



CV Writing

Feb 2024

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 <i>Dissertation: quantitative study evaluating the effectiveness of nutritional intervention in three feeding centres in Yemen</i>	
SOAS, BA Development Studies, 2:1	2006-2009
Key modules included: Key Thinkers and Theories in Development, Comparative Studies in Development, Development and Conflict, Issues in Gender and Development, Non-Governmental Organisations, Development and Change <i>Dissertation: A post-colonial assessment of development interventions in sub-Saharan Africa during the 1960s</i>	
Fenchurch Academy, A levels	2004-2006
Government and Politics (A), Economics (B), French (B)	

EXPERIENCE

Action on Hunger, Project Manager, Senegal	Oct 2015-July 2017
<i>Action on Hunger runs short-term feeding projects in conflict areas and long-term partnerships to bring about sustainable solutions in areas with vulnerable food supply chains. Skills gained include:</i> <ul style="list-style-type: none">• Leadership: as leader of a team of six I was responsible for determining the strategic direction of a long-term project in Eastern Senegal, including securing buy-in from donors and the NGO's head office team• Monitoring and evaluation: established a robust framework for evaluating the project's outputs, leading to three years' renewed funding after the initial one year grant• Building partnerships: The Action on Hunger model is based on partnering with local organisations and I developed strong working relationships with local workers across the ten areas for which I was responsible• Communication: As well as developing relationships with local community leaders I reported directly to donor agencies, with my monthly reports directly contributing to the renewal of our funding	
Green Shoots, Programme Worker	Dec 2009-Sept 2015
<i>Green Shoots is a small NGO working in Sub-Saharan Africa to facilitate community-led agricultural projects. I was placed in eight different locations for periods of 1-6 months each, also spending periods of time in the London head office.</i> <ul style="list-style-type: none">• Cross-cultural communication: I was responsible for guiding and training new members to ensure all our activities and interactions were culturally sensitive• Building relationships: I was based at a new project in an area where Green Shoots had not previously worked, which involved quickly establishing trust and good relationships with the local community• Organisational skills: When I was at the London head office I supported the teams at all our locations, acting as first point of contact for any problems, dealing with queries where appropriate and escalating to senior managers where needed	
Partners in Development, Vice-President	Sept 2007-May 2009
<i>Partners in Development is a student-led society which builds links between SOAS students and NGOs to facilitate knowledge exchange through student voluntary placements and activities</i> <ul style="list-style-type: none">• Empathic skills: Internship intermediary for 3rd and 4th year academic students through listening to students' preferences and assisting them in finding a placement• Publicity and marketing: Edited the society's weekly newsletter, ran social media campaigns to promote our activities amongst students and potential partners• Negotiation: as Vice-President I was responsible for managing relationships with our link NGOs and encouraging them to offer placements to students	
Primark, Customer Service Assistant	Nov 2006-Aug 2008
<ul style="list-style-type: none">• Communication skills: resolved customer queries and complaints• Working under pressure: dealt courteously with customers of all ages and outlooks within an extremely busy store, consistently meeting sales targets	

ADDITIONAL INFORMATION

Languages: English (Native), French (Fluent spoken/intermediate written) Spanish (Conversational)

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

INTERESTS

Field hockey, running, winter sports, reading, social activities with family and friends, music, travelling

