

WELCOME at Anhalt University of Applied Sciences

The Application- Successfully Market Yourself

Application Strategies- Introduction



“Personality is not formed through talking, but hard work and accomplishment.”

– Albert Einstein

Application Strategies- Preparation

An Application Strategy Includes **4 Phases**

- I. Define aims and motivation
- II. Define the framework conditions
- III. Job Research
- IV. Compile the application documents
- (V. Prepare the job interview)



Application Strategies- Preparation

The Framework Conditions- **What Are My Skills & What Do I Want?**

Occupational Area and Field

- Before deciding for a particular company, **define your occupational area** and which opportunities it offers

Framework Conditions

- Decide the **time-, location-, and financial** conditions of your required position
- Collect **information on different positions**/branches and compare with your requirement-profile
- Use personal/direct contacts as an advantage !



Application Strategies- Preparation

What Are My Unique Characteristics? **What Am I Looking For?**

- Just like a product, create and communicate **your own brand**
- To be convincing, **tailor your skills** in accordance with your desired future position/sector

Can you name 5 of your strongest skills?

Can you give 3 arguments why an employer should decide for you
(and nobody else)?

Can you precisely describe your desired position and why you are
the optimal fit for it?

Application Strategies- Research

The Research-Which Sources Are Available?

- Personal relations and networks
- Employment sites
- Job ads on company website („Career-Link“)
- **Social Media Channels**
- Agentur für Arbeit
- Professional Associations
- Handbooks (e.g. Deutschlands 100 Top-Arbeitgeber“)
- Newspapers and professional periodicals
- Recruiting fairs
- Headhunters

FITTER⁴ YOUR CAREER

MONSTER StepStone



ZEITUNG ONLINE Stellenmarkt

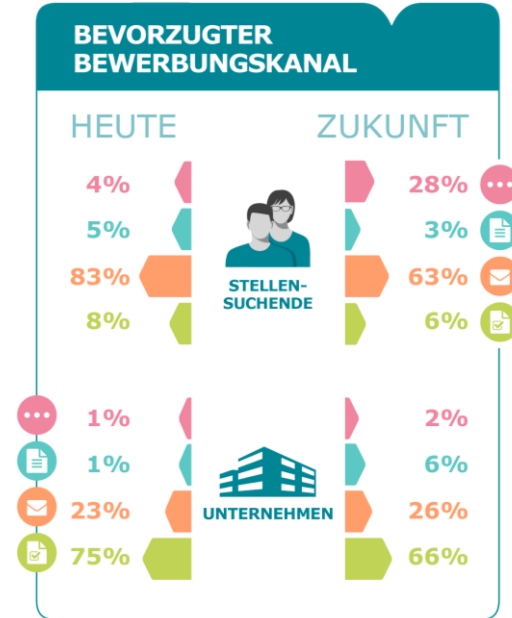
Application Strategies- Preparation

The Research- Which Channel Do Companies Prefer?

- Companies prefer the available own channels (automated forms); faster data processing
- The relevance of the classic paper-based application is continuously diminishing
- Active applications** (Email, Job Ad) are more successful than passive ones (e.g. LinkedIn)



Concentrate on the preferred methods (requires individualization)!
No general statements/cover letters



Application Strategies- Preparation

The Core Elements- Which Mistakes to Avoid?

- **Sending too many files** -your application should consist of **one Email** with **one PDF** attachment. Do not attach certificates, pictures and other documents individually (exception: Portfolio)
- **Forgetting the “Subject Line”** without a subject the HR-manager cannot categorize the Email, which complicates his work and exacerbates the first impression



 Aussagekräftiger Betreff	 Unprofessionelle E- Mail-Adresse
Bewerbung im PDF- Format	Falscher Anprechpartner
Vollständige Kontaktdaten	Zu großer Dateianhang
Überzeugende Bewerbung	Fehler im E-Mail Text

Application Strategies- Email Application

The Core Elements- Which Mistakes to Avoid?

Not adhering to professional etiquette

Even if you are writing an email, each message is a proof of your professionalism. No smileys, abbreviations, or constant lower cases



Forgetting the attachment

The most embarrassing thing always happens at the end: not sending an attachment! Double-check your attachments before pressing „Send“

Application Strategies- Designing a LinkedIn-Profile

Your **Business Card** on the Internet

- Understand the importance of having a LinkedIn-Profile

Profile-Slogan

Choose a short but on-the-spot text describing your strengths and most prominent skills

Picture

Chose a professional and sympathetic picture.

No selfies!

Profile URL

LinkedIn offers the possibility to edit your profile-URL to improve its readability! Mention it in

personal details on CV



Application Strategies- Designing a LinkedIn-Profile

Your **Business Card** on the Internet

Currency

Pay particular attention to the **currency and completeness** of the information. There is nothing worse than an outdated profile.

Activeness

HR-managers pay attention to how active you are on a network. Participate in discussions and join different groups in your professional field.



**In German-speaking areas
Xing is more popular
(same principle)**

Application Strategies- Designing a LinkedIn-Profile

Your **Business Card** on the Internet



	Basic	Premium	Basic	Premium
No. of Search Criteria	9	13	1	12
Max. Display of search results	200	1000	10	300
Writing to "Non-Contacts"	X	✓	X	✓
Sending messages with attachments	✓	✓	X	✓
View "Contact Request"	Unlimited	Unlimited	1	Unlimited
Search in messages	✓	✓	X	✓
Embedding Youtube videos	✓	✓	X	✓
View "Visitors to profile"	4	Unlimited	X	Unlimited
Background picture	✓	✓	X	X
Job Search Requests	Unlimited	Unlimited	X	X
Advertising the profile	✓	✓	X	✓

Application Strategies- The Job Advertisement

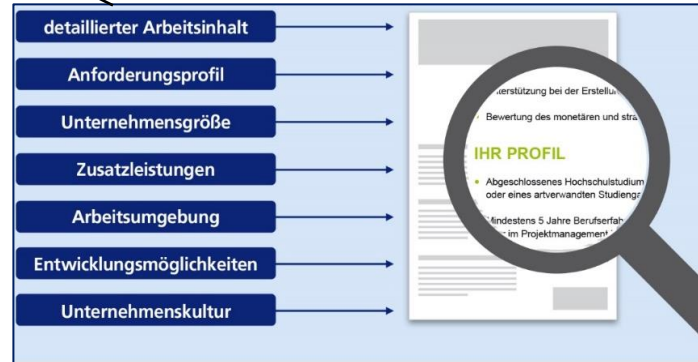
Analysing and Correctly Reading - **What's Part of It?**

The expected requirements

education, age, professional experience,
further education, personal
competencies: e.g. team skills

The description of the vacant position

job-title, future tasks,
development opportunities etc.



