

# CV School for international students

## CV Makeover

Find out how we turned this student's CV into a professional, targeted application in just 5 easy steps through our CV makeover.

### Background

Lin Lin is a student at The University of Manchester and is applying for a marketing position with a company called MM Marketing Ltd. She has to apply with a CV and covering letter and has brought her first draft into the Careers Service for feedback.

Work through each step of the makeover below seeing Lin Lin's revised covering letter and CV for each step.

At the end try to redraft your own CV using the step by step guidelines.

- Lin Lin's CV and covering letter – first draft
- Step 1 – tailoring the application to the employer and the job advert
- Step 2 – selling yourself and what you have to offer
- Step 3 – ensuring a professional layout
- Step 4 – language, spelling & grammar
- Step 5 – overcoming potential international barriers
- Lin Lin's CV and covering letter – the final version



## Lin Lin's Covering Letter and CV – first draft:

13 November, 2010

34 Daisy Bank Road,  
Victoria Park,  
Manchester,  
M14 2RD

“To “whom it may concern”,

This is LIN Lin here. Please find the attachments that are my CV and cover letter. Personal information has been provided in them and hope to hear from you! Please check them out.

I want to find a good job and my personal quality will definitely satisfy my employer. My previous experience has given me the necessary skills which make me reliable employee. In the past year I have learnt a lot of courses about marketing and I am learning in a more deep and profound area. With my strong awareness in theory study, I think it is better to make them in practice. I study at Manchester Business School right now.

Besides the theoretical knowledge I have learnt some personal qualities which I obtained is more important. I am confident in my learning ability and I always like to undertake the challenges. I can play a part well in the team work. No matter I am leader or a regular team member, I can accomplish the task and motivate others.

Anyone who knows me would always regard me as a confident, capable and energetic person who loves creative work.

It is my dream to dedicate myself to a business career. A favourite job is the preparation towards owning my own business. A good career constitutes a happy life, which I believe is the ultimate goal of a person. I am desperate for job.

Regards  
LIN Lin

# CURRICULUM VITAE

*Lin Lin's photo  
here*

Applicant: LIN lin  
Gender: Female  
Health: Good health  
Date of Birth: 12:24:1988  
Citizenship: Sichuan Province  
Email: linlin99@hotmail.com  
Phone in the UK: 0161 275 2000

## **Profile**

To secure a challenging position in marketing field in UK where I can utilize my skills and show off my talent.

## **EDUCATION**

9/2009 – now            Studying as a PhD student under the supervision of Dr. Madique in the Manchester Business School, at The University of Manchester. My course title is Marketing Strategy & Performance in the Telecommunications Industry.

8/2005 – 7/2009        I studied Business & Finance in the Business Department of Tsinghua University pursuing a bachelor degree of Business.

Study – corporate communications marketing finance economics accounting retail.

GPA 3.35/4

Citation for excellent performance in 2004

5 papers published in English.

Hu Chang Scholarship

During my bachelor degree I have practical experiences as following:

1/2006 – 2/2006        A work experience in the Marketing Department of EXCEL. This job takes up to 30 hours per week.

5/2009 – 7/2009        A practical experience in a graduation project and thesis under the supervision of Professor Li who writes a recommendation letter for me. This job takes up to 40 hours per week.

## **WORK EXPERIMENT**

### **July 2009 – August 2009 ABC International, as a Assistant**

I worked as a PR assistant with doing promotion jobs and daily office duties.

This is a PR company based in Chengdu, China. My duties included promotion work, administration and I used a database to locate contacts.

I worked happily with my colleagues and customers. I do some presentations to show our products and participated in exhibitions.

### **June 2008 – August 2008 Moon RE Company, as a workshop trainee**



Responsible for all aspect of document management include contacting people and make sure all projects manufacturing on time. Include organizing party for quite a lot of workers, developed leading skill and personal charm, know the mentality of people so that some encourage actions can be took place by myself.