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

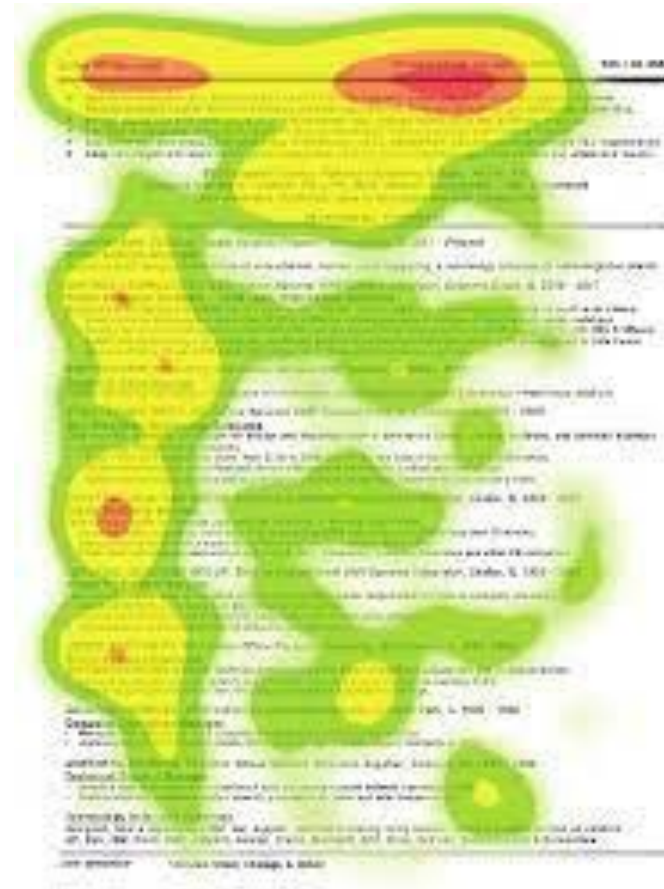


7.4 Seconds

[Source: Eye-Tracking Study, Ladders 2018](#)

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 resume
- **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 METRO MMC/NU
 bpow@metro.com | linkedin.com/in/brian-powers-director-ops • 201-607-0645

DIRECTOR OF OPERATIONS / FACILITY PROGRAM MANAGER

A hands-on operational and program manager leader with a 20+ year proven track record in Telecommunications and Utilities industry. Proven and adaptable high impact contributor at planning and delivery of multiple complex, large-scale telecommunication programs and utility infrastructure projects. Adaptable at turning around poor performing teams and processes. Consistently demonstrates 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
 Metro Telecommunications (TMM) – Present

Project Delivery Manager - Provide management expertise for equipment upgrade projects in the Contractor and End-User's Regions. Major projects include: National 4G LTE Rollout, 4G LTE Flash, 2G & 3G Network Growth and various equipment upgrades in projects.

Senior Engineer, Support, Consultant, and Training, 2017 – Present
 Consultant Member - Provide expertise and mentor for a variety of projects in the Contractor and End-User's Regions. Provided process and procedure changes for construction deployment for a 1-10 program including analysis of reported obstacles and required mitigation plans.

Chief of Construction, a global leader in construction management, 2012-2017, Roles include:

MRP - INFO Manager, 2015-2017. Directed delivery of Metro's MRP, testing MRP, four projects. Managed program, schedule, budget and compliance, ensuring on-time and on-budget completion. Served technology clients such as Google. Managed project budgets up to \$4M and managed direct/indirect staff to 12.

- Dramatically improved permit processes & approval results. Upgraded data collection with a new electronic system linked to design software - improved the submission approval rates from 25% to 35% to avoid costly project delays.
- Standardized program management, boosting quality & productivity. Developed MRP and four franchises. Guaranteed a customer-centric experience. Down a 140% gain in permit quality, timeliness and approval metrics. Reduced costs by 25%, generating significant savings for company and client.

Project Manager, 2012-2015. Directed a variety of EPCM infrastructure and construction efforts. 146 & Shell 020 projects valued at up to \$100M for a variety of commercial/retail clients including A & R. Managed budgets to \$5M and managed 50.

- Revitalized an EPCM project. A \$100M Shell oil & gas infrastructure EPCM project was behind schedule. Assembled a war room to re-align processes, define and track milestones. Increase visibility and strengthen accountability. Improved performance against plan from 35% to 100%.
- Cured 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 aquired new FCC penalties.

Market Lead/Construction Manager, 2011-2012. Trained to lead success: organizational training and performance improvements for Chevron, a major client/contractor client. Managed teams to 18 and budgets to \$9M.

- Turned around a commercial regional network launch. Led effort pulling the project back on track from critical and unmet client project requirements. Reorganized the project plan, setting aggressive milestones and strengthening accountability. Delivered state-of-the-art. Managed a 100% on-time budget and 100% of scheduled activities on track.