Contact information of the company

address and contact person

Application Strategies- The Job Advertisement

Analysing and Correctly Reading - **What's Part of It?**

The Ad-Text

- **Must-Qualifications-** If you do not possess these skills, don't apply
- **Can-Qualifications-** Skills you should have, that increase your chances of getting accepted
- **Secret giveaway-sentences-** a company that expects „resilience“ usually features a strict work environment



The Size and Placement of the Job-Ad

- The bigger and more elaborate the ad, the more important is the position to the company. They seek attention
- However, a matching level of professionalism is expected by prospective candidates
- **Companies pay money to offer their positions on these portals**

Application Strategies- The Job Advertisement

Analysing and Correctly Reading - **What's Part of It?**

The Platitude-Factor

- Be suspicious when encountering ads that are too good to be true
- They are often: vague, promise “interesting tasks” „challenging opportunities“ and offer „above-average salaries“
- Often by temporary employment agencies



The Contact Information

- A serious ad always contains a (verifiable) Email address
- You will not always find a contact person (but in most cases); companies refrain from providing a specific contact if they expect a large number of applicants
- **Never forget the Ad-ID!**

Application Strategies- The Job Advertisement

Analysing and Correctly Reading – **Special Phrases**

In recent years a code developed, describing the position/expected applicant without actually being too specific

„Good Development Opportunities“

Because there is a **high fluctuation in the company** you can be promoted comparatively quickly, if you persevere. However, the risk of failure is just as high.

„Dynamic Company“

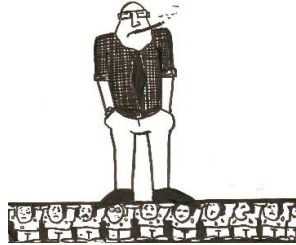
Because the company is **growing too fast**, the expansion of infrastructure /hierarchy can't keep up. **Chaos is likely.**

Application Strategies- The Job Advertisement

Analysing and Correctly Reading – **Special Phrases**

„Flat Hierarchies“

You are quickly **involved in decisions** but are also **responsible for the consequences**. Can be a promising challenge.



„Innovative Company“

Since the company is **constantly introducing new products** to the market, you are required to have a very creative mind to be accepted. You are expected to be a trouble shooter, as there constantly are unexpected obstacles.

Application Strategies- The Job Advertisement

Analysing and Correctly Reading – **Special Phrases**

„Market Leader“

There are often less market leaders than claimed by job advertisements. If the company makes that claim in a very small and narrowly-defined market, better refrain from an application.



„Further-Training Opportunities“

As your job is constantly changing, you are expected to permanently learn new things to keep up with the work.

Application Strategies- The Job Advertisement

Analysing and Correctly Reading – Example Design



Fresenius Medical Care

Design Quality Assurance Expert (m/w/d)

 [Schweinfurt](#)  Permanent contract  Full Time, Home office possible

 Published: 4 days ago

[Show salary](#)

[I'm interested >](#) [Save](#) [Share](#) [Print](#)

Fresenius Medical Care is the world's leading provider of products and services for individuals with renal diseases. As a global health care company, we have a special goal: provide the best possible care. Join us to improve the quality of life for a growing number of patients around the world and be a vital part of our team.

#careerswithapurpose at Fresenius

Over 300,000 people across the globe work at Fresenius to provide better ever medicine for ever more people. Our independent business segments Fresenius Medical Care, Fresenius Kabi, Fresenius Helios and Fresenius Vamed offer a wide spectrum of products and services in the health sector. We offer you the opportunity to make a difference with your career – and to become part of our impressive growth story.

Fresenius Medical Care – Creating a future worth living. For patients. Worldwide. Every day. More than four decades of experience in dialysis, innovative research, the global leader in dialysis services and products – that is Fresenius Medical Care.

The Design Quality Assurance Expert (m/w/d) will be responsible to ensure the quality of design control activities for Active Medical Devices, supporting the project design and development to correctly realizing product development processes and complying with all specific requirements and applicable standards.

Your assignments

- Ensure that all design control deliverables comply with applicable regulatory requirements and design controls SOPs
- Provides input and guidance to design and development and design changes and take accountability for quality compliance as a member of the cross-functional project team representing Design Quality
- Review and approve all product development and change management projects compliance with Fresenius Quality Management System / SOP requirements by:
 - Review and approval of design control documentation
 - Design Review, Phase Exit Review and Milestone approval
 - Sample review of design control documentation during project execution
 - Independent compliance check through regular corporate audits
- Creation and monitoring of compliance metrics of design controls in development and design change activities

Application Strategies- The Job Advertisement

Analysing and Correctly Reading – **Example Design**

Your profile

- Successfully completed university degree in a technical or scientific field, such as medical technology
- Several years of professional experience in research and development, regulatory affairs or quality management for medical devices or pharmaceuticals
- Advanced knowledge of medical device regulations (NMPA regulation, MDD 93/42/EEC, MDR 745/2017, MDSAP etc.)
- Advanced knowledge of applicable quality management and of risk management standards (e. g. ISO13485, ISO14971, ICH Q10, EU GMP, FDA 21 CFR §820.250, etc.)
- Knowledge of CAPA methodology
- Excellent presentation and communication skills (fluent written and spoken English skills, German is an advantage), high engagement on achieving the targets and on the objectives, independent working structure
- IT skills in standard applications (especially MS Office), PDM Systems as PTC Windchill, QTRAK

Our offer to you

There is a lot for you to discover at Fresenius, because we have a lot to offer. No matter in which field you are an expert (m/f/d) and how much experience you bring with you – for your professional future with meaning:

- The opportunity to work on a mobile basis, individually in consultation with your manager
- Whether in front of or behind the scenes – you will help to make better and better medicine available to more and more people around the world
- Individual opportunities for self-determined career planning and professional development
- A corporate culture in which there is enough room for innovative thinking – to find the best, not the fastest, solution together
- A large number of committed people with a wide range of skills, talents and experience
- The benefits of a successful global corporation with the collegial culture of a medium-sized company



Application Strategies- The Job Advertisement

Analysing and Correctly Reading – **Example Design**

Junior UX/UI Designer

f/m/d, Berlin



CUSTOMER
ALLIANCE

What we are looking for:

An awesome team player to work together with our UX team, Product Development and IT Department - to design and prototype new features for our product and improve existing ones, always keeping a user centric design thinking in mind.

