

CV Writing

May 2025

LONDON
SCHOOL of
HYGIENE
& TROPICAL
MEDICINE



Meet the team – we are here to help



**Fiona Telford –Careers
Consultant** Mondays
& Tuesdays



**Josh Phillips –
Careers Consultant**
Wednesdays,
Thursdays & Fridays

Contact us on careers@lshtm.ac.uk

By the end of this session you will learn

- Purpose of your CV
- How long a recruiter takes to read your CV
- Where a recruiter looks on the CV
- What makes a good CV
- What makes a bad CV
- The best structure for your CV
- What to write on your CV
- How to write high impact sentences
- How to put it all together for a top performing CV

ALISON BRIGHT

25 Green Street, EC3R 4PG, London, UK
Tel: 44 72365278953; email: a.bright02@gmail.com

EDUCATION

London School of Hygiene and Tropical Medicine, MSc Nutrition for Global Health	2017-2018
Modules included: Basic Epidemiology, Statistics for Epidemiology and Public Health, Fundamental Public Health Nutrition, Nutrition in Emergencies	
Dissertation: quantitative study evaluating the effectiveness of nutritional intervention in three feeding centres in Yemen	
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EXPERIENCE

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IT Skills: Good knowledge of MS Office (Word, PowerPoint & Excel) and SPSS

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REFERENCES ON REQUEST

What is the purpose of a CV

- To get you through to the next stage of the recruitment process
- Give recruiters what they want...

How long does a recruiter take to read your CV?



7 Seconds

Source: careers.hollywoodbowlgroup.co.uk 2022

Where do recruiters look on the page

Recruiters scan the left side of the CV evenly, picking out titles and reading supplementary information as necessary.



What makes a good CV

- Clear, **simple layouts** with clearly marked section and title headers - recruiters spend more time focusing on job titles than on any other element.
- Layouts that take advantage of **F-pattern** and **E-pattern** reading tendencies e.g. bold job titles supported by bulleted lists of accomplishments.
- An overview or **mission statement** at the top of the first page of the CV.
- **Clear fonts.**

"Good" Example

Recruiters did not spend significant amounts of time on any one element. Rather, they scanned the left side of the resume evenly, picking out titles and reading supplementary information as necessary.

BRIAN POWERS
bpowers@briancorp.com • briancorp.com/brian-powers-d-computer-ages/ • 201-697-0685

METRO MMC/NU

DIRECTOR OF OPERATIONS / PAID PROGRAM MANAGER

A hands-on operational and program manager, leader with a 20+ year proven track record in Telecommunications and Utilities industry. Consistently a high impact contributor in planning and delivery of multiple complex, large-scale telecommunication programs and energy infrastructure projects. Adept at turning around poor performing teams and processes. Consistently demonstrating quality, productivity, and profitability while surpassing demanding corporate and client expectations. Areas of expertise include:

- Delivering complex projects within tight time & budget constraints
- Building profitable strategic alliances with clients & business partners
- Recruiting, training, mentoring, motivating & retaining top cross-functional talent
- Streamlining business processes & optimizing systems to drive increased efficiency and profitability

Key Career History & Accomplishments

Project Manager/Consultant, 2017 – Present

Project Delivery Manager: Provide management expertise for equipment upgrade projects in the healthcare and food service sectors. Major projects include nationwide S&B upgrades, 4G-to-5G, 25% & 20% cost savings and varying equipment deployment projects.

Global Cellular Group, Consultant, and Training, 2017 – Present

Consulting Manager: Provide expertise and mentor for a variety of projects in the cellular and utilities. Provided process and procedure guidelines for construction deployment for a 4G-to-5G program including analysis of reported obstacles and required mitigation.

Chief of Operations, a global leader in telecommunications management, 2010-2017, Roles include:

VP/ Sr. Manager, 2015-2017: Directed delivery of Metro's new, leading 4G LTE, four projects. Managed personnel, schedule, budget and materials, ensuring on-time and on-budget completion. Saved technology clients such as Google. Managed project budgets up to \$4M and managed direct/indirect staff to 2:

- Dramatically improved permit processes & approval results. Upgraded data collection with a new smartphone system linked to design software, improved the application approval rates from 25% to 35% to avoid costly project delays.
- Standardized program management, boosting quality & productivity. Developed 4G LTE and 4G LTE Provisions. Consolidated on customer-facing resources. Down a 130% gain in permit quality, timeliness and approval metrics. Reduced turnover by 25%, generating significant savings for company and client.


