

Presenting yourself on

# PAPER



TRINITY  
ALUMNI  
CAREER  
NETWORK



FORTIFY  
SERVICES

@Rowan\_Manahan

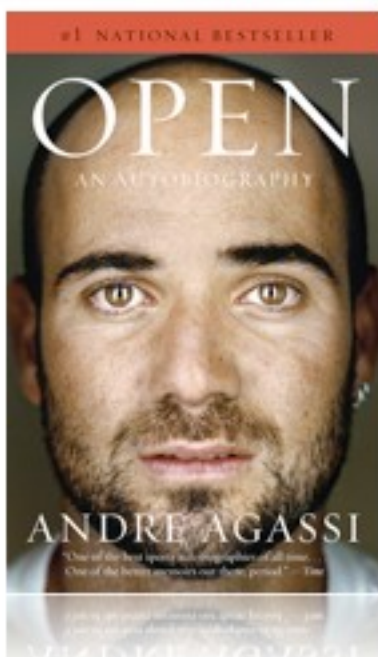


The brown M&M

# RIDER



# EDGE



310 | 1410 | 1510

CURRICULUM VITAE

# ECCENTRIC

**Eccentric** (adjective)

1. Unconventional and slightly strange (of a person's behaviour).
2. Not placed centrally.

ORIGIN: Greek *ekkentros* – *ek* "out of" *kentron* "centre"





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### Live Q&A: CV and covering letter clinic

Want to know how to write a CV which will make recruiting managers sit up and take notice? Then join our experts in a live Q&A on January 6

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Posted by [Alison Whittle](#) Tuesday 4 January 2011 11:52 GMT [guardian.co.uk](#)

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**Clare Whittle** - CV and interview expert

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We are commonly asked on the forum whether it is worth paying someone to write

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**Meh**

**ECCENTRIC**

(Not following the  
rest of the herd)



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**Krishna De**  
[Sinéad English](#)  
[Brian Mc Ivier](#)  
[Borran Manahan](#)



Krishna De is an award winning digital marketing, brand engagement and social media speaker, commentator and mentor. Her expertise in leveraging online marketing and social media is featured in several highly acclaimed books including "World Wide Rave" published by Wiley, "The Career Doctor: How To Get And Keep The Job You Want" and in her online education programmes covering online networking for career success and social media marketing.

Her company Biz Growth Media guides executives in how to develop and integrate social media into their marketing and communications strategy so that they increase their visibility, reputation and profits online. Krishna herself has been a coach and mentor to business executives since 1991 and is the Founder and prior Chair of the Association for Coaching in Ireland. Prior to establishing her own business, she held positions as HR Director Diageo Ireland and SVP Human Resources for Guinness in the US and Asia Pacific and therefore is in a unique position to share her experience not only in digital visibility but also understands what recruiters and executives look for when hiring talent.

**Sinéad English**



Sinéad English is founder of Sinéad English and Associates - career consultants and outplacement advisers working with clients on all aspects of the Career Management process, from career planning and effective networking to writing CVs and interview preparation.

She also works in partnership with third level institutions preparing students and graduates for each element of the recruitment process including how to network your way into

FRONT GATE ONLINE

# THE WAY IN



In an arid market, it is paramount to avoid following the herd and ending up as one of dozens (or hundreds!) of CVs on a pile