**October 2009 – present The Red Lion, as a bar assistant**

A part time job which is nothing business with my academic abilities. My first job in UK. I had to talk with not only my manager but also my customs. I remember the times I suffered of clients' angry and I had to lose my right of being tired. I just chatted to them with a big smile kindly.

**Capabilities**

IT Literacy	Microsoft – word, excel, powerpoint
Languages	Mandarin, Cantonese, English
License	Driving license (China)
Others	<ul style="list-style-type: none"> <li>- Fast learner with strong attention to details</li> <li>- Team player with great interpersonal skills</li> <li>- Self-disciplined, hard working and reliable</li> <li>- Strong passion for excellence</li> </ul>

**ACTIVITY**

**Chinese Student & Scholar Association**

Get sponsor from local organization, organized academic communication with students from other universities.

**MEMBERSHIPS:**

International Society: Membership Number: 197

Address: 327 Oxford Road, Manchester, M13 9PG. Tel: 0161 275 4959

**INTEREST**

I like sports, including swimming and table tennis and I especially prefer travelling and touching the nature.

I like challenges in life and believe they show me my path in life. I can bear up hardworking with supportive crowd. I would hope to be in a pleasant work environment where all are happy and content.

**REFERENCE**

**On request**

## Overall impression

Lin Lin is applying for a marketing position with a company called MM Marketing Ltd.

Lin Lin's application looks very general as if it could be for any job.

This is not a popular approach with employers and she should try to focus more on this company and this job so the employer feels her application is directly specifically at them.

### *Tip:*

Although there was not a lot of information on the job advert, Lin Lin could look at the company's website for information about the company's activities, main clients, recent contracts and also the values of the company and its staff.

Lin Lin can also look at the occupational profiles on the [Prospects website](#).

The profile of [Marketing Executive](#) could give Lin Lin more information about what a marketing role typically involves and the skills and qualities usually required of applicants.

## Step 1 – tailoring the application to the employer and the job advert

### *Covering letter*

#### **Does Lin Lin clearly define her motivation to work for this company?**

No. Lin Lin does not say anything about why she wants to work for MM Marketing. She talks more about wanting to go on and run her own business, which is likely to put the company off.

#### **Does she clearly define her motivation to work in this role?**

No. Lin Lin does not explain why she wants to do the marketing job, what it is about what she will be doing that interests her or why. She only talks about wanting a business career, but she needs to say why she wants to work as a Marketing Assistant. She mentions doing a Marketing qualification, but still needs to say why she wants to do a marketing job - what is it about the course that has helped her to make a career decision?

#### **Does she highlight how her CV demonstrates the relevant experience the company is asking for?**

Lin Lin emphasises her relevant course, but she is not very specific. She could try to highlight relevant modules or how she feels that the course has improved what she has to offer in terms of relevant skills, project work or interests.

She does also claim to have relevant personal qualities, but this is a very general comment, and Lin Lin needs to be more specific about what qualities and what examples she has to offer. She does try to emphasise her skills in team-working but again she does not mention anything relevant in her CV to support her claims.

It is difficult for an employer to find any positive evidence of motivation or skills in Lin Lin's original covering letter.

### *CV*

#### **Does she provide clear examples of the skills, experience or qualities the company is asking for?**

Lin Lin has put her relevant qualifications first and has highlighted the subject of her PhD. However, she could say a lot more about how this course has developed relevant knowledge or skills. She could also try to explain how her research focus on the "telecommunications" industry may be relevant for this marketing firm.

Lin Lin has had relevant work experience at Excel, but she does not say anything about this. It is also hidden in her "Education" section, when it could perhaps be in a "Relevant Experience" section.

Lin Lin talks very generally about her work experiences and says more about the companies than what her experiences have been. She could use these sections to demonstrate evidence of relevant skills such as teamworking, initiative, project management or leadership.

