RESUME

ARE NOT THE SAME



Curriculum Vitae in Latin means Course of life

Usually long and detailed

Used for Academic, Scientific or Medical professions

Contains certifications, research work details

Normally employers expect a CV in Europe, the Middle East, Africa, or Asia

A CV has a clear chronological order listing the whole career



Resume In French means summary

Usually short, 1-2 pages long

Can be used for any role

It has credentials, work-history and accomplishments

Resumes are used mainly in USA & Canada

Resume's information can be shuffled around to best suit the applicant



# First impressions count...

An employer will only read your CV for 30 seconds before deciding whether to interview.

**They will be checking for 3 key things:**

1. Are you qualified to do the job?
2. Have you got commercial experience?
3. Are you passionate & enthusiastic about the job

# It's all about you

CVs are an opportunity to show an employer why you are an ideal candidate for the job.

## **A good CV will:**

- Stand out from the crowd.
- Draw attention to your relevant skills, experience, achievements and potential.
- Create such an impression on the employer that they will not be able to turn you down for interview.

# What to do in a CV?

- Use a standard font size in.
- Include recent and relevant work experience (paid or voluntary).
- Be consistent in your layout.
- List your skills and achievements and back up with evidence.
- Keep it short (approx. 2-3 pages).
- Proofread for spelling, punctuation, grammar and meaning.

# What to do in a CV?

- Use positive action verbs such as “organised, delivered, accomplished, achieved”.
- Include a statement about your career aspirations and what you have to offer the employer.
- Be honest but positive (negatives can always be turned into positives).



# 5 Cs for a Good CV

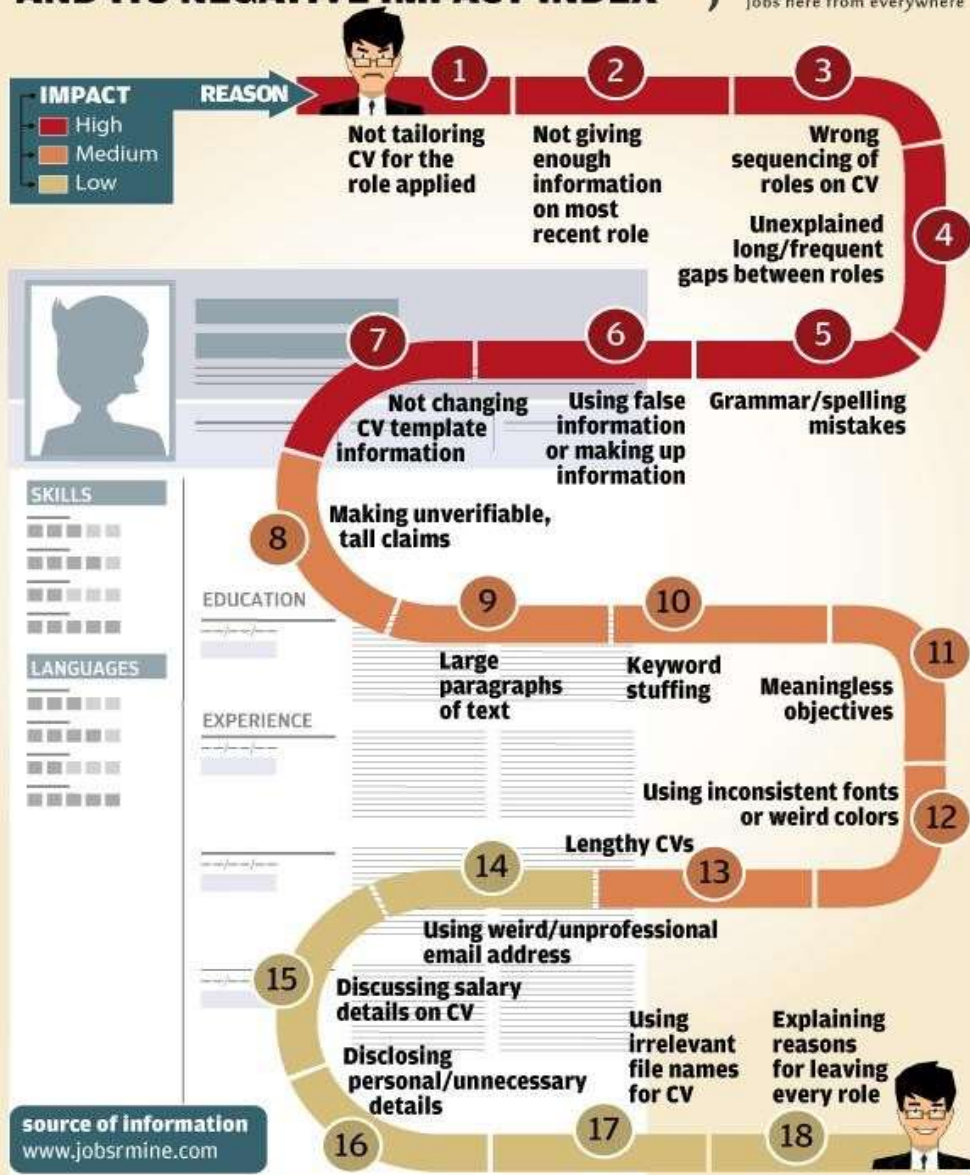
- **Clear** – well organized and logical
- **Concise** – relevant and necessary
- **Complete** – includes everything you need
- **Consistent** – don't mix styles or fonts
- **Current** – Up-to-date