“

Avoid unlucky people

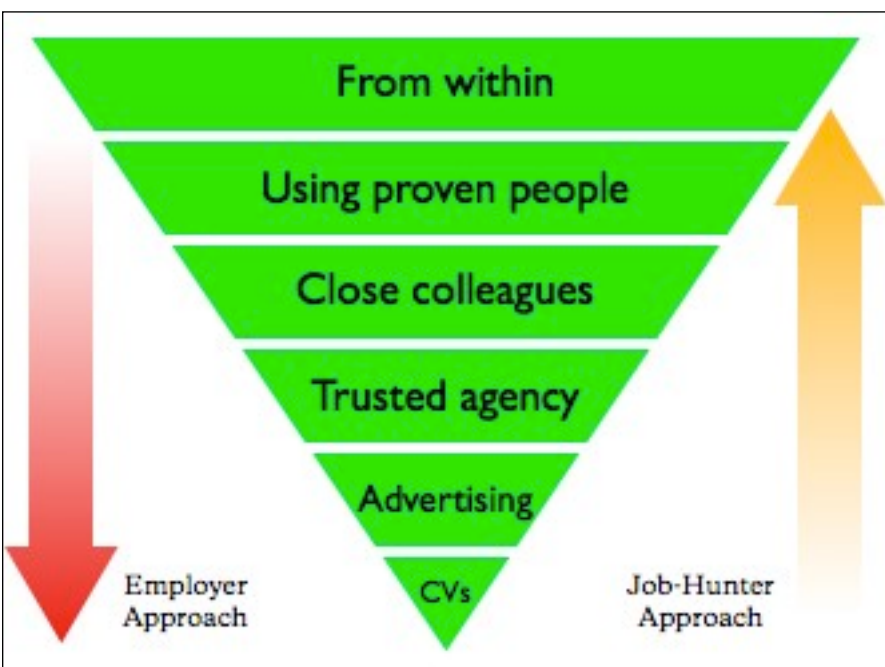
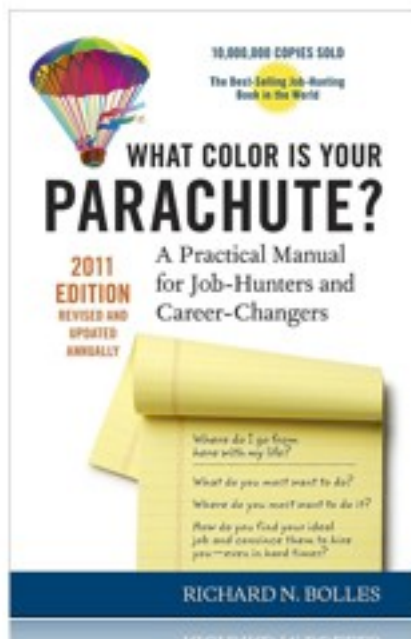


**Hear about the opportunity**

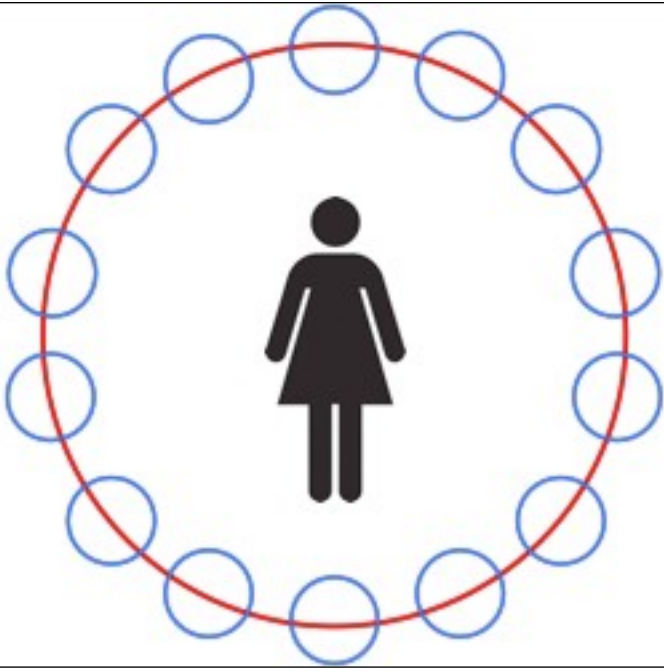
**Get an edge with info ...**

**75%**

Don't talk to  
**STRANGERS**







**75%**

- Online Jobsites
- Co Websites
- Papers / Magazines
- Firing off CVs
- Networking
- Researching
- Working the phones
- Agencies
- Watching Oprah



**Key Question:**  
 What percentage of your time are you spending on what effort to what effect?



How realistic are your expectations - positive or negative - as you approach the market?