It is unclear whether any of Lin Lin's other experiences have developed her skills or experience. For example, she uses section on the International Society membership to give their address, rather than explain the benefits.

Lin Lin also undersells some experiences. She is negative about her bar work "is nothing to do with my academic abilities" rather than being positive about the experience and what she has got out of it.

Although Lin Lin has a skills profile section that highlights her skills, the employer cannot give her credit for any of this as there are no examples of the skills. Anyone could say that they have a list of skills, but it is examples that an employer needs to see.

**Is her personal profile targeted to the company/career role she is applying for?**

Lin Lin does say she is looking for a marketing position, but she could be more specific about the type of marketing role, or the type of employer. She could also perhaps provide a sentence that also explains what she has to offer.

A personal profile should not be too long - only one or two short sentences.

## Revised covering letter and CV – step 1 – tailoring the application to the employer and the job advert

13 November, 2010

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Victoria Park,  
Manchester,  
M14 2RD

“To “whom it may concern”,

This is LIN Lin here. Please find the attachments that are my CV and cover letter. Personal information has been provided in them and hope to hear from you! Please check them out.

A marketing role attracts me as I feel that it combines my interest and passion for marketing with my strengths and skills. This Marketing Assistant position would allow me to further develop my practical experience of market research, data analysis and project management whilst also allowing me to build upon the knowledge of marketing strategies I have developed academically at The Manchester Business School. My experiences at both Excel and ABC International have involved marketing and PR research work including initiating and developing customer promotions. Although I am flexible and willing to work across all client groups, I feel that my current research specialism on marketing strategy in the telecommunications industry is particularly applicable to MM Marketing’s main client groups, including recent projects with the mobile phone industry.

MM Marketing’s focus upon team working and creative leadership, as outlined on your website, is also appealing. I have worked extensively in teams during both my academic and working experience and I value the diversity of ideas and inspiration that group working can develop. Such experience includes active involvement in a number of university societies including group working with students from over 50 countries.

My recent working experience in customer service has further developed my skills. Team-working has been important in a busy and pressurised bar. Dealing with a variety of customers and complaints has also required me to communicate effectively with others. My voluntary experiences and society involvements have also allowed me to utilise my creativity and initiative including initiating campaigns to build society memberships.

Regards  
LIN Lin

# CURRICULUM VITAE

*Lin Lin's photo  
here*

Applicant: LIN lin  
Gender: Female  
Health: Good health  
Date of Birth: 12:24:1988  
Citizenship: Sichuan Province  
Email: linlin99@hotmail.com  
Phone in the UK: 0161 275 2000

## **Profile**

Doctoral level marketing student with 8 months practical marketing experience. Seeking an opportunity to build a marketing career with a Northwest marketing firm.

## **EDUCATION**

The University of Manchester, UK 2009- 2012  
PhD Marketing – Manchester Business School  
Research specialism: Marketing Strategy & Performance in the Telecommunications Industry

Tsinghua University, Beijing, China 2005 – 2009  
Business & Finance  
Result: GPA 3.35 / 4  
Modules include: Marketing, Corporate Communications, Business strategy plus Finance, Economics.

### *Internship experience*

Marketing Division, EXCEL Ltd, China. 1/2006 – 2/2006  
Gained a strong understanding of a full range of marketing services and the qualities required of marketing professionals.

## **WORK EXPERIMENT**

**ABC International, Chengdu, China** July 2009 – August 2009  
**PR Assistant**

Responsibilities included team promotional projects involving delivering presentations to clients, participating in exhibitions, and supporting office administration duties. This required good teamworking skills with non-PR colleagues, confidence when meeting new clients and the ability to organise the office workload effectively.

**Moon RE Company, Beijing, China** June 2008 – August 2008  
**Administration Trainee**

Responsible for all aspects of document and project management within the back office. Required good organisational skills to ensure an accessible system and the ability to handle queries from all employees across the organisation.





