

Skills, CV's and Letter Writing

If you've got it flaunt it

Skills

Mind Set

Experience

Creativity



FIXED MINDSET

- I'm only good at certain things
- I give up when it gets too hard
- I hate challenges
- I take feedback and criticism personally
- I don't like don't like doing things I don't know



GROWTH MINDSET

- I can be good at anything
- I try until I get results I want
- I embrace challenges
- I welcome feedback and criticism
- I like learning new things

Skills for Employment

For many people today, a career for life is no longer an option.

Most people will hold jobs with a variety of employers and move across different employment sectors through their working life.

We therefore all need to be flexible in our working patterns and be prepared to change jobs and/or sectors if we believe there are better opportunities elsewhere.

For this, we need to understand that we all have a set of transferable skills or employability skills.

These are skills that are not specific to one particular career path but are useful across all employment sectors.

What are Employability Skills?

Your education and experience may make you eligible to apply for a job but, to be successful in most roles, you will need skills that you are likely to develop over time.

What are Employability Skills?

Some will be specific to the job (hard skills), but the vast majority will be so-called 'soft skills' that can be used in any job or employment sectors.

These soft skills are 'employability skills': they are what makes you employable.

Some of the top skills employers look for in graduates include:

Creative Problem Solving

Time management

Confidence

Decision making skills

Ability to work under pressure

Initiative

Leadership

Adaptability

Think of how you can demonstrate each of these skills when writing your CV.

How can I demonstrate skills on my CV?

Here are a few dos and don'ts you should follow when talking about your skills in a job application:

Do: refer back to the job description to ensure you're only including relevant skills.

Don't: forget to include real-life examples that accurately demonstrate your abilities.

Don't: use clichés or buzzwords.

Do: focus on how your skills will make you great at *their* vacancy.

Don't: be vague (especially when it comes to industry-specific proficiencies).

Your Task:

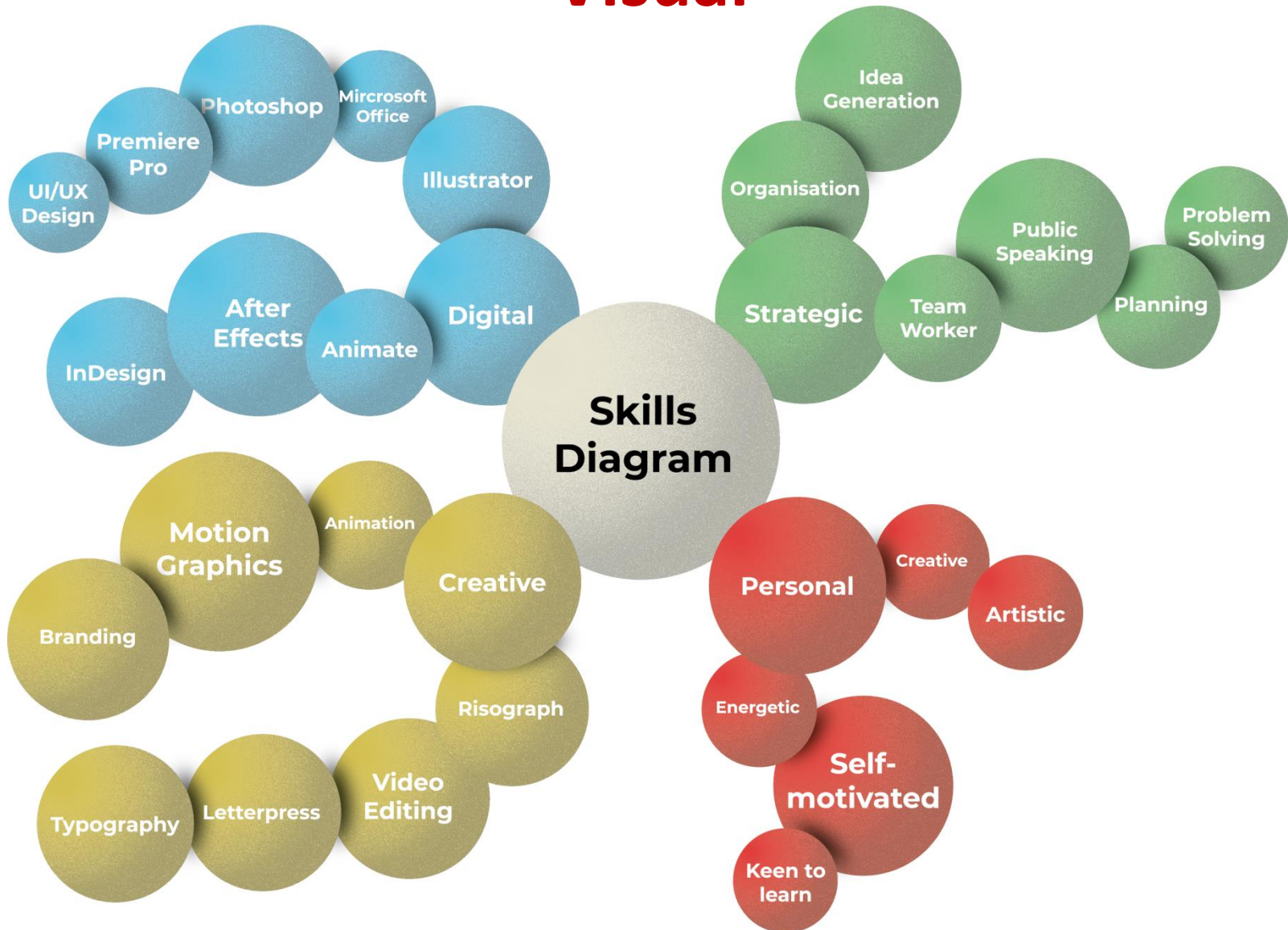
List your skills for employment/soft skills and give real life give examples of how you have demonstrated them.