# Things not to do in a CV

Do it in a rush.

- Leave gaps in employment.
- Lie.
- Include irrelevant personal details such as marital status.
- Simply write a list of duties under work experience (remember you are selling yourself!).
- Use flashy or large font.

# THE LIST OF COMMON CV ERRORS AND ITS NEGATIVE IMPACT INDEX



Graphic Designer

# CHRIS CARTER

## ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut neque magna, pulvinar sed nibh eget, fringilla interdum nulla. Integer sed purus faucibus, ultrices ante sit amet, rhoncus justo. Sed ex libero, ornare vestibulum suscipit non. Semper id sem. Mauris eget facilisis lorem.

## EDUCATION

### UNIVERSITY OF SAN DIEGO

2002 - 2007  
Major in Graphic Design

### UNIVERSITY OF TORONTO

2002 - 2007  
Minor in Media Studies

## CONTACT

 San Diego, CA

 555-2534-1111

 ccarter@email.com

## SKILLS



### AREAS OF EXPERTISE

- Poster design
- Branding/identity
- Product packaging
- User interface
- Editing video
- Illustrations

## WORK EXPERIENCE

2010

PRESENT

### Now Design Startup Junior Designer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut neque magna, pulvinar sed nibh eget, fringilla interdum nulla. Integer sed purus faucibus, ultrices ante.

2006

2010

### Pixel Inc. Social Media Curator

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut neque magna, pulvinar sed nibh eget, fringilla interdum nulla. Integer sed purus faucibus, ultrices ante.



# Write Meaningful Objectives

“To work in a professional environment which provides opportunities to learn and enhance my professional skills. To leverage my analytical, professional & technical skills to make a sustainable, long term contribution to the organization”

**VS**

“Seeking an entry level software engineer role anywhere in India”

# What should be on a CV?

Start with contact information

- Full name
- Permanent mailing address
- E-mail address that won't expire
- Phone numbers
- Education
- Honors and Awards

# What should be on a CV?

- Professional Experience (employment)
- Publications and presentations
- Extracurricular and volunteer experience
- Certifications and licenses
- Professional affiliations
- Research
- Added qualifications
- **Leisure interests** - ability to plan and organise, cooperate with others, compete, lead, work hard to achieve results
- **Specific skills** – e.g. driving license, computer skills, foreign languages, artistic skills

# In Education Section

Most current schooling first (include your current educational work)