**The Red Lion, Manchester**

October 2009 – present

**Bar Assistant**

Responsible for the management of this busy bar on occasions. Worked effectively in a team to manage tasks across the group. Developed strong communication skills and professionalism to handle difficult customers at busy periods.

**Capabilities**

IT Literacy	Microsoft – word, excel, powerpoint
Languages	Mandarin, Cantonese, English
License	Driving license (China)

**ACTIVITY****Chinese Student & Scholar Association**

2009 – present

**Society member**

Responsible for marketing, PR to both students and the wider community; raising sponsorship donations from local organisations and generating increased membership figures.

**MEMBERSHIPS:**

International Society

2009 – present

**Society member**

Co-organise events for new international students and support the marketing team to raise the profile of the society across Greater Manchester.

**INTEREST**

I like sports, including swimming and table tennis and I especially prefer travelling and touching the nature.

**REFERENCE**

On request



## **Step 2 – Selling yourself and what you have to offer**

### **Does Lin Lin quantify her achievements?**

Lin Lin should try to quantify any of her achievements as this can strengthen the impact on the employer. This could be during study, working experiences or taking part in activities. Quantifying figures can also help to show that you are commercially focused upon end results and /or financial targets.

### **Does Lin Lin stress her personal involvement?**

It can be tempting to use “we” when referring to activities and experiences but the company wants to see what your personal contribution to a task was and what you personally achieved. Lin Lin does do this with some of her examples but using examples of personal achievements will help.

### **Could Lin Lin revise and prioritise the layout of her CV?**

Yes. Although there is now relevant information in Lin Lin’s CV, she could amend the order of her content to highlight some of the most relevant information.

## Revised CV - Step 2 – Selling yourself and what you have to offer

### CURRICULUM VITAE

Applicant: LIN lin  
Gender: Female  
Health: Good health  
Date of Birth: 12:24:1988  
Citizenship: Sichuan Province  
Email: linlin99@hotmail.com  
Phone in the UK: 0161 275 2000

*Lin Lin's photo  
here*

#### **Profile**

Doctoral level marketing student with 8 months practical marketing experience. Seeking an opportunity to build a marketing career with a Northwest marketing firm.

#### **EDUCATION**

The University of Manchester, UK 2009- 2012  
PhD Marketing – Manchester Business School  
Research specialism: Marketing Strategy & Performance in the Telecommunications Industry  
*Achievements:*

- Practical research with over 30 Northwest firms and their marketing strategies.
- Combines regular use of all leading marketing analysis software including SPSS, InfusionSoft and Aim123.

Tsinghua University, Beijing, China 2005 – 2009  
Business & Finance  
Result: GPA 3.35 / 4  
Modules include: Marketing, Corporate Communications, Business strategy plus Finance, Economics.  
*Achievements:*

- Marketing research project with 4 in-house marketing departments.
- Received a citation for excellent academic performance.
- Awarded Hu Chang Scholarship for my marketing project work.

#### **Marketing Experience**

**ABC International, Chengdu, China** July 2009 – August 2009  
**PR Assistant**

Responsibilities included team promotional projects involving delivering presentations to clients, participating in exhibitions, and supporting office administration duties. This required good team-working skills with non-PR colleagues, confidence when meeting new clients and the ability to organise the office workload effectively.

*Achievement:*

- Increased monthly sales by 3% using online promotional techniques

**EXCEL Ltd, China - Marketing Division,** 1/2006 – 2/2006  
**Marketing Internship**

Gained a strong understanding of a full range of marketing services and the qualities required of marketing professionals.

**Chinese Student & Scholar Association** 2009 – present

**Society member – Marketing & PR**

Responsible for marketing, PR to both students and the wider community; raising sponsorship donations from local organisations and generating increased membership figures.

