CAREER
asenso

CREATING a STANDOUT

CV AND COVER LETTER

POWERED BY 5 ELK

GETTING STARTED
ON YOUR CV

Your CV is your passport to your future career, so it is worth investing the time and effort to creating a document that showcases your skills, your qualifications and your ambition. There are countless ways to design and layout your CV but remember to keep it simple, accurate & professional

- Limit your fonts, text sizes and colours
- Spell check & re-read for grammar errors
- Keep it to one page
- Write in bullets & short sentences
- Use dynamic doing words -

CAREER OBJECTIVE

This is your chance to pitch for the job you are applying for. MAke sure you tailor this to the role & use it as an opportunity to point out why you are the right candidate for the job.

EDUCATION

Start with the most recent first. Include your overall grades and your final year subjects. IF you are still waiting on final year results, note "due to graduate on X date. then, put down your previous year's results below. Include your final year subjects and results from secondary school.

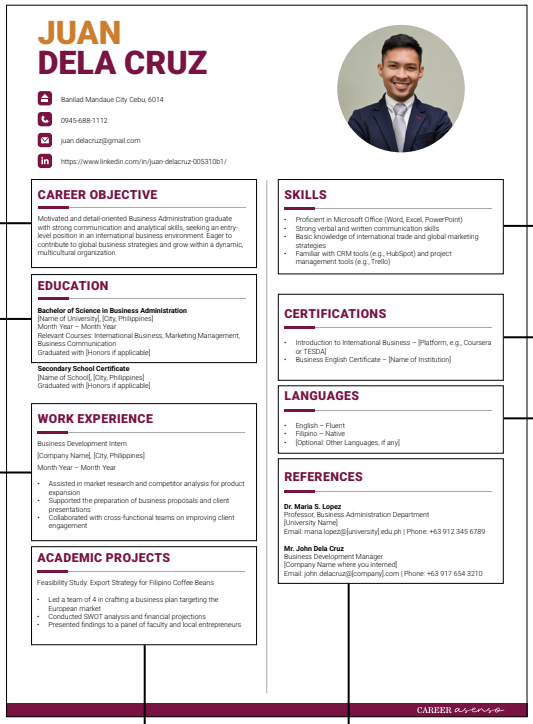
WORK EXPERIENCE

This is where you summarise your work experience to date, starting with the most recent. Include internships or other unpaid work experience. For each role, add 2 to 3 bullet points with your main responsiblities and any significant achievements.

Include part-time/ summer jobs even if they are in a different field - hospitality and retail jobs show that you can work in a team and that you can work hard.

ACADEMIC PROJECTS

This is optional, but worth including if have carried out research or other projects as part of your degree program.



JUAN
DELA CRUZ

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CAREER OBJECTIVE

Motivated and detail-oriented Business Administration graduate with strong communication and analytical skills, seeking an entry-level position in an international business environment. Eager to contribute to global business strategies and grow within a dynamic, multicultural organization.

EDUCATION

Bachelor of Science in Business Administration
[Name of University], [City, Philippines]
Month Year – Month Year
Relevant Courses: International Business, Marketing Management, Business Communication
Graduated with [Honors if applicable]

Secondary School Certificate
[Name of School], [City, Philippines]
Graduated with [Honors if applicable]

WORK EXPERIENCE

Business Development Intern
[Company Name], [City, Philippines]
Month Year – Month Year

- Assisted in market research and competitor analysis for product expansion
- Supported the preparation of business proposals and client presentations
- Collaborated with cross-functional teams on improving client engagement

ACADEMIC PROJECTS

Feasibility Study: Export Strategy for Filipino Coffee Beans

- Led a team of 4 in crafting a business plan targeting the European market
- Conducted SWOT analysis and financial projections
- Presented findings to a panel of faculty and local entrepreneurs