Not just what you are good at but also weaknesses and what you need to improve on.

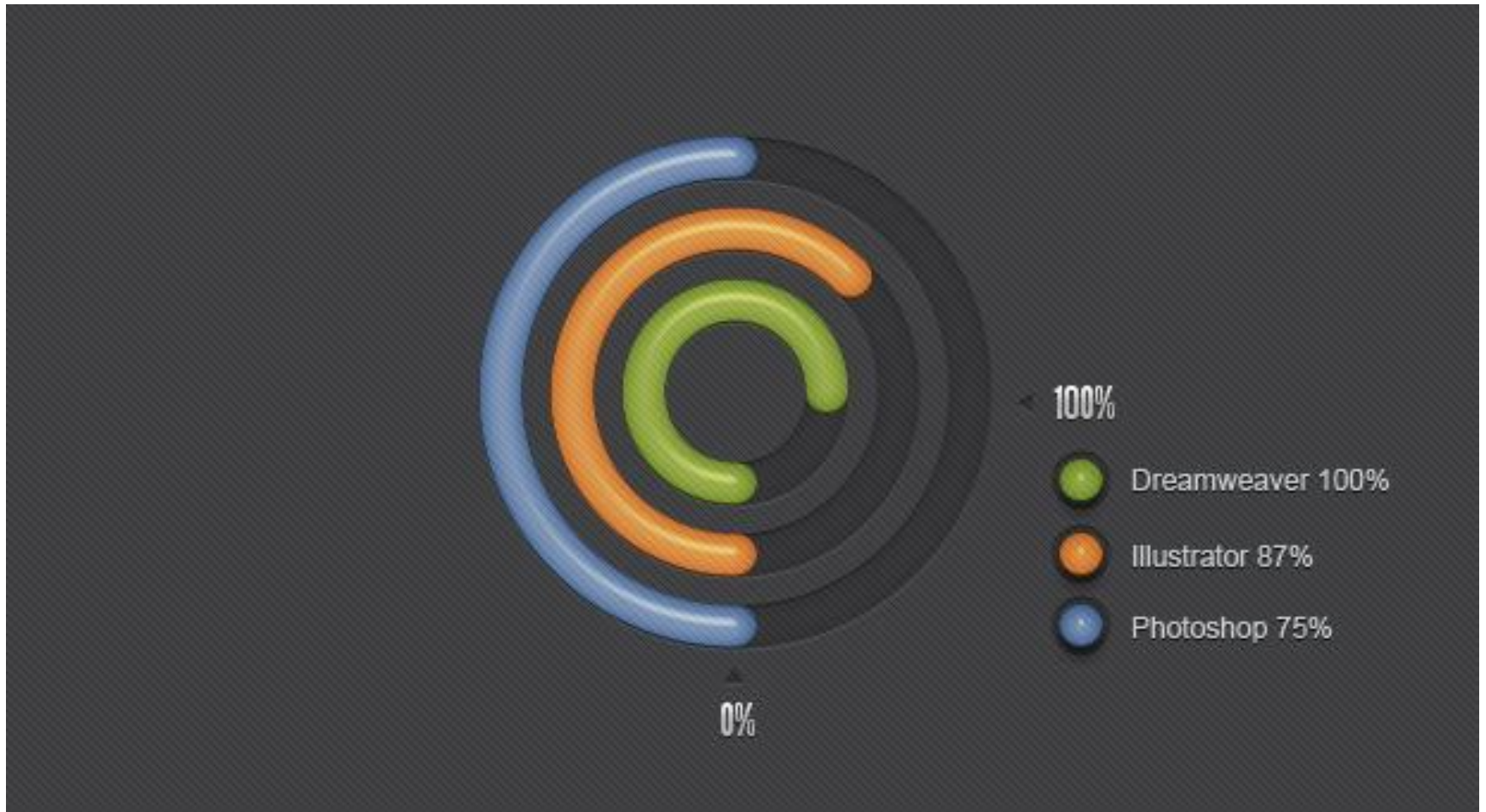
Creative Skills Diagram

It's all about you

Visual