# ECCENTRIC

DO NOT approach the market from the same angle as the bulk of job-hunters - be eccentric



# CONTROL



Why does this happen  
to so many CVs?  
(Esp. when you seem to be  
a perfect fit for the job)



Makes my life  
**EASIER**

## Font substitution



**.docx / .wps**

Colour contrast

Things that can kill your  
chances even before your  
CV gets in front of a hirer

## The **CHECKLIST** Manifesto

HOW TO  
GET THINGS  
RIGHT

**ATUL  
GAWANDE**

Best-selling author of  
Complications and Better

Good and Beautiful



**DISTIL**



**7 Deadly CV**  
**SINS**

# 1. Carlessness

I am a perfectionist and rarely if ever forget details.

I won the plaque for **Salesman of the Year** in 2006.

**Note:** Please do not misconstrue my 14 jobs in a 4-year period as job-hopping.

I have never quit a job.

**Complement**

**Could have**

**Then**

**Definitely**

**Its**

**Your**

**Lose**

**Compliment**

**Could of**

**Than**

**Defiantly**

**It's**

**You're**

**Loose**

## **Typos**

**Spelling mistakes**

**Glaring grammatical errors**

**Formatting inconsistencies**

**Obvious 'search & replace'**

**1. Carelessness**

**2. Wordy vs Worthy**

**Bullet points good**

**Paragraphs bad**

**Combination of both best**

**Write**

**TIGHT**

Costs were cut by 19 percent over three years.

Sales grew by 37 percent year on year.

And then I ended up ...

*I* reduced costs by 19 percent over three years.

*I* expanded sales by 37 percent year on year.

*I* moved to ... / ~~I was~~ appointed to ...



## **Passive voice**

**In-jokes / Abbreviations**

**Slang / Informal**

**Overstating**

**Mixing tenses**



**1. Carelessness**

**2. Wordy vs Worthy**

**3. War & Peace**

### **Curriculum Vitae** (abbrev. CV)

A **brief** account of a person's education, qualifications, professional history and occupations, typically sent with a job application.

ORIGIN: early 20th Cent.: from Latin, *the course of life*





**5-7 Years  
Last 2 jobs**

**This is easily  
accomplished, you  
simply reduce the font size  
until you need binoculars in order to read the text.....**

This text is so small that you need binoculars to read it. This is a joke. Nothing is so simple as making the text too small to be readable without a tool.

**EARLY  
CAREER**

## EARLY CAREER

JOB TITLE	COMPANY	YEARS
Head of Marketing	Wonder Inc.	1999-01
Sales & Marketing Manager	Clunder Inc.	1996-99
Sales Manager	Thunder Ltd (secondment)	1995-96
Product Manager	Thunder Ltd	1991-95
Marketing Executive	Blunder Inc.	1989-91

1. Carlessness
2. Wordy vs Worthy
3. War & Peace
4. Square Peg



**Dimp  
My Ride**

**PhD in Nuclear Physics**

**Minimum 5-8 years PQE**

**Essential ...**

**Must have ...**



**1. Carlessness**

**2. Wordy vs Worthy**

**3. War & Peace**

**4. Square Peg**

**5. 'An idiot in a hurry'**

**Don't bury the**  
**LEAD!**

**66% page 1**  
**Whizzable**  
DATES  
*Companies*  
**Job Titles**  
Body text

- 1. Carlessness**
- 2. Wordy vs Worthy**
- 3. War & Peace**
- 4. Square Peg**
- 5. 'An idiot in a hurry'**
- 6. Design matters**

