

## CREATE A WINNING CV

A CV should not be just a list of jobs, but a powerful piece of advertising material. Its purpose is **to get you an interview or meeting**. Like any other advertisement, the essential details must register at a glance. When you put together your CV your aim must be to persuade the recruiter that you are worth meeting to find out more. Remember, in job selection, a CV is used to eliminate candidates as much as hire them.

The CV must be an accurate, factual statement about you, which:

- Highlights your skills and achievements
- Summarises your relevant experience, knowledge, training and qualifications
- Projects your personality through your use of expression

and

- Sets you apart from your competitors by identifying your relevant **Unique Selling Points**

You might like to use the following template as a useful prompt to begin your career audit

### EMPLOYMENT HISTORY

#### Current or last employment

Company name	Dates from	To	Location
.....	.....	.....	.....

Brief description of job function  
.....  
.....

Responsibilities and corresponding achievements on a day to day basis

- 1.....  
.....
- 2.....  
.....
- 3.....  
.....

Etc.....

Any special projects and/or achievements? Particular skills used in this job?

- 1.....  
.....
- 2.....  
.....
- 3.....  
.....
- 4.....  
.....
- 5.....  
.....
- 6.....  
.....

Etc.....

Any other relevant details? ( eg secondments, training etc)

Make a list of all your skills and rank them in order of strength. Highlight those which you feel you would like to develop further.

#### SKILLS INVENTORY

- 1.....  
.....
- 2.....  
.....
- 3.....  
.....
- 4.....  
.....
- 5.....  
.....

Etc

#### PERSONAL ATTRIBUTES/CHARACTERISTICS

In order to complete the picture of yourself, list your personal qualities; you could ask a close friend or colleague how they would describe you!

- 1.....  
.....
- 2.....  
.....
- 3.....  
..... etc

## Before you submit your CV...

There are only two basic questions you need to ask yourself when considering whether or not to include information in a particular CV:

- Will it encourage them to interview me?
- Will it discourage them from interviewing me?

If the answer to the first is an unequivocal yes, then put it in. If, however, you feel uncertain, think carefully about including it. You may wish to take advice from someone in the field or consider whether there is something of more importance and relevance that you could add instead.

## DECIDING ON THE CV FORMAT

There are many ways of presenting information in CVs – each has its merits and drawbacks. The format you choose will depend on your personal circumstances and objectives in relation to the targeted job. They can be broadly categorised as:

- **The Reverse Chronological** example page 6
- **The Functional or Skills Based** example page 13
- **The Hybrid** example page 16

Depending on your job hunt intention it may be the case that you present your information in different formats for different targets.

Once you have decided on the most appropriate format for your purpose:

- Organise your information accordingly
- Edit down to what is relevant and specific
- Write up your first draft
- Review/edit
- Finalise

## CV FORMATS

### THE REVERSE CHRONOLOGICAL CV

This style of CV is the most commonly used format and starts with the most recent job first then works backwards chronologically through your career, training and education. This type of CV will emphasise the titles of the jobs and the organisations you have been with. Responsibilities and achievements relevant to your job target are listed under each position.

#### Use this format ...

- When the next career move is in the same or similar field as previous jobs
- Where your job history shows a natural and sustained growth and development
- Where the former job titles are of an impressive nature
- Where the last employer is relevant to the target and provides high credibility

#### It may be disadvantageous ...

- When seeking a significant change in career goals or industry
- Where job changes have been very frequent
- Where work history is intermittent or when returning to the workplace after a long gap

## **Pauline Wells**

**Rose Cottage  
Valley Park  
Rainham, Essex  
CH99 1QQ**

**H: 020 8555 5555**

**M: 09767 555555**

### **Personal Profile:**

An experienced Human Resources manager with expertise in employment law, also excellent project management and administrative skills. An enthusiastic, conscientious and positive individual who enjoys responsibility. A strong team member with experience of team leadership in a multi-cultural environment.

