



THE CAREER FARM
GROW YOUR OWN

Outstanding personal profiles
and cover letters

Alison Edmonds for Open University Business School

About Alison

- Executive careers coach with over 20yrs experience working with early-, mid- and late-career professionals. Head of Coaching for Career Farm
- Passionate about Careers, Leadership and Sustainability
- Delivering career management workshops and career coaching to business schools across the UK and Europe
- Director of the full-time and part-time MBA Careers Services at Alliance Manchester Business School for 5000 MBAs through international campuses in the UK, UAE, US, Hong Kong, China and Singapore
- Social entrepreneur delivering Conferences for Children, focusing on responsible decisions for their future, our society and the environment
- Natural Sciences (biomedical) graduate from the University of Cambridge and Barefoot Coaching Ltd programme for Executive Coaches

Objective of today's workshop

- Making your Personal Summary really sell you
- |
- Creating outstanding Cover Letters for life

Personal Summary - which words?

What if I use a different title?

You

You

Personal Profile

Personal Summary

Exec

Is it worth writing
a Personal Summary at all?



**Key Advertising
Space**

Readers spend around
10seconds looking at your CV
and they focus here

Page 1

Page 2



WORTH IT?
£££

You

Personal Summary

**Key Advertising
Space**

Readers spend around
10seconds looking at your CV
and they focus here

How to Waste Space
...and switch off the reader

Personal Summary

An industry track record that encompasses the successful delivery of pan European product strategy, the conceptualisation and delivery of a £23m t/o 'greenfield' business and the identification, transaction and integration of two profitable acquisitions within the telecommunications and software/IT sectors. Breadth of industry know-how, board level experience and quantitative financial expertise enable a balanced and pragmatic approach to investment appraisal and the development of new ventures.



Personal Summary

To secure a leadership role in an environment where my enthusiasm, initiative and drive for results will support the company's values. To be able to use my strong organisational and interpersonal skills to contribute to the company's growth.



Personal Summary

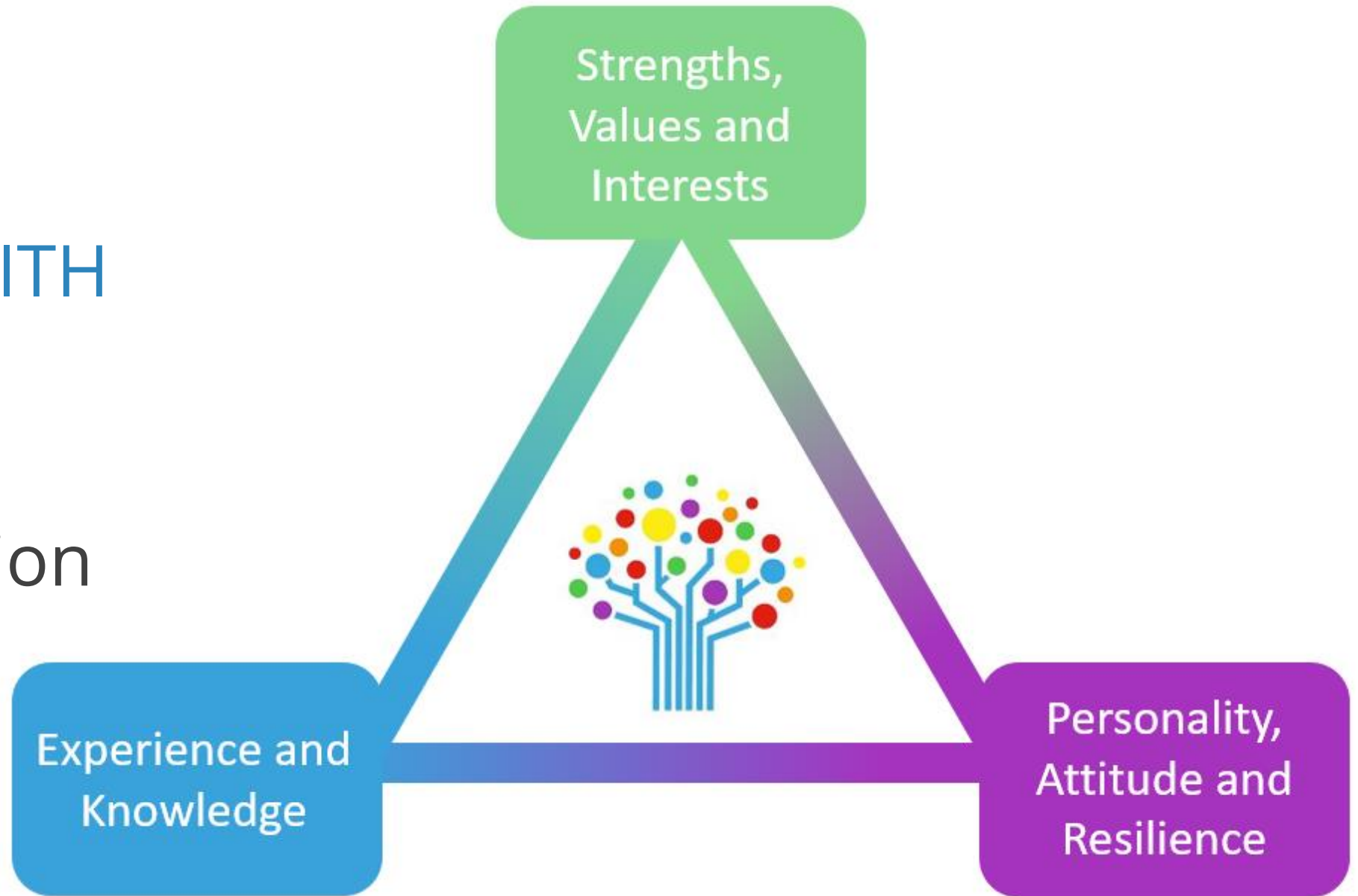
Project and Programme Manager, MBA, with 5 years international experience in MarTech balancing a methodical and focused approach with creative leadership. Driven by results, excited by working with people and committed to the goal.