*Achievement:*

- Raised over £1000 from local Chinese organisations to fund the annual dinner
- Increased society membership by 30% in September, 2007

**International Society**

2009 – present

**Society member**

Co-organise events for new international students and support the marketing team to raise the profile of the society across Greater Manchester.

**Other Experience****Moon RE Company, Beijing, China**

June 2008 – August 2008

**Administration Trainee**

Responsible for all aspects of document and project management within the back office. Required good organisational skills to ensure an accessible system and the ability to handle queries from all employees across the organisation.

*Achievement:*

Organising a staff party for over 100 staff at short notice required effective planning, leadership and energy.

**The Red Lion, Manchester**

October 2009 – present

**Bar Assistant**

Responsible for the management of this busy bar on occasions. Worked effectively in a team to manage tasks across the group. Developed strong communication skills and professionalism to handle difficult customers at busy periods.

**Capabilities**

IT Literacy	Microsoft – word, excel, powerpoint
Languages	Mandarin, Cantonese, English
License	Driving license (China)

**INTEREST**

Sport: Swimming, table tennis – play weekly for The International Society

Travel: Have visited over 20 countries across Asia, Europe and America and enjoy learning more about cultures and lifestyles.

Nature: Regularly visit Nature Parks and reserves for relaxation.

**REFERENCE****On request**

## Step 3 – Ensuring a professional layout

### **Does Lin Lin's CV follow the UK CV standard?**

Lin Lin does not need to have a photograph on a UK CV unless specifically asked for by the employer. She can also remove any personal details like date of birth, age, health, gender. However, clarifying her gender can be useful to allow the employer to respond to her application using the correct form of address. This could alternatively be done on the signature of the covering letter.

It is not essential to use the header "Curriculum Vitae" at the top. It is possible to put your name here instead.

### **Is the formatting consistent throughout the application?**

Lin Lin uses a variety of styles of font, and a mix of Bold and underline. Whatever approach you take, try to ensure that you are consistent throughout the CV particularly when adding in new text at a later date.

It is also tempting to use a large font size such as 12 or more, but this can make a CV look unprofessional. Font size 10 or 11 is usually fine. Use a style that you feel comfortable with, but one that looks just as good printed out as it does on the screen.... That is how the employer will view it.

A number of students are tempted to use boxes on a CV. Boxes can be limiting and can also detract from the content of what is written in them. Try to avoid using boxes on a CV if you can.

### **Does the covering letter follow a professional layout?**

Lin Lin does not format her letter to a business professional style. She should use address details, the dates and the name of the person she is applying too. She should also use a professional layout style, add in closing phrases and could also opt to use a heading for her letter.

Using the "right and left justify" option for the main body of her letter can also provide a professional finish.

### **Does the covering letter contain the expected opening and closing content?**

Lin Lin does not begin her letter by explaining what she is actually applying for. Although it is easy to overlook this, it is expected in a covering letter.

Confirmation of her availability for interview and also a polite closing comment is also expected.

All business letters and covering letters should close with "Yours sincerely" – if addressed to a named person or "Yours faithfully" - if addressed to Dear Sir / Madame.

### **Is the CV length no more than 2 pages?**

Lin Lin's CV is just 2 pages. It is usually possible to format and prioritise the content of your CV to ensure that it is 2 pages. For an academic CV it may be slightly longer, with publications and conferences included later, but the main body of the content should still be 2 pages only.

## Revised covering letter and CV – step 3 – Ensuring a professional layout

34 Daisy Bank Road,  
Victoria Park,  
Manchester,  
M14 2RD

13 November, 2010

Mr. M Smith  
MM Marketing Ltd

Dear Mr. Smith,

### **Marketing Assistant Vacancy**

I would like to apply for the position of Marketing Assistant at MM Marketing Ltd as advertised on the Careers Service website at The University of Manchester posted 9<sup>th</sup> November, 2010.

