

CV and LinkedIn Guide

Version 5.17

This guide covers the steps to creating a standard 2 page UK CV, with some notes and references to other types of CV. It also provides guidance on how to construct an effective LinkedIn profile for a student or recent graduate.

Many of the tips in this guide are applicable to both CVs and LinkedIn profiles.

- **Example CVs** can be found at:
www.manchester.ac.uk/careers/applicationsinterviews/cv/examplecvs
- **Further CV guides** can be found at:www.manchester.ac.uk/careers/startingpoints
- **Advice on using social media** for job hunting can be found at:
www.careers.manchester.ac.uk/findjobs/graduatejobs/networking/socialmedia

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What you need to know about using your CV or LinkedIn profile

The purpose of a CV is to demonstrate the relevant skills, experience and knowledge that make you a strong candidate for the job and organisation you are applying to. A CV is sometimes needed when you are applying for postgraduate study too. In most cases, you need to include a covering letter with your CV (see our cover letter guide).

1 page CV for the USA, some banking firms and often for patent jobs;
2 page CV for a standard UK application and for the rest of the world;
There is no limit on the length of a LinkedIn profile.

Tailor your CV for each application – focus on your most recent, most relevant and most impressive information for the position you are applying for.

Create a LinkedIn profile as early as possible and keep adding to it as you gain experience.

Provide examples of skills you have developed through your course, work experience, part-time jobs, volunteering and extra-curricular activities. When you are ready to apply for jobs, you can adapt your LinkedIn profile to prioritise the skills and experience required by your target organisations or areas of work.

The needs of employers vary. In most cases you can find out the employer's requirements from looking at the job advert which will typically outline:

- The type of person sought (skills required/desired);
- Experience required/desired;
- Key work activities;
- A description of the organisation (what they do, their key values, who their main clients are).

Make a good first impression!

- CVs can be rejected due to bad grammar and spelling;
- CVs can be rejected due to an unprofessional email address;
- Many recruiters have reconsidered a candidate based on their social media profile.

Effective techniques for highlighting what you have to offer include:

- Give relevant items more space on your CV / LinkedIn profile;
- Prioritise relevant skills or experience first within a section;
- Use the CAR model when providing an example - give the Context, Action and Result;
- Use active language (e.g. "led a campaign") to describe your experience.

Link your CV and LinkedIn profiles by putting your LinkedIn profile's URL on your CV. 93% of recruiters will check out your social media profile, whether it is shared or not, so make it work for you!

Finally, ALWAYS check your CV carefully before you send it. Proof read for typos and make sure you have not missed off any key information or evidence for your skills.

What are the differences between a CV and a LinkedIn profile?

CVs and LinkedIn profiles have a lot in common but they are different communication channels. Don't just copy and paste from one to the other without editing first. Both focus on accomplishments but whereas you should write different CVs for different jobs, you only have one LinkedIn profile.

Your LinkedIn profile should complement your CV. When writing your CV, aim to be concise and ask the question "is this really necessary?". Only include details that are relevant to the position you are applying for. However, on LinkedIn you can elaborate on details about that volunteering opportunity you took abroad or a course you have made to improve your IT skills. Your LinkedIn profile can provide further insight into your skills and experience – useful if you cannot fit everything on your CV!

Finally, although you can control who sees your CV, potentially anyone could view your personal profile on LinkedIn. It is therefore vital that it is kept up-to-date and its content is consistent with what is on your CV.

CV	LinkedIn profile
Static document.	Dynamic document.
Limited in length: usually two pages (one for certain industries or recruiters).	Other than the 2000 character limit for the summary, there is no limitation in length.
No photo.	A professional looking photo is important.
Text only document.	Can include PowerPoint, photos, PDFs, links, etc.
Various CVs targeting different jobs and sectors.	Only one profile (NOTE: you can't transfer connections if you open more than one account).
Targets a specific recruiter.	Allows you to be targeted by recruiters but also to connect with alumni and professionals to get 'insider info' on different areas of work and tap into work experience and job opportunities.

Look through the example CV and LinkedIn profile on the pages that follow.