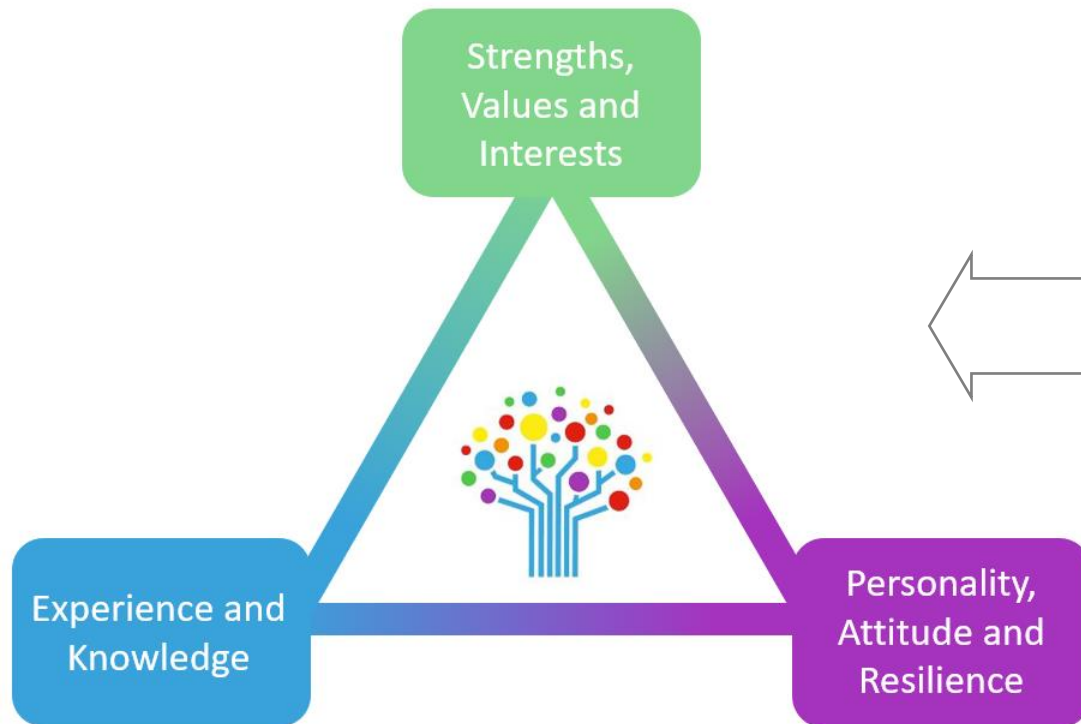
How to Maximise Key Advertising Space ...and switch on the reader

