

# **CV Writing**



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## **Basic Elements of CV**

1. Personal Information 個人資料
2. Education Background 教育背景
3. Work Experience 工作經驗
4. Awards and Achievements 獎項及成就
5. Extra-curricular Activities 課外活動 / Volunteer Work 義工活動
6. Skills 技能
7. Hobbies 興趣 / Interests 嗜好 (Optional)
8. Reference 諮詢人 (Optional)
9. Others




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## 1. Personal Information 個人資料

- English and Chinese full names
- Gender
- Mobile number
- Email address
- Residential address ?
- Photo ?
- Marital status ?
- Religion ?

Curriculum Vitae	
Personal Particulars	
Name:	Chan Tai Man
Telephone:	2567 8983
Mobile:	9506 2743
Address:	Flat D, 17/F, Supreme Complex, Shatin, N.T.
Email:	<a href="mailto:chantaiman@gmail.com">chantaiman@gmail.com</a>



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## 2. Education Background 教育背景

- Study period
- Study institution and programme names
- Achievement (Academic qualification, i.e. GPA / DSE results?)

Education		
Year of study	Institution	Achievement
9/2010 – 8/2014	Tung Wah College	Bachelor of Business Administration (Marketing)
9/2003 – 8/2010	Hong Kong Secondary School	F.7 graduated

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### 3. Work Experience 工作經驗

- Year of employment
- Company name
- Position
- Work type, i.e. full-time, part-time
- Duties
- Summer job / internship ?

Working experience			
Year of employment	Company name	Post	Duties
10/2010 – 7/2014	ABC Education Centre	Part-time instructor	<ul style="list-style-type: none"> <li>• To maintain class discipline</li> <li>• To handle enquiries of students</li> <li>• To Teach primary and secondary students to finish assignments</li> </ul>
6/2010 – 8/2010	ABC Apparels	Part-time Customer Service Assistant	<ul style="list-style-type: none"> <li>• Handle inbound customer telephone (or email/ web chat) enquiries and offer one-stop resolution</li> <li>• Understand customer needs and provide comprehensive solutions to retain and develop customer relationships</li> <li>• Handle customer dispute cases with care and professionalism and escalate when needed</li> </ul>

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### 4. Awards and Achievements 獎項及成就

- Year of award / achievement
- Award / achievement name
- Awarding institution

#### Awards and Achievements

Year of Award/Achievement	Name of Award/Achievement	Awarding Institution
2021	XYZ Award	XX Institution
2019	BNM Award	MN Institution

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## 5. Extra-curricular Activities 課外活動 / Volunteer Work 義工活動

- Year
- Organization / Programme Name
- Position / Qualification
- Duties

### Volunteer work experience

Year	Organization	Post
11/2005 – 8/2007	YWCA	Volunteer

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## 6. Skills 技能

- Soft skills
  - Problem-solving
  - Leadership
  - Teamwork
  - ...
- Hard skills
  - Language skills with extent
  - Computer skills (software / app / tool)
  - Typing frequency
  - ...

### Other competencies

Typing :	Canji (30 wpm), English (40 wpm)
Word processing :	Microsoft Windows
Language :	English, Cantonese and Mandarin

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## 7. Hobbies 興趣 / Interests 嗜好 (Optional)

- Year
- Role / position
- Organization

### Hobbies/Interests

Year	Role / Position	Organization
2014-2016	Member of Swimming Team	XXX School



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## 8. Reference 諮詢人 (Optional)

- No. of reference ?
- Teacher / Professor
- Current or previous work supervisor
- Reference required information:
  - Name
  - Relationship to you
  - Organization
  - Contact information (email / telephone number)



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## 9. Others

- Availability (immediate / date)
- Current salary
- Expected salary

<b>Availability</b> Immediate
<b>Expected salary</b> \$11,000- 12,000 (Negotiable)



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## Tips of CV Writing

1. Be precise and consistent
2. Limit your CV to 1 or 2 pages
3. Set one-inch margin on all four sides
4. Use 1 or 1.15 line spacing
5. Use 11 or 12 point and an easy-to-read font type, i.e. Calibri, Times New Roman
6. Categorize your content as sections and give headers
7. Use bullet points
8. Use action verbs
9. Proofread your content



