



# 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](mailto: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

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### EXPERIENCE

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### 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?

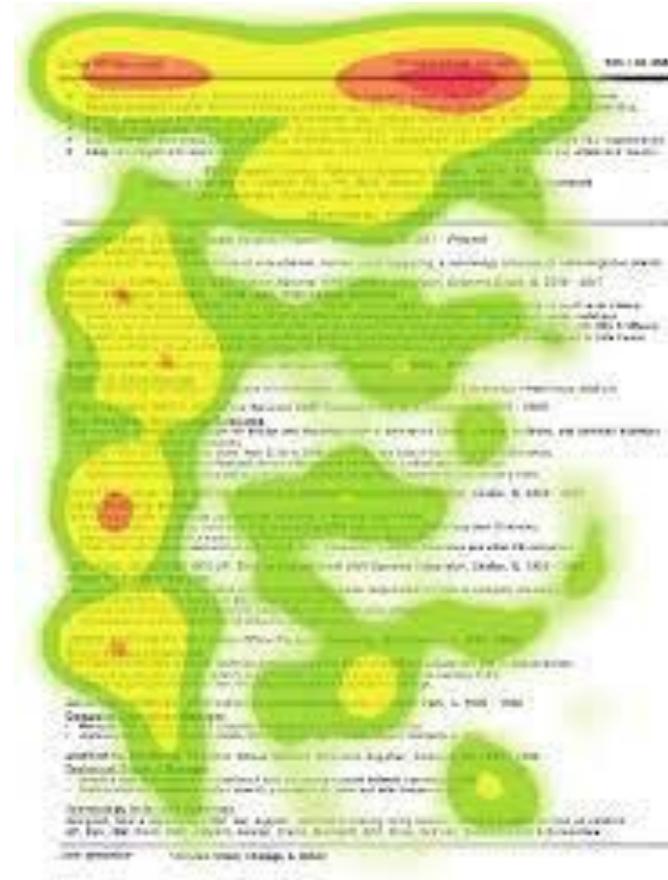


## 7 Seconds

**Source:** [careers.hollywoodbowlgroup.co.uk](https://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.**



# 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.



# 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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# 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.

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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...

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- 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.....