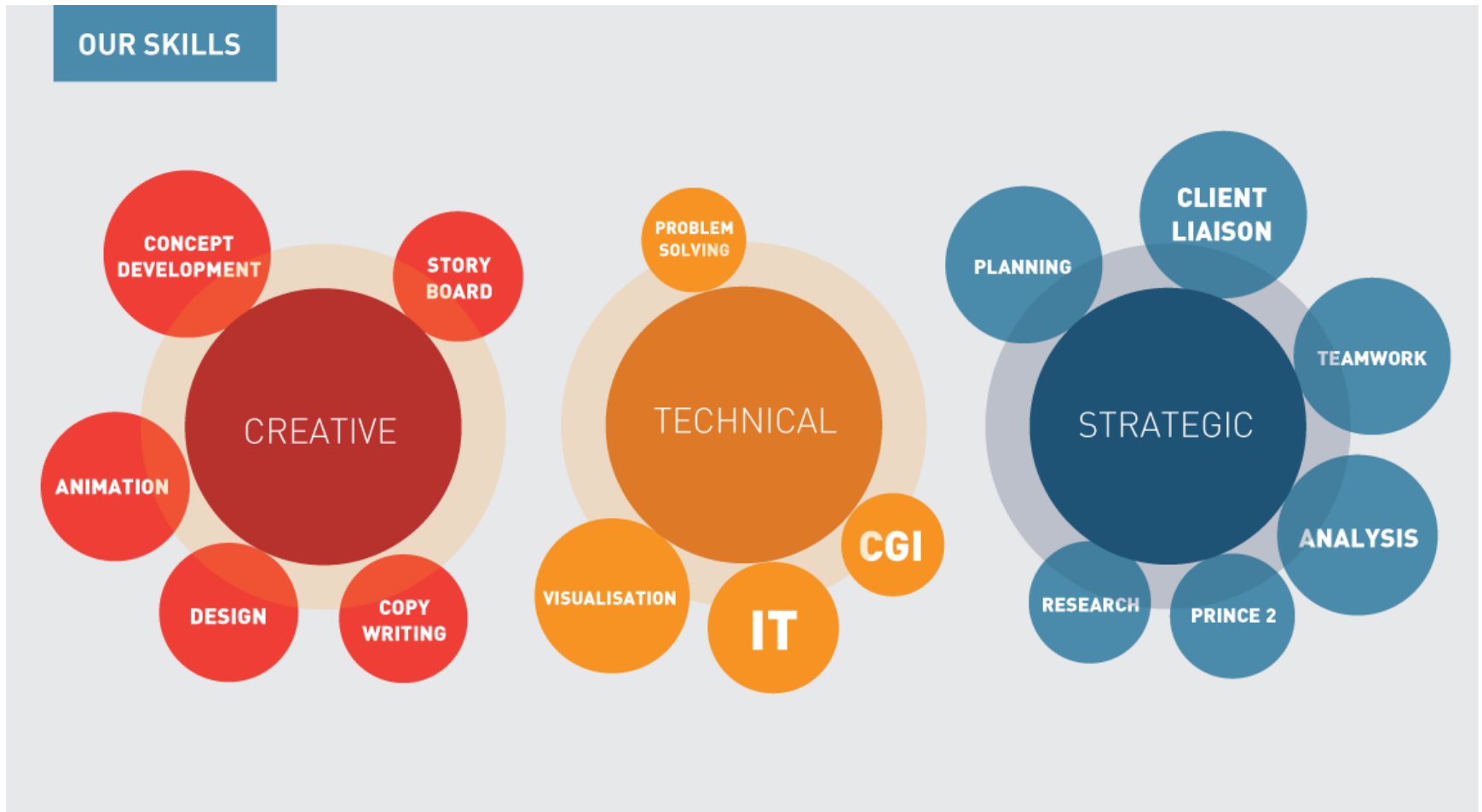
Visual and mathematical



Visual



Visual and simple



Detailed and visual



Your Task:

Create skills diagrams for your hard and soft skills.

