# CV Workshop – your CV in Europe looked at from another perspective

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# How many minutes / seconds does a recruiter look at your CV?



# 6 SECONDS

The study found that recruiters spend only 6 seconds reviewing an individual resume.

# A CV without a job search strategy is like… a table with no top

- Table Top: Your Job Search Strategy
  - Objective
  - Target market
  - Geography
  - Company size
  - Industry or industries (in order of preference)
  - Organizational culture
- Leg 1 – Your «Hit List» of Companies
- Leg 2 – Your Networking Strategy
- Leg 3 – Your CV / Motivation Letter

## Today's Agenda

- Introduction

- Theoretical Input: the typical Swiss/European CV structure

- Practice:
  - Review of / feedback to two real CV
  - Group work

- Theoretical Input:
  - The motivation letter or cover letter

# Your CV

- Individual
- Clear and understandable
- Well structured and consistent (reverse chronological order)
- Complete incl.
  - contact details
  - personal data

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# Your CV – Education Section

EDUCATION:

| | |
|---|---|
| 07.2010–06.2014 | Swiss Federal Institute of Technology (ETHZ), Zurich, Switzerland<br>Computational Laboratory<br>PhD thesis: «Investigations of Numerical Aberrations: Origins and Implications» |
| 10.2005–03.2010 | Swiss Federal Institute of Technology (EPFL), Lausanne, Switzerland<br>MSc in Computer Engineering, Final grade 5.25/6 |
| 10.2009–03.2010 | University of Florida (UF), Gainesville FL, USA<br>Process Control Engineering, Diploma Thesis, Grade 5.5/6<br>– Did modeling and model validation for a small articulated robot<br>– Developed a modern predictive control algorithm using Matlab/LabVIEW<br>– Successfully implemented algorithm on real vehicle |
| 08.2007–05.2008 | Carniege Mellon University (CMU), Pittsburgh PA, USA<br>Electrical Engineering, Exchange program<br>Grade Point Average 3.9/4.0, on Dean's List for both semesters |

# Your CV – work/practical experience

| **PRACTICAL EXPERIENCES:** | |
|---|---|
| 07.2010–06.2014 | ETH Zurich, Computational Laboratory, Switzerland: Research Assistant<br>– Responsible for control systems engineering in an interdisciplinary collaboration with GreatCorp., Basel, Switzerland<br>– Modeled and controlled Diesel injectors using Matlab/dSpace<br>– Developed advanced control algorithms ($H\infty$ and genetic approaches)<br>– Teaching assistant for robust control and control experiments<br>– Supervised students writing semester theses<br>– Published research results, did presentations to management, attended conferences |
| 05.2009–08.2009 | Ford Motor Company, Kansas City, USA: Summer Intern<br>– Assisted the Ford Customer Service in the launch of the Ford Mustang vehicle<br>– Data-mining and Report generation for management using large data bases<br>– Served as a link between the customer and Ford engineering |
| 02.2007–03.2007 | GreatMachines Ltd., Stans, Switzerland: Winter Intern<br>– Completed design projects using Unigraphics Software<br>– Served as apprentice in the area of milling, turning, drilling, welding |

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# Your CV – Language skills

LANGUAGES:

| | |
|---|---|
| German: | Mother Tongue |
| English: | Proficient (level C2 on European Language Scale) |
| French: | Proficient (level C2) |
| Italian: | Advanced knowledge (level B1) |
| Spanish: | Basic knowledge (level A2) |

# Your CV – IT skills

Example:

Operating systems:     Windows, Linux, OSX

Engineering programs:   Fortran, C, MatLab

Or:

– Extensive programming experience in Fortran, C, JAVA, MatLab
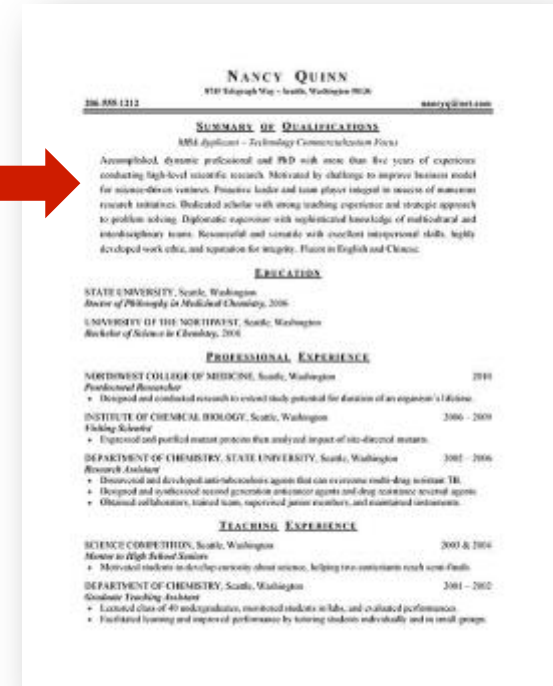– Solid knowledge of Windows, UNIX and LINUX

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# Your CV – possible additional information

- Methods, laboratory techniques
- Publications / conferences
- Military
- Awards / scholarships
- extracurricular activities
- Picture only in
- Objective / short profile

# A word about personal statements / career aims

- Objective:
  - summarize a your career goals
  - highlight your skills that are relevant to sector/job
  - pick out key achievements – things that immediately signal to recruiter that you would excel in sector/job

- Things to consider:
  - highlight 1-2 key relevant achievements and skills and articulate your career aims clearly
  - say something specific or tangible (USP): what makes you stand out?
  - read your statement aloud and apply the 'so what?' test.
  - no longer than 5 lines.



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# The motivation / cover letter

- Possible structure:
  - Paragraph 1: **You** - What fascinates me and motivates me about your company and the position you offer?
  - Paragraph 2: **Me** - My professional experience and skills that I can bring to this company.
  - Paragraph 3: **Us** - What you and the company can accomplish together. Show that you are the person who is best able to meet the company's needs.

- Strong relation to company and position - avoid "copy-paste"!
- Max. 1 page
- Not just your CV in prose
- Avoid abbreviations
- Zero mistake!

# A word about "Applicant Tracking Systems"

- 90% of large companies use Applicant Tracking Systems (ATS) to search for qualified candidates from large applicant pools.
    - ATS help employers by analyzing CVs, identifying those whose content matches given sets of keywords, and weeding out those who don't rank highly.

- 72% of resumes submitted are NEVER seen by an actual HR person!



Where is my CV?

# How to "hack" automated CV screeners

- **Font**
  - Choose conservative **font** e.g. Verdana, Arial, Tahoma, Courier or Calibri.
    - Times Roman or Cambria may be rejected by screening software.
  - Avoid using script fonts; avoid special characters and shading.
  - Smallest font **size** for body of CV: **11 point**

- **Format**
  - A standard **margin** top and bottom is best.
  - Avoid **graphics** or **logos**; some experts even recommend avoiding **photos**.
  - Avoid using **tables** for formatting.
  - No **borders** nor **lines** that cross the entire page from margin to margin.
  - Use **bulleted lists**, not paragraphs, to describe your work

- **Header**
  - Avoid placing contact information in header of CV; nevertheless, keep contact information at top.

# How to "hack" automated CV screeners

- **Identify keywords**
  - Audit the job description to build a **list of key words**
  - **Consult an insider** for help finding relevant words
  - **Sprinkle** all the job-related **words across your CV**

- **Create a relevant category expertise section**
  - **Identify** the **category expertise** that is being searched
  - For example: Client Relationship Management, Revenue Growth, Risk Management, Negotiation, CRM Program Development