



The University Caterers Organisation

Crafting a Compelling CV and LinkedIn Profile

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TRAINING AND MEDIA



Part 1 - Compelling CV

- ▶ What's a CV's purpose?
- ▶ How to use the Job Description to tailor your CV
- ▶ Key components of a strong CV
- ▶ Hacking the 8-second rule
- ▶ Understanding and selling your skills

What is the Purpose of a CV



**SHOW YOUR
SKILLS?**



**SELL
YOURSELF?**



**TELL YOUR
STORY?**



**MATCH THE
JOB ROLE?**



To Get You an Interview!

How long to they look at your CV

In chat pop how long
on average a recruiter
looks at your CV the
first time?



Job Description - Your Best Friend

Tailor	Adapt your CV to the role.
Focus	Focus in on the skills they want.
Improve	Improve searchability
Hack	Hack the 8 second rule

CV Layout - Is Essential

- Aid Scanning.
- Get key skills out there fast.
- Show your experience.
- Short concise - bullet points are excellent
- Make their job easy.
- Update regularly.
- Keep it simple.

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PERSONAL PROFILE

A personable and friendly team player, who gets on with people at all levels. A confident communicator with excellent people skills. Organised and methodical and enjoys a challenge.

KEY SKILLS & ACHIEVEMENTS

- Strong team working skills
- Excellent understanding of Microsoft programmes
- Very good at face to face communication
- Organised with a focus on detail
- Good people skills
- Positive, motivated individual

EMPLOYMENT

Potties Garden Centre, Townton, Townshire. Nov 2011 - Present

Part time sales assistant role. Tasks included:

- Helping customers find what they were looking for
- Working on the till, handling cash and completing refunds
- Organising the stock room and making sure that there was enough stock on the shop floor
- Creating Hanging baskets to order for customers
- Merchandising displays

This is your elevator pitch.
No more than 3 sentences filled with powerful keywords

No more than 8. change them to suit the role you are applying for.

Look at your activities and transferrable skills. These can form a basis for this section of the CV

If you have had jobs list them here with the most recent at the top. Voluntary work should be included. Name the company and how long you were there; give a brief description of the role, and bullet points of the key skills required, see if you can get them to relate to the job you are applying for

Detail the examination you are working towards as well as any other qualification you may have. A grade in a musical instrument or a belt for a martial art will demonstrate that you can commit to something.

Make the most of this section. This is where you can demonstrate some valuable skills. Check the activities and skills break down you have done and ensure that they tie into the job role you are applying for

Your references should be people you have worked for or have engaged with outside of family. A teacher, manager, club organiser can be used. Check they are happy to be used as an referee; Do not put their details on your CV. Put references available on request.

EDUCATION AND QUALIFICATIONS

Townton High School, Townshire **2006 – Present**

GCSEs

	Predicted
English Language	A
Mathematics	A*
Geography	B
Physical Education	B
Science	A

FA Football Coaching Certificate 2007

HOBBIES AND INTERESTS

Football – Team Captain for 2 years, fund raising, coaching younger members
Amateur Dramatics – Member of youth theatre group, acting, lighting design, publicity, set construction.
Website Design – Using WordPress to develop a personal site with a blog, also have developed and maintained my Football team and drama clubs sites.

REFERENCES

References available on request

Hack the 8 second rule

- List your key skills and experience.
- Match them to the job description.
- Arrange them in order of relevance.
- No more than 8.

Be Searchable

The first thing that sees your CV is often a computer



Searchable CVs



Match language to the Job Description.



Match skills to the job description.



Use common terms recruiters search for.



Shout your relevant skills and experience from the hill tops.

Defining Your Skills

Employment

Qualifications

Skills

Hobbies



Being T
Shaped



What Skill Can I learn or Develop

- ▶ What existing skills can to buffed up.
- ▶ What new skills will make me competitive.
- ▶ Where can I go to learn.

Top Tips



Use the job description as a guide.



Make changes to fit the role.



Keep the structure simple and clear.



Be searchable.



Highlight your most relevant skills



Update as soon as anything changes.



Part 2 - Powerful LinkedIn Profile

- ▶ How your LinkedIn Profile is more than an online CV.
- ▶ Making your profile searchable.
- ▶ Adding evidence to your profile.
- ▶ Skills, endorsements and recommendations.
- ▶ The value of interacting with groups.

LinkedIn Stats



94% Recruiters check your LinkedIn Profile



11 Million Jobs posted on LinkedIn



Perfect for networking



Perfect for building skills and CPD

Profile Tips

- ▶ Good quality photograph
- ▶ Highlight the roles you want to be found for.
- ▶ Think about the search box.
- ▶ Add evidence.
- ▶ Keep it up to date.

Endorsements and Recommendations

- ▶ Request recommendations.
- ▶ Recommend and endorse others.
- ▶ Endorse and recommend your peers (and them you).
- ▶ Post useful content and like, share and comment on others.

LinkedIn Groups

- ▶ Join groups relevant to your industry/interests.
- ▶ Listen don't talk.
- ▶ Always be constructive and positive.
- ▶ Stroke ego, introduce yourself and add value.
- ▶ Interact.

Requesting Connections

- ▶ Connect with people who add value.
- ▶ Send a personal note about why you want to connect.
- ▶ Don't spam connect with everyone.
- ▶ Interact with your new connections.

LinkedIn Top Tips



Keep it up to date



Engage with your connections



Make it searchable



Request recommendations



Join and interact with groups



Use the jobs tab

Other Resources

Feedly: <https://feedly.com/>

Vodafone, Future Jobs Finder: <https://n.vodafone.ie/careers/digital-skills.html>

National Careers Service, Skills Assessment:
<https://nationalcareers.service.gov.uk/skills-assessment>

E-Skills match. Map your journey to a new career: <https://www.eskillsmatch.eu/en/>

Canva. CV Template: <https://www.canva.com/>

Any Questions?



The University Caterers Organisation

Other Courses: <https://www.tuco.ac.uk/academy/professional-development/courses/upcoming>

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The logo for Michael Niles Training and Media consists of the name 'MICHAEL NILES' in a bold, black, sans-serif font, with 'TRAINING AND MEDIA' in a smaller, black, sans-serif font below it. The text is enclosed in a thin, gold-colored rectangular border.

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