**Not just what you are good at but also what you
need to improve on.**

You are the designers so be creative!

CV's

CV design considerations

There are no set standards.

A source of relevant information of interest to the employer.

Remains flexible / adaptable - can be easily modified.

Is targeted towards employer's needs.

Presented / designed for easy reading.

CV contents

Personal details - why do you stand out?

Skills and career summary.

Key achievements.

Qualifications gained / pending.

Contact details (Including website).

References available on request.

CVs - types and variations

Full CV - typically two pages.

Online CV - Prepared in bare text formats for easy transfer - kept simple and concise.

Dedicated online CVs - registered on recruiter's database after being prepared via their CV builder webpage or standard forms supplied.

CV Do's and Don'ts

Do

Keep it clear and simple.

Keep it short, maximum of 2 pages.

Be positive and elaborate on achievements and results.

Adapt your CV to different jobs and opportunities.

Know your CV thoroughly, its often the basis for interview.

Pay attention to layout, spelling and grammar.

Use short sentences, not long paragraphs.

CV Do's and Don'ts

Don't

List salary requirements.

Disclose why you left your previous job.

Have any spelling or grammatical errors.

Send cheap paper or poor photocopies.

Copy someone else's CV.

Invent information that you can't justify at an interview.

Highlight problems i.e. divorce, redundancy, health.

Creative CV's

Don't let the medium interfere with the message.

Start by producing a standard CV. Only when the wording is excellent consider something that is a bit different: get the content right before focusing on the design.

A well designed CV would be expected from students who have studied a design-related degree.

You need to balance eye-catching/different with a sharp and professional promotion of your style.

Creative CV's

Presentation is particularly important but that does not necessarily mean an unusual CV.

Let your work do the talking, not the CV layout.

Don't include content such as graphics if they don't add any useful information about you as this is the sole purpose of a CV!

CVs, Letter Writing and Skills

hayleywellsillustration@gmail.com
www.cargocollective.com/hayleywells
@HWIllustrator

WHAT MAKES A DESIGNER?

EDUCATION fig.1

- BA (Hons) Illustration
First Class Honours
University of Lincoln (2013)
- Foundation diploma in Art & Design
Distinction
Cambridge Regional College (2010)
- A Level Graphic Design, Fine Art, Mathematics
A.A.C
Longsands College (2009)
- 10 GCSEs, including Maths, English
and Science
A* - A
Longsands College
(2006-2007)

EYE FOR DESIGN fig.2

A broad knowledge of the visual arts provides commercial awareness and supports and informs creative decisions. A high level of attention to detail also helps.

COMMUNICATION fig.4

- Confidence to express ideas in a clear and understandable way, whether verbally or visually
- Experience in group critiques and presenting work directly to clients
- High level of verbal and written literacy
- Experience using social media for self promotion
- Friendly and approachable manner

TECHNICAL SKILLS fig.7

- Photoshop
- Illustrator
- InDesign
- Microsoft Office

Experience with both Mac OS and Windows operating systems

RELEVANT EXPERIENCE (FREELANCE) fig.8

- Anorak Magazine, Volume 29 (2013)
Illustrated game published in magazine
- East Midlands Vegan Festival (2013)
Logo and flier design, illustrated recipes
- Transition Lincoln (2013)
Logo design
- Lincoln Green Pages (2012-13)
Layout design for monthly paper in both print and digital formats, plus a monthly editorial spot illustration
- University of Lincoln Vegetarian Society (2012-13)
Logo design plus design and illustrations for printed material

CREATIVITY fig.9

- Training as an illustrator results in a slightly different, but equally creative, way of thinking to those trained in graphic design
- Ability to generate and develop multiple ideas for a single brief
- Good drafting skills in both traditional and digital media
- Creative experience on briefs including logo design, book jackets, magazine illustration and children's books
- Eagerness and passion to create

PASSION EMPATHY ETHICS fig.5

Personal attributes that underpin creative and professional decisions.

fig.3

Excellent listening skills. Particularly useful for gaining feedback, accepting criticism and following instructions.

fig.6

The ability to work under the pressure of strict deadlines. Organisation, punctuality and prioritising all contribute to this.

Coming Soon to a Desk Near You...

The Tracey Wright Creative

Illustrator

Education:

Graduated from **Plymouth** University in 2012...

Ba (Hons) Illustration

Foundation Course in Illustration at Swindon College

4 A Level's and 10 GCSE's at Wootton Bassett School

Extremely Creative, Great Team Worker, Skilled, Imaginative, Reliable, Motivated and Hard-working!

Skills:

Indesign, Photoshop, Drawing, Painting & creating NEW BIG Ideas!

