

CV Best Practices for recent graduates

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1) Positioning is key

Your CV should show what you bring to the table: key strengths, characteristics and experience

- **Consider:**

- ✓ Writing a **tagline** under your name
- ✓ A short **branding statement**
- ✓ An **objective**



Remember to include:

- **What you are seeking**
(position, work environment, opportunity, industry...)
- **What makes you different**
(education, achievements, experience & attributes)

2) Tailor it for every company & position

Always tailor your CV for the company and position you're applying for.

No two jobs or companies are the same, and you should adjust your message accordingly.

- **Read the job description & identify:**

- ✓ Key attributes
- ✓ Experience
- ✓ Education
- ✓ Other characteristics

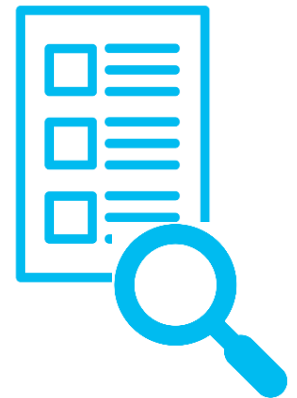


- **Does your CV **emphasize** the elements that are relevant & reduce/eliminate the less relevant ones?**

3) Keep it reader-friendly

Make it easy to pick out key information at a glance, and understand quickly if you match the selection criteria or not.

- Structure it so it's easy to **skim**
- Make it **easy to understand**
- Use **keywords** & action verbs
- Use **bullet points**
- Don't abbreviate or use acronyms
- Keep your language & formatting consistent

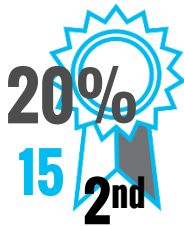


4) Quantify & showcase your achievements

Showcase your achievements throughout your CV (think student awards & academic achievements, competitions you've won, on-the-job successes and distinctions, etc.)

Quantify achievements & results to show the scope of your accomplishments

- Don't forget these ways to establish your experience, skills gained & achievements:
 - ✓ Work experience
 - ✓ Summer jobs
 - ✓ Volunteering
 - ✓ Projects
 - ✓ Participation in student associations
 - ✓ Hobbies & interests (only if they're relevant)



5) Keep it visually appealing

■ Pay attention to the design:

- ✓ Use **white space**
- ✓ Keep your formatting **consistent & visually appealing**
- ✓ **2 pages are better than a one-page cramped CV**



Isabel Albelda Ros
(+44) 07721 584550 - contact@isabelalbeldaros.com

Bachelor in Business Management and Administration June 2013
Universidad Antonio de Nebrija (Madrid, Spain), with honours in Development of Professional Skills III,
Study Abroad - Exchange Student in International Business, Fall 2011-Spring 2012

Bachelor in Advertising September 2014
Universidad Antonio de Nebrija (Madrid, Spain)

WORK EXPERIENCE

Graduate Business Specialist (Global Technology Services), IBM, London March 2015-Today
GTS Graduate Scheme: First placement: Junior Project Manager, RBS

Marketing Trainee, **KaVo**, Dental, Madrid (Spain) October 2013-April 2014
Collaborated as key user in CRM implementation (Microsoft Dynamics) and elaborated a guide for sales reps to facilitate CRM use. Other relevant duties: Edited and created Web Content, Translated specialized texts and marketing materials from English to Spanish

Human Resources Intern, Universidad Antonio de Nebrija, Madrid (Spain) October 2012-July 2013
Repositioned and managed the INCP's (Nebrija Institute of Professional Competencies) Online Presence Program, including the creation of web content. Other relevant duties included recruitment (primarily: identifying candidate sources, CV screening, phone interviews).

Marketing Intern (Multilevel Marketing, ACN), Ron Bee and Associates, San Diego May 2012-July 2012
Proposed and facilitated ACN's presence at orientation events organized by the International Student Center (ISDC), which resulted in a source of new clients. Other relevant duties: Researched and contacted potential clients, Participated in client and recruitment meetings, Conducted market research of international students in the San Diego area

Marketing Intern (Student Assistant), International Student Center, San Diego State University March 2012-May 2012
Participated in the development of the International Student Association's Budget and defended its increase before the Student Council, resulting in its approval. Other relevant duties: Created marketing materials for the International Student Center, Coordinated and facilitated events and gatherings, Community manager for the International Student Center and the International Student Association

Conference **Cofequence** - Personal Branding: a winning job-search strategy (11/12/2014, University of La Rioja)

Dissertation - Personal Branding for Career Advancement, a step-by-step guide for achieving success in the workplace.