### **Key Skills:**

- Strategic HR Planning
- Leadership
- Recruitment and Training
- Performance Management
- Influencing and Negotiating
- Policy Development

### **Career History:**

#### **Carlton Publishing**

##### **Senior Human Resources Manager**

**2004 - Current**

#### **Responsibilities:**

- Managed overall human resource function for 500 staff
- Direct responsibility for a team of 5 Human Resources Managers
- Developed HR policies and procedures in line with changing legislation
- Managed performance evaluation and attendance management systems
- Ensured that disciplinary procedures were followed correctly
- Project management of in-house Career Advisory Service

#### **Achievements:**

- Introduced a performance evaluation system to support the introduction of a company wide performance related pay scheme
- Conducted Training Needs Analysis to improve effectiveness of development strategies to match business needs
- Developed a comprehensive operational knowledge of Employment Law, responsible for managing the outsourcing of staff to 3<sup>rd</sup> parties under TUPE

## **HR Manager**

**1998 - 2004**

### **Responsibilities:**

- Managed the personnel function for 60 Head Office staff
- Administered staff records and personnel files
- Responsible for ongoing training and development of HR Officers within strict budget
- Ensured pay and remuneration packages were actioned promptly

### **Achievements:**

- Developed a company-wide training and development programme for all HR staff
- Revised the pay and remuneration systems, ensuring a fair and equitable approach
- Re-structured the Staff Records office, improving communication and reducing staff turnover

## **HR Administration Supervisor**

**1992 – 1998**

### **Responsibilities:**

- Administration of contractual documents, pay and remuneration files, and staff records

## **Graduate Trainee Scheme**

**1991-1992**

### **Education, Training and Qualifications:**

#### **Remote University**

**1988 - 1991**

B Sc. Honours Degree in Humanities 2:1

#### **Nearby Comprehensive School**

**1981 - 1988**

GCE 'A' levels: Law, Economics, English and General Studies.

### **Other relevant information:**

- Member of the CIPD
- Member of the British Psychological Society.
- Experienced counsellor, working on a voluntary basis for the 'Samaritans'.
- School Governor and Chair of the Facilities Committee.

## **THE FUNCTIONAL/SKILLS BASED CV**

The functional or skills based CV is organised around your most relevant and marketable skills or job functions rather than previous job titles. The information is not structured chronologically and for this reason dates are only included in a short career summary at the end of the CV.

**Skills:** Eg. Negotiating; Organising; Planning; Communicating; Designing

**Functions:** Eg. Marketing; HR; Production; Risk Management; Advertising

It is a flexible approach which is designed to give prominence to capabilities rather than specific roles. The purpose is to arouse interest in your transferable skills and experience first, thereby counteracting any negative pre-conceptions the reader may have about incompatibility of previous job roles.

### **This format can be used ...**

- To market your transferable skills when changing careers or industry sectors
- When entering or re-entering the job market after a long period of absence
- Where career growth in the past has not been good or has been overly repetitious
- Where work experience is disjointed
- Where much of your work has been freelance or consulting

### **Disadvantages**

- Where you have performed a limited number of functions in your jobs
- Where it is important to emphasise a progressive career growth pattern
- As a less familiar format, particularly in more traditional fields, it may be viewed with some negativity or suspicion...if you choose this format do it well !

## Liz Brewer

The Old Forge , Dene Lane, Chislehurst SE4 8JK

H: 0208 786 9876 m; 07899 876544

Email: [Elizabeth@brewer.com](mailto:Elizabeth@brewer.com)

### PERSONAL PROFILE

I am an experienced senior manager with expertise in sales and marketing and I have worked in both the public and commercial sectors. A motivating and effective team leader I have a strong track record in developing new business. Multilingual, with wide experience of international business.

### KEY SKILLS

- Strategic Thinking
- Sales/Marketing
- Financial Acumen
- Team Leadership
- Communication/Presentation
- Multilingual

### ACHIEVEMENTS

#### STRATEGIC THINKING

- Relocated the distribution arrangements for Mercury publishing in several countries, achieving sales increase of 30%
- Whilst based in Germany secured a 10% increase in annual sales for Quartet publishing by developing a unique marketing strategy
- At Oxford Publishing, achieved significant cost saving by identifying alternative print suppliers, resulting in an increase in market share
- Whilst at NBC Media, successfully launched a ground-breaking multi-media project to support the GCSE syllabus
- At the Publisher's Association, conducted research on the availability of international book data. My subsequent report resulted in a change in international provision.

#### TEAM LEADERSHIP AND STAFF MANAGEMENT

- I have consistently recruited and motivated effective, tight-knit teams, and exceeded annual sales targets within my departments
- Responsible for recruiting and running a new office in Hong Kong whilst at Quartet,
- Led teams of up to 20 staff including virtual teams and freelancers
- Successfully managed the Sales Dpt at Quartet through a significant change by integrating a new publishing imprint into the existing sales structure, resulting in 30% growth in the first year.