Michael J. Calanzarita, CPA
 4100 Woodside Ave., Woodside, CA 94062
 mcalanzarita@visafinancial.com

Chief Financial Officer, VISA of Finance

Established CFO with a proven record of building workable, forward-looking, and sustainable, cross-functional partnerships to create better results. A strategic, strategic leader with broad-based business experience responsible for multi-million dollar budgets. Hands-on synergy with excellent interpersonal and cross-functional skills dealing with all levels within the organization and externally. Demonstrated history of delivering results:

- Corporate Administration
- Global Strategic Financial Planning & Analysis
- Risk Oversight & Management
- Budgeting, Forecasting & Modeling
- Process Re-engineering
- Information & Optimization
- Budget Reduction
- Talent Selection, Development & Retention
- Mergers & Acquisitions
- Control & Compliance

Professional Experience

ES&S/MSI, Inc., Baltimore, MD (2009 - Present)
 Chief Financial Officer

Responsible for managing all financial, accounting, legal, risk management, compliance, tax, treasury and strategic planning activities. On the global level, and identify profitable services provided, with annual revenues of \$25 million.

- Led successful sale of company to New York-based private equity firm; key point of contact for all financial, tax, legal, and human resources throughout the process
- Reduced net corporate debt, reducing \$2 million in annual interest savings
- Streamlined corporate structure yielding \$1 million in annual tax savings
- Generated free-cash flow, contributing 30% of company's annual growth during a volatile market
- Led consolidation of multiple operations into single Baltimore headquarters, including reconfiguring entire financial and legal functions in this new location; consolidated legal and audit savings of \$2 million
- Over 100% revenue growth through a plan, including go-to-market strategies and new product launches
- Developed & implemented a comprehensive plan
- New capital structure - Rebuilt financial record; secured legal opinion; 100% of revenues, immediate corporate profitability and pay for cash flow. Negotiated new financing structure with same customers with a 100% increase in financial risk
- Built world-class Finance organization while establishing company's Finance, accounting, reporting, compliance and risk management functions
- Developed sophisticated earnings models which provide high-level view into future forecasts
- Created comprehensive reporting process for board of directors and shareholders; conducted all board and director meeting activities

Visa Inc., Foster City, CA (2007 - July 2009)
 Vice President of Finance

Directed all Finance operations for Visa Inc. corporate functions including Executive, Finance, Risk, Legal, Strategy and Human Resources, with total annual expense budget of \$700 million. Directed staff of 100, responsible for all Visa International management reporting, global auditing and forecasting processes.

- Finance lead for Visa Inc. merger and IPO
- Negotiated Technology and Trademark agreements between Visa Inc. and Visa 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. So keywords should be presented in context

"Bad" Example



CHRIS J. ANDERSON

127 Tullin Street, Summit, NJ, 07901 (t) 973-750-6026 • anderson106520@gmail.com

Senior Marketing & Advertising Executive

Proven success in developing, leading and managing high-impact marketing plans for multi-billion dollar brands in young, competitive markets with strong growth. Strong understanding of consumer behavior and technology. Over 21 years of professional experience across all levels of senior advertising, digital and product marketing with deep knowledge in research, branding, strategy, trade, media and advertising. Primary business segments include FMCG, consumer electronics, pharmaceuticals and renewable/profit growth. An innovative marketing strategist that has worked in multiple business industries with creative thinking and proven managerial skills.

Core Competencies & Strengths:

- Excellent Media Analysis & Reporting
- Competent Visual & Print AD Planning
- Proven Customer Research & Insights Gathering
- Brand Strategy & Equity Management
- Product Launch & Life Cycle Management
- Established a TV, Radio, Print, Digital, OOH, Local
- Expert Advertising & Marketing, Display, Video, Search, Mobile, Social, Performance, CRM, Data Management
- Digital Marketing, CRM, Email, TV, ADVD, D-THV, CRM
- CRM and Social Stream Development & Management
- Strategic and time-to-market leadership/management
- Agency Identification & Management

Professional Experience

Verizon | Director of Print, OOH, Marketing (Basking Ridge, NJ) | Dec 2014 - Present

Selected to lead strategic marketing efforts for Verizon's new FiOS internet & TV subscriber growth plan in Verizon's urban focused (LHU) region, a highly competitive market which accounts for 30% of the FiOS opportunity. Specifically, lead a team of 20 employees in a wide range of advertising agencies to develop strategic plans for reaching, engaging and driving product sales, customer loyalty and overall subscriber growth with heavy emphasis on direct marketing, hyper-local engagement and cross-channel management. Accountable for a \$15 million marketing budget and management of \$2 billion in annual revenue within the Wireless business division.

