

LANDING YOUR DREAM JOB

CV, Cover Letter & Interviews

2024

A business of Marsh McLennan

LETS HEAR FROM THE TEAM



Conchita Dello Ioio
*Europe Recruiting
Manager*



Carlota Bastida
Senior Recruiting Coordinator



OUR AGENDA FOR TODAY

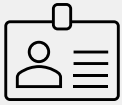
- 1 **Submit your application: CV**
- 2 **Submit your application: Cover Letter**
- 3 **Master your interview**
- 4 **Optimize your LinkedIn profile**

1

CV STRUCTURE

CV STRUCTURE

1 PAGE, EASY TO READ, CONSISTENT FORMAT, & NO GRAMMAR MISTAKES



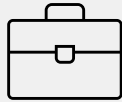
Contact info.

Working Permits, Availability (ideal start date), LinkedIn URL



Education

Most relevant on top, include relevant courses, GPA, activities/ societies, awards, study abroad, prizes, scholarships



Relevant experience

Role, Company name, and dates (start & end; month, year). *Use action verbs and avoid paragraphs.*



Extra-curricular

Volunteering, Hobbies, Activities (competitions, conferences), interests (be specific & mention accomplishments)



Other

Languages and hard skills plus the level of each

SOME EXAMPLES



RICHARD SANCHEZ

Marketing Manager

CONTACT

- +123-456-7890
- hello@realitygreatsite.com
- 123 Anywhere St., Any City
- www.realitygreatsite.com

PROFILE SUMMARY

Experienced and results-driven Marketing Manager with a proven track record in developing and executing successful marketing strategies. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem-solving to achieve business objectives.

EDUCATION

2029 - 2030
BORCELLE UNIVERSITY
Master of Business Management

2025 - 2029
BORCELLE UNIVERSITY
Bachelor of Business Management
GPA: 3.8 / 4.0

WORK EXPERIENCE

Borcelle Studio 2030 - Present
Marketing Manager & Specialist

- Led the development and implementation of comprehensive marketing strategies that resulted in a 20% increase in brand visibility and a 15% growth in sales within the first year.
- Successfully launched and managed multiple cross-channel campaigns, including digital marketing, social media, and traditional advertising, resulting in improved customer acquisition and retention rates.

Faiget Studio 2025 - 2029
Marketing Manager & Specialist

- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning.
- Oversee the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.

Studio Showwe 2024 - 2025
Marketing Manager & Specialist

- Developed and executed targeted marketing campaigns, resulting in a 25% increase in lead generation.
- Implemented SEO strategies that improved website traffic by 30%, enhancing online visibility and positioning the company.
- Collaborated with sales teams to create effective sales collateral, presentations, and promotional materials.

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English: Fluent
- French: Fluent
- German: Basics
- Spanish: Intermediate

First & Last Name

(+34) 123456789 | email@gmail.com | [www.linkedin.com/in/firstlastname](#)
Work Permits (if applicable and advantageous) | Eligible to sign an internship agreement via University

TITLE (STUDENT / PROFESSIONAL)

Motivated and results-driven Business School graduate seeking a challenging position within a large organisation as a Business Analyst or Project Manager. Offering a strong foundation in business strategy, data analysis, and project management, with a proven ability to drive efficiency, deliver successful outcomes and collaborate within cross-functional teams.

EDUCATION & CERTIFICATES

XX UNIVERSITY	City, Country
Bachelor in Business Administration	Oct 2023 - Present
<ul style="list-style-type: none"> GPA / Academic recognitions Relevant subjects 	

PROFESSIONAL EXPERIENCE

XX COMPANY	City, Country
Consulting Intern	Oct 2023 - Present
<ul style="list-style-type: none"> You can write your description using the STAR Method (Situation, Task, Action, Results) Alternatively you can also use the XYZ Method (Accomplished [X] as measured by [Y], by doing [Z]) 	