A marketing role attracts me as I feel that it combines my interest and passion for marketing with my strengths and skills. This Marketing Assistant position would allow me to further develop my practical experience of market research, data analysis and project management whilst also allowing me to build upon the knowledge of marketing strategies I have developed academically at The Manchester Business School. My experiences at both Excel and ABC International have involved marketing and PR research work including initiating and developing customer promotions. Although I am flexible and willing to work across all client groups, I feel that my current research specialism on marketing strategy in the telecommunications industry is particularly applicable to MM Marketing's main client groups, including recent projects with the mobile phone industry.

MM Marketing's focus upon team working and creative leadership, as outlined on your website, is also appealing. I have worked extensively in teams during both my academic and working experience and I value the diversity of ideas and inspiration that group working can develop. Such experience includes active involvement in a number of university societies including group working with students from over 50 countries.

My recent working experience in customer service has further developed my skills. Team-working has been important in a busy and pressurised bar. Dealing with a variety of customers and complaints has also required me to communicate effectively with others. My voluntary experiences and society involvements have also allowed me to utilise my creativity and initiative including initiating campaigns to build society memberships.

I am currently available for interview at any time, although may be taking examinations during January, 2011. Please do not hesitate to contact me if you need any further information about my previous experiences or working status.

Yours faithfully,

LIN Lin (*Miss*)

# LIN LIN

34 Daisy Bank Road, Victoria Park, Manchester, M14 2RD  
Tel: 0161 275 2000      Mobile: 07894 321456  
Email: linlin99@hotmail.com  
Nationality : Chinese

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Doctoral level marketing student with 8 months practical marketing experience. Seeking an opportunity to build a marketing career with a Northwest marketing firm.

## Education

### **The University of Manchester, UK**

2009- 2012

*PhD Marketing – Manchester Business School*

Research specialism: Marketing Strategy & Performance in the Telecommunications Industry

#### *Achievements:*

- Practical research with over 30 Northwest firms and their marketing strategies.
- Combines regular use of all leading marketing analysis software including SPSS, InfusionSoft and Aim123.

### **Tsinghua University, Beijing, China**

2005 – 2009

*BA Business & Finance*

Result: GPA 3.35 / 4

Modules include: Marketing, Corporate Communications, Business strategy plus Finance, Economics.

#### *Achievements:*

- Marketing research project with 4 in-house marketing departments.
- Received a citation for excellent academic performance.
- Awarded Hu Chang Scholarship for my marketing project work.

## Marketing Experience

### **ABC International, Chengdu, China**

July 2009 – August 2009

*PR Assistant*

Responsibilities included team promotional projects involving delivering presentations to clients, participating in exhibitions, and supporting office administration duties. This required good team-working skills with non-PR colleagues, confidence when meeting new clients and the ability to organise the office workload effectively.

#### *Achievement:*

- Increased monthly sales by 3% using online promotional techniques

### **EXCEL Ltd, China - Marketing Division,**

Jan. 2006 – Feb. 2006

*Marketing Internship*

Gained a strong understanding of a full range of marketing services and the qualities required of marketing professionals.

YOUR CAREERS SERVICE  
**YOUR FUTURE**



**Chinese Student & Scholar Association**

2009 – present

*Society member – Marketing & PR*

Responsible for marketing, PR to both students and the wider community; raising sponsorship donations from local organisations and generating increased membership figures.

*Achievement:*

- Raised over £1000 from local Chinese organisations to fund the annual dinner
- Increased society membership by 30% in September, 2007

**International Society**

2009 – present

*Society member*

Co-organise events for new international students and support the marketing team to raise the profile of the society across Greater Manchester.

**Other Experience****Moon RE Company, Beijing, China**

June 2008 – August 2008

*Administration Trainee*

Responsible for all aspects of document and project management within the back office. Required good organisational skills to ensure an accessible system and the ability to handle queries from all employees across the organisation.

*Achievement:*

Organising a staff party for over 100 staff at short notice required effective planning, leadership and energy.