Your CV is your advert  
- and think how many  
ads we ignore

**MAD MEN**

Where the truth lies



**Font choices**

**Delineation**

**White space**

**LEAD THE EYE**

#### August 2008 to Present

Headhunted by *Widgets Incorporated (IRL)* as the **Senior Management Accountant**, reporting to the Financial Controller. *Widgets* competes in the blah-blah sector, the local affiliate has a turnover of €92 million and employs 175 staff. Along with the typical analysis, audit and reporting functions, my brief encompasses:

- Line management for 11 staff – 3 Accountants and 8 Clerks
- Development, implementation and updating of all policies and procedures in my remit
- Capital expenditure projects from inception to completion
- Collaboration on key projects – insurance, systems development, stock control

#### Key Contributions

- Migration from legacy system to SAP – project team member
- Merger, acquisition and diligence activities from time to time
- Conducting training in finance for non-financial management

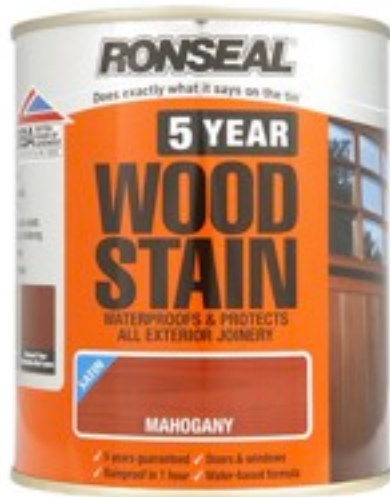
#### May 2005 to August 2008

Joined *Fidgets Ltd* as **Payroll Clerk**, reporting to the Management Accountant. *Fidgets* is

1. **Carlessness**
2. **Wordy vs Worthy**
3. **War & Peace**
4. **Square Peg**
5. **'An idiot in a hurry'**
6. **Design matters**
7. **All tell no sell**

**QC Analyst**  
**Sales Executive**  
**Supply Chain Manager**  
**Credit Controller**  
**Production Supervisor**  
**Management Accountant**

In many cases, the title  
pretty much says it all ...



# BENEFITS

**What have  
you done  
for me  
lately?**





# Contributions

# Suggestions

# DIFFERENCE

# Wins

# Special projects

# Over-and-above

#### August 2008 to Present

Headhunted by *Widgets Incorporated (IRL)* as the **Senior Management Accountant**, reporting to the Financial Controller. *Widgets* competes in the blah-blah sector, the local affiliate has a turnover of €92 million and employs 175 staff. Along with the typical analysis, audit and reporting functions, my brief encompasses:

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# WHY YOU?

**We have had a high level of application for this role, and we have a pool of highly-qualified, highly-experienced candidates, so well done on getting this far in the selection process. Let me ask you this ...**

**What do you believe marks you out as the best candidate for the job?**

“ The best way to market yourself isn't with a slick résumé or the right suit.

No, the most reliable form of self-marketing is to have **a history of stunningly great work**, shipped.



Day 1	Day 365 x 3
Find your meaty stuff by comparing your first day and last day on each of your jobs	

1. Carelessness
2. Feels like a first draft
3. Too bloody long
4. Not a fit for the job
5. Hard to pull out the info
6. Hard on the eye
7. So what?

#### CV VOCABULARY

##### TOOTH-SOME VERBS

- **Increased** / Grew / Developed / Expanded / Improved / Raised / Heightened / Enlarged / Broadened / Diversified / Accelerated / Optimised / Augmented / Delivered / Produced / Maximised / Accrued / Outperformed / Accumulated / Overcame / Exceeded (expectations or targets) / Surpassed
- **Won** / Beat / Succeeded / Achieved / Performed / Executed / Delivered / Accomplished / Secured / Anticipated / Compelled / Forced / Precluded / Prevented / Averted / Impeded
- **Reduced** / Minimised / Diminished / Saved / Lessened / Halved / Shortened (usually time or lead times) / Trimmed / Streamed / Eliminated (usually waste) / Dispensed (with the need for) / Eradicated / Curtailed / Obliterated (the need for) / Generated savings / Lightened
- **Initiated** / Started / Began / Launched / Founded / Activated / Instigated / Introduced / Set up
- **Developed** / Devised / Pioneered / Designed / Formulated / Originated / Discovered / Conceived / Generated / Created / Built / Commissioned / Formed (usually a team) / Assembled (a team) / Staffed / Established / Installed / Constructed / Planned / Composed
- **Instructed** / Ordered / Taught / Guided / Tutored / Coached / Piloted / Mentored / Appraised / Reviewed / Trained / Upskilled / Cross-trained
- **Deferred** / Put Off / Pushed back / Postponed / Adjourned / Suspended / Extended