XX COMPANY	City, Country
Business Analyst Intern	Oct 2023 - Present
<ul style="list-style-type: none"> You can write your description using the STAR Method or XYZ Make sure the last experience is always at the bottom and the most recent on top 	

OTHER RELEVANT EXPERIENCE

NGO NAME	City, Country
Volunteering Position	Oct 2023 - Present
<ul style="list-style-type: none"> You can write your description using the STAR Method (Situation, Task, Action, Results) or XYZ 	

UNIVERSITY NAME EXTRA CURRICULAR OR CLUB	City, Country
Extra Curricular Position	Oct 2023 - Present
<ul style="list-style-type: none"> You can write your description using the STAR Method (Situation, Task, Action, Results) 	

OTHER

- Languages: Spanish (level), English (level), etc...
- Computer skills: Python, Microsoft Office, etc...
- Other courses or experiences: Forage, etc...
- Interests/ Hobbies: Avid chess player (2024 Chess Champion for Madrid), etc...

CONTACT

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SKILLS

- Team Work
- Time Management
- Leadership
- Verbal & Written Communication

LANGUAGE

- English
- French
- China
- Spanish
- Hindi

CLAUDIA ALVES

CHIEF EXCLUSIVE OFFICE

PROFESSIONAL PROFILE

I am a growth hacker with 4+ years of experience in sales and marketing in the US market. Creative, sharp-minded person with leadership & coaching skills. Strong time-management skills and work ethic. Revenue- and results-driven.

WORK EXPERIENCE

CEO & President
April 2030 - June 2033

Effectively managed team of over 270 employees in 12 locations in 3 countries. Oversee executive leadership, company training, and public relations with media. Developed innovative, ambitious business strategies, short-term goals, and long-term objectives. Spearheaded overhaul of various underperforming departments to reduce stagnation and increase growth and productivity. Fostered change in company culture to be more open, transparent and accountable.

Head Manager
January 2024 - April 2035

Led team of 50 employees in a busy retail research and analysis firm. Oversee the day-to-day operations, including meeting with team leaders and auditing activity. Implemented the push towards Artificial Intelligence and Machine Learning to aid in exponentially larger analysis tasks able to be completed. Ensured company was meeting all legal requirements and local regulations. Pushed for constant growth among management team and general staff alike.

EDUCATION

Bachelor of Business
MBA / Master of Business Administration (International Management)

GABRIELLA WAFFLE

Chew Stoke Somerset BS540 | waffle.iron@email.com

PERSONAL STATEMENT

Hi, hello there, good afternoon, and how do you do. Delighted for you to be reviewing my application. My name is Gabriella Waffle, and I'm a recruitment consultant with over five years (yes, five years!) of experience working in various specialist sectors, including health care, construction, pharmaceuticals, marketing, and professional services. Since graduating from Kent University with a master's degree in Human Resources Management (for which, I bracedly brag, I received a distinction), I've gone on to build a reputation as something of a headhunting virtuoso, and you can find details of my various triumphs throughout this three-page document. Having accumulated such a substantial, varied, and impressive quantity of experience over the course of my professional journey, my expertise is as broad and as wide-reaching as the Severn estuary. I've tallied a great many glittering successes in recruitment, learning and development, HR systems, and employee experience in public sector organisations — yes, your eyes do not deceive you! With every client and company that solicits my services, I strive to locate and deliver the best talent for each and every vacant post that I am tasked with filling, and I sincerely hope that I can deliver the right talent to relevant posts in your organisation as the newest addition to your growing team of recruitment specialists. To that end, here is a brief, yet (I hope) sufficiently descriptive summation of my professional experience for your perusal. Happy reading!