- Developed both on-air and on-page hyper-local advertising, targeted to local geographic
- Executed a series of broadcast and on-page targeted 2015 marketing plans and strategy for the LHU division
- Successfully leveraged 100% of budget to reach target audience, resulting in a 30% increase in subscriber growth

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

Led all consumer and small business marketing efforts across multiple product lines for Verizon's wireless business in the Northeast Region including TV, OOH, DSL & DirecTV with accountability for growing revenue for a \$7.5 billion division of the business. Open-mindedness included strategic planning, business plan development, multi-media marketing efforts and innovative solutions to engagement and experiential marketing.

- Launched a 200 Consumer Internet across Verizon's Northeast region delivering 30% customer date penetration in 1st year
- Led product strategy, delivery and execution to ensure initial market offer provided solid platform for future customer retention.
- Managed \$20 million budget in strategic marketing investments to deliver a 2.2 ROI on TV, radio, direct mail, OOH, Print & Digital.
- Consistently achieved 5% monthly sales growth with exceeding targets for the Northeast region of the business.

Beith Anne Field
 (t) 401.725.9457 • (f) 401.531.3704 • bfield@capital.com

Senior Marketing
 Enterprise & Global Marketing | Partnership Strategy | Solutions Management
 Executive Director | Interspace Promotions & Dining Now Market Category Division
 Thought Leader in the Enterprise Software Space with Experience Managing Global Marketing, Product Management, Technology Innovation, Sales Enablement & Driving Growth in Industry-Leading Firms

Experienced marketing executive with record of success building & developing teams to execute innovative, strategic, integrated marketing campaigns. Proven track record in global competitive markets, rapid turn-around, resource rich, growth driver support, ROI, and revenue through customer acquisition, loyalty, retention, and more. Extensive experience in marketing, sales, customer support and training, brand development and management of new software and services, technology innovation, and team leadership skills. Recruited to build corporate digital marketing team, drive sales, increase revenue, and build brand leadership skills. Recruited to build corporate digital marketing team, drive sales, increase revenue, and build brand leadership skills. Recruited to build corporate digital marketing team, drive sales, increase revenue, and build brand leadership skills.

- 2011 SAP Customer Excellence Award for work with United Nations, ESPN, Panini, Lego, and Lenders
- 2010 SAP Global Partner "Systems and Methods for Accessing Applications via User Intent Modeling"
- Recognized by The Wall Street Journal, Marketing Times Awards, Write for The Harvard Business Review
- Author of *Marketing a Global Market* in CMAA's *Global Strategic Marketing* (1st Edition) - *Marketing Magazine* • *MBA Ethics*, *Pacific Marketing* • *Business & Finance* • *Marketing Research & Sales* • *Business & Marketing*
- Featured in *Global Decision* and *Global Strategic & Campaign Decision* in *Marketing Research & Sales* • *Business & Marketing* • *Marketing* • *Business & Marketing* • *Marketing* • *Business & Marketing*

Professional Experience

Chief Marketing Officer | Interspace Promotions LLC, San Francisco, CA | 2014 - Present
 Led all consumer and small business marketing efforts across multiple product lines for Interspace's new product line, a highly competitive market which accounts for 30% of the Interspace opportunity. Specifically, lead a team of 20 employees in a wide range of advertising agencies to develop strategic plans for reaching, engaging and driving product sales, customer loyalty and overall subscriber growth with heavy emphasis on direct marketing, hyper-local engagement and cross-channel management. Accountable for a \$15 million marketing budget and management of \$2 billion in annual revenue within the Wireless business division.

- Developed both on-air and on-page hyper-local advertising, targeted to local geographic
- Executed a series of broadcast and on-page targeted 2015 marketing plans and strategy for the LHU division
- Successfully leveraged 100% of budget to reach target audience, resulting in a 30% increase in subscriber growth

- Chief Marketing Officer & Senior Product Officer | Atlassian, Inc., San Francisco, CA | 2011 - 2014**
- Led all consumer and small business marketing efforts across multiple product lines for Atlassian's new product line, a highly competitive market which accounts for 30% of the Atlassian opportunity. Specifically, lead a team of 20 employees in a wide range of advertising agencies to develop strategic plans for reaching, engaging and driving product sales, customer loyalty and overall subscriber growth with heavy emphasis on direct marketing, hyper-local engagement and cross-channel management. Accountable for a \$15 million marketing budget and management of \$2 billion in annual revenue within the Wireless business division.
- Launched new core product line for the firm, resulting in a 30% increase in subscriber growth
- Led global product launch for the firm, resulting in a 30% increase in subscriber growth
- Led global product launch for the firm, resulting in a 30% increase in subscriber growth