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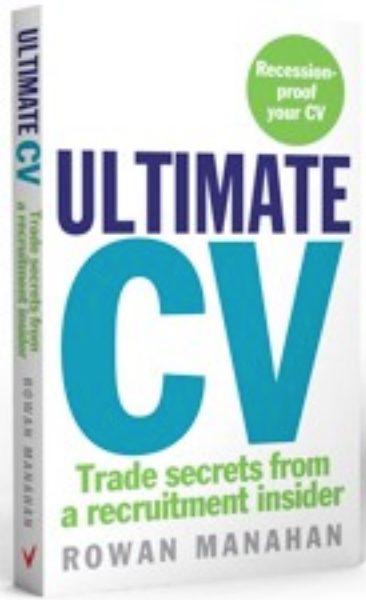
#### PROFILER



**WHY DO I NEED A 360° VIEW OF MYSELF?**  
 It is very hard to write about yourself. To condense all of your experiences and accomplishments into a few succinct paragraphs in order to make the reader want to meet you is no laughing matter. A well-written CV, a winning CV, one that immediately grabs the reader's attention and pricks their interest is a document that gives that reader a flavour for the sort of person that you are beyond the simple outlining of your responsibilities in your various jobs.

It is even harder to talk about yourself in this way at interview. The themes below will help you to start looking at yourself as a potential employer would. If knowledge is power, then self-knowledge is the most useful force you can wield in your career and any job-hunts you undertake within that career. People who have gained insight into themselves are much more effective leaders, team members and employees and are valued as such by society and employers.

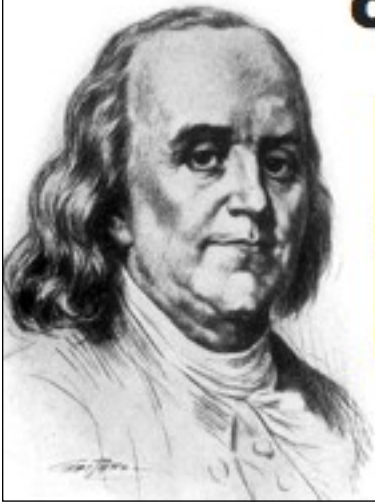
So do the 360. Do it on yourself and then get other people, whose opinions you value, to fill in the boxes on a copy. You can offer to do it as a trade with friends and family members or with those who show you mine if you'll show me yours ..."



**EDGE**

**in conclusion ...**

# The definition of insanity ...



If what you've been doing hasn't been working – particularly if you aren't being shortlisted for jobs for which you are a really good fit – it's time to change your approach



Be very careful, because confidence doesn't come in little bottles ...



And keep reaching out – don't retreat into some private little shell

“

To thine own self be true



75%

“

The deepest principle in human nature is the craving to be appreciated



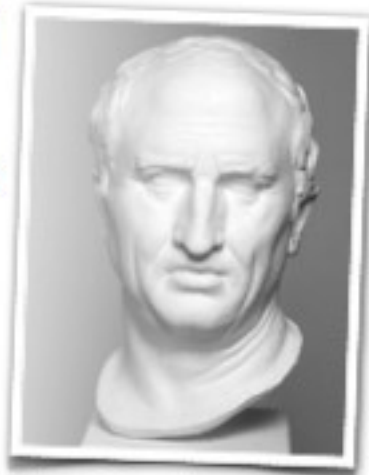
If I can see the world  
thro' John Smith's eyes,  
I can sell John Smith  
what John Smith buys

