

TIPS SHEET TO ACCOMPANY:

Marketing Fashion 2nd edition by Harriet Posner

Writing a CV and covering letter

CV

- Decide which type of CV to write. Use a chronological CV (which gives details of your employment history in chronological order) if you have industry experience or a functional CV (which focuses on skills and qualifications) if you are a graduate or college leaver.
- Begin with your name, address, contact details and date of birth.
- Follow this with a professional profile – a concise statement describing your experience, skills, abilities and personal qualities.
- On a chronological CV this profile should be followed by your work experience and educational details in reverse chronological order.
- On a functional CV this profile should be followed by a section listing your skills, training and qualifications. Consider headings such as designing, pattern cutting, making, trend prediction, marketing and visual merchandising.
- Additional information should be listed next such as whether you are fluent in a foreign language, if you hold a full driving licence, whether you are competent on Mac or PC, and which computer software programs you are competent using.
- Your interests should form the last section.
- For references, which should appear at the end of the CV, it is usually courteous to ask someone if they are willing to be your referee before you give out their details. If you have not done this yet then it is usually best to state ‘References available on request’.
- Always type the CV. The layout should be simple and look professional. Make sure the CV is easy to read. Use white space to separate sections and keep to one font throughout. Headings can be in bold or a bigger font size to make them stand out.
- Avoid using jargon or acronyms.
- Use a spell check and double check your CV for mistakes. Ask someone else to proofread it.
- Print the CV on top-quality white or cream A4 paper. Do not use coloured paper or coloured ink as CVs are likely to be faxed, scanned or photocopied by potential employers.
- Make sure each page is printed separately. Do not print double sided.
- Send your CV out unfolded in an A4 envelope with a covering letter outlining why you want to work for the company/organization.

Covering letter

- This letter should be no more than one side of A4.
- If the letter is being written to a specific person, then it should start 'Dear (insert correct name)' and end 'Yours sincerely'. If you do not have a specific name then begin 'Dear Sir/Madam' and finish 'Yours faithfully'.
- State which post you are applying for, why you want the job and indicate the experience, skills and personal qualities that you believe meet the requirements of the company and the role they are advertising.
- Make sure the letter is typed (unless a handwritten letter is specified by the company).
- Use a spell check and double check your CV for mistakes.
- Print on top-quality white or cream A4 paper.