**The Red Lion, Manchester**

October 2009 – present

*Bar Assistant*

Responsible for the management of this busy bar on occasions. Worked effectively in a team to manage tasks across the group. Developed strong communication skills and professionalism to handle difficult customers at busy periods.

**Skills**

IT: Marketing software – SPSS, InfusionSoft, Aim123  
Microsoft Office – advanced use during study & employment

Languages: Mandarin – fluent; Cantonese – fluent; English - fluent

Driving: Full clean driving license - China

**Interests**

Sport: Swimming, table tennis – play weekly for The International Society

Travel: Have visited over 20 countries across Asia, Europe and America and enjoy learning more about cultures and lifestyles.

Nature: Regularly visit Nature Parks and reserves for relaxation.

**References** – available upon request



## Step 4 – Language, grammar and spelling

### Has Lin Lin checked her CV for accurate use of English grammar?

The first draft of Lin Lin's CV included some errors such as omission of articles, incorrect use of tenses or lack of prepositions. An employer may struggle to make sense of, or be put off by such mistakes, particularly if accurate use of English is important to the role:

- “some encourage actions can be took place by myself”
- “I suffered of clients angry”
- “get sponsor from local organisation”
- “I can bear up hard-working with supportive crowd”

### Has Lin Lin checked for any spelling errors on her CV and covering letter?

The first draft of Lin Lin's CV and covering letter include spelling mistakes and typing errors such as:

- License
- Work Experiment
- Utilize

## Step 5 - International barriers – overcoming potential barriers

### Will the employer understand the value of Lin Lin's international experiences? – qualifications, international rankings, employers.

A UK employer may not be experienced in international recruitment and may not appreciate the significance of some of the universities, companies or education systems Lin Lin has attended. She can help the employer, and herself, by highlighting any particularly significant rankings.

As international qualifications are not all set at the same level, Lin Lin may also wish to clarify how her qualifications compare to the UK education system.

If you are marketing a UK experience to employers back in your home country you may also need to explain the significance of your achievements such as where you worked and studied or how well you did.

#### *Examples:*

Basildon Bond University (ranked in the top 5 institutions in Singapore)

Fred & Co (fourth largest engineering firm in France)

Exam results – 52 (equivalent to USA GPA 3.8)

Exam results – 5 (out of a possible 10) Equivalent to A-Levels in the UK.

United Nations Award - awarded annually to 5 students for academic achievement

### Is Lin Lin upfront about her immigration status?

This is optional, but it could be in Lin Lin's interests to clarify her immigration status at the outset, particularly if she wants to encourage the employer to utilise one of the short term work visas. Not all companies know about the new immigration options and work visas that students can apply for, so it could be in your interests to refer employers to their options.

### Are Lin Lin's referees complete and easily contactable?

Lin Lin has chosen to put “References – available upon request” on her CV. That is fine, depending on whether you have space available.

If you are using an international reference try to add in an email or fax contact so the referee can be contacted easily and also specify what language the reference is available in.

## Final revision of covering letter and CV - Steps 4 & 5 – language, grammar spelling and international barriers

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Victoria Park,  
Manchester,  
M14 2RD

13 November, 2010

Mr. M Smith  
MM Marketing Ltd

Dear Mr. Smith,

### Marketing Assistant Vacancy

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MM Marketing's focus upon team working and creative leadership, as outlined on your website, is also appealing. I have worked extensively in teams during both my academic and working experience and I value the diversity of ideas and inspiration that group working can develop. Such experience includes active involvement in a number of university societies including group working with students from over 50 countries.

My recent working experience in customer service has further developed my skills. Team-working has been important in a busy and pressurised bar. Dealing with a variety of customers and complaints has also required me to communicate effectively with others. My voluntary experiences and society involvements have also allowed me to utilise my creativity and initiative including initiating campaigns to build society memberships.