- Vice President, Innovation Marketing | SAP (acquired Business Objects), Palo Alto, CA | 2006 - 2011**
- Developed and managed all marketing efforts in support of sales, market position, and customer support. Led all consumer and small business marketing efforts across multiple product lines for SAP's new product line, a highly competitive market which accounts for 30% of the SAP opportunity. Specifically, lead a team of 20 employees in a wide range of advertising agencies to develop strategic plans for reaching, engaging and driving product sales, customer loyalty and overall subscriber growth with heavy emphasis on direct marketing, hyper-local engagement and cross-channel management. Accountable for a \$15 million marketing budget and management of \$2 billion in annual revenue within the Wireless business division.
- Managed 200 million budget in strategic marketing investments to deliver a 2.2 ROI on TV, radio, direct mail, OOH, Print & Digital.
- Consistently achieved 5% monthly sales growth with exceeding targets for the Northeast region of the business.

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.

What is the best structure

- **Name & Contact Details**
- **Mission statement** (2-3 lines, who you are, what you're looking for)
- **Relevant Experience** (Job title, Organisation, Location, Dates, Skills gained, Evidence, Quantification, Achievements)
- **Education & Qualifications**
- **Additional skills** (e.g. IT, Software, Languages)
- **Interests** (if they match the job description and add value)
- **1-2 pages** (max)

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 <i>Dissertation: quantitative study evaluating the effectiveness of nutritional intervention in three feeding centres in Yemen</i>	
SOAS, BA Development Studies, 2:1	2006-2009
Key modules included: Key Thinkers and Theories in Development, Comparative Studies in Development, Development and Conflict, Issues in Gender and Development, Non-Governmental Organisations, Development and Change <i>Dissertation: A post-colonial assessment of development interventions in sub-Saharan Africa during the 1960s</i>	
Fenchurch Academy, A levels	2004-2006
Government and Politics (A), Economics (B), French (B)	

EXPERIENCE

Action on Hunger, Project Manager, Senegal	Oct 2015-July 2017
<i>Action on Hunger runs short-term feeding projects in conflict areas and long-term partnerships to bring about sustainable solutions in areas with vulnerable food supply chains. Skills gained include:</i> <ul style="list-style-type: none">• Leadership: as leader of a team of six I was responsible for determining the strategic direction of a long-term project in Eastern Senegal, including securing buy-in from donors and the NGO's head office team• Monitoring and evaluation: established a robust framework for evaluating the project's outputs, leading to three years' renewed funding after the initial one year grant• Building partnerships: The Action on Hunger model is based on partnering with local organisations and I developed strong working relationships with local workers across the ten areas for which I was responsible• Communication: As well as developing relationships with local community leaders I reported directly to donor agencies, with my monthly reports directly contributing to the renewal of our funding	
Green Shoots, Programme Worker	Dec 2009-Sept 2015
<i>Green Shoots is a small NGO working in Sub-Saharan Africa to facilitate community-led agricultural projects. I was placed in eight different locations for periods of 1-6 months each, also spending periods of time in the London head office.</i> <ul style="list-style-type: none">• Cross-cultural communication: I was responsible for guiding and training new members to ensure all our activities and interactions were culturally sensitive• Building relationships: I was based at a new project in an area where Green Shoots had not previously worked, which involved quickly establishing trust and good relationships with the local community• Organisational skills: When I was at the London head office I supported the teams at all our locations, acting as first point of contact for any problems, dealing with queries where appropriate and escalating to senior managers where needed	
Partners in Development, Vice-President	Sept 2007-May 2009
<i>Partners in Development is a student-led society which builds links between SOAS students and NGOs to facilitate knowledge exchange through student voluntary placements and activities</i> <ul style="list-style-type: none">• Empathic skills: Internship intermediary for 3rd and 4th year academic students through listening to students' preferences and assisting them in finding a placement• Publicity and marketing: Edited the society's weekly newsletter, ran social media campaigns to promote our activities amongst students and potential partners• Negotiation: as Vice-President I was responsible for managing relationships with our link NGOs and encouraging them to offer placements to students	
Primark, Customer Service Assistant	Nov 2006-Aug 2008
<ul style="list-style-type: none">• Communication skills: resolved customer queries and complaints• Working under pressure: dealt courteously with customers of all ages and outlooks within an extremely busy store, consistently meeting sales targets	

ADDITIONAL INFORMATION

Languages: English (Native), French (Fluent spoken/intermediate written) Spanish (Conversational)

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

INTERESTS

Field hockey, running, winter sports, reading, social activities with family and friends, music, travelling

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

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

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.