You will find more example CVs on the Careers Service website, tailored for different degrees and purposes. www.careers.manchester.ac.uk/applicationsinterviews/cv/examplecvs

Sample chronological CV for an undergraduate student

Alex Willis

5 Richmond Crescent, Chorlton, Manchester, M6 0DZ

Email: alex.willis@student.manchester.ac.uk, Tel: 0161 123 4567, Mobile: 0788 1233 333
uk.linkedin.com/in/alexwillis

Education

2014 - 2017 The University of Manchester

BA (Hons) Sociology Expected result 2:1

First year result: 58%, Second year result: 65%

- Achieved a First Class grade for a comparative case study of two local businesses, focusing on sustainability and ethical business practices. Utilised both primary and secondary research sources, conducted 100 questionnaires and five focus groups to produce the final paper. Used Excel and SPSS to analyse data and produce the report.
- Led a group project on behalf of Manchester Student Homes to improve waste management in student residential areas as part of a Career Management module. Surveyed 150 students and designed a campaign to raise awareness, which resulted in an increase in recycling in two halls. Awarded 72% for our final report.
- Participated in 3 Grand Ethical Challenges around Sustainability, Social Justice and Workplace Ethics. Worked in interdisciplinary student teams, challenging my ability to work with complex material to strict deadlines, and was able to use knowledge gained from my degree to steer the direction of my group.

2007 - 2014 Park Royal High School, Surrey

- A level: English (A), Economics (B), French (B)
AS level: Psychology (B)
- GCSEs: 9 (5A, 3B, 1C) including Maths A and English A

Relevant Work Experience

Oct 2016 Manchester Gold Mentoring Scheme / Juicy Research, Manchester

- Secured a place on this competitive scheme. Matched with a Mentor working as a Market Research Manager at this specialist agency, gaining insight into the role.
- Negotiated a one-week placement in the Manchester office where I assisted with background research for a major project and observed key client meetings.

June - Sept 2016 Remtech Health Products Ltd, Manchester Internship in Sales Management

- Set up four appointments with buyers through cold calling. Successfully persuaded a buyer who initially did not want to book a meeting to immediately place an order over the telephone, which improved my confidence in my negotiation skills.
- Promoted Remtech's presence at a national trade fair. Identified potential new clients and marketed the fair through Facebook, LinkedIn and by delivering a five minute presentation at a small business breakfast meeting. Three businesses placed orders.
- Researched and investigated three 'pre-sale' competitor products. Produced a 10 page report and wrote and delivered a presentation of my findings to the Sales Director and Marketing Team, taking questions from the group.

Other Work Experience

Sept 2015 - Pearson Student Advisory Board

June 2016 Student Advisor

- Developed analytical and organisational skills by coordinating projects to gather student views on campus (including survey design and facilitating focus groups).
- Presented regular updates of student concerns and needs to Pearson executives.
- Worked with editors and marketing managers to influence the direction of existing and future publishing products, and compiled reports utilised by the executive board.

Sept 2014 - Lorenzo's, Tapas Bar, Chorlton, Manchester

Sept 2016 Front of House Team Leader (term time)

- Promoted to Team Leader after working for the company for ten months.
- Managed a team of five, motivating them to meet individual sales targets by devising a graph plotting the bonuses they could earn through securing additional sales.
- Successfully trained two new members of staff to perform well in all areas of the business.

Positions of Responsibility and Achievements

Oct 2016 - Peer Assisted Student Session (PASS) Co-ordinator

- Liaised with Careers Service to organise skills workshops for Peer Mentors. Assisted with delivery of 4 workshops resulting in improved presentation and facilitation skills.
- Successfully promoted the PASS scheme to students, persuading them of the benefits of being involved. Application numbers were the highest they'd been in 6 years.
- Recruited and trained a team of 6 Pass leaders, supplying on-going advice and guidance to them in order to support their development in the role.

2015-2016 PASS Leader

- Led PASS sessions with first year students, sharing practical advice on studying and assisting with their understanding of academic topics.

Additional Skills

IT	Proficient in the use of Microsoft Office, including Excel to create spread sheets and analyse complex data sets.
Driving	Full clean driving licence.
Languages	French – studied to A level plus regular visits to France with family and friends.