EXPERIENCE

Recruit4Construction, @re4c - Recruitment Consultant, June 2021 - Present

I had the incredible opportunity to lead a team of four recruitment specialists as the master conductor of recruitment for this water, construction, and civil engineering talent solutions provider, an opportunity which I embraced with boundless enthusiasm. Throughout my tenure, I conjured up captivating job analyses and spellbinding job descriptions that painted a vivid picture of the company's allure. My greatest achievement, I would posit, was reducing the cost-per-applicant by more than forty-seven percent for my employers, a feat which I achieved by focusing on internal mobility to fill in skills gaps. Furthermore, I excelled at sourcing talented candidates for a variety of positions. Through job adverts, LinkedIn, and referrals, I successfully connected with and brought in over sixty candidates. This exceptional performance resulted in surpassing the annual billings target by an impressive seventy-two percent.

Foster Networking, @foster - Recruitment Consultant, July 2019 - June 2022

As a Recruitment Consultant for Foster Networking, I implemented an innovative employee referral program that not only produced top-quality hires but also significantly reduced recruitment costs by a remarkable sixty-nine percent. By leveraging the networks and recommendations of our existing employees, I was able to find exceptional talent for the organisation while also saving valuable resources. Throughout the entire employee lifecycle, I remained committed to upholding HR policies and procedures. From the onboarding process to performance reviews and even termination, I ensured that all actions were conducted in adherence to established guidelines. This dedication played a crucial role in decreasing staff turnover from eight employees per year to a

Resources

- Canva: Graphic design tool where you can find CV templates
- Forage: Job experience simulations that can boost your cv in case you have no experience (JPMorgan, Oliver Wyman, Accenture, BCG, ETC...)
- Assessment Daily: To practice psychometric tests

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COVER LETTER

COVER LETTER



WHAT IS IT?

A LETTER YOU CAN WRITE TO THE COMPANY TO SHOWCASE YOUR QUALIFICATIONS AND INTEREST FOR THE POSITION.



Introduce yourself

Catch the recruiter's attention by introducing yourself with an interesting story or experience



Tell your story

Share your experience and explain how your skills are relevant to the position and the company



Showcase interest

Mention if you attended events, networked with their employees, and/ or are aware of their current projects



End by summarizing

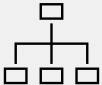
And sign with your name

TIPS FOR YOUR COVER LETTER



Avoid spelling mistakes or mentioning competitors

Always address the letter to the company you are applying to, and be careful with mixing the names.



Adhere to the structure



Keep it concise

Max. 1 page



Don't use the same cover letter for all applications

Customize it to the specific position and company you are applying for. It must be tailored made for each application



Compliment your CV but don't repeat it

Use it to show interest and motivation about the role and the firm

HOW CAN YOU INCREASE YOUR CHANCES OF GETTING HIRED?

1

NETWORK

Attend events or workshops hosted by the company you are applying for.

2

STAY UP TO DATE

Follow companies and people on LinkedIn or Twitter

Read news to see what they are up to

3

STAY ORGANIZED

Track your applications (in Excel, for example)

4

REACH OUT

To ensure your application was received correctly, to thank them after an interview, or to showcase your interest.

3

MASTER YOUR INTERVIEW

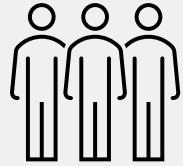
DIFFERENT TYPES OF INTERVIEWS

**ASK YOUR
RECRUITER IN
ADVANCE THE TYPE
OF INTERVIEW**



Screening or Telephone Interview

Quick check to understand your interest and availability



Group Dynamics

Assesses skills like teamwork, proactivity, and dealing with pressure, not just technical knowledge or qualifications.



Online Assessment

To test for your skills, aptitudes, personality traits, work sample



Individual

To understand your fit with the company and get to know you better. Can include brain teaser, business case resolution or technical questions

TYPICAL INTERVIEW OUTLINE

1

INTRODUCTION

First impressions matter.

Prepare an elevator pitch to introduce yourself at the beginning of the interview.

Then, you will have to walk the interviewers through your CV.

2

MOTIVATION

Prepare in advance.

You will be asked why you are interested in the company and the role.

Stand out from other candidates by showing you have done your research.

Showcase your interest by mentioning events, networking, and any relevant news you have read recently.