START WITH YOU

Value Proposition



Your Value



Job Description

Job Description - Company name

Job title: Insert job title
Location: Where is job located? Any travel etc?
Terms: Perm/contract? Hours? Full/part time?
Salary/rate: Include remuneration if possible
Requirements: Any special requirements such as weekend work

About us: Brief description of your organisation, such as what markets they operate in, products and services offered, mission statement, culture and values etc.

About the role: High level summary of the role including an overview of the job's main purpose, who the job holder will report to and how the job contributes to the organisation's success. In larger firms, some information about the department the role sits within would be helpful.

Responsibilities:

- Bullet pointed list of the job holder's main responsibilities
- Focus more on broad responsibilities than specific tasks
- Who will they liaise with? What will they manage?
- What work or results will they be accountable for?
- Aim for 6 – 10 concise bullet points in this section

Candidate requirements:

- Bullet pointed list of skills, experience and qualifications successful candidates will need
- Be specific as possible, using numbers where possible (e.g. experience managing teams of 10 or more)
- Don't ask for anything that discriminates against personal traits such as age or sex

Personal Summary

Project and Programme Manager, MBA, with 5 years international experience in MarTech balancing a methodical and focused approach with creative leadership. Driven by results, excited by working with people and committed to the goal.

[SAY WHO YOU ARE] e.g. Project and Programme Manager

[STATE WHAT YOU DO] e.g. International experience in MarTech balancing a methodical and focused approach with creative leadership

[DESCRIBE HOW YOU DO IT] e.g. Driven by results, excited by working with people and committed to the goal

[ADD DIFFERENTIATORS] e.g. MBA, 5yrs experience

Constructing your Profile

The Role

We're looking for a confident and experienced Senior Social Media Manager to join our fast growing agency. You will be an integral member of our marketing team, working closely with our brand and social managers to deliver standout content and engaging campaigns for our clients.

We're looking for someone with strong agency experience who is organised, quick thinking, ambitious and creative. Someone brimming with bright ideas who relishes the challenge that managing multiple client social media accounts brings.

You'll be responsible for devising and managing social media campaigns for brands from a variety of industries, from F&B, travel and music, to fashion, fintech, startups and nonprofits.

Senior Social Media Manager

Engaging campaigns for clients

Organised, quick thinking, ambitious, creative

Travel, Fashion, Music

Constructing your Profile

Key Responsibilities Include:

Develop and implement social media strategies across multiple platforms that effectively meet the client's marketing and business objectives.

Setting KPIs, tracking performance and reporting, optimising content to continuously improve.

Working with the wider OOB team on the strategic planning of multi channel social media campaigns, in line with wider marketing team tasks and objectives.

Creating day to day content for clients using Canva or Sketch, as well as video editing.

Deep demonstrable knowledge of the following platforms and their integrated insight tools: Facebook, Instagram, Pinterest, TikTok, Twitter, and YouTube. Reddit and Discord a nice to have.

→ Across multiple platforms to meet business objectives

→ Tracking performance, optimising content, continuous improvement

→ Working within wider team objectives

→ All platforms, Reddit and Discord

Constructing your Profile

About You

You have a keen eye for detail with excellent copywriting skills.

Excellent copywriting skills

You've got a proven track record of delivering engaging social media campaigns and content, including strategy, content creation, audience profiling and targeting, growing engaged communities, trends analysis, reporting, and identifying opportunities for growth.

Trends analysis

You love analysing data and understanding why posts perform well - or why they don't. You use your findings to adjust your strategy accordingly.

Love analysing data

You're passionate about social and you have an unparalleled understanding of the social media landscape, taking great pride in keeping up to date with industry best practices and trends.

Passionate about social media, extensive understanding

You have an entrepreneurial spirit, and you enjoy taking ownership of your work. You're able to prioritise your workload effectively.

