

Interview e CV

Plus Career Coaching Exercises



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CONSULENZA · FORMAZIONE · COACHING · FACILITAZIONE

Personal Brand to find a job

In an increasingly competitive society making a difference becomes essential for finding a job.

Creativity, skills and talent must be able to emerge from the very first presentations of oneself.

*“Your brand is what people say about you when you leave the room”
(Jeff Bezos, founder and CEO of Amazon)*

- CV and Cover Letter: how to effectively present your professionalism and mistakes to avoid
- Elevator Pitch: tips for a strategic presentation and skills to focus on
- How to face a virtual interview

Curriculum Vitae



- The **Title**, the position for which you are applying
- Short **Description** (2 lines)
- It is **Short**, clear and legible
- Add **personal info** and the **City** where you want to work (not where you are living now)



- Have the **same** for each application
- More than one page
- **EU** format
- **Photo**: you do not have picture or you don't look empathic and professional



Applicant Tracking System

ATS systems can extract relevant information from resumes, such as contact details, work experience, education, skills, and qualifications, and store it in a structured format for easy searching and filtering

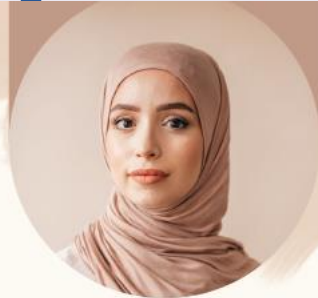
ATS systems often have search functionality that enables recruiters to search for specific keywords, skills, or qualifications within the applicant database, helping to identify suitable candidates more efficiently

ATS tips

- Use **relevant keywords**: Tailor your CV to include relevant keywords from the job description
- Use **clear section** headings such as "Work Experience," "Education," "Skills," etc., to help the ATS identify and categorize information
- **Avoid complex** layouts, graphics, or images that may confuse the ATS

Examples

SAMIRA
HADID



Graphic Designer

+123-456-7890

123 Anywhere St., Any City

helloareallygreatsite.com

EDUCATION

2014

Borcelle University

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2018

Fradel and Spies Academy

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

SKILLS

Photography 

Copywriting 

Editing 

Illustration 

Motion Graphic 

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus a lectus at augue tristique scelerisque. Nam quis consectetur quam. Maecenas pellentesque orci non odio cursus euismod. Vestibulum ultricies rutrum mauris eget imperdiet.

WORK EXPERIENCE

2019-2020

Lliceria & Co.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

2021-2022

Studio Shodwe




Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud.

Examples

ADELINE PALMERSTON



OFFICE ASSISTANT

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

CAREER OVERVIEW

I manage secretarial duties like sorting and sending mail as a professional. To keep the office tidy and clean for guests or clients, I maintain an inventory of office supplies and place fresh orders as necessary.

EDUCATION

Bachelor of Business
Administration
Fauget University | 2019

SKILLS

- Basic computer literacy skills
- Organizational skills
- Strategic planning and scheduling skills
- Time-management skills
- Verbal and written communication skills

REFERENCE

Juliana Silva
CEO | Liceria & Co.

EXPERIENCE

Office Staff

Borcelle | January - present

- Help colleagues and set up the office in a way that streamlines processes
- Sort and distribute correspondence as soon as possible
- Ensure information is accurate and valid by creating and updating records
- Plan and schedule meetings and appointments

Office Clerk

Larana Inc. | May 2019 - June 2021

- Help colleagues and set up the office in a way that streamlines processes
- Sort and distribute correspondence as soon as possible



HOWARD ONG

Financial Analyst

My Contact

- ✉ hello@reallygreatsite.com
- ☎ +123-456-7890
- 📍 123 Anywhere St., Any City
- 🌐 www.reallygreatsite.com

Hard Skill

- Financial modeling and reporting
- Data mining and analysis
- Financial accounting
- Business valuation
- Advanced SAS proficiency

Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking

Education Background

- Borcelle Business School
Masters in Accounting
Completed in 2016
- Larana Business School
Certificate in Financial Management, Financial Analysis, and Public Budgeting
Completed in 2014
- Borcelle Business School
Bachelor of Economics, Major in Finance, Minor in Data Analytics
Completed in 2012

About Me

Dedicated and detail-oriented Financial Analyst with 10 years of experience. Eager to apply proven-budget maximization skills for Bank of Brocelle in monitoring, maintaining, and completing client billing and reconciliations. Special interest in achieving the millennial market and helping with retirement and general financial planning.