Your responsibilities:

- Design screen for our product including Dashboard, analysis pages, setting pages, etc.□
- Utilise your skills in UX & UI: communicate your design vision in the form of high-fidelity wireframes/prototypes and/or user flows as needed□
- Iterate and improve existing features and create new ones□
- Use our existing design guidelines to keep consistency within the product when creating new wireframes□
- Work together with our UX and IT team on the realization of features, discussing possible implementation options and finding ideal solutions□
- Bring new ideas that will have a positive meaningful impact on our product

Application Strategies- The Job Advertisement

Analysing and Correctly Reading – **Example Design**

We expect:

- Graduate degree in a design related field (UX/UI Design, Visual Communication, Interaction Design or similar focus)
- Existing experience with UX/UI Design processes in a work place
- Passion for usability and user experience, beautiful interactions and the latest digital design trends
- Strong portfolio, showcasing your design personality, your approach and enthusiasm is a must
- Experience with Design tool skills (eg. Sketch, Photoshop),
- it is a plus to have basic knowledge with Prototyping tools (eg. Invision, Axure)
- Ability to work on several projects and adapt in an agile working environment

What we offer:

- An international team and great atmosphere with regular events such as Friday evening beers, table soccer, ping pong, and team-building measures
- Home office once a week and flexible working hours
- Private company pension plan



**CUSTOMER
ALLIANCE**

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12109 Berlin, Deutschland
+49 (0)30 / 76 28 90 00

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Application Strategies- The Job Advertisement

Analysing and Correctly Reading – Example Design

• Structured on-boarding plan with your own Buddy to support your daily workflow

• Regular feedback meetings

• Up to 30 days of vacation, earning 1 additional vacation day each year of employment

• One sabbatical month after each year of employment

• After 2 years Master Card with a credit

• Free gym membership and great cooperations with different partners for employee discounts

• Yearly education budget of 1.000€ for job-related training (after 6 months of employment)



Interested?
We look forward to receiving your application [here](#).

About us

Founded in 2009 in Berlin, thousands of independent and chain hotels worldwide work with Customer Alliance's 90+ employees to manage and improve their online reputations and increase revenue.

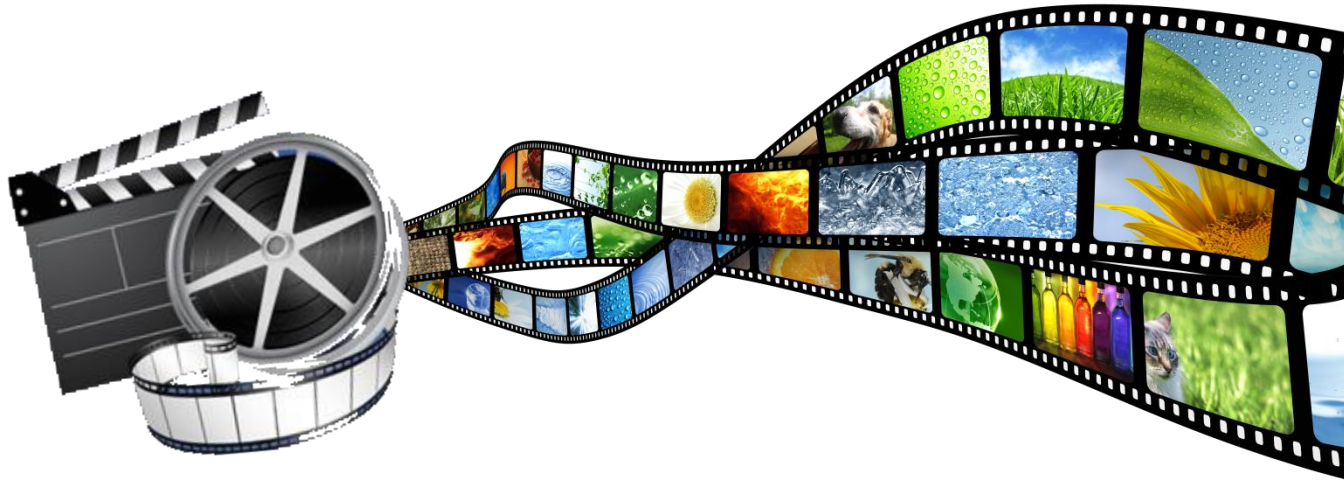
Within one industry-leading solution businesses in the hospitality sector collect, distribute, and analyze their customer reviews from across the web, giving them a competitive insight into their performance. Businesses now have the ability to better understand their customers and boost their revenue.

For more information, please check out our video at: <http://youtu.be/oAuhTnhp2KY>

We ♥ what we do!

How to Apply Online

Watch Video : Applying Online and Getting an Interview



<https://www.youtube.com/watch?v=W-2f5UKQdJ0>

Application Strategies- The Initiative Application

Using the Initiative Application to **Achieve your Goal Faster**

- Application **without a specific job offer**
- You are however aware of a contact person at the desired company
- Contains a personal address NOT the general form
- Applying for a **specific job/position** in a company without knowing if it is vacant
- All the more important to **shine with your personality, motivation and interest for the company and job**
- **Aim: being invited to a personal interview**

