

**Master’s students**

**Producing an effective CV**

A critical aspect of writing the CV is being very clear about the benefits of your master’s degree. See the Analysing Your Skills handout for advice on drawing out the skills and knowledge you are enhancing and developing through your master’s degree. This is information you will use as evidence when making the match between you and the role to which you are applying.

**Do:**

* Use **Keele Careers Online** for CV guidance and Submit your CV for immediate feedback to CV360 – see Compete: <https://www.keele.ac.uk/kco/>
* Read and analyse the job description, person specification and/or advertisement; tailor your CV to match their requirements.
* Find out what CV style might be appropriate for the type of vacancy to which you are applying – Advertising would be very different from accountancy.
* Create a CV with professional impact by using separate sections, clear statements, active language and clear font.
* Use reverse chronological order, so that your most recent experience and qualifications are seen first. (Showcase your master’s)
* Draw out relevant skills/knowledge from your masters and degree as this is a significant aspect of your profile.
* Articulate clearly what you have gained from your employment, volunteering or work experience.
* Think carefully about your email address and any social media to which you provide a link; consider the message that you are sending out to employers.
* Your CV should be accompanied by a covering letter/email – see the hand-out.
* Spend time checking the content for spelling, grammatical accuracy and correct dates; make sure there are no unexplained gaps or inconsistencies.

**Don’t:**

* Send the same CV for every application you make; adjust and tailor it for each opportunity.
* Use CV templates as it they can be too restrictive, and it becomes difficult to edit the document.
* List all your GCSEs or equivalents - minimise this section: e.g., 6 GCSEs including English, Maths & Science (A-Cs), rather than a long list BUT do include A levels or equivalents with the respective grades.
* Just provide a list of activities: walking, reading, sport. Instead, be specific regarding exactly what you do and about the skills you have gained.
* Waffle and use dense blocks of text. Make sure what you write is easy to read.
* Use more than two sides of A4 (your CV needs to be one full side or two full sides).
* Include a photograph, National Insurance number or your age.

You can also book an appointment with a Careers Consultant to discuss your application:[**https://www.keele.ac.uk/careers/**](https://www.keele.ac.uk/careers/)

**Also see:**

<https://targetjobs.co.uk/careers-advice/applications-and-cvs/271451-the-6-step-guide-to-perfecting-your-graduate-cv>

<https://www.prospects.ac.uk/careers-advice/cvs-and-cover-letters/example-cvs>

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