Project Manager, 2010-2015: Directed a variety of EPCMC infrastructure and construction projects, 14% & Small Cell 2G/3G projects, valued at up to \$10M for a variety of telecommunications clients, including 4G. Managed budgets, RIM and materials.

Revitalized an EPCMC project, a 140M 4G LTE project, infrastructure EPCMC project was halted to avoid. Assembled a war room to manage project processes, define and track milestones. Increase visibility and strengthen accountability. Improved performance against plan from 30% to 100%.

Curbed compliance issues ahead of schedule. Assembled and directed a multidisciplinary team. Developed a fast-track corrective project plan. Resolved 100% of the deficiencies in half the projected schedule. Exceeded client and contractual expectations and averted new FCC penalties.

Market Leader Construction, 2008-2010: Trained to lead process, organizational training and performance improvements for a cellular, a major telecommunication client. Managed teams to 12 and budgets to \$9M.

Turned around a commercial regional network launch. Led on pulling the project back on track, reorganized and improved the client's project organization. Reorganized the project plan, setting aggressive milestones and strengthening accountability. Developed sales, vendors, management and staff. Reorganized hours monthly of schedule to deliver project on time.

LONDON SCHOOL of HYGIENE & TROPICAL MEDICINE


Michael J. Calamurita, CPA
 4100 Redwood Ave., Fremont, CA 94538
mcalamurita@lsh.edu

Chief Financial Officer, C.F.O. of Finance

Experienced CFO with a proven record of building workable, forward-looking, and sustainable, growth-oriented businesses to create profitable results. A strategic strategic leader with broad-based business experience responsible for multi-million dollar budgets. Hands-on experience with excellent interpersonal and communication skills dealing with all levels within the organization and externally. Demonstrated history of delivering results:

- Corporate Administration
- Chief Strategic Financial Planning & Analysis
- Full Ownership & Management
- Business Development & Modeling
- Process Re-engineering
- Performance Optimization
- Budget Management
- Talent Selection, Development & Retention
- Debt & Acquisitions
- Compliance & Governance

Professional Experience

ESZ Global, Inc., Baltimore, MD
Chief Financial Officer
 Responsible for managing all financial, accounting, legal, risk management, compliance, tax, treasury and strategic planning activities. Oversee all financial issues and identify and correct weaknesses. Provide, with annual revenues of \$25 million:

- 100% successful rate of company to New York based private equity firm; key point of contact for all financial, tax, legal, and human resources/finance diligence
- Reduced net corporate debt, reducing \$2 million in annual interest savings
- Streamlined corporate structure yielding \$1 million in annual tax savings
- Eliminated fixed-cost liabilities, reducing 30% of annual interest expense, eliminating interest expense
- 100% consolidation of multiple operating into single Baltimore headquarters, including restructing of entire finance and legal functions in this new, custom consolidated, yielded annual savings of \$2 million
- Oversee recovery of strategic plan, including go-to-market strategies and new product launches
- Developed & implemented compensation plans
- New equity company launched, raised second round capital, 100% of revenues, immediate corporate profitability, and paid two cash flow. Negotiated new 10-year contract with same customer with 20% increase in price
- Built, world-class Finance organization while establishing company's finance, accounting, reporting, compliance and risk management functions
- Developed sophisticated earnings models which provide insightful view into future forecasts
- Created comprehensive reporting process for board of directors and shareholders; communicate all board of director meeting outcomes

Via Inc., Foster City, CA
Vice President of Finance
 Directed all finance operations for Via Inc. corporate functions including Executive, Finance, Risk, Legal, Strategic and Human Resources, with total annual expense budget of \$700 million. Directed staff of 10, responsible for all Vice International management, reporting, global budgeting and forecasting processes:


- Finance lead for Via Inc. major and IPO
- Negotiated Technology and Trademark agreements between Via Inc. and Via Europe
- Created and financial planning process reducing quarterly forecast preparation by 33%

What makes a bad CV

- **Cluttered look and feel**, characterized by long sentences, multiple columns, and very little white space.
- **Poor layout** that did not draw the eye down the page i.e. little use of section/job headers to catch the eye.
- Evidence of **keyword stuffing**—while this strategy can help for automated resume screening, a successful resume will ultimately have to be read by a real person. Keywords should be presented in context.