Personal Details:

Name: Tracey Wright

DOB: 26/12/1989

Contact me:

traceylwright89@aol.com

traceywrightillustration.co.uk

traceylouisewright.blogspot.co.uk

07984023450

59 Garraways

Wootton

Bassett

SN4 8NQ

CVs, Letter Writing and Skills



GRAPHIC ARTIST

phill rees



NAME:

Phillip Rees

ADDRESS:

7 Maes Y Berllan,
Betws,
Ammanford,
Carmarthenshire,
SA18 2PT.

TEL:

(01269) 593000

MOBILE:

07976945679

EMAIL:

phillrees@hotmail.com

QUALIFICATIONS:

Amman Valley Comprehensive School
(1993 - 1998)

GCSE's

Art: A,
Science: B,B,
Welsh: B,
Technology: B,
Geography: C,
Welsh Literature: C,
Maths: C,
English: C,
R.E (Short Course): C,
City and Guilds Engineering: Pass

A Levels:
Art: B
Technology: C
Geography: C

CCTA (2000-2001): Art and Design
Foundation Diploma: Merit

Swansea Institute Of Higher Education (2001- 2004):
BA (Hons) Graphic Design, 2:1

SKILLS:

Courses -

>Electronic Illustration Module
>Introduction To Photography Module,
>Advanced Electronic Illustration,
>Professional Studies Module,
>Introduction To Multi-Media Design,
>Life Drawing.

As seen by the list of courses I have completed, I have a diverse range of skills and combine all these areas to produce an eclectic range of work. I enjoy using my drawing skills and combining these to influence the thought process of my work and don't totally rely on the Mac to influence the outcome of my work. I am very patient and always strive to develop and learn new skills to advance as a designer. I fully embrace challenges and can deal with difficult situations. Deadlines are something that I always strive to achieve and when given a task/ brief I always deliver my best effort.

I have had experience in using a range of design software and am fully confident in using Adobe Photoshop and Adobe Illustrator, I am confident in using Quark Express and Macromedia Flash MX and Dreamweaver MX and have had some experience in using Content Management software. While at university I have developed my organizational skills, communication skills and gained in confidence and had the opportunity to produce live work for actual companies and organisations. I have been involved in the D&AD Student Awards 2004, Next Level Design Exhibition and New Designers 2004 Exhibition in London.

I would like to think of myself as a creative, hard working person who always gives one hundred percent in anything that I do and am committed in achieving my personal goals and professional goals.

HOBBIES:

I spend a lot of time listening to music and find it very relaxing. I enjoy drawing and painting and constantly look to find new inspirations and subject matter to paint. Photography is also a very important pastime of mine and often incorporate my own photography in my art work. I enjoy socialising with friends, going to the cinema. I use the internet to keep myself informed on advancements in technology and design.

EMPLOYMENT.

Tesco Ammanford -
May 1999- Present

Tesco Stores Ltd,
Baltic Saw Mills,
Park Street,
Ammanford,
Carmarthenshire,
SA18 2LR.

Tel: - 01269 851400

I work in part time Tesco's in Ammanford, as a Front-End Designate. The job is a under manager role which involves making sure all the checkouts are working efficiently, the department is sufficiently staffed and to control the queue's on the checkouts. My job also involves spending a lot of time on the Customer Service Desk where I deal with all sorts of issues, problems, and maintaining customer service level's, which is something I truly feel passionate about.

As a part of my job role I have to deal with a variety of staff issues and consider myself as being fair and rational. As a part of the job I also have had experience with wages, cash office, CCTV security and some legal issues. I have also begun management training and have been on various courses to deal

danallen-design.co.uk



graphic design & creative artwork

07977 130210

dan@danallen-design.co.uk

Curriculum Vitae

Personal Information:

Name Daniel Robert Allen
Address 23 Charlesmere Gardens, The Reach,
West Thamesmead, London SE28 0NG
Telephone 02088 551314/07977 130210
Email dan@danallen-design.co.uk
Website www.danallen-design.co.uk

Nationality British
Date of Birth 08/10/78
Marital Status Married

Profile:

As a young and enthusiastic designer I feel that I have accomplished a great deal in the four and a half years since completing my graphic design degree. From being offered a design role just after graduation I was promoted twice to a position of management, where I maintained a high standard of work and professionalism until I ventured into the United Kingdom's design capital. Since relocating to London I have successfully carried out freelance work for both private clients and a freelance recruitment agency, until being offered my current position whilst freelancing at an established West End agency. From here I have extended my creative and technical abilities, and continue to develop as a creative and an individual.