Initiative $\neq$ Blind



INITIATIVE IS
DOING THE RIGHT
THING WITHOUT
BEING TOLD

Application Strategies- The Initiative Application

Advantages & Disadvantages



Advantages

1

No direct competition
without specific job-ad

2

Personal skill-profile is not
being looked for

3

Independent selection of
required qualifications

4

Uncertainty about when an
application is successful

5

Even when rejected, there is
still a chance in the future



Disadvantages

1

Application may land on the
wrong person's desk

2

Personal skill-profile is not
being looked for

3

Independent selection of
required qualifications

4

Uncertainty about when an
application is successful

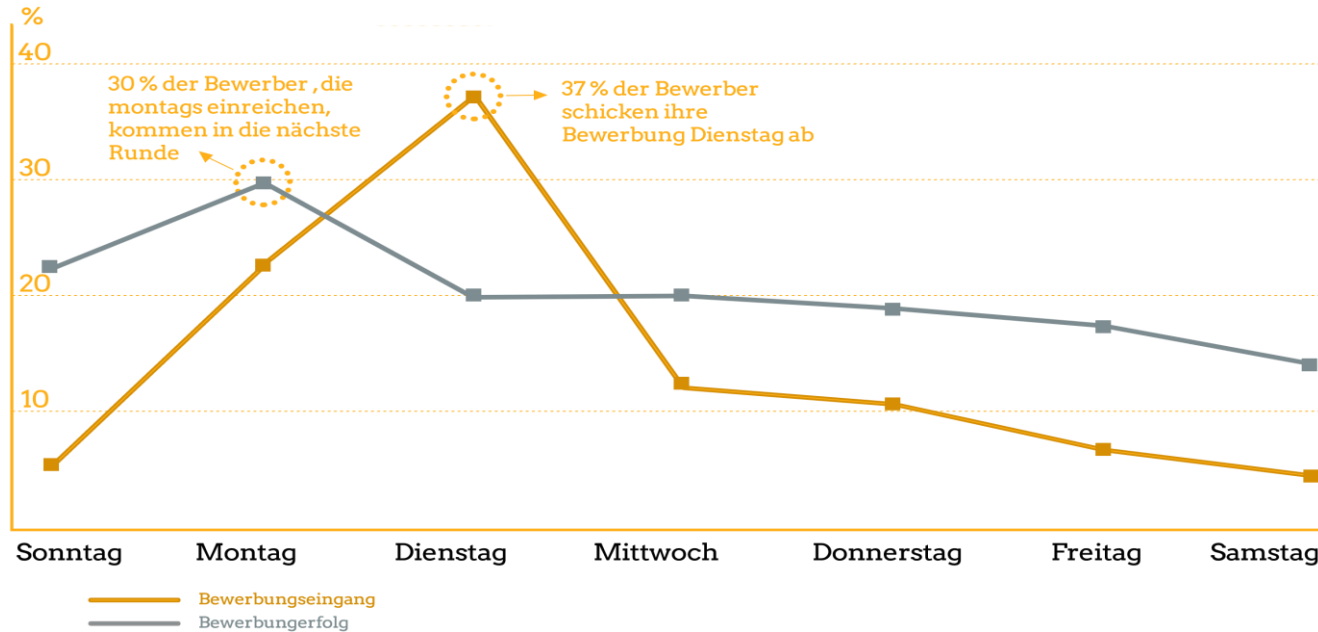
5

Increased research effort

Application Strategies- Avoiding Common Mistakes

Three Things **Not to Do on a Friday**

- In general, **Friday is an unfavourable day to submit** esp. initiative applications



Application Strategies- Avoiding Common Mistakes

Three Things **Not** to Do on a Friday

Job Research

Lots of companies publish new job offers on Monday and Thursday. The optimal time for research is therefore Monday/Thursday-evening.

Inquiries About Status

Refrain from repeated inquiries about the status of your application (comes off as pushy/ needy) Moreover, you will likely not reach somebody who can answer in detail on a Friday.



Telephonic Initiative Application

Telephonic applications are in general rather sketchy. They can be interpreted as intrusive, particularly on Fridays when everyone is busy closing important tasks before the weekend.

Application Strategies- What Do HR-Managers Pay Attention to?

Do not **sabotage** your own chances

- HR-people only take a very limited amount of time to review each application
- Therefore, the essential information needs to be put prominently:
 - Applicant's name
 - Current job/position
 - Previous job/position with job title
 - The time period of previous jobs
 - Start-and end-date of the current job and your education



Most important is the first impression (preliminary decision is usually made within seconds)



Monday morning in the HR-Department: The manager notices a large pile of applications on his desk. He takes the first 20 of them and throws them in the bin. "These people have bad luck! We have no use for unlucky people in this company!"

Application Strategies- What Do HR-Managers Pay Attention to?

Do not **sabotage** your own chances

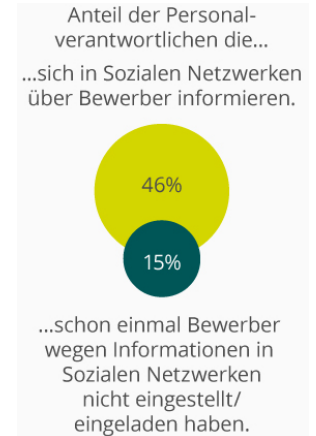
- Social-Media activity can actually **affect your career negatively**

Hindrances for your application include:

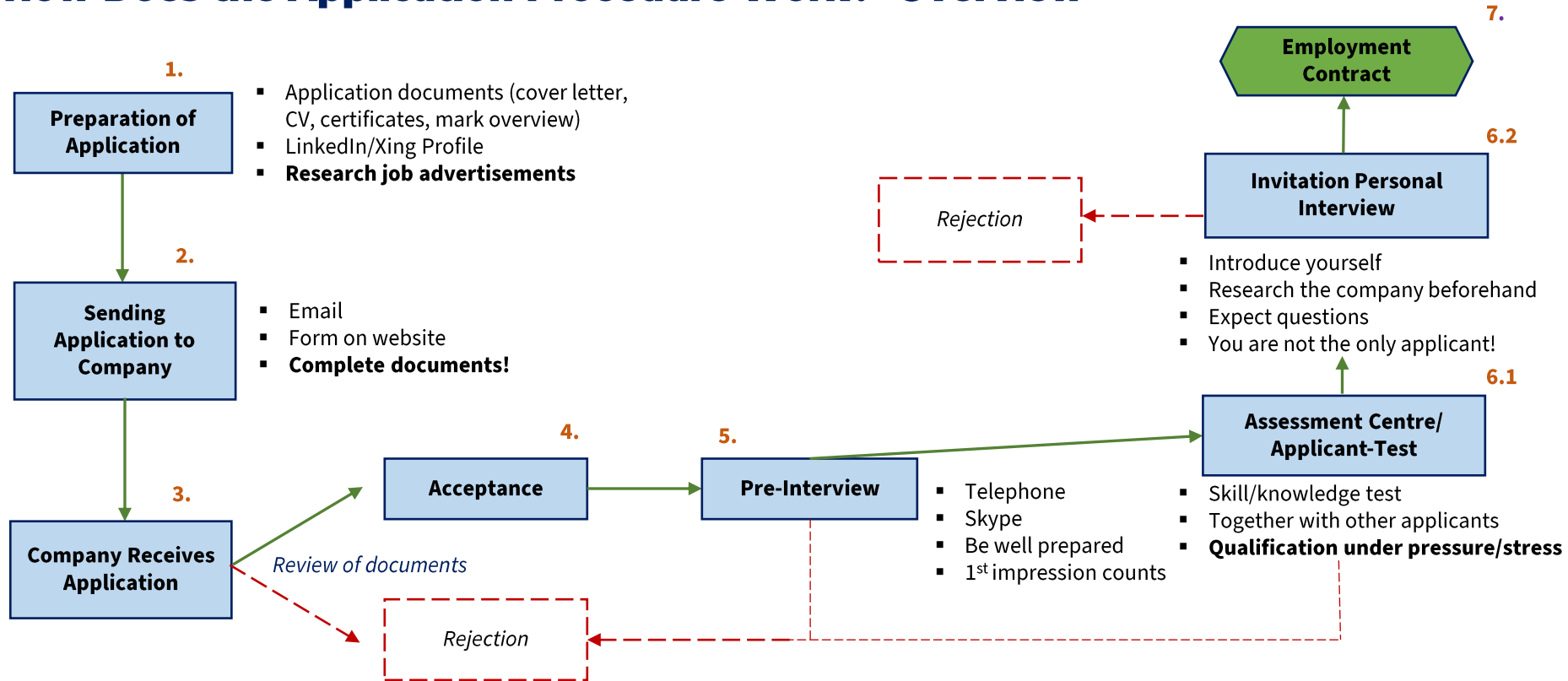
- Information, that point to a contradiction with your CV
- Harsh and/or discriminating comments
- Depiction of alcohol or drug usage
- Statements on your political views
- Numerous spelling mistakes in comments and posts



Try to use **social media sparingly**. Absolutely **review your privacy settings** (e.g. no public pictures on Facebook and Instagram); do not accept all friend requests blindly.