Interests and Activities

Societies	Member of the Debating Society and enjoy participating in competitions and events. I recently organised an evening of guest speakers from industry to speak on persuasive public speaking.
Sport	Completed the Race for Life in 2016 independently raising £75 for Cancer charities. Regularly participate in softball matches at Oak House, my former Hall of Residence.

References

Academic Adviser: Dr Fred Bloggs, School of Social Sciences, The University of Manchester, Oxford Road, Manchester, M13 9PL. Email: fred.bloggs@manchester.ac.uk


Employer: Ursula Jones, Sales Director, Remtech Health Products Ltd, Towers Business Park, Didsbury, Manchester, M20 2RY. Email: ursula.jones@remtech.com

Example LinkedIn profile for a current student

View online at <https://uk.linkedin.com/in/samuelroutledge>

Sam Routledge

Biology student at The University of Manchester, building a career in sales and marketing

University of Manchester Hockey Club · University of Manchester
Manchester, United Kingdom · 9 

I am a highly motivated and entrepreneurial individual with strong verbal communications skills, gained from varied work experience in the pharmaceutical, education and hospitality business sectors.

My career goal after graduation is to employ and develop my skills to pursue a successful career in sales and new business development.

Specialties: Sales and promotion, networking and building relationships, developing marketing materials, negotiation, delivering training, organising events, managing teams, fundraising.

Experience



Student Ambassador

Faculty of Life Sciences, University of Manchester
Sep 2015 – Mar 2016 · 7 mos

Led 20 tours of up to 30 visitors around the campus promoting university courses and facilities.

Promoted to Group Leader on two occasions, briefing new tour guides on the routes and ensuring the tours ran efficiently.



Assistant Coach

University of Manchester Hockey Club
2016 – Present · 1 yr

Elected by members of the squad.

Used excellent negotiation skills to secure a £300 sponsorship deal with major student venue 'The Lager Lounge'.

Introduced awards for 'player of the month' to give members an incentive to improve their performance, demonstrating my ability to motivate a team.

Planned training sessions, arranged fixtures and liaised with other universities. I also ordered the team kit, booked venues and transport and ensured all players knew the arrangements.

Worked with the coach on team selection.



Sales Management Intern

Remtech Health Products Ltd, Guildford
Jun 2015 – Sep 2015 · 4 mos

Set up and negotiated four client appointments through cold calling. Successfully persuaded a client who did not want to book a meeting to immediately place an order over the telephone. The Sales Director praised my 'natural ability to sell products'.

Promoted Remtech's presence at an annual trade fair. Identified potential clients and successfully invited five buyers through cold calling. One of the businesses went on to place orders.

Assisted sales reps in two meetings with key clients, providing data and answering questions about the trade fair. Developed excellent knowledge of advanced sales techniques and the principles of good account management.

Researched and investigated five 'pre-sale' competitor products.

Front of House Team Leader

Lorenzo's Pizza Restaurant, Withington

September 2012 – May 2014 (1 year 9 months)

Promoted to Team Leader after working for the company for ten months. Managed a team of five.

Motivated them to meet individual sales targets by devising a graph which plotted the amount of bonuses they could earn through securing additional sales.

Successfully trained two new members of staff to be able to perform well in all areas of the business.

Education

University of Manchester

BSc (Hons), Biology

2014 – 2016

Developed excellent knowledge of key concepts underpinning many of the major fields of biological science, especially molecular genetics and molecular and cell biology.

Completed two data handling modules and have good practical experience in using specialist software to capture and analyse numerical data.

Regularly worked in small groups to plan, carry out and conduct over 20 laboratory experiments, operating as group leader on a rotational basis.

Developed good ability to solve problems - during my second year project, key test equipment failed, so I brainstormed alternatives with my supervisor. I discovered from a contact of mine that similar equipment was being used in another lab and successfully negotiated sufficient access to deliver the project on time.

Activities and Societies: Assistant Hockey Coach of University of Manchester Hockey Club, Member of University of Manchester Biology Society.

Featured Skills & Endorsements

Microsoft Office

No endorsements yet

Matlab

No endorsements yet

Sam is also good at...