Software Skills:

Print

• QuarkXpress • InDesign • Photoshop • Illustrator • Acrobat • Freehand • Suitcase
• Flightcheck • Transmission Director • Portfolio • Pitstop • Ad Express • Pass4Press

Web

• Dreamweaver • Flash • Fireworks

General

• Word • Excel • Powerpoint • Apple iApps • DVD Studio Pro • Quicktime Pro
• Various music applications

Computer Skills:

I am very knowledgeable within the Macintosh Operating Systems from 8.6 - 10.3, with the ability to set up, maintain and troubleshoot. I am also comfortable within the Windows environments 95 - XP.

5 Skills that employers want to see on your CV

1. Communication

2. Leadership/Management

3. Planning/Organisation

4. Problem Solving/Creativity

5. Teamwork

CVs – FAQ's

How long should a full CV be?

Generally speaking no more than two sides. One side CVs are perfectly acceptable but some graduates may have trouble fitting everything on to one side.

Do I need to include references?

Not unless the employer has specifically asked for them. Better to put 'References available upon request' at the bottom of your CV.

CVs – FAQ's

What colour paper should I use?

White A4 size paper is perfectly acceptable - you don't need to buy some very expensive paper as the content and layout of the CV are the most important aspects.

A pale pastel colour is also OK if you want to be a little different, but don't use garish colours!

CVs – FAQ's

Do I always need a covering letter?

Yes! This should be no more than 1 side of A4. Research has shown that applicants who included a covering letter with their CV were 10% more likely to get a reply.

Should I include my age?

Since age discrimination legislation was implemented, you don't need to include your date of birth.

CVs – FAQ's

I'm not sure where I will be living after the summer, so what do I put down as my address?

Anywhere that you can rely upon. Your parents'/relatives' address is usually a good idea. Somewhere the employer is able to contact you at. And quickly.

Should I include 'salary expectations' on my CV?

No.

CVs - conclusion

Tailor the CV to the job application whenever possible.

Think of it from the employer's point of view.

Get the relevant information over quickly and effectively.

Punchy and positive throughout.

If it isn't working - review it!

Your Task:

Start to write your CV using the template supplied.

Create a text version first, forget about design at this stage.

Once you are happy with the information, then you can start to think about the design.

Letter Writing

Letter Writing - Four parts

Introduction and statement of source.

Reason for interest.

Statement of relevance.

Conclusion.

Letter writing in response to advertisements

Make contact with the employer or agency before writing if possible.

Discuss the job, show interest.

Remind employer of the conversation in your letter.

Be sure to quote correct reference no. or where the advertisement was seen.

Working with Agencies (Inc. Recruitment)

Agencies usually act as consultants to both the employer and the creative.

Discuss the job, joint interest is to get you into work.

Keep in touch and update whenever possible.

Do your industry research!

Company websites often have links for work experience and job vacancies.

If there is no separate page for opportunities you can sometimes find it on the Contacts page.

SBW

Contact: (+44) 0117 906 9902 or (+44) 02921 680 255 Email: advertising@sbwadvertising.co.uk

HOME WORK ABOUT BLOG **CONTACT**

Current Vacancies.

SBW are an Integrated Advertising Agency, with offices in Cardiff and Bristol.

See current vacancies below. If you don't see something you're that matches you, feel free to get in touch with your CV or portfolio and we'll keep them on record for future positions.

Send us your CV.

What We Do

Strategy & Planning
Branding & Campaigns
Media Planning & Buying
Digital & Social Media
Employee Engagement & Attraction

Yr Hyn Rydym yn ei Wneud

Strategaeth a Chynllunio
Brandio ac Ymgyrchoedd
Prynu a Chynllunio Cyfryngau
Cyfryngau Digidol a Chynnwys Cymdeithasol
Ymgysylltu â Gweithwyr ac Atyniad

SBW Bristol

The Coach House,
26B Oakfield Road,
Bristol BS82AT
England
Tel: (+44) 0117 906 9902

SBW Cymru

Cambrian Buildings
Mount Stuart Square
Cardiff CF10 5FL
Wales
Tel: (+44) 02921 680 255

<https://www.sbwadvertising.co.uk/contact-us/>



contact

call us
+44 (0) 207 258 3979

find us
12, Bishops Bridge Road,
London, W2 6AA

email us
hello@adamandeveddb.com



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CVs, Letter Writing and Skills

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AMV BBDO Work News About People Contact

Welcome What is the AMV Academy Application Meet the Departments Tips FAQ Creative Placements Work Experience

Applications are now closed.

We are not currently accepting applications for the AMV Academy.

Please follow [@AMVAcademy](#) for information on when and how to apply for our 2021 program.



