

• Sinnita has kept the CV heading simple and it looks clear and professional.

• Although a personal profile can often be quite bland, Sinnita has used this one to explain why she is moving away from law. It also highlights the key marketing achievement of her career to date so that an employer would keep on reading to find out more.

• As her law background is obvious, she hasn't used up space listing all the modules.

• Here she has analysed her degree to determine which skills she learned from it are relevant to the role, using the job description.

• A-ha! She has selected her most relevant experience to go first, acknowledging that her other experience is not relevant and that an employer will notice this.

• She has split the duties she undertook for this campaign, from the skills she developed from it. Neat bullet points keep it to the point and relevant.

• This is the really important part of the CV. Sinnita has taken the skills from the job description, shown how she has developed them, and then put in a crucial piece of fact to back up her statement.

Our first candidate is Sinnita Akram, a law student keen to move into marketing. She presents herself using a traditional, experience-based format, successfully glossing over her lack of actual paid work experience in the area through her careful analysis of the competencies she's gained from various different areas.

## SINNITA AKRAM

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### PERSONAL PROFILE

Soon to graduate in Law, I plan to build on the experiences I have gained within and outside my degree to develop a career in marketing. A major achievement during university was to increase profits for the Law Society ball, principally through achieving better ticket sales and good sponsorship arrangements.

### EDUCATION

**2006-2009**

**BA Law, Regal College, University of London**

Modules studied: all compulsory modules for entry to the legal profession

Skills gained:

- Understanding of the legal world, through working with professional lawyers who taught on the course.
- Research and project management, through ensuring my 5,000-word thesis 'Intellectual Property: the Aborigines and the Da Vinci Code' was researched, written and delivered on time.
- Excellent and well-tested analytical skills, developed through the system of defending my legal opinions during seminar discussions.

**2003-2005**

**Nottingham Sixth Form College**

'A' Levels in English (A), History (B), French (B)

**1997-2003**

**Green Lane College, Exeter**

10 GCSEs including Maths (A\*) and English (A\*)

### RELEVANT EXPERIENCE

**Oct-Dec 2006**

**Marketing Officer, Law Society Christmas Ball 'Bah Humbug!'**

Duties included:

- Ensuring all 600 tickets to the ball were sold at full price.
- Creation of effective marketing campaign.
- Raising profile of Law Society within Regal College.
- Creating on-going relationships with sponsors.

Skills developed:

- Web design and better understanding of use of technology in developing marketing campaign. I successfully created a brand and images associated with the brand which I uploaded to the Law Society website and used in email and text messaging of all students. Informal evaluation showed that students recognised the 'Bah Humbug!' brand even if they had not bought a ticket.
- Excellent negotiation skills. I improved the previous sponsorship total raised from £15,000 to £34,000 through targeted approaches to law firms. I followed up these approaches with personal contacts and was pleased when the law firms chose to send representatives to the evening. These contacts will be of continued benefit to the Law Society.

- Team-working is not a skill shown on the job description, but by detailing it on her CV, Sinnita shows she understands that the job is likely to be part of a small team. She has even suggested one way she works to improve teams. ▶

- Here, she shows that she understands that 'communication skills' means more than just chatting to her colleagues. ▶

- Although this experience is not directly relevant to the marketing role, it provides good background which Sinnita has exploited. ▶

- She has quantified how well she uses IT packages so that the employer has some idea of her level of skill. ▶

- Just beware the web address is current! ▶

- Rather than just put 'reading' she has given enough detail to be interesting and show commitment. ▶

- Eye for detail: I proof-read all marketing materials, from press releases, ticket information and web material, through to the on-the-night programme. This resulted in fewer mistakes and meant we kept to the print deadlines.
- Team-working through dealing with the rest of the committee. I found the most important element was keeping everyone involved and informed.

#### **Sep 2005 - Aug 2006 Intern, Booksmart Charity, London**

##### **Duties included:**

- Gained administrative experience in a busy children's book charity which specialises in getting children's books published through working with publishers, authors and public libraries.
- Assisting in organising children's book launches; booking catering, equipment and assisting on the day.
- Worked on database and produced reports from it for management team.

##### **Skills developed:**

- Excellent communication through working with many different sorts of people, from children and parents, to library policy teams etc.
- Analytical ability improved through working on database reports.
- Understanding of the main movers in the publishing industry and factors involved in the success of books.

#### **ADDITIONAL WORK EXPERIENCE**

##### **Jun- Jul 2007, Intern, AB&O LLP, Chancery Lane, London**

##### **Duties included:**

- Four week-long 'seats' in commercial, property, contract and tax.
- Taking notes during client meetings.
- Administrative duties.

##### **Skills developed:**

- Awareness of workings of international law firm, such that I became more confident in addressing solicitors and partners about legal issues.
- Importance of good presentation and correct forms of communication with clients.

#### **TECHNICAL SKILLS**

- Familiarity with all MS Office packages; I produced my thesis myself using Word, incorporating Excel spreadsheets and using images. I used Access at Booksmart.
- Good knowledge of Dreamweaver: see [www.rcl.ac.uk/lawsoc/BahHumbug](http://www.rcl.ac.uk/lawsoc/BahHumbug) for demonstration.
- Good conversational knowledge of French and German.
- Clean driving licence.

#### **INTERESTS**

- I am a keen reader of classic literature and a founder member of a small book club.
- I sing in a chamber choir performing in venues such as St John's Smith Square and the Royal Opera House Linbury Studio.