SKILLS

- Proficient in Microsoft Office (Word, Excel, PowerPoint)
- Strong verbal and written communication skills
- Basic knowledge of international trade and global marketing strategies
- Familiar with CRM tools (e.g., HubSpot) and project management tools (e.g., Trello)

CERTIFICATIONS

- Introduction to International Business – [Platform, e.g., Coursera or TESDA]
- Business English Certificate – [Name of Institution]

LANGUAGES

- English – Fluent
- Filipino – Native
- [Optional: Other Languages, if any]

REFERENCES

Dr. Maria S. Lopez
Professor, Business Administration Department
[University Name]
Email: maria.lopez@[university].edu.ph | Phone: +63 912 345 6789

Mr. John Dela Cruz
Business Development Manager
[Company Name where you interned]
Email: john.delacruz@[company].com | Phone: +63 917 654 3210

CAREER asenso

SKILLS

This should be a short bulleted list and can include

Technical/professional skills

- Microsoft Office (Word, Excel, PowerPoint)
- CRM tools (e.g., HubSpot, Salesforce)
- Project management tools (e.g., Trello, Asana)
- Data analysis (Excel functions, basic SPSS or Google Analytics)
- Social media marketing basics (Meta Ads Manager, LinkedIn campaigns)

Business Skills

- Market research
- Business writing and reporting
- Presentation and public speaking
- Negotiation basics
- Customer service and client relations

Soft skills (ie how you work with people and adapt to situations)
Strong communication skills (written and verbal)
Team collaboration
Problem-solving and critical thinking
Adaptability in multicultural environments
Time management
Attention to detail

CERTIFICATIONS & OTHER ACHIEVEMENTS

Include any certificates you have achieved. Feel free to add recognised achievements from extra-curricular activities - sporting, music & significant positions of responsibility

LANGUAGES

This is important, especially for international roles

English – Fluent (mention certifications if any, like IELTS, TOEFL)
Filipino – Native
Other languages (if you know any basic Japanese, Mandarin, Spanish, etc.)

REFERENCES

Give the names, titles, employer & contact details for 2 references . Always ask permission from your referees before including them.

JUAN DELA CRUZ



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Mr. John Dela Cruz
Business Development Manager
[Company Name where you interned]
Email: john.delacruz@[company].com | Phone: +63 917 654 3210

FIRST NAME

SURNAME

Your Address

Your Mobile Number

Your Email Address

LinkedIn Profile URL

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CAREER OBJECTIVE

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EDUCATION

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WORK EXPERIENCE

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ACADEMIC PROJECTS

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SKILLS

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QUICK GUIDE:
WRITING A COVER LETTER FOR FRESH GRADUATES

A strong cover letter helps you stand out, even with limited experience. Here's a simple structure you can follow, especially if you're a fresh graduate applying fo6aragraphs on one page.

1 STRUCTURE YOUR LETTER

Although you don't write these headings in the letter, this structure helps you organize your content:

****Paragraph 1: Introduction – Why You're Writing****

- State the job title and where you saw the posting.
- Include a brief sentence on why you're excited about this opportunity.

****Paragraph 2: What You Bring****

- Mention your degree and any relevant internship or project experience.
- Highlight 2–3 skills that match the job description.

****Paragraph 3: Why This Company****

- Show that you've done your research.
- Mention something specific you admire about the company and why you want to work there.

****Paragraph 4: Closing and Call to Action****

- Thank them for considering your application.
- Express interest in an interview and provide contact info.