Easy Plot

Full clean driving ...

How to show what you have to offer – provide the evidence

When you have identified the employer's requirements, you need to provide clear evidence on your CV and in your LinkedIn profile that you have some or all of the skills, experience and knowledge they are looking for. Employers look for relevant transferable skills e.g. communication, team work, commercial awareness, problem solving etc. For more information see:

www.manchester.ac.uk/careers/experience/skills

Don't forget the technical or specific specialist skills:

E.g. lab techniques, specialist IT / programming languages, project management, or knowledge / research specific to the role.

Don't assume the employer will know what your degree or work experience involved – you need to tell them.

Structure your evidence using the CAR Model

The recruiter is likely to have a shortlisting pro forma to complete when assessing your application. You will need to provide evidence of how you performed the skills you claim to have.

Don't say "I gained communication skills, time management skills and team working skills while working as..."

That is a statement, but it doesn't provide evidence. Tell us more.

- Who did you communicate with? How effective were you?
- How did you manage your time and why was that important?
- What was your role in the team and how did you work with others to achieve a goal?

The CAR Model

Context: What was the situation, what task were you required to carry out? Keep it brief, but specific.

Action: What did YOU do? What was your role? What actions did you take? Use active language.

Result*: What was the outcome? What did you achieve? What was improved? Qualify and quantify.

*TOP TIP: For extra impact, also reflect on any insights gained or what you learnt from the experience.

Be specific: Avoid using too many general descriptive words e.g. various, some, many, lots, several.

Instead quantify your achievements: if you met a target give the numbers; if you delivered presentations say how many; if you raised money say how much.

Use active language: This guide includes a list of useful words for your CV. Important: for best impact, you need to use them carefully and in context. Quantify your examples too. For example:

"Resourceful geography graduate with 6 months' work experience in transport consultancy."

"Led a team of five students in a design project for which we were awarded a first class mark."

"Successfully negotiated a discount with the venue for the Summer Ball, saving £400".

"Advised customers on relevant products for their needs utilising detailed technical knowledge."

"Volunteered to redraft a leaflet for the charity, which was then chosen for a regional campaign."

Build a portfolio of evidence. Ideally you should have multiple examples to draw on for every skill – from academia, work experience, extra-curricular activities and other areas of your life.

One approach is to create a table laid out like this one:

Skill	Situation	Task	Action	Result
E.g. motivating others	Could be a situation from any part of your experience – academic, work, volunteering, interests.	What was the task you needed to accomplish?	What actions did YOU* take? Be specific and personal Explain how and why you took the course of action that you did	What was the outcome of your actions?

Active Language List

10 words to show... Your personal qualities

<input type="checkbox"/> Enterprising	<input type="checkbox"/> Adaptable	<input type="checkbox"/> Resourceful	<input type="checkbox"/> Proactive	<input type="checkbox"/> Experienced
<input type="checkbox"/> Practical	<input type="checkbox"/> Versatile	<input type="checkbox"/> Driven	<input type="checkbox"/> Hard-working	<input type="checkbox"/> Dependable

How you work with others

<input type="checkbox"/> Volunteered	<input type="checkbox"/> Collaborated	<input type="checkbox"/> Supported	<input type="checkbox"/> Facilitated	<input type="checkbox"/> Participated
<input type="checkbox"/> Assisted	<input type="checkbox"/> Mentored	<input type="checkbox"/> Motivated	<input type="checkbox"/> Encouraged	<input type="checkbox"/> Co-led

You taking charge of others

<input type="checkbox"/> Administered	<input type="checkbox"/> Delegated	<input type="checkbox"/> Supervised	<input type="checkbox"/> Directed	<input type="checkbox"/> Co-ordinated
<input type="checkbox"/> Motivated	<input type="checkbox"/> Led	<input type="checkbox"/> Managed	<input type="checkbox"/> Presided	<input type="checkbox"/> Represented

How you made something better (don't forget to quantify!)