**MAD MEN**

Where the truth lies

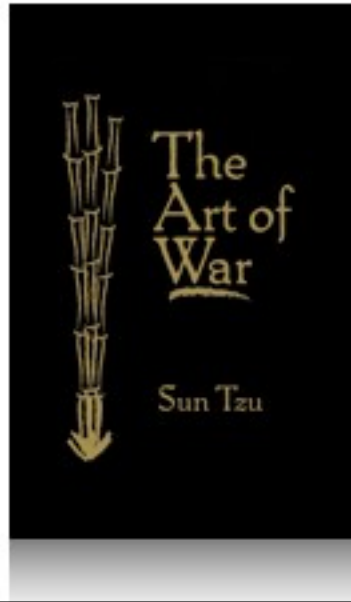
“

If you wish to persuade me,  
you must think my  
thoughts, feel my  
feelings, and speak  
my words.



What are the things that put you  
right over on the right hand side  
of the bellcurve? What do people  
really really admire you for?

**Yourself**  
**Enemy**  
**Terrain**



**PROFILE**



- Dynamic, forward-looking sales professional
- I am a self-starter, brimming with enthusiasm
- I have highly developed people skills
- I am a blah-blah-blah, keen to apply my xxxx skills in a blue-chip environment.

**Bland**  
**Buzzwordy**  
**Self-centred**  
**“Meh”**



The Profiler exercise will help you compile a thumbnail sketch for the top of your CV so you don't sound like a contestant in a beauty pageant.

**EDUCATION**

Use a nice, clean table to show your education and/or training

## EDUCATION & TRAINING

INSTITUTION	QUALIFICATION	YEAR
Project Management Association	Project Management Prince 2 (Practitioner Level)	2010
College, Location	Masters in Business Administration Thesis: Implementing ERP in the multinational setting	2009
Company, Location	Advanced Presentation Skills	2007
ACCA	ACCA - Membership	2005
College, Location	B.Comm - 2:1 honrs, Top 10 in class Electives: Human Resources and I.T.	2001
School, Location	Leaving Certificate 525 points achieved	1998

# G PS

## FORTIFY YOUR OASIS

Columnist and author Simon Marshall's musings on the world of work, career management and personal development



MONDAY, DECEMBER 17, 2012

### Dealing with gaps in your working history on your CV

I suspect that a patchy CV affects a high percentage of people. You know the sort of thing - obvious gaps cropping up here and there in your working history. A bad move followed by a major piece of bad luck followed by another move to an awful company, a lull in the market, and the next thing you know it looks like moths have attacked your CV.



How do you cover off on this problem as you put yourself out there in the marketplace on paper? If you just get the chance to talk to a potential employer, you could probably explain the patchiness away in an instant, but unfortunately, you have to let your CV do the talking for you.

In putting your thinking together on how best to deal with problems in this area, start, as always, from the perspective of a potential employer. If you present a patchy CV what is likely to be going through the reader's head? It will be a rare employer who looks at one of these and thinks 'ouch-ouch, positive thoughts'. [On how an unemployed man, I'll bet this](#)

SEARCH HERE

SEARCH HERE



**SIMON MARSHALL**  
DUBLIN, IRELAND

Founder of **Fortify Services**, a Dublin-based consulting and career management firm. Author of *Where's My Oasis?* and *Ultimate CV*. Speaker, trainer, TEDx master, husband, father, storyteller and dancing bear. Thank you for visiting, I hope you find something useful or enjoyable here.

[VIEW MY COMPLETE PROFILE](#)

If your primary interests are presentation skills and PowerPoint, you can find that discussion on [my other blog](#).



**Functional CV?**  
**Smooth early gaps**  
**Reasons not excuses**  
**Quick departures**

**Assume**  
**Accept**  
**Succinct**

**“Rowan Manahan”**

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*Thagyewverramuch*



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