How Does the Application Procedure Work?- Overview



Application Documents- Introduction

FITTER⁴**YOUR** **CAREER**



Kick start your Career

The Anhalt University of Applied Science helps you to gain essential skills and resources for your future life in Germany. We offer workshops, coaching, and a professional network to start your local STEM-career and life in Saxony-Anhalt.



Workshops

Are you struggling with your job application? Don't worry, we have a practical solution for you. Just visit our workshops to acquire all the necessary skills and information for a successful job application.



ANHALTspunkt.Karriere

The job platform is your next step in finding an Internship position, a working student job, or a full-time job in the STEM-industry. Together with diverse events that prepare you for your future career.



Key Skills

We support you in collecting key skills for your studies through interactive workshops. Topics include presentation and learning techniques, teamwork, and academic writing to boost your academic success.



Networking

Connecting with local STEM-companies improves your chances of getting hired. That is why the university offers events and excursions to get in touch with your future employer.



German Classes

Do you want to settle down in Germany? Then join our intensive German classes to level up your language skillset! When you master the B1 level, you are getting one step closer to your permanent residence permit.



Do you want to check out our workshops and events? Then feel free to scan the QR code and write us!



HERGELEGT VOM



Bundesministerium
für Bildung
und Forschung

DAAD

Deutscher Akademischer Austauschdienst
German Academic Exchange Service

Our E-Mail:
fitter@hs-anhalt.de

International Office
room 015 building 03
Bismarckstr. 55
06366 Köthen

Application Documents The Job Advertisement

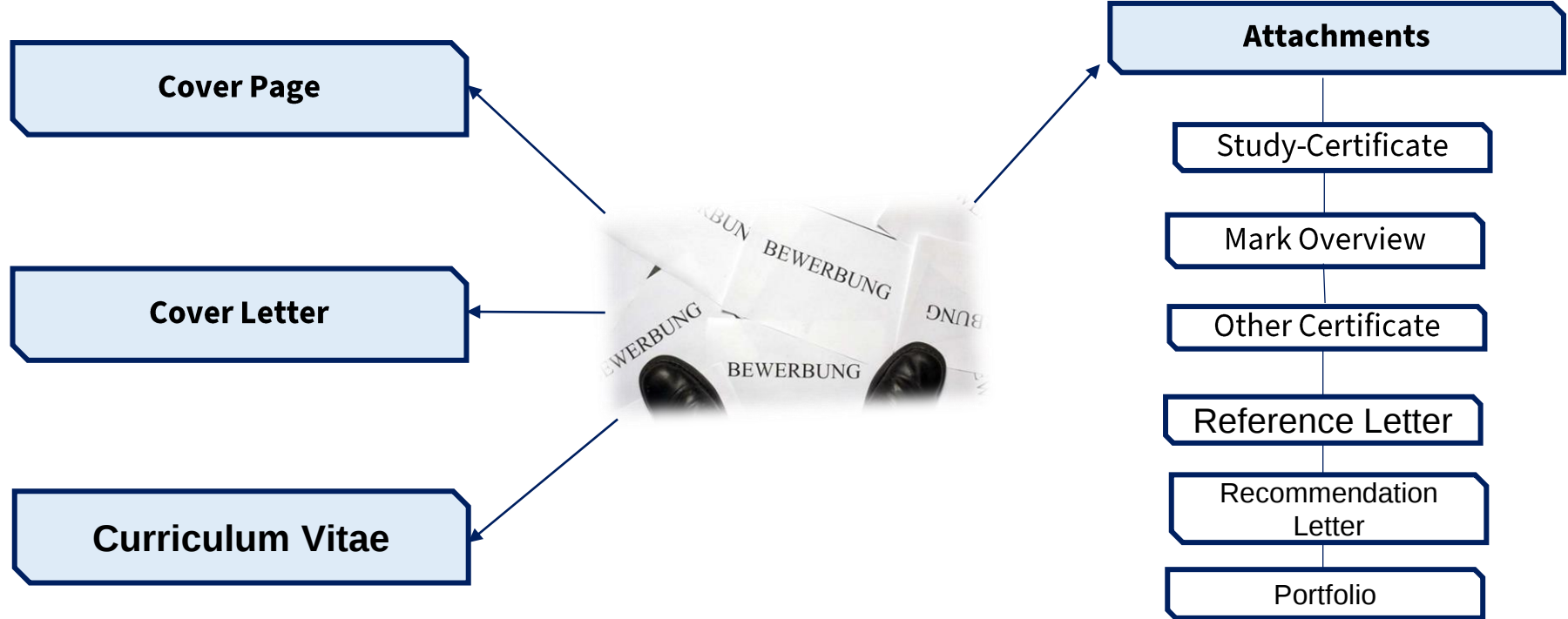


„Successful is only he, who does something while waiting for success.“

– Thomas Edison

Application Documents- Preparation

What Belongs Into your **Application Documents**?



Application Documents- Preparation

General Formalities

- Coherent font-type and -size (12 pt; Headlines 14)
- Conservative font types (Times New Roman & Arial)
- **Full justification!**
- Consistent line-and paragraph spacing
- No varying colours (Black/White)
- Color distinctions only for optical structuring



**Professional, Consistent
Layout**

First Impression = Decisive for
success

Application Documents- The Job Advertisement

General Formalities

- Coherent bullet point levels and paragraphs (always justified)
- **Spelling-/Grammar check**
- Do not use general platitudes from the Internet
- Acceptable level of creativity depends on industry-sector (e.g. in classic professions engineer/business administration do not send too colorful applications)
- Signature, Date
- Name, Address, Telephone number on each page (page header or footer)



Application Documents- Common Mistakes

Avoid these **Mistakes**

— { **Wrong name** of contact person or company } —



— { Send documents not as a single, bundled **PDF-File** } —



— { **Typos**, font too small, not readable } —

— { Patchwork Look: **Incoherent** characters, colours } —

— { **Date/Signature** missing } —

Application Documents- Cover Letter

How to Design a Professional **Cover Letter**?