<input type="checkbox"/> Improved	<input type="checkbox"/> Increased	<input type="checkbox"/> Generated	<input type="checkbox"/> Saved	<input type="checkbox"/> Delivered
<input type="checkbox"/> Resolved	<input type="checkbox"/> Transformed	<input type="checkbox"/> Doubled	<input type="checkbox"/> Edited	<input type="checkbox"/> Refined

Your information/data handling skills

<input type="checkbox"/> Analysed	<input type="checkbox"/> Assessed	<input type="checkbox"/> Evaluated	<input type="checkbox"/> Reviewed	<input type="checkbox"/> Researched
<input type="checkbox"/> Interpreted	<input type="checkbox"/> Discovered	<input type="checkbox"/> Identified	<input type="checkbox"/> Interviewed	<input type="checkbox"/> Investigated

How you share information with others

<input type="checkbox"/> Advised	<input type="checkbox"/> Coached	<input type="checkbox"/> Guided	<input type="checkbox"/> Mentored	<input type="checkbox"/> Organised
<input type="checkbox"/> Demonstrated	<input type="checkbox"/> Trained	<input type="checkbox"/> Presented	<input type="checkbox"/> Instructed	<input type="checkbox"/> Recommended

How you take the initiative

<input type="checkbox"/> Established	<input type="checkbox"/> Initiated	<input type="checkbox"/> Created	<input type="checkbox"/> Designed	<input type="checkbox"/> Developed
<input type="checkbox"/> Devised	<input type="checkbox"/> Introduced	<input type="checkbox"/> Volunteered	<input type="checkbox"/> Launched	<input type="checkbox"/> Suggested

Your organisation and planning skills

<input type="checkbox"/> Arranged	<input type="checkbox"/> Co-ordinated	<input type="checkbox"/> Organised	<input type="checkbox"/> Planned	<input type="checkbox"/> Maintained
<input type="checkbox"/> Prepared	<input type="checkbox"/> Scheduled	<input type="checkbox"/> Revised	<input type="checkbox"/> Processed	<input type="checkbox"/> Produced

Your effectiveness in persuading others

<input type="checkbox"/> Negotiated	<input type="checkbox"/> Mediated	<input type="checkbox"/> Persuaded	<input type="checkbox"/> Presented	<input type="checkbox"/> Liaised
<input type="checkbox"/> Encouraged	<input type="checkbox"/> Promoted	<input type="checkbox"/> Guided	<input type="checkbox"/> Influenced	<input type="checkbox"/> Interviewed

Your achievements and going the extra mile

<input type="checkbox"/> Volunteered	<input type="checkbox"/> Suggested	<input type="checkbox"/> Recommended	<input type="checkbox"/> Mastered	<input type="checkbox"/> Nominated
<input type="checkbox"/> Achieved	<input type="checkbox"/> Awarded	<input type="checkbox"/> Selected	<input type="checkbox"/> Won	<input type="checkbox"/> Attained

How to tailor the content on your CV and LinkedIn profile

When writing your CV, you can use the original job advert to build a list of skills and experience that an employer is looking for. It can be useful to highlight or underline key words or skills as you go along. You can use a similar approach to target the content of your LinkedIn profile to a particular type of work or sector.

Look at this sample job advert:

Vacancy Title:	Management Development Programme
Organisation Name:	Global Foods
Number of Positions Available:	30
Hours:	Full Time
Salary:	Competitive
Position Start Date:	Autumn 2014
Vacancy Description: A worldwide consumer goods, marketing and manufacturing company. A leader in convenience foods and confectionary, we supply to over 100 countries and have 14 brands. We are privately owned and see ourselves as an organisation where people can make a difference both to the company and to the planet. Our graduate development programme includes access to a mentoring programme and an outstanding support structure to enable you to succeed.	
Qualifications:	minimum 2.2 Degree any discipline
Skills:	
Ability to work under pressure	Team work
Commercial awareness	Organisational skills
Leadership potential	Problem solving skills
Application Instructions:	Upload your CV and answer a few questions on our website
Recruitment Website:	www.Food.com

In addition to taking note of any lists of skills in an advertisement, you need to focus on the descriptions used and what they imply. In this example:

- A 'worldwide company' may be looking for someone who is good at building relationships on a number of different levels, clients, suppliers, customers and perhaps someone with cultural awareness.
- The diverse nature of the business will need someone who is adaptable.
- The company describe themselves as a 'leader' therefore they may be interested to see examples of innovative behaviour.
- They also mention mentoring and support so an applicant with a track record of personal development would be a good match.