Naturally entrepreneurial

Constructing your Profile

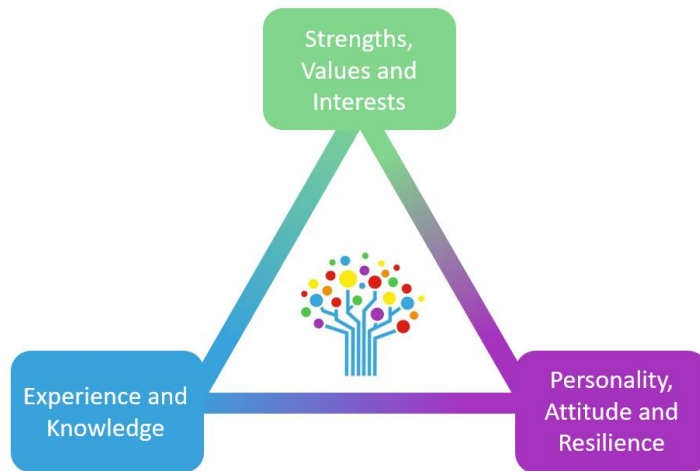
Your Differentiators



Awards for Marketing Excellence

MSc International Marketing

7yrs experience



Constructing your Profile

[SAY WHO YOU ARE]

Senior Social Media Manager

[STATE WHAT YOU DO]

Driving engaging campaigns for clients in Travel, Fashion and Music across multiple platforms to meet client business objectives.

[DESCRIBE HOW YOU DO IT]

Naturally entrepreneurial, creative and ambitious, focused on excellent copywriting skills, analysing data and tracking performance to continuously improve. Passionate about social media with extensive knowledge, including Reddit and Discord

[ADD DIFFERENTIATORS]

MSc, 7yrs experience, Marketing Excellence awards

Your Final Profile

WORTH IT? YES!
A DIFFERENT SUMMARY
EVERY TIME...

Personal Summary

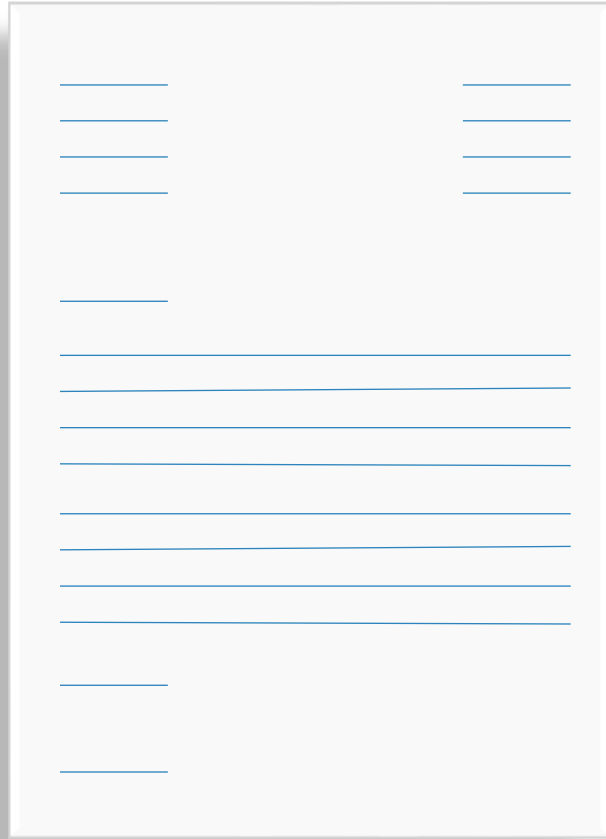
Senior Social Media Manager, MSc Marketing, 7yrs experience driving engaging campaigns for clients in Travel, Fashion and Music across multiple platforms to meet business objectives. Naturally entrepreneurial, creative and ambitious, focused on excellent copywriting skills, analysing data and tracking performance to continuously improve. Marketing Award winner: passionate about social media with extensive knowledge, including Reddit and Discord



Outstanding Cover Letters

...how to write them brilliantly forever!

Which is best and why?



Always one page! The recruiter has no time to read more than one page.

Which is best and why?

