

SAMPLE CURRICULUM VITAE

PERSONAL DETAILS

Name: Joe Bloggs
Address: 123 Grafton Street, Dublin 2
Email: joe.bloggs@dublin.ie
Mobile Number: 087 0070070
Telephone Number: 01- 600 0001

PROFILE

I have gained extensive experience in marketing and brand management with leading companies in several markets. I am a pro-active and creative individual, and am seeking a challenging position with an ambitious organisation.

CAREER HISTORY

Aug '02 – Present **Brand Manager**
Huge Enterprises plc; Cork City

Responsibilities:

- Identifying and developing new business opportunities
- Planning and managing budgets and action plans
- Coaching sales teams
- Enhancing the distribution channels & increasing local awareness of the brands

Achievements:

- Increased sales by 40%, exceeding targets
- Increased brand awareness by 25%

July '99 – Aug '02 **Assistant Brand Manager**
Big Solutions plc; Dublin 15

Responsibilities:

- Implemented brand plans to include advertising, promotions, sponsorship, PR, research & package design
- Liaised with associated agencies
- Managed budget
- Analysed sales and market share
- Managed and purchased all promotional merchandise

Achievements:

- Grew brand from 15% to 29%, its highest ever level
- Conducted a competitive tender for promotional merchandise which resulted in reducing costs by 10%

EDUCATION/QUALIFICATIONS

2000 **Graduate Member of the Marketing Institute of Ireland**

Sept 1995 – Jul 1999 **B.A. in International Marketing & Languages**
Dublin City University

Overall Result: 2.1
Languages: French (Major) & German

Jun 1995 **Leaving Certificate**
Kilton Community School

Overall Points: 430
Subjects: English, Irish, Maths, French, German, Accountancy, Economics

SKILLS

Languages - Fluent French, very good German, basic Italian
IT Skills - Proficient in MS packages including Excel, Powerpoint, Word and Outlook
Licence - Full clean driving licence

INTERESTS

Play for Dublin City GAA team, represented Dublin GAA team at Minor and Senior level, winner of many GAA championships.

REFERENCES

Available on request.



Careers Register
26 Lower Bagott Street,
Dublin 2
T: 01-500 5900
E: info@careers-register.com
www.careers-register.com

CV Tips



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www.careers-register.com

CV TIPS....

A good CV can make a huge difference to your job hunt. Research shows that often just 30 seconds is spent reading a CV. A bad CV can prevent you from getting an interview so it's crucial you invest time in preparing a CV that will stand out from the crowd.

A CV is not about over-exaggeration, it is about presenting your most relevant experience and qualifications in the best possible way for the job you are applying for. Here's a guide to help you perfect your CV.

CONTENT

A CV is meant to be a summary of your skills and experience relevant to the job you're applying for. Trying to include everything is a mistake as it will make it more difficult for the recruiter to see why you're relevant for the job. Ideally your CV should be tailored for each job you apply for. Be honest as the truth usually comes out in the interview.

STRUCTURE

1. Personal Details

Keep personal information to a minimum, such as name, address, email, mobile/phone number. You don't need to include your date of birth. Under Irish employment law, employers are prohibited from asking you for your date of birth or your age. There is no need to include "Marital Status".

2. Profile

You can include a Personal Profile – a brief of your skills and careers aspirations. A profile summarises why you're suitable for the position and can give your CV an edge as not all CVs include one.

3. Career History

If you are in employment, start with your Career History first then move on to your Education/Qualifications. If you are still in education or are a graduate then start with your Education/Qualifications.

List jobs held in chronological order, with the most recent first. For each job include job title, company name and date of employment (month and year is sufficient). Job responsibilities and achievements should be listed for each job. Some people forget to include achievements or results altogether. It's important to let employers know what you can do for them. Devote most space to your most recent job or the job that is most relevant to the job you are applying for. Don't leave any gaps in your employment history, if you took a year out to travel then state it. Don't provide salary expectations unless it's specifically requested. List any affiliation to relevant professional associations.

4. Education/Qualifications

Like Career History, list details of qualifications and training with most recent first. Devote most space to your most recent qualification or the one most relevant to the job you are applying for. If you are still in education provide detail of your studies as it may be relevant to the job you are applying for. Also, outline work related training if relevant.

5. Skills

It is useful to include a section summarizing your skills. Typical things to include here would be IT Skills, Languages Skills and Driving. For IT Skills it is good to list the packages you have knowledge of and to identify your skill level or state if you have had training. For Language Skills you need to state your skill level for each language such as fluent, working knowledge or basic.

6. Interests

This section should be used to enhance your image or show you have skills needed for the job. Many people underestimate this section and don't think it through enough. An odd statement here can give a bad impression and could effect how the CV is viewed overall. This section should be kept brief – 2 or 3 lines is enough.

7. References

Many people opt not to include References and to state that they are "Available on Request". This is an acceptable, as they will not be needed until the final stages of an interview process.

GENERAL ADVICE

The ideal length is 2 pages, 3 pages maximum.

- Structure your information, group information under clear headings and keep it well spaced, so it's easy to read.
- Keep it concise, only include relevant information. Tailor your CV for each job.
- Keep it formal with short sentences. Use active keywords (created, devised, managed, liaised).
- Avoid jargon and abbreviations.
- Perform Spell and Grammatical Checks – errors can result in a CV being rejected. You should also ask a friend to check your CV as not all typos are picked up by the Checks.
- Avoid gimmicks, graphics, fancy fonts and colour. Black ink on white paper is best.