"Bad" Example

Strong concentration on relatively few areas—likely a coping strategy on the part of the recruiter to deal with the sheer volume of information being presented.



127 Tullin Street, Summit, NJ, 07901 (toll) 912-750-6028 • anderson196620@gmail.com

SENIOR MARKETING & ADVERTISING EXECUTIVE

Proven success in developing, launching and managing high-impact marketing plans for mid-to-large brands in 11 years across 10 markets with strong expertise in consumer behavior and technology. Over 21 years of experience across all levels of brand advertising, creative and product marketing with deep knowledge in sales, management, strategy, trend research, advertising, primary business targets, marketing, brand growth, campaigns, claims, market share and revenue/profit growth. An innovative marketing strategist that has solved all types business problems with creative thinking and proven managerial skills.

Core Qualifications & Strengths:

- Extensive Market Analysis & Research
- Concept and Visual Brand Planning
- Product/Consumer Research & Insights Gathering
- Brand Strategy & Brand Management
- Product Launch & Life Cycle Management
- Mass Media (TV, Radio, Print, Digital, OOH, Local)
- Direct Advertising & Marketing (Display, Video, Search, Mobile, Social, Performance and Email Campaigns)
- Direct Marketing (DB, Email, TV, ADVO, DTH/CTV)
- CRM and Customer Relationship Management
- Strategic Planning & Brand Management
- Agency Identification & Management

PROFESSIONAL EXPERIENCE

Verizon – Director of POC/POB Marketing (Basking Ridge, NJ) Oct 2014 – Present

Selected to lead strategic marketing efforts for launching new FiOS internet & TV bundle growth within Verizon's urban focused (NJ) for the Basking Ridge market which accounts for 30% of the FiOS opportunity. Specifically, lead a team of 20 employees in a range of advertising agencies to develop strategic plans for designing, brand, creative, product sales, customer loyalty and upsell, with heavy emphasis on direct marketing – typical of a large ad agency channel manager. Accountable for a \$15 million marketing budget and management of \$2 billion in annual revenue within the Verizon business division.

- Launched FiOS and managed a high-impact strategic marketing campaign with a 10% increase in sales.
- Executed a multi-channel marketing plan for 2015 marketing efforts and strong focus on the broadband segment.
- Strong sales performance by 100% over the target and achieved a 100% increase in sales.

Verizon – Director of Northeast Marketing (Basking Ridge, NJ & New York, NY) Oct 2012 – Sept 2014

Lead all consumer and small business marketing efforts across multiple product lines for Verizon's wireless business in the Northeast Region including T-Mobile, DSL & Direct TV with accountability for growing revenue for a \$7.5 billion division of the business. Open 27 regional offices, including strategic planning, business plan development, multi-media marketing efforts and innovative live local engagement and experiential marketing.

- Launched T-Mobile Quantum Internet across Verizon's Northeast Region delivering 20% customer base penetration in 1st year.
- Launched Spectrum Choice, a new service to help customers offer personalized plans for their current service.
- Managed 250 million budget in strategic marketing, advertising and customer care for 2014.
- Consistently achieved 100% monthly revenue growth exceeding targets for the Northeast region of the business.





London, UK 020 9457 2121 (UK) 551 7778 • b.elliott@london.ac.uk

Global Marketing

Enterprise & Client Marketing – Partnership Strategy – Solutions Management
Expertise: Defining, Implementing, Optimizing & Driving New Market Category Position
Thought Leader in the Enterprise Software Space with Extensive Strategic Global Marketing, Product Management, Technology Innovation, Sales Enablement & Business Growth in Industry-Leading Firms

Experienced marketing strategist with record of success building and developing firms to excel in innovative, strategic, integrated marketing campaigns. In-depth knowledge of global competitive markets, consumer behavior, revenue growth, growth driver support, ROI, and revenue through various sales channels. Strong track record of managing all aspects of marketing, sales, and business development. Strong track record of managing all aspects of marketing, sales, and business development. Strong track record of managing all aspects of marketing, sales, and business development.

Proven expertise in product marketing, sales, and business development. Strong track record of managing all aspects of marketing, sales, and business development. Strong track record of managing all aspects of marketing, sales, and business development.