#### SALES/MARKETING

- At Quartet built revenues in Germany from £250k to £2m by systematically developing the customer base, and retaining customer loyalty
- Negotiated a £250k book deal on behalf of Mercury by building the profile of the unknown author and securing tight print prices
- At NBC Media , managed a £350k marketing budget , achieving the highest potential profile for the products, including a campaign in the Radio Times
- At Quartet, achieved US brand recognition of the company's wine titles by recruiting and managing a PR Director based in New York.

## COMMUNICATION/PRESENTATION

- Regularly presented new book titles to large audiences at international sales conferences
- Whilst at Mercury, made regular professional presentations to audiences of 200+
- At Quartet, improved the publishing production for overseas markets by facilitating better communication between sales and editorial teams
- Responsible for internal/external communications at Quartet, Oxford and Mercury, managed regular press releases and commissioned author PR campaigns.

## FINANCIAL ACUMEN

- At the British Literary Council, ran training courses on the department's internal financial reporting structure.
- Conducted an efficiency review whilst on attachment to the Dpt of Trade, submitted reports to senior management, leading to re-allocation of overall resources
- As Sales Director with Oxford Publishing I ensured that monthly budgets were always achieved or exceeded
- Achieved a substantial increase in international profile of Mercury Publishing, using very limited marketing budget
- At Quartet, conducted a review of all expenses resulting in 35% cost efficiencies.

## MULTILINGUAL/INTERNATIONAL

- Have conducted meetings and made sales presentations in English, German, French and Spanish
- I have a vast network of international contacts
- Having worked extensively abroad I have developed a deep sensitivity to cultural differences and an understanding of their implications in a business environment.

## CAREER SUMMARY

**INTERNATIONAL SALES DIRECTOR, QUARTET PUBLISHING GROUP,** 2004- 2009  
Head of the international sales team of 7 people, responsible for the strategic development of worldwide sales; annual turnover £10m.

**EUROPEAN SALES DIRECTOR, OXFORD PUBLISHING GROUP INC,** 1998-2004  
Head of the European sales team, consisting of 6 people. Responsible for achieving a turnover of £6 million per annum.

**HEAD OF MARKETING, NBC MEDIA ( EDUCATION )** 1994-1998  
Responsible for developing marketing and publicity campaigns for NBC's educational teaching materials.

**REGIONAL SALES DIRECTOR, MERCURY PUBLISHING, GERMANY** 1990 - 1994  
Responsible for the sales and marketing office of Mercury Publishers based in Frankfurt, I directed a team of 6 full-time sales and marketing staff throughout Germany and East Europe.

**SENIOR EXECUTIVE BRITISH LITERARY COUNCIL** 1981-1990  
Progressed through a number of different roles during my time at the BLC, achieving senior executive status over this period.

**GRADUATE TRAINEE SCHEME, BRITISH LITERARY COUNCIL** 1980-1981

## QUALIFICATIONS

Institute of Marketing Diploma in Marketing  
Certified Diploma in Accounting and Finance  
BSc (First Class Hons) in German, French and Economics, University of Surrey

Languages: Fluent French, Spanish, German; Conversational Italian

## THE HYBRID CV

A winning CV is the one that gets you to the interview. With this in mind, an increasingly popular format is one that combines elements of the chronological and the functional in a way which most effectively 'showcases' the writer's relevance to the target audience. This format is particularly suitable for freelancers offering a variety of skills and capabilities.

### Key Points

- This format works best with a strong positioning statement at the beginning
- Career changers can market themselves to best advantage with a well done hybrid
- Experience can be organised into specific fields of activity relevant to the target audience
- Make sure that your material is organised as clearly and logically as possible to counter any negative reactions – keep it simple
- Always include a career precis somewhere on the CV.

**JANE AUSTEN**

[www.janeproductions.com](http://www.janeproductions.com)

78, Buckingham Gardens, London NW4 7NT, 020 8650 9818(h) 07456 319 874 (m)

Email: [janeausten@aol.com](mailto:janeausten@aol.com)

**CURRENTLY:** Freelance TV producer/director, radio broadcaster & writer

**SUMMARY OF EXPERIENCE:**

**TELEVISION**

Producer/Director on a range of NBC & independent TV output, including:

<i>Pride &amp; Prejudice Re-visited</i>	NBC 1x60' doc. 2009
<i>Meet the Ancestors</i>	NBC 6x30' doc 2007-8
<i>New Horizons</i>	Carlton Media 1x60' Arts feature 2007
<i>Leviathan</i>	Panda 1x60' Drama Doc 2006
<i>Manners Maketh Man</i>	NBC 4x30' obs doc. 2005
<i>Living the Dream</i>	Carlton Media 6x 30' investigative series 2004