- Only include diploma distinctions
- Get the school's names correct!
- Degrees/certifications are what is important – not time spent
- List Thesis/Dissertation titles
- Scholarship



# Sample Education Section

## Education and Qualifications

**2011 – Present**

**University of Kent**

**BA (Hons) Fine Art**

**Modules include: Contextual Studies, Creative  
Investigations**

**Project: Communication and Critique**

**2009 – 2011 Maidstone Grammar School**

**A-levels: Media Studies (A), Art (B),  
Information Technology (C)**

**2005 – 2009 Wrotham School**

**GCSEs: 8 GCSEs including English and Maths**

# Work Experience

- There is no need to list every job you've ever had – detail the most relevant
- Don't just list your duties – sell your skills. Which skills are relevant to the position/company you are applying to?
- Dates, name of company, position and skills:

April 2010 – Present

Museum of Kent Life

As a shop assistant, I have learnt the importance of providing great customer service to gain maximum sales. I am responsible for organising stock and ensuring that costs are controlled. Carrying out weekly risk assessments has increased my awareness of health and safety issues.

# Tips on Extracurricular and Volunteer Experience Section

- List most recent first
- This tends to be a long list – careful!
- It is better to have long-term items or very relevant items instead of **EVERYTHING**
- Student organizations go here

# Added Qualifications Section

- Should be verifiable
- Include language fluency
- Cultural knowledge – maybe. Especially if you have had hands-on experience
- Anything else special
- Any online certifications, trainings attend on own, like Udemy, Coursera



# What examples can you give from your work experience?



If you have no paid work experience, give examples from voluntary work or from your course

# Matching up your CV with the position/ company

**It is not 'one size fits all', you need  
to tailor your CV to each position**



*One size doesn't fit all when it comes to  
people or teams we lead...*

# Presentation of your CV

- The first visual impression of your CV is important
- For standard CVs, use plain white A4 paper
- Do not double side
- Keep your CV to two sides of paper
- Check your spelling
- Use bullet points and bold font but in moderation
- Focus on accomplishments
- Target your CV to that job/company

# References

- Ideally, one academic and your manager
- Ask permission from your reference and let them know what position(s) you've applied for
- Use relevant references if possible
- Don't merely say 'references available on request'
- You can avoid providing contact details if you wish



# Covering letters

- Never send a 'lonely' CV
- Opening paragraph – motivation for the job
- Followed by background skills and experience developed through study, work experience and paid work
- 'Matching up' with job description
- What you can offer the employer

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### DAVID SPENCER – ACA & CFA qualified

#### PROFILE

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A diligent, professional and personable senior finance professional with strong influencing skills who is confident at communicating at all levels, including PLC board members. My focus trained with 10 years' post qualification experience gained across both SME's and PLC's. Commercially and technically strong with extensive experience in commercial and M&A activity and all aspects of financial and business control. Now looking for first Finance Director role in a fast growing, dynamic company.

#### KEY SKILLS

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- Strategically focused with strong working knowledge of all aspects of financial control
- Commercially aware with ability to focus on KPIs and provide relevant analytical data
- Strong resource management (including working capital and cash flow)
- Excellent organisational and presentation skills
- Investor relations including presentations to institutional shareholders and Private Equity houses
- People management – mentoring, coaching, training and performance management
- Excellent communication – written and verbal prior to board level
- Tax qualified – ability to understand tax implications and plan accordingly
- Influencing, negotiating and relationship building

#### KEY ACHIEVEMENTS

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- Improving business control and reduction of cost as a direct consequence of integration (M&A PLC)
- Negotiation of new loan facility (PLC) with Bank (M Group PLC)
- Optimised payroll function, saving £20k per annum (M PLC)
- Responsible for reduction of £20k in external overhead spend incurred by procurement team (M Group PLC)
- Involved in all aspects of setting a business unit KPIs, priorities of financial and commercial information

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## DAVID SPENCER – ACA & CTA qualified

### PROFILE

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A diligent, passionate and personable senior finance professional with strong influencing skills who is confident at communicating at all levels, including PLC board members. Big four trained with 20 years' post qualification experience gained across both SME's and PLC's. Commercially and technically strong with extensive experience in commercial and M&A activity and all aspects of financial and business control. Now looking for first Finance Director role in a fast growing, dynamic company.