HANNAH PENN
Deputy Head of Account Management

f t in

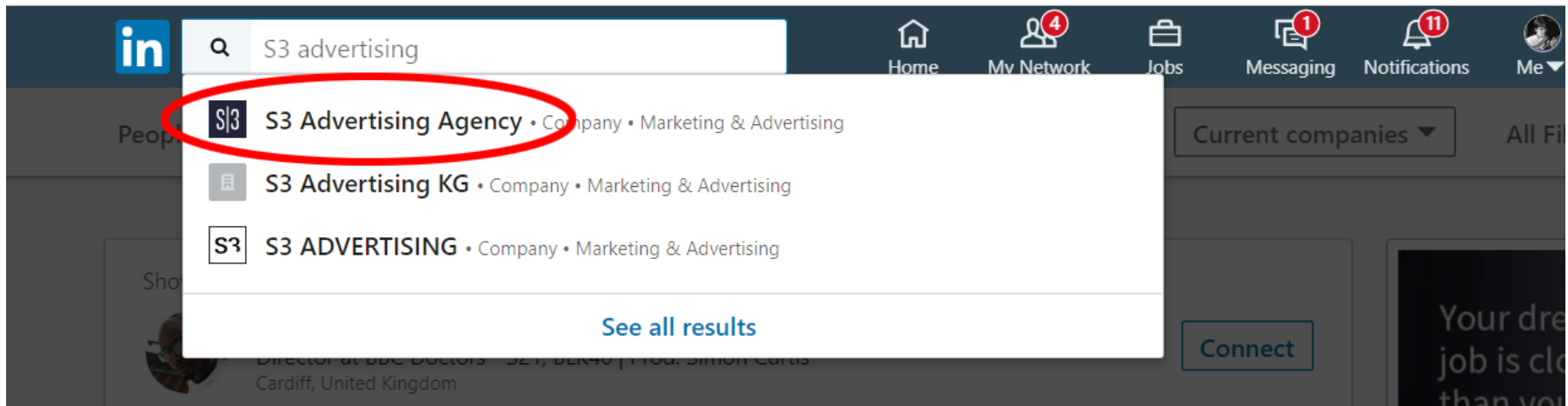
[jobs — AMV BBDO](#)

LinkedIn

LinkedIn is also a good resource for finding art directors and advertising creatives – if you don't already have a LinkedIn account, get one now.

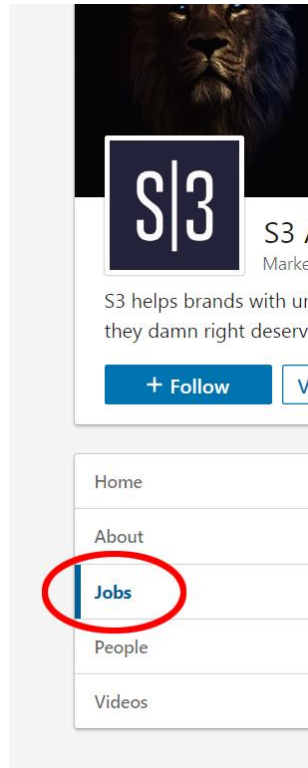
LinkedIn

Once you have an account you can search for a company – S3 Advertising for example:



Click on the company name to go to their page.

LinkedIn



You will see, either along the top, or left hand side, of the page (depending on PC or MAC) a menu with clickable links. You will see a link for current job vacancies they may have etc. (see left)