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# Reverse Chronological CV

- Most common
- Easy to read

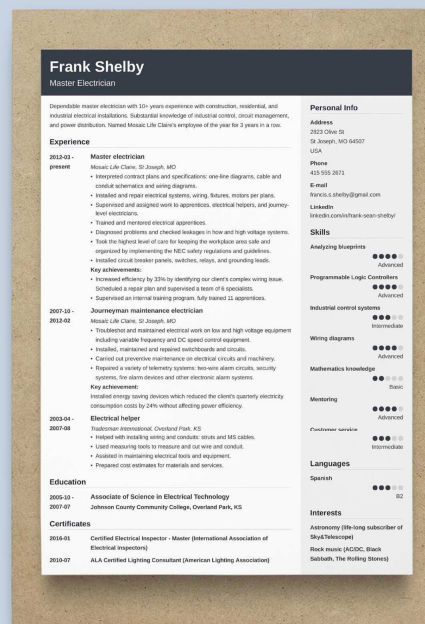


Image downloaded at zety

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# Functional CV

- Creative
- Skill-based

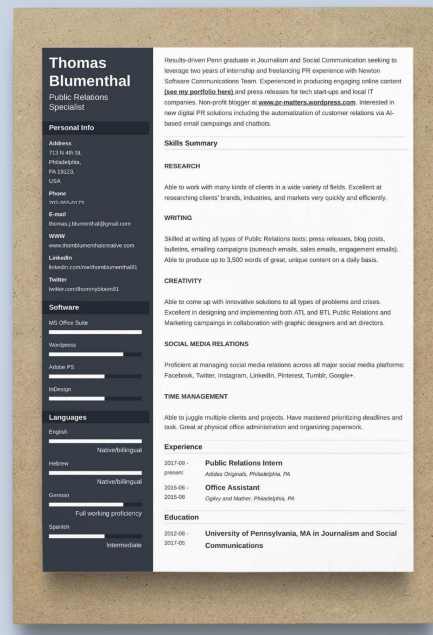


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## Hybrid CV

- Apply for experienced senior position

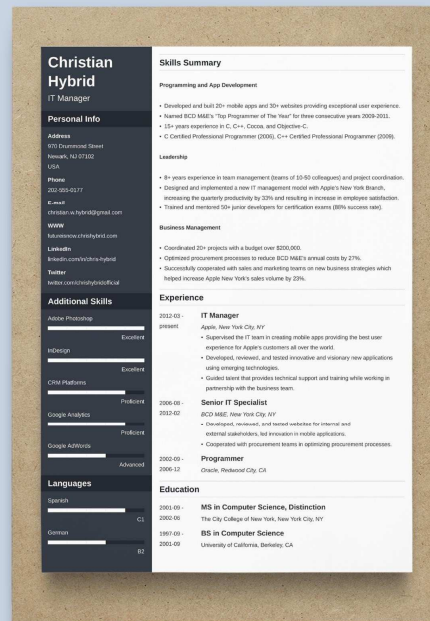


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## Cover Letter Writing

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## Cover letter shall include...

- Employer basic info
- Your contact info
- Date
- Subject – Job title, reference no.
- Opening – 1 paragraph; who you are, why you want the job
- Body paragraphs – 1-2 paragraphs; Details of your qualifications / achievements / work experience / skill sets
- Closing paragraph – 1 paragraph; Re-emphasize your passion, capability, how you suits the job, ask for interview, your contact
- Formal closing

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### HOW TO MAKE A PERFECT COVER LETTER?

**HEADING** ①

**SALUTATION** ②

**OPENING PARAGRAPH** ③  
Get them hooked and make them read on

**SECOND PARAGRAPH** ④  
Why you are the perfect fit for the company

**THIRD PARAGRAPH** ⑤  
Why the company is the perfect fit for you

**CLOSING PARAGRAPH** ⑥

**FORMAL CLOSING** ⑦

**POSTSCRIPT** ⑧  
Seal the deal

**Jane Redlock**  
Marketing Specialist

Flowerville, 0601/2017

Ms. Katherine Bloomstein  
Head of Marketing

XYZ Company  
099 Penny Street  
Flowerville, Ohio 55675

Dear Katherine,

As a lifelong enthusiast of XYZ's marketing initiatives, I was thrilled to see your posting for the position of Digital Marketing Manager. I am positive I can help with XYZ's upcoming challenges. I have experience with leading successful national online campaigns with budgets over \$300,000. What is more, I have succeeded at expanding ABC's client base by 28% since 2011.

In my current position at ABC, I have supervised all phases of our online marketing initiatives, both technical and creative. Last year, my key challenge was to design and optimize nine product websites for ABC's most strategic products and improve our SEO results as well as enhance the UX. Here we are a year later:

- Eight of the nine websites I optimized have achieved and secured their spot in the top 3 results on Google. These are organic, non-paid results for 20+ key search terms.
- The incoming search engine traffic to all nine websites comprises 47% of the total organic traffic for key terms and phrases.

I know that XYZ's current plans involve developing a comprehensive online portal focused on healthcare-related issues. This project is a perfect match for my personal and professional interests and an exciting opportunity to create a unique online base of knowledge for patients and healthcare professionals. I would love to leverage my knowledge of SEO marketing and online growth marketing to achieve groundbreaking results with this initiative.

I would welcome the chance to discuss your digital marketing objectives and show you how my success at ABC can translate into digital and online marketing growth for XYZ.

Kind regards,  
Jane Redlock

P.S. — I would also value the opportunity to show you how my e-detailing solutions grew the combined sales of three ABC flagship products by a record-breaking 12% in one year.

**Personal Info**

**Address**  
062 Magnolia Street  
Flowerville, Ohio 55675

**Phone**  
419-333-8886

**E-mail**  
jane.redlock@gmail.com

**LinkedIn**  
linkedin.com/in/janeredlock

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