2012 Marketing Best Practice Award for SAP Fast Facts and Global Customer Ambassador
2011 SAP Customer Innovation Award for work with United Nations, ERM, Puma, L'Oréal, and L'Oréal
2010 SAP Global Partner "Systems and Methods for Accessing Applications via User Intent Modeling"
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What is the best structure

- **Name & Contact Details**
- **Mission statement** (2-3 lines, who you are, what you're looking for)
- **Education & Qualifications**
- **Employment** (Job title, Organisation, Location, Dates, Skills gained, Evidence, Quantification, Achievements)
- **Additional skills** (e.g. IT, Software, Languages)
- **2 pages** (max)
- **3 pages** acceptable for Academic CVs

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ADDITIONAL INFORMATION

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INTERESTS

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REFERENCES ON REQUEST

How do you know what to write on your CV



- Take the job description / person specification...

What we're looking for:

- minimum predicted 2.1 degree in any discipline. Those from numerate disciplines are especially encouraged to apply
- research and analysis skills
- project management skills
- organisational skills to meet deadlines and work under pressure
- presentation and influencing skills
- leadership and teamwork skills

How do you know what to write on your CV



- Reverse engineer the information from the 'person spec' and map it directly onto your CV

Person Specification section of JD

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Your CV

Education

University College London – MSc Management 2017-present

1-year masters course that covers the key areas of accounting; finance; organisational behaviour; decision and risk analysis as well as business strategy.

Kings College London – BA Geography

2014-2017

Achieved Grade 2.1

My degree dealt with the impact of human beings on the environment especially in relation to consumer behaviour and how it can be influenced. **Relevant final year options:** the effect of IT on post industrial economies; quantitative research techniques and project management units. Relevant skills gained:

- research and analysis: compiled a questionnaire and analysed around 200 'in-person' and telephone interview responses. Utilised complex statistical techniques (SPSS) to analyse data as well as creating excel-based pivot tables and graphs. Incorporated supporting results into a 40-page dissertation report on issues relating to immigration.

Use This Skills Dictionary

Table of Contents

Ability to Influence	4
Accountability	5
Applied Learning	6
Attention to Detail	7
Building a High Performing Team	8
Building Partnerships	9
Building Trust	10
Communication Skills	11
Continuous Learning	12
Customer Focus	13
Decision Making	14
Delegation	15
Delivers Results	16
Embraces Change	17
Innovation	18
Interpersonal Skills	19

PERFORMANCE MANAGEMENT PROCESS

Use the Harvard University Competency Dictionary to identify and showcase your relevant skills.

Ability to Influence

Uses appropriate interpersonal styles and techniques to gain acceptance of ideas or plans. Effectively explores alternatives to reach outcomes that gain the support and acceptance of others.

Key Actions

- **Opens discussions effectively** – Describes expectations, goals, or requests in a way that provides clarity and excites interest.
- **Develops others' and own ideas** – Presents own ideas; seeks and develops suggestions of others.
- **Builds support for preferred alternatives** – Builds value of preferred alternatives by relating them to others' needs; responds to differing views by emphasizing value; articulates problems with undesirable alternatives.
- **Facilitates agreement** – Uses appropriate influence strategies (such as demonstrating benefits or giving rewards) to gain genuine agreement; persists by using different approaches as needed to gain commitment.

Skill: Evidence + Quantification



Project management: designed and delivered an impact strategy work package for €4m innovation grant with the European Commission

Putting it all together looks something like this...

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REFERENCES ON REQUEST

- CareerSet to check your CV [here](#)
- CVs section on LSHTM Moodle [here](#)
 - Example CVs
 - Information sheets
 - Tip videos
 - These workshop slides & recording
- CV Video (UCL Careers): [8 Steps to a Spectacular CV](#)
- Skills dictionary from Harvard [here](#)
- Prospects.ac.uk (CV examples and Cover Letter advice)

Forthcoming events



See the Careers Moodle page '[Forthcoming workshops and events](#)' for full information.

We value your feedback

Please complete the feedback form – the link is in the chat box! <https://forms.office.com/Pages/ResponsePage.aspx?id=oaKtcild7U6xIPh0V3cUnib6FT5JU2IKm1h1jmhk5TFUQ1NBQ1gyMkZNTedINjBKM0tJQjQ3MINTSy4u>

Thank you for your time!

And now let's move to your questions.....