### KEY SKILLS

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- Strategically focused with strong working knowledge of all aspects of financial control;
- Commercially astute with ability to focus on KPIs and provide relevant analytical data;
- Strong resource management (including working capital and cash flows);
- Excellent organisational and prioritisation skills;
- Investor relations including presentations to institutional shareholders and Private Equity houses;
- People management – mentoring, coaching, training and performance management;
- Excellent communication – written and verbal, junior to board level;
- Tax qualified – ability to understand tax implications and plan accordingly;
- Influencing, negotiating and relationship building.

### KEY ACHIEVEMENTS

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- Improving business control and reduction of cost as a direct consequence of integration (SME PLC);
- Negotiation of new loan facility (SME) with bank (SME Group PLC);
- Outsourced payroll function, saving £20k per annum (SME Ltd);
- Responsible for reduction of £20k in external overhead spend incurred by procurement team (SME Group PLC).

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### DAVID SPENCER – ACA & CFA qualified

#### PROFILE

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A diligent, passionate and personable senior finance professional with strong influencing skills who is confident at communicating at all levels, including PLC board members. Big four trained with 16 years' post qualification experience gained across both SME's and PLC's. Commercially and technically strong with extensive experience in commercial and M&A activity and all aspects of financial and business control. Now looking for first Finance Director role in a fast growing, dynamic company.

#### KEY SKILLS

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- Strategically focused with strong working knowledge of all aspects of financial control;
- Commercially astute with ability to focus on KPIs and provide relevant analytical data;
- Strong resource management (including working capital and cash flows);
- Excellent organisational and prioritisation skills;
- Investor relations including presentations to institutional shareholders and Private Equity houses;
- People management – mentoring, coaching, training and performance management;
- Excellent communication – written and verbal (junior to board level);
- Tax qualified – ability to understand tax implications and plan accordingly;
- Influencing, negotiating and relationship building.

#### KEY ACHIEVEMENTS

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- Improving business control and reduction of cost as a direct consequence of integration (M&A PLC);
- Negotiation of new loan facility (27m) with bank (M Group PLC);
- Optimised payroll function, saving £20k per annum (M&A Ltd);
- Responsible for reduction of £20k in external overhead spend incurred by procurement team (M Group PLC);
- Implementation of process of rolling out new products and services across all divisions and commercial subsidiaries.



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- Strong resource management (including working capital and cash flows);
- Excellent organisational and prioritisation skills
- Investor relations including presentations to institutional shareholders and Private Equity houses;
- People management – mentoring, coaching, training and performance management;
- Excellent communication – written and verbal; junior to board level;
- Tax qualified – ability to understand tax implications and plan accordingly;
- Influencing, negotiating and relationship building.

### KEY ACHIEVEMENTS

- Improving business control and reduction of cost as a direct consequence of integration (M&C PLC);
- Negotiation of new loan facility (£2m) with bank (M Group PLC);
- Outsourced payroll function, saving £20k per annum (M1 Ltd);
- Responsible for reduction of £20k in external overhead spend incurred by procurement team (M Group PLC);

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- Outsourced payroll function, saving £20k per annum (M1 Ltd);
- Responsible for reduction of £20k in external overhead spend incurred by procurement team (M Group PLC);

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## DAVID SPENCER – ACA & CTA qualified

### PROFILE

A diligent, passionate and personable senior finance professional with strong influencing skills who is used to communicating at all levels, including PLC board members. My four decades with 20 years' post-qualified experience gained across both SME's and PLC's. Commercially and technically strong with extensive experience in commercial and M&A activity and all aspects of financial and business control. Now looking for a new Director role in a fast growing, dynamic company.