LinkedIn

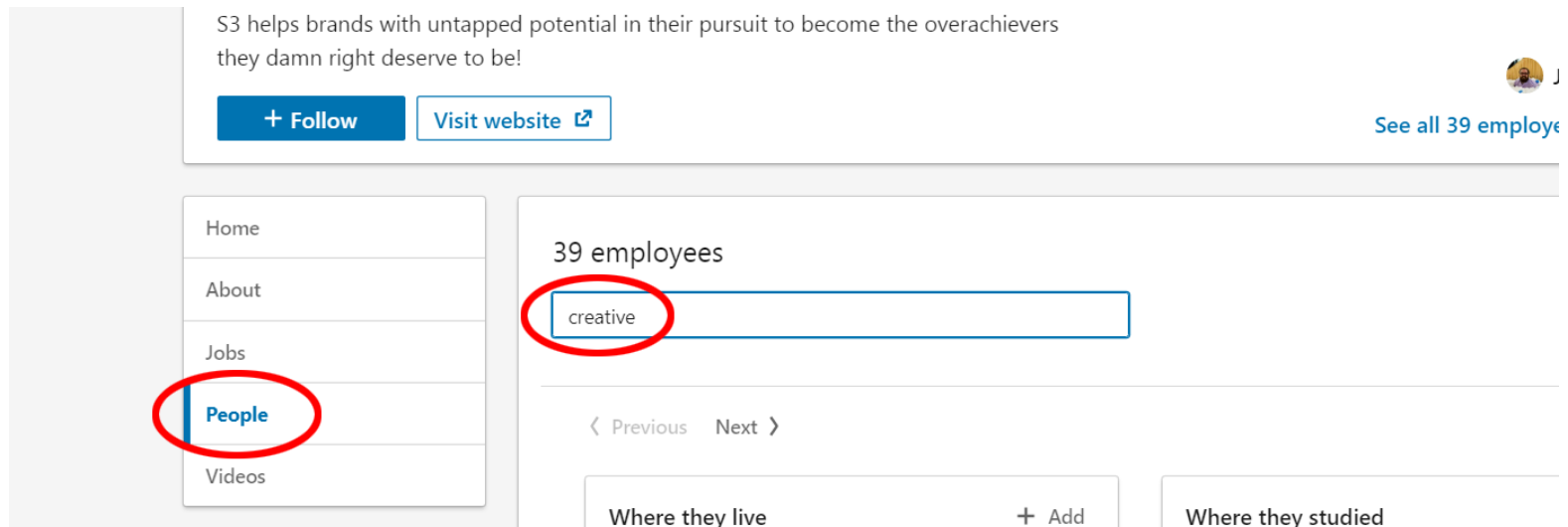
Unfortunately S3 have no current vacancies but you can create an alert to be notified when they have.

The screenshot shows the LinkedIn profile of S3 Advertising Agency. The profile header includes the company logo (S|3), name, industry (Marketing & Advertising), location (Cardiff, Wales), and follower count (2,132). A description states: "S3 helps brands with untapped potential in their pursuit to become the overachievers they damn right deserve to be!". Navigation buttons for "+ Follow" and "Visit website" are present. A testimonial from Joshua is shown with the text "Joshua works here" and a link to "See all 39 employees on LinkedIn".

On the left sidebar, the "Jobs" tab is circled in red. In the main content area, a banner for "Create job alert for S3 Advertising Agency" is displayed, with the "Create job alert" button circled in red. Below this banner, a message states: "There are no jobs right now. Create a job alert and we'll let you know when relevant jobs are posted."

LinkedIn

Click on the 'People' link and you will now see a list of employees that you can connect with (like adding a friend on Facebook). If you want to refine the search you can search a keyword (see below)



LinkedIn

This is part of the list my search returned



S3 Advertising Agency

Marketing & Advertising · Cardiff, Wales · 2,132 followers

+ Follow

Visit website

Home

About

Jobs

People

Videos



David Warfield · 2nd
Creative Copywriter at S3
ADVERTISING AGENCY

1 shared connection

Connect



Steffan Mitchell · 2nd
Social Media Content
Producer

9 shared connections

Connect



Leanne Bisby · 2nd
Art Director / Designer

8 shared connections

Connect



Beth Cook MCIPR · 2nd
Senior PR & Content
Executive/Planner at S3...

1 shared connection

Connect



Mike Webb · 2nd
Managing Director at S3
Advertising

26 shared connections

Connect



Natalie James · 2nd
Culture & Operations
Executive

7 shared connections

Connect



Stephen Lewis · 2nd
Head of Web Design and
Development at S3...

3 shared connections

Connect



Tom P. · 2nd
Content Producer at S3
Advertising

2 shared connections

Connect

Writing speculative letters/emails

It's tempting to send an email with a website link to a potential employer/client but it can sometimes be better to send them something in the post which they can keep.

They might not have the right opportunity for you at that time but if they have something tangible from you they're much less likely to forget you.

Writing speculative letters/emails

Follow up with a phone call or email a few days after they receive their post and (if geographically possible) ask if you can come in and show them your portfolio.

Face to face meetings are a fantastic way to build up a personal relationship with your clients.

Writing speculative letters/emails

Use headed paper with your logo/branding and contact details.

Use good quality paper and also consider how you can make the envelope stand out.

Writing speculative letters/emails

If you can only contact by email don't attach examples of work unless specifically asked – instead include a link to your work.

Use a professional email address.

Create a branded signature if you can.

Writing speculative letters/emails

Do your research – show that you know about who you are approaching – their client list and the work they have done.

Write a polished, professional, well crafted, and error free letter. Don't rely on spell check - get someone you trust to proofread.

Your Task:

Research four graphic design studio's/advertising companies in the area you want to work.

Record their name, address, company URL and find the name of a contact you can write to and his/her/their contact details.

Draft a letter and email to that person using the letter template as a start.