**Experience in a number of different aspects of TV production:**

- Documentary and magazine shows
- Dramatic reconstructions; OBs; covert filming
- Large-scale experiments and challenges involving up to 100 people
- Complex narrative and story-telling
- Commissioning and fine-tuning graphics

**RADIO**

Reported/produced packages and programmes for NBC Radio 1,2,& 4 national networks including:

*Woman's Hour, You and Yours, From Our Own Correspondent, The Food Programme, Radio 1's Steve Wright show, Opera Intervals, Kaleidoscope, Meridian, Costing the Earth.*

**Highlights :**

- **Landmark radio documentary production** *20/20: Looking Back* , Radio 4's twenty part retrospective on the 20<sup>th</sup> Century won the 2000 Sony Award for "Radio Programme of the Year" .
- **Setting up new department/working as a foreign correspondent** (created a radio features department in BBC Sydney producing and reporting for programmes across 6 national networks and the World Service).
- **Daily magazine show production** (Producer on flagship *You & Yours* for 4 years).

## WRITING/JOURNALISM

Throughout my career I have been a regular contributor of news stories and features for a range of newspapers and magazines including:

*The Sunday Magazine*  
*The Independent, The Times, the Evening Standard*  
*The Guardian*  
*The Sydney Post*  
*Film File*  
*Eve*

Additionally: Conceived & wrote  
*How to Reach Radio and Television* - a handbook for using the media 2005  
published by Alchemy Press

**BBC News Reporter/Trainee** 1986-1990  
Worked on newsrooms ranging from  
*Scotland's nightly news programme*  
*BBC Radio Bristol*  
*BBC TV London national newsroom (Six o'clock and Nine o'clock news)*

## AWARDS

**Best TV Documentary – *Leviathan*** RTS National Awards 2006  
**Best Investigative Documentary – *Living the Dream*** RTS National Awards 2004  
(citation for best directing)  
**Radio Programme of the Year – *20/20*** Sony Radio Award 2000

## TRAINING & EDUCATION

BBC courses in editing, production, self shoot, DV camera, studio direction, script writing

University College London, Post-grad Diploma in Journalism Studies 1985  
Cambridge University, BA (Hons) 2:1 English Lit 1984

## CREATING IMPACT

### Including a Personal Profile

Whatever the format, you may want to begin your CV with a brief personal profile, essentially two or three lines summarising who you are and what you are good at. It can also be a useful way of alerting the reader to any unique selling points which you offer in relation to the vacancy.

Your profile, like the rest of your CV should be presented with the recruiter's needs and not yours in mind, so avoid statements such as "*I am looking for*". At this stage the selector wants to know what **you** can do for **them** not the other way around!

Only include a personal profile if you are certain that it adds value to the CV. Avoid clichés such as "*excellent team player*" which are too general to add value and can be irritating when read for the 100<sup>th</sup> time!

Some useful prompts:

A skilled .....	Competent in .....
A talent for .....	Excelling at .....
Adept with .....	With a track record in.....
An experienced .....	Qualified to .....
An expert in .....	Skilled at .....

Remember though your profile is meaningless unless supported by **evidence** in the body of your CV.

### Mind Your Language!

- Use positive, vibrant language to sell yourself, avoid phrases which sound passive or outdated eg '*helped*', '*duties*'.
- Consider the culture of your target job and reflect the language of your audience in the words that you use.
- Avoid repetition and prune out superfluous words.

Once the CV has been written every word needs to be examined carefully to see whether another more powerful or positive equivalent can be used. A Thesaurus may come in useful at this stage.

## COMPUTER FRIENDLY CVS

If sending your CV via email, which is likely to be the preferred option in many cases, you will need to bear the following points in mind.

- Email is often read much more quickly and with less attention than hard copies. If it doesn't appeal on the screen it may not get any further.
- A screen is smaller than a piece of paper, only one section at a time can be seen.
- If applying to a large company, the IT industry, or a role for which there are likely to be many hundreds of applicants, your CV may initially be scanned by software rather than a person.

### Keywords

Large organisations that receive a lot of applications for jobs sometimes save time and money by conducting an initial electronic scan of the CVs. They use software which carries out an initial selection of candidates based on key word searches. Your CV will need to pass this stage before it even reaches a human decision maker.