If the information in the advertisement is sparse, use other sources to build up a picture of what the recruiter will be looking for. For example:

- Use the employer's website.
- Find out more about the brands or services they offer, how they market themselves and their products, what is unique about the company and the way they work?
- Talk to recruitment staff and graduate trainees at recruitment fairs and presentations.

- Use the Occupational Profiles on Prospects website www.prospects.ac.uk which contain a detailed list of work activities and skills common to a specific role e.g. primary school teacher, management consultant, software engineer.
- Use LinkedIn to find profiles of people in a similar role, perhaps even working for the same employer. You may also find Manchester alumni with whom you can connect. See our Job Search guide or our website for more tips on using LinkedIn for career research.

How to build your CV for the UK – the basics

The reverse chronological CV is the most common style of CV and is suitable for most situations. It lists your education and work experience in reverse date order (most recent first). Evidence of your skills and achievements are built into the CV against the relevant experience.

The skills based CV is most suited to someone with many years of experience and /or someone looking for a career change. Relevant skills are listed with just brief details of education and experience. It can be more limiting than the chronological CV as there is usually only room to talk about 4 or 5 skills. An example can be found on our website: www.manchester.ac.uk/careers/applicationsinterviews/cv

Some industries have some specific guidelines. Check out the advice on our website before writing your CV: www.manchester.ac.uk/careers/applicationsinterviews/cv/industry

Personal information

- In the UK there is no need to include personal details such as your date of birth, gender, marital status etc. Name, postal address and contact details are sufficient.
- International students should use their actual name rather than an English version as a CV is a formal document. You do not need to mention your work visa status either.
- Nationality is optional but it is good to mention the countries in which you have worked and studied to show you have a global mind-set.

Format

- Most UK CVs should be two A4 sized pages, unless otherwise stated by the employer.
- When submitting your application electronically, send your CV as a PDF file – this will preserve any complicated formatting.

Structure

- Present your information in a logical structure with a clear and consistent layout.
- Prioritise the information - your best selling points should always come first within a section. Your objective is to get the recruiter interested in you, so whatever is most relevant to the role you are applying for should come first.
- Allocate space according to importance to the job for which you are applying – expand on areas of relevance and make less relevant areas shorter.
- Putting lines between sections and the use of boxes or tables with lined borders can clutter up your CV making it difficult to read. “Hidden” tables without borders can be useful for formatting neatly in columns.

Sub-headings

- You can draw the recruiter’s attention to relevant experience by grouping it together under an appropriate sub-heading e.g. Legal Work Experience, Financial Work Experience, Scientific Work Experience, Technical Work Experience or Relevant Work Experience. You can use a heading of

Additional or Other Work Experience for the rest.

- Use headings which best describe the content of the section. Adapt the headings to fit your needs e.g. Awards and Achievements, Positions of Responsibility and Achievements.

Style

- Keep sentences short and precise. If a sentence starts to run into three lines, it is probably too long.
- Bullet points can look effective and help you to write short, dynamic sentences. If you want to use paragraphs keep them short - huge blocks of text should be avoided.

Fonts

- Use a standard font that is easy to read and looks professional.
- Use the same font style throughout.
- Font size will vary according to type but should normally be around 11 or 11.5. Make sure it is not too small or the text will be difficult to read. Displaying your name in a larger font size can look attractive.
- Sub-headings should be in bold **or** underlined - not both.

Colours/graphics/photos

- Only use graphics if appropriate for the job. They should enhance the CV and not detract from the content – in the majority of cases they should be avoided. If you do use them, keep it simple and professional.
- Avoid colour. Your CV may be printed in black & white, and some text may be lost.
- Use shading with caution – background shading behind text can look muddy when photocopied, especially textured shading.
- It is not usual practice to use a photograph on a UK CV.