The most important **prerequisite** for a professional cover letter is to read, **analyse and understand the job advertisement** correctly.

What is the **aim** of the offered position? Which features does the company **place importance on**?



What **tasks** are required from the prospective employee?

What conditions does the candidate have to fulfil (**Must-Qualifications**)?

Application Documents- Cover Letter

How to Design a Professional **Cover Letter**?

Introduction

It is all about raising interest. Ideally **starts with a bang**, your motivation (for this job), your strongest argument and an original sentence.

„I would like to strengthen your outstanding team and make it even more successful. That is why I, first and foremost, would like to name 3 things about myself, that you can profit off: 1. [...]

Main Part

Self-marketing and description of your soft-skills. This is where the applicant emphasizes his strengths and experiences. It is essential not to just reiterate everything you are capable of but what matches the job profile.

Application Documents- Cover Letter

How to Design a Professional **Cover Letter**?

Reference to Company

This part **connects the applicant to the potential employer**. You should reason why you are a unique asset to the company with your specific skills in that desired position. Try to illustrate the connection of your previous career with the targeted job.

Conclusion

At the end of the concluding sentence you may express your gratitude for the given interest in your application. Mention (if required) your earliest possible start date. Always politely lead up to looking forward to introducing yourself in a personal interview.

But never subjunctively! (Seems needy)

„I am happy to convince you in a personal interview that you will have a motivated and experienced employee in me.“

Application Documents- Cover Letter

How to Design a Professional **Cover Letter?**- Useful Phrases

Phrases that express your development

-have I learned...
- ..I could gain important experiences...
- ...I was able to apply my newly gained skills....
- ..I was lucky to have had the opportunity to learn a lot there...

Phrases that showcase your successes

-I successfully contributed to/participated in...
- ...I was able to raise the profit by ...
- ...Was I able to reduce cost through an innovative storage system...
- ...I maintained the relationship to two important client and was able to conclude two long-term contracts....

Phrases that express your leadership skills

-have I taken responsibility for the project...
- ..we cooperated as a team to find a joint solution...
- ...was I able to guide my team successfully....
- ..was I able to optimize processes...

Application Documents - Cover Letter

Positive Example

Max Mustermann
Musterweg 11
11111 Musterstadt
Tel.: 012 / 111 111 11
E-Mail: M. Mustermann@muster.de

Musterfirma GmbH & Co. KG
Herr M. Mustermann
Musterstraße 3 - 5
11111 Musterstadt

Musterstadt, 11. November 2017

Bewerbung als Industriekaufmann
(Kennziffer: 11-2016)

Sehr geehrter Herr Mustermann,

Einleitung mit Überblick

Hauptteil mit Fähigkeiten und Stärken

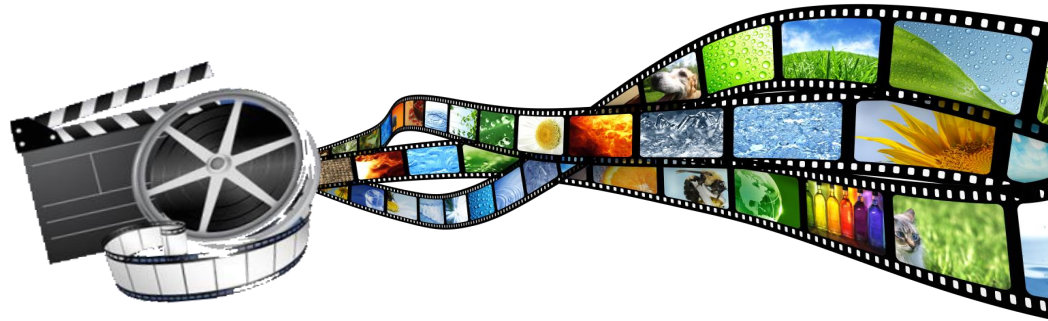
Motivation für den Arbeitgeber und die
Position sowie Mehrwert

Eintrittstermin und Gehaltsvorstellung

Mit freundlichen Grüßen
M. Mustermann
Max Mustermann

Catching Attention- The Cover Letter

Watch Video: Writing a Unique Cover Letter



<https://www.youtube.com/watch?v=mxOli8laZos>

Application Documents- The Job Advertisement

How to Design a **Professional CV**?

- **Clarity**- The faster the HR-person finds the desired information, the higher the chance to be invited for a personal interview
- **Professional Qualification**- Divide CV into two columns. The left: time period, The right: the performed functions. It is sufficient to mention month & year
- Professional qualifications can be displayed in different sub-points
 - Professional experience
 - Education (studies, apprenticeship)
 - Further education (training, seminars)
 - Internships
 - Side jobs
 - Volunteer work

SASCHA RICHTER

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IT-KENNTNISSE

MS Office: *****

SPRACHEN

Deutsch: *****
Englisch: *****

INTERESSEN

Acrylmalerie
Reiseweile in Asien
Indische Küche

BERUFLICHER WERDEGANG

Seit 03.2014
Versicherungskaufmann
bei der HUK-Coburg-Allgemeine Versicherung AG, Berlin

- Selbstständige Abwicklung von Haftpflichtschäden
- Verhandlungen mit Vermittlern und Kunden
- Überprüfung des Versicherungsschutzes

10.2008 – 10.2009
Versicherungskaufmann
bei der Allianz Deutschland AG, Berlin

- Antrags- und Vertragsachbearbeitung
- Kundenberatung und Kundenbetreuung

AKADEMISCHE LAUFBAHN

06.1992
Bachelor of Insurance Management (B.A.)
Deutsche Versicherungsakademie

- Schwerpunkt: Risikomanagement, Schaden- und Leistungsmanagement
- Abschlussnote: 1,0

SCHUL- UND AUSBILDUNG

10.2005 – 09.2008
Ausbildung zum Versicherungskaufmann
Allianz Deutschland AG, Berlin

- Schwerpunkte: Versicherungen UND Finanzen
- Abschlussnote: 1,0

08.1998 – 07.2005
Allgemeine Hochschulreife
Werner-Heisenberg-Gymnasium, Berlin

- Schwerpunkte: Mathematik und Deutsch
- Abschlussnote: 2,4

AUSLANDSAUFENTHALT

01.2012 – 01.2013
Work and Travel in Indien

02.2013 – 01.2014
Freiwilliges Projekt (Ehrenamt) in Peru

Application Documents- The CV

How to Present Skills

Skills

2D

Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe InDesign	● ● ● ● ○
Adobe After Effects	● ○ ○ ○ ○