Keywords include:

- **Positions/Job titles** – eg. manager, editor, producer, analyst
- **Function-** eg. teaching, editing, researching, financial management, project management
- **Knowledge areas** – eg. Health & Safety, interactive technology, primary education, Advertising Standards, broadcast guidelines
- **Formal skills/experience & qualifications** – eg Powerpoint, ISO 9000; Prince 2; BSc Psychology; 2 years' accounting experience
- **Workplace skills** – eg, organising, negotiating, budgeting, planning

To identify the keywords, study the job advert and the job description carefully. Using the above list as a guide, extract the keywords under each heading as your starting point.

## Example

### Wonderwall Communications ( *function* )

Due to expansion we are looking to appoint a Customer Service Manager (*role*) based in our highly prestigious City office. Reporting (*workplace skill*) to the Head of Sales you will be responsible for managing (*workplace skill*) our team of 50 UK customer service (*function*) staff. You will be responsible for organizing ( *skill* ) and monitoring ( *skill* ) all staff schedules (*knowledge* ) maintaining the highest levels of customer care ( *knowledge area* ) at all times. You will set and maintain client service level agreements (*knowledge area & workplace skill*) and ensure that staff are trained (*skill*) in the appropriate skills as necessary.

Must have a minimum of 2 years customer service experience (*specific experience*), preferably in a telecommunications (*function*) environment. Excellent Microsoft office skills (*specific skill*) including Excel (*specific skill*) are a prerequisite as is familiarity with Access (*specific skill*) database management.



Go through your CV and make sure that it includes the key words you have identified. Don't stop there; build on those key words by adding more detail around them so when your CV does reach the human adjudicator there is plenty of evidence beyond the essentials to impress.

If you are sending your CV as an attached file do include your name in the file name eg. JohnBrownCVdoc. An organisation could receive hundreds of files just called cv.doc and if yours can't be distinguished from all the others the recipient may give up the search.

Finally, your email address should be as professional as the rest of your approach. If yours is [rockchick@hotmail.com](mailto:rockchick@hotmail.com) then think again! Set up a separate address for your job search communication.

## GOLDEN RULES OF COVER LETTER WRITING

1. When sending a speculative CV, address the letter to the right person – someone who will influence the final decision. If you do not know this information, call the employer and check. Sending "Dear Sir/Madam" or "To whom it may concern" letters to HR Departments is not advised as they receive so many unsolicited approaches every week.
2. Keep your letters short and to the point and no more than 4 paragraphs, one side of A4 paper. Remember the recipient is likely to be very busy – ensure that it is focused, concise, precise and punchy.
3. If a reference number was given in an advert make sure you quote it when you reply.
4. Refer to something crucial at the start. Stimulate their interest to read beyond the opening paragraph.
5. Focus on what you can contribute. Find out about their needs, products, contracts and flow of business. Show how you can connect with these. If you are responding to an advertisement, use words from this in your letter.
6. Sound enthusiastic! Tell the employer you are right for the job and can contribute to the team's success. If you don't say this, no one else will.

### **BUT**

7. However much you want the job, don't plead in your letter or sound too pushy.
8. Do close with a polite but positive request for action.
9. Make sure that your letters have been carefully checked before sending, typographical and spelling mistakes do not make the right impression.
10. If emailing a cover letter, make sure you attach it as a word document, do not type as the text of the email message.

Example

## GENERAL COVER LETTER

67 Ash Tree Close  
Claygate  
Surrey  
SU7 8JU  
:M:07899 456744  
Email: Simon@kent.co.uk

Ms P Shan  
HR Manager  
Save the Children  
14 Edward Square  
London EC5 WT7

2<sup>nd</sup> April 2009

Dear Ms Shan

Event Manager, Guardian Media : 27<sup>th</sup> May , Ref 3445

Please find enclosed my CV in response to your recent advertisement for the above role. I have 10 years experience working in event management for major blue chip and high profile organisations including Citybank, the Tate Gallery and most recently the V&A.

In my current role I have responsibility for managing a team of 4 and I have delivered major internal and external events on a national and international scale. I have built up a reputation for delivering highly creative and imaginative events to challenging briefs and within very tight budgets.