References

- It is usual to include contact details for your referees on your CV. It makes things easier for the employer.
- Unless otherwise stated provide 2 references. Ask them if they are willing in advance.
- Who you provide depends on the role, your circumstances and what has been requested.
- If you are currently studying or have recently graduated and are applying for a job where a degree is required then you would normally give one academic reference and one work based.
- If you do not have space on your CV you can include references on a separate sheet.
- If you do not wish to give references at the time of application then you may write “references available on request”.

More on references: www.manchester.ac.uk/careers/applicationsinterviews/faqs/references

How to write a personal profile for a CV

A personal profile is optional; it can be used to give the reader a brief outline of your motivation for applying and showcase your unique selling points. They should be brief 3-6 lines. They are hard to do well and a poorly executed one is a waste of space! You could use one when:

- You are not using a cover letter – e.g. uploading your CV online, handing it out in person, at a fair or using an agency.
- Your degree and experience are not directly relevant but your skills are transferable.
- You are changing career direction.

Good Examples

“A 1st class BSc (Hons) Psychology graduate with experience of working for the Medical Research Council, and over 4 years’ experience working with a range of different patient groups; including the elderly, acquired brain injury patients, and patients suffering from mental illness. I am committed to pursuing Medicine as a career, and am passionate about the welfare of others.”

“A student of Modern History and Economics with 6 months client relationship management experience in a commercial environment. Currently, looking to apply analytical research skills and business knowledge to a legal career.”

“Final year Biology student from the University of Manchester with practical experience of selling and generating leads within a healthcare business, now seeking an entry-level sales role in the pharmaceutical sector.”

How to build an effective LinkedIn profile

Have a photo on your profile

- Having a photo makes your LinkedIn profile 14 times more likely to be viewed by others. Use a professional looking head-and-shoulders photo of yourself, one that is up to date and looks like you. Take a photo in good daylight and aim for a polished version of how you look most days.

Change the "headline" at the top of your profile to something more dynamic

- The headline at the top of your profile defaults to your current position on your profile e.g. “Student at The University of Manchester” or even “Sandwich Artist at Subway” depending on how you set up your profile. It’s the first thing people will read on your profile and also the default text when your name appears in searches, so make it look good e.g. “History Student at The University of Manchester with media experience in radio and print journalism”.

Include a summary

- This is the place to tell your story and grab the reader’s attention. Describe your achievements and what differentiates you from your peers. Highlight your interests and values, as well as your skills and experience. This can be written in the first person, addressing the reader directly. You have up to 2000 characters including spaces, and can add media like images to add interest.

Customise your public URL

- We strongly advise that you change the default URL that LinkedIn gives you to something less complex (e.g. “uk.linkedin.com/pub/Joebloggs/35/777/25a”). It will make it easier to remember and will look more professional on your email signature, business card or CV.
- There are instructions on the LinkedIn website – it’s really easy to do:
https://help.linkedin.com/app/answers/detail/a_id/87/kw/customize%20url
- The customised URL is available on a first come first served basis, so it is possible that the one with your name is already registered, especially if you have a common surname. If your preferred URL is already taken then go for a variation. For example:
 - First name-surname-city you work in, e.g. uk.linkedin.com/in/joebloggsmanchester
 - First name-middle initial/name-surname, e.g. uk.linkedin.com/in/joembloggs

Insert bullet points in your profile

- Using bullet points is a great way to organise information in your LinkedIn profile. It makes it more readable and will look better than using a plain hyphen. However, LinkedIn doesn't offer a "insert symbol" tool. There are two ways to insert a bullet point:
 1. In edit mode, hold down the Alt key and type '0149' where you want the bullet to appear.
 2. Copy-and-paste text from Word – LinkedIn recognises most of the standard symbols.
- You can also Google to find websites with bullet points and symbols that you can copy into your profile.

Use the upload feature to showcase your work

- You can enhance your LinkedIn profile by adding media showcasing your work. This feature is of obvious use if you are a creative person or want to work in a creative industry but the creative types are not the only ones who can benefit from this. For example, you can upload presentations (e.g. PowerPoint) or photos of your volunteering activities. Adding a background image to your profile also looks really effective.
- LinkedIn has an "Add media" button in most sections of your profile which makes it easy to display images, videos, etc.