Professional Experience

Ginyard International Co. | Financial Analyst
2020 – Present

Key responsibilities:

- Analyze current and past financial data
- Look at recent financial performance and identify trends
- Prepare reports on the above information and communicate the insights of these reports to the broader business
- Consult with the management team to develop long-term commercial plans
- Suggest budgets and improvements based on the above information

Ingoudé Company | Junior/Investment Analyst
2015 – 2020

Key responsibilities:

- Looked at financial performance and identified trends
- Explored various investment opportunities

Timmerman Industries | Financial Analyst Intern
2012 – 2015

Key responsibilities:

- Analyzed financial data
- Observed financial performance and identified trends
- Prepared reports on the above information and reported the insights.

Achievements

- 2013 – 2015 Reduced the production cost by 20% in the second year of internship.
- 2015 – 2020 2015 – 2020 Managed five projects worth over \$100million.



Examples



DONNA STROUPE

Student

PROFILE

Business Administration student.

I consider myself a responsible and orderly person.

I am looking forward for my first work experience.

CONTACT ME

☎ 123-456-7890

✉ hello@reallygreatsite.com

📍 123 Anywhere St.,
Any City, ST 12345

➤ EDUCATION

BORCELLE UNIVERSITY

Business Administration career, in progress.

FAUGET COLLEGE

2018-2022

➤ LANGUAGE

Native English.

Advanced Spanish.

➤ COMPUTER SKILLS

Text processor.

Spreadsheet.

Slide presentation.

➤ VOLUNTEER EXPERIENCE

INGOUDE COMPANY

Participation in collections to distribute in low-income schools.

Cover letter



- **Email subject** clear, for example position and surname
- **Address** it to someone
- Explain why you are the right person for that job, your **Motivation**
- Leave your contact details in the **signature**

TIP: Ask someone to read it to understand how you are perceived



- Use **3rd person** narrative
- **Generic** and the same for every company
- Copy of the CV

Video Interview



- Be punctual
- Dress and Make You Up as if you were having a face-to-face interview
- Check equipment: lights, camera and microphone
- Take verbal and paraverbal under control

TIP: prepare the answers in the mirror to see yourself



- No cell phone
- Someone passing by
- Gaze in the air

Interview



- Research the Company
- Prepare examples from your past experiences
- Practice common interview questions
- Dress appropriately
- Highlight your unique value proposition
- Ask thoughtful questions
- Follow up with a thank-you note



- appear disinterested
- speak negatively about past employers or colleagues
- interrupt or dominate the conversation
- be unprofessional

Interview Prep

Common Questions

26 questions


Categories


1 Tell me about yourself. 

2 What is your greatest strength? 

3 What is your greatest weakness? 

4 Why should we hire you? 

5 Why do you want to work here? 

6 Tell me about a time you showed leadership. 

Tell me about yourself.

Your answers

Practice

12,648,305 people viewed this question

Overview

A lot of jobs require someone who can think on their feet or present ideas with crispness and clarity. This question provides employers with an early preview of your core skills, your personality and your ability to respond to an unstructured question.

 PREMIUM

Sample answers

Sample answer 1

By Jenny Foss, Career Strategist at linkedin-corp
4,568,098 views • Includes video

View

From a very early age I've been a problem solver. I was that kid who would take apart anything so I could see how it worked—and then try to put it back together. As you can imagine, it drove my...

Elevator pitch



- Keep it concise
- Clearly state your value proposition
- Tailor it to your audience
- Be confident and enthusiastic

TIP: Record the 60 second elevator pitch and put the link on your CV



- overload with informations
- speak too fast
- forget to listen

Career Coaching Practice

Skill Assessment Exercise:

Identify your key skills and areas for improvement.

Make a list of the skills you currently possess and those that are relevant to your desired job or industry.

Assess your proficiency level for each skill and determine areas where you may need further development.

This will help you identify skill gaps and opportunities for growth.

Career Coaching Practice

Research Exercise:

Conduct thorough research on the job market and industry trends in your field.

Explore job descriptions, required qualifications, and desired skills for the positions you're interested in.

Look into companies that align with your career goals and values.

Research their culture, mission, values, and recent news or developments.

This will help you identify potential employers and tailor your job search accordingly.

Career Coaching Practice

Goal Setting Exercise:

Set clear and actionable goals for your job search.

Define specific milestones and timelines to keep yourself accountable.

Break down your goals into smaller, manageable tasks.

For example, updating your resume, reaching out to three new contacts each week, or applying to a certain number of jobs per day..