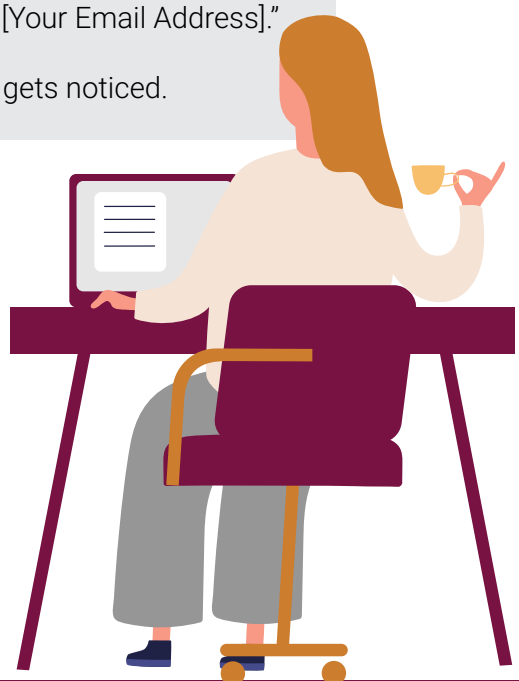
2 TIPS FOR WRITING

- Keep your tone professional but natural — write like a real person.
- Avoid formal clichés like "esteemed institution."
- Customize each letter for the company and role.
- Proofread carefully — grammar matters.

3 SAMPLE CLOSING LINE

"Thank you for considering my application. I'm available for an interview at your convenience and can be reached at [Your Phone Number] or [Your Email Address]."

With this format, you'll have a solid, tailored cover letter that gets noticed.



WORDS THAT MEAN ACTION

Your choice of vocabulary in your CV & cover letter is important. Here are some dynamic "doing" words to include when you are writing about your experience and achievements. You can use these powerful action verbs to start your bullet points and make your CV more impressive and energetic.

TO SHOW LEADERSHIP & INITIATIVE:

Led, Coordinated, Supervised, Managed, Directed, Delegated, Initiated, Launched, Organized, Facilitated

TO DEMONSTRATE COMMUNICATION & COLLABORATION

Presented, Advised, Negotiated, Explained, Communicated, Collaborated, Supported, Advocated, Liaised, Consulted

TO HIGHLIGHT YOUR PROBLEM SOLVING & CRITICAL THINKING

Solved, Analyzed, Evaluated, Investigated, Diagnosed, Identified, Resolved, Streamlined, Optimized, Prioritized

TO DESCRIBE CREATIVITY & INNOVATION

Designed, Created, Developed, Drafted, Built, Composed, Formulated, Conceptualized, Illustrated, Refined

PROJECT & TASK MANAGEMENT

Executed, Implemented, Planned, Scheduled, Completed, Coordinated, Monitored, Delivered, Produced, Achieved

DATA & RESEARCH

Researched, Collected, Computed, Documented, Measured, Interpreted, Forecasted, Quantified, Compiled, Tracked

CUSTOMER & CLIENT ENGAGEMENT

Advised, Assisted, Responded, Resolved, Served, Supported, Delivered, Engaged, Handled, Ensured

Pro Tip: Start each bullet point in your experience or projects section with one of these verbs. For example:

- Led a group project analyzing potential export markets for Philippine products
- Designed a marketing proposal targeting international Gen Z consumers
- Collaborated with interns and managers to improve client presentations

[Date]

[Hiring Manager's Full Name]
[Job Title]
[Company Name]
[Company Address]

Dear [Hiring Manager's Name],

I am writing to apply for the [Job Title] position at [Company Name]. As a recent graduate in [Bachelor's Degree] from [University Name], I'm eager to contribute fresh ideas, a strong work ethic, and excellent people skills to your team.

During my internship at [Company Name], I worked closely with the business development team on market research, client proposals, and team presentations. That experience, combined with academic projects like designing an export strategy for Filipino coffee beans, helped me develop key skills in communication, analysis, and collaboration across cultures.

I'm particularly drawn to [Company Name] because of your focus on international markets and inno vative approach to [industry/sector]. I'd love the opportunity to grow with your team and contribute to projects that make a real impact globally.

Thank you for considering my application. I'd be happy to talk more in an interview about how I can support your team. You can reach me anytime at [Phone Number] or [Email Address].

Sincerely,
[Your Full Name]
[Mobile Number]