3D

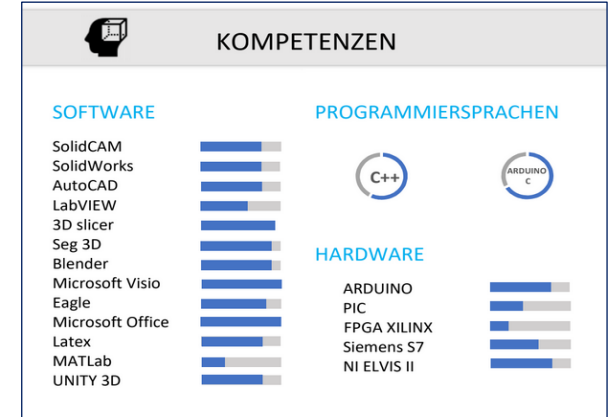
3DS Max	● ● ○ ○ ○
Maya	● ○ ○ ○ ○
Keyshot	● ● ○ ○ ○

Artistic

Graphic Tablet	● ● ● ● ○
Academic Drawing	● ● ● ● ○
Academic Painting	● ● ● ● ○
Sketching	● ● ● ● ○

Prototyping

Figma	● ● ● ● ○
Readymag	● ● ● ● ○
Wix	● ● ● ● ○

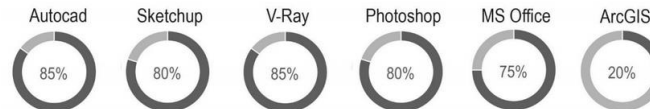


Kenntnisse

Sprachen:

Englisch	A1 A2 B1 B2 C1 C2	Deutsch	A1 A2 B1 B2 C1 C2
Italienisch	A1 A2 B1 B2 C1 C2	Albanisch	A1 A2 B1 B2 C1 C2

Computer:



Application Documents- CV

Positive Example



JOHN SMITH

GRAPHIC & WEB DESIGNER

ABOUT ME

I have a Computer Science Degree and MBA. Startup guy since 1997. Right now I'm running two companies I recently started and funded in 2010 SiliconANGLE Media and CrowdChat Platform. One in online converged media and another one in social business, data science, and big data. Also, SiliconANGLE conceived and built @theCUBE a live web TV program where I've interviewed over 5,000+ industry leaders in technology with over 20 million viewers.

CONTACT

Phone
973-301-6177

Email
yourname@gmail.com

Home
4219 Drummond Street,
Madison, NJ 07940

SKILL

Photoshop	MS Office
HTML/CSS	InDesign
Illustrator	WordPress

FOLLOW ME

Behance
behance.net/username

LinkedIn
linkedin.com/username

Facebook
facebook.com/username

Twitter
twitter.com/username

WORK EXPERIENCE

LEAD WEB DESIGNER 2014-2016
SiliconANGLE Media, Inc
SiliconANGLE was built from the ground up using Big Data techniques to create quality content and highlight quality people. Simply put: To extract the signal from the noise!

SENIOR WEB DESIGNER 2013-2014
CrowdChat
SiliconANGLE was built from the ground up using Big Data techniques to create quality content and highlight quality people. Simply put: To extract the signal from the noise!

UI/UX DESIGNER 2011-PRESENT
Forbes
Technology contributor to Forbes focusing on the intersection of Silicon Valley and Business with an emphasis of where computer science meets social science.

EDUCATION

BABSON COLLEGE - FRANKLIN W. OLIN GRADUATE SCHOOL OF BUSINESS 1992 - 1995
MBA, Entrepreneurship, Finance

NORTHEASTERN UNIVERSITY 1983 - 1988
BS, College of Computer Science

ST JOSEPH REGIONAL 1980 - 1983
Computer science

LEBENS LAUF

Zur Person

Name: Max Mustermann
Geburtsdag: 11.01.1991
Geburtsort: Musterstadt
Nationalität: Deutsch
Familienstand: Ledig
Adresse: Musterweg 1, 11111 Musterhausen
Telefon: 0111 - 111 111 11
E-Mail: max.mustermann@muster.de



Berufserfahrung

Seit 07/2017 Musterversicherung AG, Musterhausen
Ellalecta
- Tätigkeit Nr. 1
- Tätigkeit Nr. 2

08/2009 - 07/2017 Musterversicherung AG, Musterhausen
Bundestickets
- Tätigkeit Nr. 1
- Tätigkeit Nr. 2

08/2007 - 08/2009 Musterversicherung AG, Musterhausen
Ausbildung zum Versicherungskaufmann

Ausbildung & Weiterbildung

06/2017 Versicherungsfachwirt, Weiterbildung GmbH

10/2012 Verkaufstraining, Musterversicherung AG

08/2009 Versicherungskaufmann, BHK Musterhausen

06/2007 Mittlere Reife, Realschule Musterstadt

Sonstiges

Sprachen: Deutsch (Muttersprache), Englisch (gut)

EDV: Windows, Word, SAP, CRM, Internet, E-Mail

Musterhausen, 01.09.2017
Max Mustermann
Max Mustermann

Personal info (Name, Date of birth, place of birth, nationality, family status)

Application photo (in case you are not using a cover page)

Your address and contact details (if you are not using a header)

List professional experience (anti-chronological), month+year, name of the company + short description, bullet points on your responsibilities

List education + further training (anti-chronological)

Other Skills (e.g. languages, software, volunteer work)

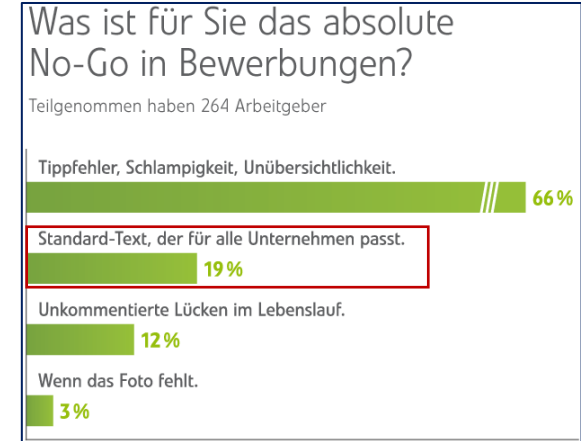
The word „Curriculum Vitae“ should be mentioned on the page

Place, Date, scanned signature

Application Documents- The CV

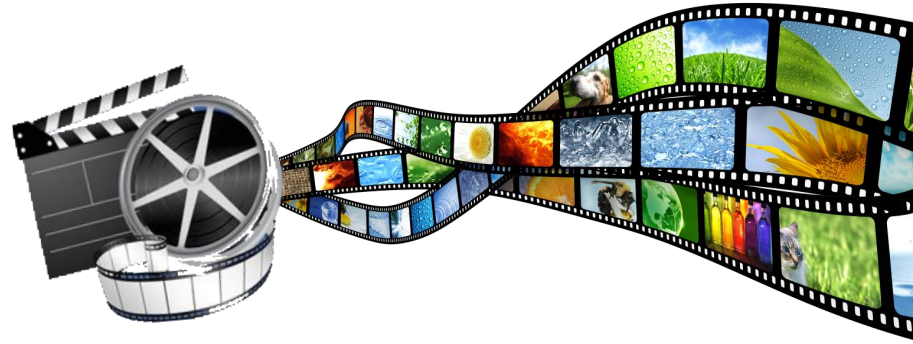
How to Design a **Professional CV**?