Get recommendations from previous employers or volunteering co-ordinators

- As with the references for your CV, a recommendation should come from someone who has supervised you or worked closely with you and can comment on your work habits and skills.

Applications for different purposes

Applying for further study or funding

Whether applying for a job or for a course your CV must be tailored for its purpose.

- Academic admissions tutors will be most interested in your academic experience, so provide a CV organised in reverse chronological format (details of your education is listed straight after the contact details).
- Tailor the CV towards the programme you are applying for. Aim to demonstrate that you have some subject knowledge and relevant skills/abilities such as technical skills, collecting data, critical analysis, research, project management, teamwork, communication, making presentations.
- List modules starting with the most relevant subject or highest mark.
- Give prominence to unique selling points such as attending conferences, published papers/articles, prizes for academic achievement or scholarships.

For information on personal statements, cover letters and research proposals see:

www.manchester.ac.uk/careers/applicationsinterviews/studyapplication

Speculative applications

Even a speculative application needs to be tailored towards a role.

It doesn't matter if you are handing your CV out in stores for part time jobs, at a careers fair, or sending it off with a covering letter to specific organisations, you must consider the role you are interested in.

What are the skills needed for that job? What evidence can you provide on your CV that you have those skills?

If an employer receives your CV and it is unclear how they can use you or what you are interested in they are unlikely to contact you.

See our information on speculative covering letters

www.manchester.ac.uk/careers/applicationsinterviews/cl/

Applying for academic research or lecturing roles

An academic CV may be much longer than 2 pages. Usually starts off as a chronological CV followed by a page outlining your research experience and interests. Include details of past research, publications and research that is on-going. Provide details of teaching and pastoral / administrative experience where relevant, along with any professional memberships and responsibilities. Details of presentations made to conferences should also be included; as should information about any prizes or awards you have received. For detailed guidelines and example CVs see the Academic Career website

www.manchester.ac.uk/academiccareer

Medical CV applications

CVs for medical applications have some differences as they can include nationality, date of birth and gender details, not normally required for a UK CV. There are other points to note and it is important if you are applying to a medical post to read our 'Writing a medical CV' starting point guide which has more detailed information on what content to include in a medical CV. You can download the guide from the Careers Service website: www.manchester.ac.uk/careers/startingpoints

There is also some further advice available on the NHS Medical Careers website on medical CVs:

www.medicalcareers.nhs.uk/career_planning/plan_implementation/your_cv.aspx

Applying overseas

Different countries have different preferred layouts and content for a CV. Make sure you check for any requirements before you start writing your CV. For example:

- Many US organisations prefer 1 page Resumé style CV.
- In parts of Europe the Europass CV is commonly accepted.
- In some countries it is common to add a photograph and more personal information.
- You may have to provide your CV in another language.

Additional resources:

- Passport Career: www.careers.manchester.ac.uk/findjobs/where/overseas/passportcareer/
- Our country pages: www.manchester.ac.uk/careers/findjobs/where/overseas
- Books at the Careers Service: <http://tinyurl.com/7rw238n>

Further help

- The Careers Service runs CV and applications talks and workshops at key times throughout the year, places are limited so sign up online: www.manchester.ac.uk/careerslink
- CV advice on our website plus further guides you can download: www.manchester.ac.uk/careers/applicationsinterviews/cv
- Additional CV tips and information for international students, including advice on spelling, key phrases and the CV makeover guide: www.manchester.ac.uk/careers/international/cvs

- Get advice on your CV and LinkedIn profile: Applications advice sessions run daily. Read our guidelines before attending. If you want to get advice on your CV, you need to be applying for a specific job or course and bring the job/course description or advert with you. If you want to get advice on your LinkedIn profile, bring your login details with you:
www.manchester.ac.uk/careers/applicationsadvice
- Find out about what employers want (employability skills). These resources will help you think about examples you can use on your CV and talk about at interview:
www.manchester.ac.uk/careers/employable
- Further CV guide for specialist purposes can be found at:
www.manchester.ac.uk/careers/startingpoints

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