Achievements include:

- ❖ V&A International Arts Award 2009
- ❖ Fashion of the 60s Exhibition ( 1 million visitors ) 2008
- ❖ The Nation's Favourite Artist ( Touring Event 10 cities in 3 months) 2008
- ❖ Capital Radio Celebrity Art Auction 2007 (£450k raised for Save a London Child )
- ❖ Artists who Changed the World ( 12 international locations ) 2007
- ❖ International CityBank Conference ( Geneva 250 delegates) 2006

For some time I have felt a growing conviction to move my career into the charitable sector, in particular that involving children, where I feel I could make a significant contribution.

I am very interested in this position and I look forward to the opportunity to meet and discuss further how my knowledge, skills and experience would match your needs.

Yours sincerely

Your printed name  
(Always print your name under your signature).

## EMAILING CVS

Increasingly candidates are being requested **not** to send a cover letter when emailing CVs. If this is the case then DON'T, as it will not be read ! You will need to accompany your CV with a very concise message which serves the same purpose as the cover letter in a few lines.

- Keep it formal in the first exchange (eg. Dear Ms Phillips, Dear Jo, depending on company culture)
- Always fill in the subject line with something clear and recognisable ( eg job reference number, job title)
- Add your mobile number under your signature
- Send your CV as a separate attachment, never in the body of the email.

To: [jbarratt@tripletruth.com](mailto:jbarratt@tripletruth.com)

Subject: Communications Manager – 10 years blue chip experience

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Dear Ms Barratt

I am applying for the post of Communications Manager (Ref 443) as advertised in Guardian Media Jobs 12.07.09

My experience includes:

- Managing all internal communications for MDR telecomms
- Managing high profile communications campaigns with a global reach ( Frost Services, R&D Media, Beta Ltd.)
- 4 years with internal communications team at HSBC
- Member of AACM ; MBA qualified and speaker at annual conferences

Please find attached my full CV.

I look forward to hearing from you.

Regards

*Jill Saunders*  
07896 754677

## THE SPECULATIVE LETTER /EMAIL

The key to making a good contact is **being able to identify a need**. The main difference between the direct approach letter and one in response to an advert is that with the latter, you would normally not do the bulk of your research until an interview has been achieved; with the former, the research on the company is done thoroughly before writing.

You will be trying to exploit a "window of opportunity"- that period after employers realise that they have a need but before they can get round to doing anything about it. This can vary considerably from a few weeks to many months.

You can gather information from the Internet, directories, publications and personal contacts. Such information should be referred to at the beginning of your letter. In doing this, employers are more likely to be receptive to your 'application', they will know straight away that you have not just picked their name at random.

The more relevant your information is the more likely you are to achieve a meeting or, at the very least, an encouraging reply. Even if the response is negative you have opened up a line of communication – keep it open by asking them if they know of anyone else who might be able to use your capabilities.

If you are pro-actively job hunting you will get more rejections than interviews. Don't let this affect your morale and get you down.

### Key points:

- Decide which companies you want to target.
- Find out to whom the letter /email should be addressed.
- Keep to 1 page.
- If possible, always refer to anyone who may be a common 'link'.
- Give a reason for writing and stress your product or company knowledge.
- Don't be too specific about your needs or where you see yourself fitting in - they may not have a specific vacancy but you might appeal to them.
- Do not ask for an 'interview' this is too formal for this type of approach, talk of 'an opportunity' and request a meeting.
- Enclose a copy of your CV with the letter.
- An email approach is perfectly acceptable instead of a letter, and is often preferable, just ensure the same principles are observed.

Remember, the objective of this approach is to stimulate interest in you and to engineer an opportunity to meet and discuss areas of common interest - **not to overtly ask for a job**.

**Example**

**Speculative Approach to a Company**

Ann Jones  
45 London Road  
East Grinstead  
West Sussex  
RH17 8BZ  
Tel: 01293 990765

Mr F Hunt  
Aim Higher Ltd  
French Road  
CROYDON  
CR14 9YT

May 28<sup>th</sup> 2009

Dear Mr Hunt

I noticed with interest that your company featured in a recent article in 'The Olympian' regarding .... ( new contract/increase in business etc....) This has prompted me to enquire whether you may have a need at some stage, for someone with my particular experience and skills.

Having spent .....years in ..... I have gained considerable experience in ..... and have a proven track record in .....

Recent successes include ..... (1 or 2 relevant achievements)

I am now seeking to use my managerial skills within an organisation such as yours and would appreciate any suggestions you may have. I have attached my CV and would welcome the opportunity to discuss this matter with you in more detail. I can be contacted on 07894 786544 or via email [Annj@ksjmedia.co.uk](mailto:Annj@ksjmedia.co.uk)

Yours sincerely

Ann Jones

Enc CV