LANGUAGE SKILLS: Spanish (native), English (bilingual - Certificate of Proficiency in English), French (basic)

TECHNICAL SKILLS: Microsoft Dynamics CRM (intermediate), **Inxmail** (intermediate), Adobe Illustrator



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I'm an entrepreneurial-minded Business Administration and Advertising Graduate with experience in leadership, intercultural communication and team management. I'm passionate about business and marketing and my ideal work environment is an international, constantly changing one. As Graduate Business Specialist at IBM, my goal is to help make our client's life easier and more productive through my proactivity and high level of commitment.

Another topic I'm passionate about is Personal Branding: I developed a highly practical Personal Branding Guide as part of my dissertation, which I'm now working on turning into a book and which led to my recent conference at the University of La Rioja.

EDUCATION

Bachelor in Business Management and Administration June 2013
Universidad Antonio de Nebrija (Madrid, Spain)
• With honours in Development of Professional Skills III
Study Abroad - Exchange Student in International Business Fall 2011-Spring 2012
San Diego State University (San Diego, California)

Bachelor in Advertising September 2014
Universidad Antonio de Nebrija (Madrid, Spain)
• With honours in Strategic Communication Planning

WORK EXPERIENCE

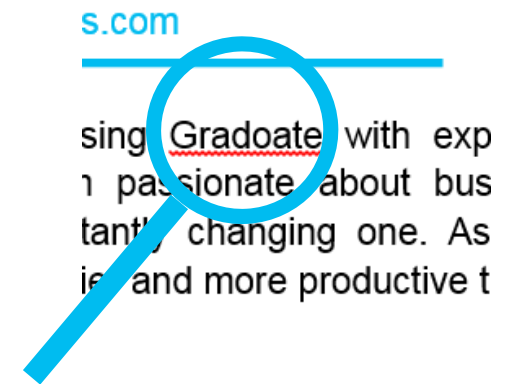
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Human Resources Intern October 2012-July 2013
Universidad Antonio de Nebrija (Madrid, Spain)

6) Don't forget to proofread!

- **Double check** for inconsistencies in design & flow
- **Review for typos**
 - ✓ Don't rely on spell check
 - ✓ Print it and work on the hard copy
 - ✓ Ask someone else take a look



7) Link to your online presence

You should have a healthy **professional online presence** (and if you don't, it's time to start!)

- Link to it in your CV:
 - ✓ **LinkedIn profile**
 - ✓ Landing page ([About.me](#) offers free personal one-page profiles)
 - ✓ Other relevant online presence (twitter, blog, website, etc.)

LinkedIn is a must, but take a look at other social networks as well and see if any make sense for you to develop your professional online presence



8) Consider a CV 2.0

Think about creating a CV 2.0 - if it makes sense for you, go for it!

- ✓ Digital CV  
- ✓ Video CV
- ✓ Infographic 
- ✓ Presentation...



Don't forget to link to it in your traditional CV - the CV 2.0 done right is a **great differentiator**.

Some last Dos and Don'ts

9) Dos and Don'ts

DO

Think about the message you want to convey

Keep it simple

Use a professional-sounding email address

Choose a file name that can be easily saved for reference (e.g. "John Doe CV")

9) Dos and Don'ts

DON'T

Add unnecessary information (e.g. date of birth, political or religious views, non-relevant hobbies, etc.)

Use the same CV everywhere

Just list your job responsibilities and call it a day

Forget to update it regularly

Twist the truth – never lie in your CV!

And finally...

**Don't just follow a set of rules without thinking;
does it make sense for you, the company you're
applying to and the position?**

Best of luck!

More Information

**For information on how to develop your
personal brand check:**

www.isabelalbeldaros.com/personalbranding

Questions, comments and the like:

- **contact@isabelalbeldaros.com**
- **Twitter: [@ialbelda](https://twitter.com/ialbelda)**
- **LinkedIn: www.linkedin.com/in/isabelalbeldaros**