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

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

PERFORMANCE MANAGEMENT PROCESS

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...

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 <i>Dissertation: quantitative study evaluating the effectiveness of nutritional intervention in three feeding centres in Yemen</i>	
SOAS, BA Development Studies, 2:1	2006-2009
Key modules included: Key Thinkers and Theories in Development, Comparative Studies in Development, Development and Conflict, Issues in Gender and Development, Non-Governmental Organisations, Development and Change <i>Dissertation: A post-colonial assessment of development interventions in sub-Saharan Africa during the 1960s</i>	
Fenchurch Academy, A levels	2004-2006
Government and Politics (A), Economics (B), French (B)	

EXPERIENCE

Action on Hunger, Project Manager, Senegal	Oct 2015-July 2017
<i>Action on Hunger runs short-term feeding projects in conflict areas and long-term partnerships to bring about sustainable solutions in areas with vulnerable food supply chains. Skills gained include:</i>	
<ul style="list-style-type: none">• Leadership: as leader of a team of six I was responsible for determining the strategic direction of a long-term project in Eastern Senegal, including securing buy-in from donors and the NGO's head office team• Monitoring and evaluation: established a robust framework for evaluating the project's outputs, leading to three years' renewed funding after the initial one year grant• Building partnerships: The Action on Hunger model is based on partnering with local organisations and I developed strong working relationships with local workers across the ten areas for which I was responsible• Communication: As well as developing relationships with local community leaders I reported directly to donor agencies, with my monthly reports directly contributing to the renewal of our funding	
Green Shoots, Programme Worker	Dec 2009-Sept 2015
<i>Green Shoots is a small NGO working in Sub-Saharan Africa to facilitate community-led agricultural projects. I was placed in eight different locations for periods of 1-6 months each, also spending periods of time in the London head office.</i>	
<ul style="list-style-type: none">• Cross-cultural communication: I was responsible for guiding and training new members to ensure all our activities and interactions were culturally sensitive• Building relationships: I was based at a new project in an area where Green Shoots had not previously worked, which involved quickly establishing trust and good relationships with the local community• Organisational skills: When I was at the London head office I supported the teams at all our locations, acting as first point of contact for any problems, dealing with queries where appropriate and escalating to senior managers where needed	
Partners in Development, Vice-President	Sept 2007-May 2009
<i>Partners in Development is a student-led society which builds links between SOAS students and NGOs to facilitate knowledge exchange through student voluntary placements and activities</i>	
<ul style="list-style-type: none">• Empathic skills: Internship intermediary for 3rd and 4th year academic students through listening to students' preferences and assisting them in finding a placement• Publicity and marketing: Edited the society's weekly newsletter, ran social media campaigns to promote our activities amongst students and potential partners• Negotiation: as Vice-President I was responsible for managing relationships with our link NGOs and encouraging them to offer placements to students	
Primark, Customer Service Assistant	Nov 2006-Aug 2008
<ul style="list-style-type: none">• Communication skills: resolved customer queries and complaints• Working under pressure: dealt courteously with customers of all ages and outlooks within an extremely busy store, consistently meeting sales targets	

ADDITIONAL INFORMATION

Languages: English (Native), French (Fluent spoken/intermediate written) Spanish (Conversational)

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

INTERESTS

Field hockey, running, winter sports, reading, social activities with family and friends, music, travelling

REFERENCES ON REQUEST

- 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](#)

Forthcoming events

- **Clinton Health Access Initiative (CHAI) - Careers Information Session**, Fri 23 Feb 13:00-13:30 (online)
- **Alumni panel: working with UN and other international organisations** - Mon 4 Mar 17:30-19:00
- **Interviews** - Tues 12 Mar 13:00-13:30, repeated Fri 15 Mar 13:00-13:30

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.....