### KEY SKILLS

- Strategically focused with strong working knowledge of all aspects of financial control;
- Commercially astute with ability to focus on KPI's and provide relevant analytical data;
- Strong resource management (including working capital and cash flows);
- Excellent organisational and prioritisation skills;
- Investor relations including presentations to institutional shareholders and Private Equity houses;
- People management – mentoring, coaching, training and performance management;
- Excellent communication – written and verbal, junior to board level;
- Tax qualified – ability to understand tax implications and plan accordingly;
- Influencing, negotiating and relationship building.

### KEY ACHIEVEMENTS

- Improving business control and reduction of cost as a direct consequence of integration (ABC PLC);
- Negotiation of new loan facility (£5m) with bank (M Group PLC);
- Outsourced payroll function, saving £50k per annum (XYZ Ltd);
- Responsible for reduction of £20k in external overhead spend incurred by procurement team (M Group PLC);
- Involved in all aspect of selling a business including provision of financial and commercial information, negotiation with purchasers, liaison with and management of all relevant stakeholders (K Ltd);
- Initiated the implementation of a supplier finance programme to release over £2m of working capital (ABC PLC).

## KEY ACHIEVEMENTS

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- Improving business control and reduction of cost as a direct consequence of integration (ABC PLC);
- Negotiation of new loan facility (£5m) with bank (M Group PLC);
- Outsourced payroll function, saving £50k per annum (XYZ Ltd);
- Responsible for reduction of £20k in external overhead spend incurred by procurement team (M Group PLC);
- Involved in all aspect of selling a business including provision of financial and commercial information, negotiation with purchasers, liaison with and management of all relevant stakeholders (X Ltd);
- Initiated the implementation of a supplier finance programme to release over £2m of working capital (ABC PLC).

## EXPERIENCE

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### M Group PLC - October 2013 to present

M Group PLC is a national retailer of children's nursery equipment with a turnover of £50m. The company was PE backed but has just been acquired by a Global listed company.

### Financial Controller

Prior to sale reported directly to Managing Director. After the sale I report to the Group Finance Director. I am responsible for managing the small finance team including a senior management accountant, three finance administrators and a payroll administrator. Specifically my role includes:

- Oversee monthly management accounts, rolling monthly forecasts and annual budgets for the Board and PE investors/parent company;
- Preparation of corporation tax returns and statutory account disclosure;
- Management of the procurement function for the group;
- Budget setting and cost control across the various departments in liaison with the various department heads;
- Delivering monthly Operations Board Packs & Executive Board packs to the relevant Boards and ensuring that they include accurate, insightful management information including timesheet analysis and relevant KPI's;
- Audit, bank, insurance and legal relationships and compliance;
- As part of the Operations Board, being responsible for implementation of Executive Board strategies;
- Managing the company's cash flow forecast and reporting on cash flow to the Board;
- Ensuring appropriate internal controls are in place and managing both the internal and external audit process;



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#### **Big 4 LLP - September 1996 to June 2002**

- Spent the first two and a half years in audit, being promoted to audit senior at the earliest possible time;
- Moved to corporate tax from April 1999 until June 2001, being promoted to manager in April 2001;
- The last twelve months (from June 2001 to June 2002) were spent on secondment in Perth, Australia;
- Took voluntary redundancy to go travelling for a year around Australia and New Zealand.

#### **EDUCATION**

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1991 to 1994 – **Nottingham University**

BSc (Hons) Chemistry – **1<sup>st</sup> class**

1984 to 1991 – **Bristol Grammar School**

S level in Mathematics – Merit

A levels in Mathematics, Chemistry and Biology – **A, A, B respectively**

11 GCSEs – **7 A's, 4 B's**

#### **PROFESSIONAL QUALIFICATIONS**

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2000 – ATII (first time passes)

1998 – ACA (WESCA prize winner and all first time passes)

#### **INTERESTS**

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Walking, cycling, watercolour painting, travelling, swimming.

**“ If you fail to  
prepare, you  
prepare to fail ”**

**ANY QUESTIONS?**