Under the Post-study work visa I will be eligible to work unrestricted for 2 years after graduation without the need for an employer to sponsor a work visa on my behalf. After which time I should then qualify for the Tier 1 (General) visa. For more information on work visas for international students and graduates please see [www.ukba.homeoffice.gov.uk](http://www.ukba.homeoffice.gov.uk).

I am currently available for interview at any time, although may be taking examinations during January, 2011. Please do not hesitate to contact me if you need any further information about my previous experiences or working status.

Yours faithfully,

LIN Lin (*Miss*)

# LIN LIN

34 Daisy Bank Road, Victoria Park, Manchester, M14 2RD  
Tel: 0161 275 2000      Mobile: 07894 321456  
Email: linlin99@hotmail.com  
Nationality : Chinese (*no work visa required for 2+ years*)

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Doctoral level marketing student with 8 months practical marketing experience. Seeking an opportunity to build a marketing career with a Northwest marketing firm.

## Education

### **The University of Manchester, UK**

2009- 2012

*PhD Marketing – Manchester Business School*

*(Ranked – leading doctoral programme in the world – FT Survey 2008)*

Research specialism: Marketing Strategy & Performance in the Telecommunications Industry

#### *Achievements:*

- Practical research with over 30 Northwest firms and their marketing strategies.
- Combines regular use of all leading marketing analysis software including SPSS, InfusionSoft and Aim123.

### **Tsinghua University, Beijing, China**

2005 – 2009

*BA Business & Finance*

Result: GPA 3.35 / 4

*(Ranked number 2 University in China – Times Higher worldwide rankings, 2007)*

Modules include: Marketing, Corporate Communications, Business strategy plus Finance, Economics.

#### *Achievements:*

- Marketing research project with 4 in-house marketing departments.
- Received a citation for excellent academic performance.
- Awarded Hu Chang Scholarship for my marketing project work.

## Marketing Experience

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- Increased monthly sales by 3% using online promotional techniques

### **EXCEL Ltd, China - Marketing Division,**

Jan. 2006 – Feb. 2006

*Marketing Internship*

Gained a strong understanding of a full range of marketing services and the qualities required of marketing professionals.

YOUR CAREERS SERVICE  
**YOUR FUTURE**



**Chinese Student & Scholar Association**

2009 – present

*Society member – Marketing & PR*

Responsible for marketing, PR to both students and the wider community; raising sponsorship donations from local organisations and generating increased membership figures.

*Achievement:*

- Raised over £1000 from local Chinese organisations to fund the annual dinner
- Increased society membership by 30% in September, 2007

**International Society**

2009 – present

*Society member*

Co-organise events for new international students and support the marketing team to raise the profile of the society across Greater Manchester.

**Other Experience****Moon RE Company, Beijing, China**

June 2008 – August 2008

*Administration Trainee*

Responsible for all aspects of document and project management within the back office. Required good organisational skills to ensure an accessible system and the ability to handle queries from all employees across the organisation.

*Achievement:*

Organising a staff party for over 100 staff at short notice required effective planning, leadership and energy.

**The Red Lion, Manchester**

October 2009 – present

*Bar Assistant*

Responsible for the management of this busy bar on occasions. Worked effectively in a team to manage tasks across the group. Developed strong communication skills and professionalism to handle difficult customers at busy periods.

**Skills**

IT: Marketing software – SPSS, InfusionSoft, Aim123  
Microsoft Office – advanced use during study & employment

Languages: Mandarin – fluent; Cantonese – fluent; English - fluent

Driving: Full clean driving licence - China

**Interests**

Sport: Swimming, table tennis – play weekly for The International Society

Travel: Have visited over 20 countries across Asia, Europe and America and enjoy learning more about cultures and lifestyles.

Nature: Regularly visit Nature Parks and reserves for relaxation.

**References** – available upon request

Lin Lin's covering letter and CV are now ready to send to the employer.

Now try working through steps 1 - 5 with your own CV...can you see the improvements?