3

BEHAVIORAL OR SITUATIONAL QUESTIONS

*Can be answered using the STAR Method**



4

YOUR TIME TO ASK QUESTIONS

Always ask questions at the end of an interview.

It helps reinforce your interest and gives you a better understanding of whether the company would be a good fit for you.

STAR METHOD



WHAT IS IT?

ITS A TECHNIQUE THAT CAN
HELP YOU STRUCTURE YOUR
RESPONSES DURING AN
INTERVIEW

Example 1

Example 2



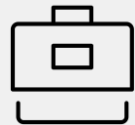
Situation

Provide context about a particular situation



Task

Explain what you had to do and any challenged you expected



Action

Describe what you did (plus how you did it and the tools you used)



Result

Share what you learned or the outcome of such experience

1. INTRODUCTION

ELEVATOR PITCH

- A. Personal background**
 - A. Briefly share where you are from or anything that differentiates you from other candidates
- B. Study and work**
 - A. Most recent job experience and education
- C. What you are looking for** (connect to previous points)
 - A. Where did you find out about the position
 - B. Why that position

How to nail your elevator pitch? -> watch [this video](#)

WALK ME THROUGH YOUR CV

- A. Go in chronological order**
- B. Be brief on areas that are not entirely related to the position you are interested in**
- C. Highlight any points of your resume that directly relate**
 - A. whether its skills, similar environment, or role
- D. Share what you gained out of each relevant experience**

2. MOTIVATION

THE MORE SPECIFIC, THE BETTER

- **Why would you want to work in this company?**
- **Tell me what you know about the company.**
- **Where do you see yourself in 5 years from now?**
- **What type of work environment do you work best/ worst in?**
- **Describe your ideal supervisor. Tell me about a time when you worked for someone like this and the qualities you either liked or did not.**

3. FIT QUESTION EXAMPLES

BEHAVIOR AND SITUATIONAL

- **Tell me about a time when you? Worked in a team, failed, had to convince someone**
- **Think about a time when you were overwhelmed and stressed. How did you handle it?**
- **Tell me about something that challenged you as a leader?**
- **Why are you the best person for this job?**
- **Do you consider yourself ethical? Tell me about an ethical dilemma you faced?**
- **What do you value in a teammate?**
- **What is your strength and weakness?**
 - **Make sure this is specific, describe in detail, and provide examples**
 - **For the weakness, mention how you are working to improve it**

3. WHAT QUESTIONS CAN YOU ASK

CHOOSE THEM IN ADVANCE

- **What project are you working on and what do you like about it?**
- **What opportunities are there for training and professional development?**
- **What is your favorite part of working for the company?**
- **What's one challenge you occasionally or regularly face in the job?**
- **If I were in this job, how would my performance be measured?**
- **What's your favorite value of the company and why?**

TIPS



Dress appropriately

(and set the scene if the interview is online)



Arrive or connect at least 5 minutes early



Research the company beforehand

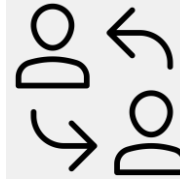
Values, mission, recent accomplishments



Understand exactly what the recruiter is looking for in the applicant



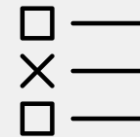
Keep an eye on your posture and body language



Practice

Typical questions can be found online

Role play with friends or family



Be prepared for an English level check



Etiquette after an interview

Send a thank you email

4

OPTIMIZE YOUR LINKEDIN PROFILE

TIPS



Include a professional headshot



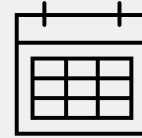
Assert your personality and sell yourself in the summary section



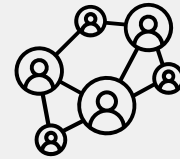
Include key words related to the industry you are interested in



Ask your friends, professors, or colleagues to write you a recommendation



Make sure your profile is up to date and that you include all relevant experience



Reach out

To meet professionals in the industry



Have a unique headline to stand out from the rest of candidates



Make your profile public and adjust your URL

PREGUNTAS