Dear Ms Tang

Always try to write to a named person. This shows you've researched the role properly and focused your letter. Sir/Madam is generic and recruiters will assume it's a generic mailshot.

Dear Sir/Madam

If you cannot find a named person, then always address your letters:
Dear Sir/Madam
And end them with:
Yours faithfully

Which is best and why?

Ms Tang works for Career Farm and has a Strategic Planning position available.

Dear Ms Tang

I am very interested to apply for the Strategic Planning role in your company.

LOW IMPACT! In the UK, this will be seen as a generic mailshot letter. Not tailored!

GOOD! Proves you've done your research and singled out this recruiter. Tailored!

Dear Ms Tang

Career Farm is the number one Careers Consultancy with market leading online programmes and a suite of highly reputable podcasts and resources. I am really interested in the Strategic Planning role to help drive Career Farm's excellent reputation and delivery.

Dear Ms Tang

Jinfang Su recommended that I contact you about the Strategic Planning position in Career Farm. Career Farm is the number one...

BEST! Starting with the name of someone the recruiter knows means the recruiter will read your letter. Continue this with selling points of the business.

Which is best and why?

EASY TO READ! Clear bullets with relevant information

- Example bullet with great information
- Another example with stats
- More examples of great evidence
- Total awesomeness bullet

DIFFICULT TO READ! Recruiter may miss key information when scanning

Example with great information and more blurb. Another example with stats and more blurb. More examples of great evidence and a lot more blurb. Total awesomeness with added blurb and more blurb. Even more blurb on the end. Another example with stats and more blurb.

Which is best and why?

LOW IMPACT – focuses only on CV features

- 3yrs experience critically evaluating Management Information
 - Quantitative expertise and data analysis
 - 2yrs experience in financial accounting, combined with an OUBS MBA
-
-
-

HIGH IMPACT – focuses on benefits to the employer

- 3yrs experience interpreting Management Information in order to make effective and successful decisions
- Able to quantitatively analyse complex data to identify patterns and opportunities for Career Farm's future efficiency and growth
- Strong financial accounting, combined with an OUBS MBA, enables me to work strategically across the Career Farm business and help shape new directions

NB: Your CV is a showcase of all your **features**

Your Cover Letter is a showcase of how these features translate into **benefits to the company**

Which is best and why?

TAILORED – proves you know the business and have genuine interest in their mission

Career Farm has a firm position in the market and I am extremely interested to help deliver market growth and also contribute to the successful career outcomes for Postgraduate students. My attention to detail, strong work ethic and personable nature will make a difference in this role. I am a positive, friendly, responsive and professional team player, traits which I see in all members of the Career Farm team.

I look forward to hearing from you

Yours sincerely

GENERIC – uninspiring “cut and paste”, no tailoring

I am a hard working, friendly individual with a strong desire to build a career with your company. My skills and experience are a strong match to the position and I would very much like to meet you for interview.

I look forward to hearing from you

Yours sincerely



Your questions



Open University Business School

Hi, and welcome to the resources page for the Career Maximiser course.

From here you can create your personal Career Maximiser account so that you can work through the course and build your career strategy.

Just click on the link to register and get started.

If you've already created your personal account, use the login link to go straight to the login page for the course (you can also use this link if you've forgotten your password).

Below the links there is a video which will give you more background on the course and how it can help you, and below the video you will find a link to other careers resources.

[Click here to REGISTER for the Career Maximiser course](#)

[Click here to LOG IN to your Career Maximiser account](#)

To Register: <https://thecareerfarm.com/accounts/signin.php?ref=oubs>



My Pages

- [Open University Business School](#)
- [Competency Based Interview Training](#)
- [Login to Career Maximiser](#)

Webinar Programme 2022 - 2023

Please feel welcome to join us for the final two webinars:

- | | | |
|---|-------------------------|-------------|
| 25 April | 1pm – 2pm UK local time | Jo Owen |
| Leadership in the new hybrid workforce – time for authenticity | | |
| 17 May | 1pm – 2pm UK local time | John Blakey |
| The Trusted Executive: Nine Habits that Inspire Results, Relationships and Reputation | | |

Thank you for joining us today

Please tell us what you think by accessing the feedback link after this session