- **Personality**- Never underestimate the value of professionally-shot pictures. The first impression counts!
- Do not use the cheapest possible way (No photo-booths), private holiday pictures and most importantly **NO SELFIES!**
- Do not use **private, funny or hard to remember Email addresses** e.g. coolguy_91@yahoo.com, 189342113@qq.com
- Better: Name.Surname@gmail.com e.g. peter.schmidt@gmail.com



CV- Writing

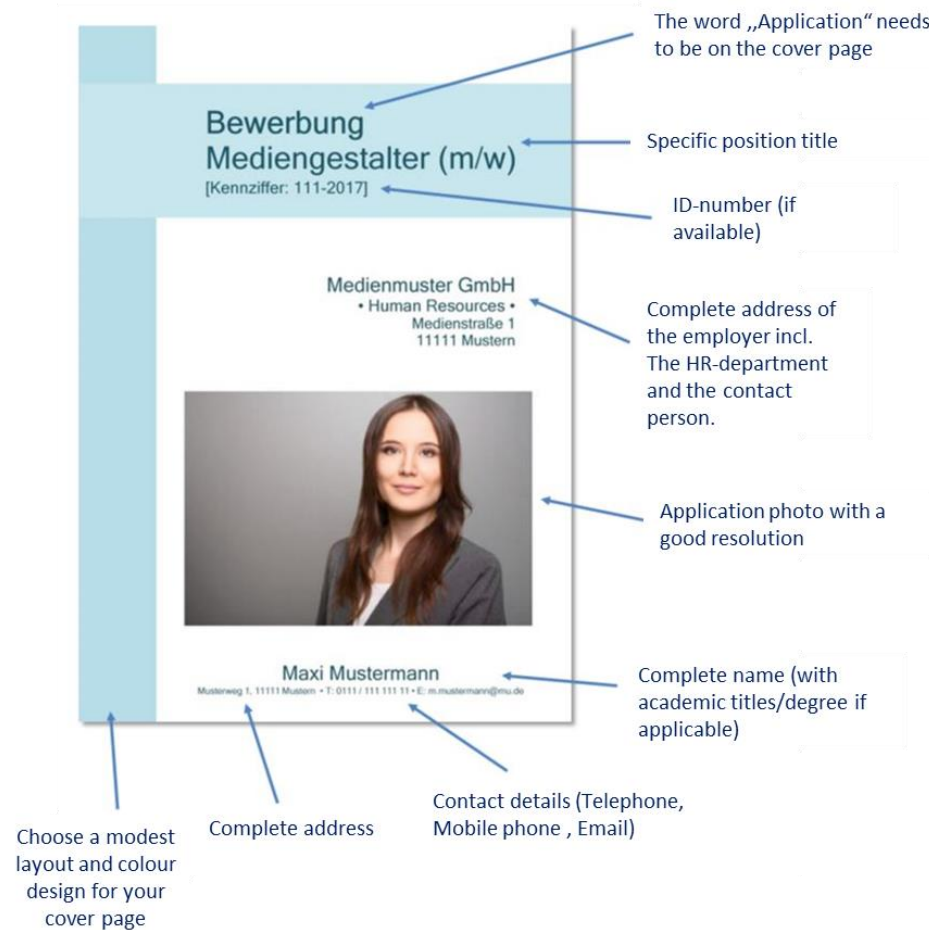
Watch Video: Writing a Professional CV



<https://www.youtube.com/watch?v=uG2aEh5xBJE>

Application Documents- Cover Page

Positive Example



Application Documents- Checklist

What Needs to be in **My Application**?

Must

- ☐ Cover letter (max. 1 page)
- ☐ Curriculum vitae (max. 2 pages)
- ☐ Study certificates (Copies, never originals)
- ☐ Reference letters
- ☐ Transcript of records

Can

- ☐ Cover page
- ☐ Certification of further/additional training (If relevant to job)

What Should Not Be in Your Application

- ☐ Spelling mistakes
- ☐ Salary expectations

Application Documents- Checklist

What Needs to be in my **Cover Letter**?

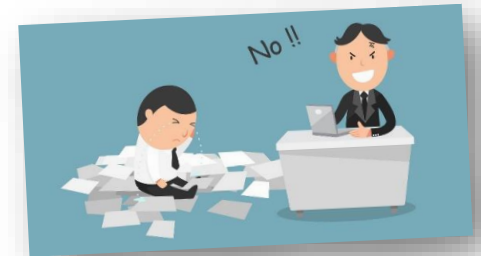
- ☑ Sender (name, address, telephone number, email-address)
- ☑ Date (right edge of page)
- ☑ Recipient (company, name+surname of contact person, address)
- ☑ Subject line (incl. specific reference to job/position)
- ☑ Form of address (always personal, never general: To whom it may concern)
- ☑ Original/creative opening sentence
- ☑ Relation /connection to the company



Application Documents- Checklist

What Needs to be in my **Cover Letter**?

- ☒ Motivation
- ☒ Short description of the personal profile, strengths, soft-skills (with examples)
- ☒ Reference to relevant skills (e.g. language), do not just reiterate everything from CV
- ☒ Recommendation letters
- ☒ Reference to earliest start-date, cancellation period of previous contract
- ☒ Closing statement
- ☒ Valediction and signature
- ☒ Attachments (CV, Certificates)



Application Documents- Checklist

What Needs to be in my **Curriculum Vitae**?

- ☑ Personal Info (name, date/place of birth, address)
- ☑ Family status and nationality
- ☑ Professional history (anti-chronological: newest first)
- ☑ Education (incl. military duty/alternative civilian service)
- ☑ Special Qualifications (further education, certificate, languages, IT)
- ☑ Personal interests (Association memberships, social commitment, hobbies)
- ☑ Place, Date, Signature



Application Documents- Checklist

What **Must NOT** be in my **Curriculum Vitae**?

- ☒ Reference to your parents or family
- ☒ Your parents' occupation
- ☒ Salary expectations
- ☒ The term “unemployed” (better: “actively seeking employment”)
- ☒ Personal commentary to previous positions (just facts!)

