

Before you start

Your CV is your personal marketing document. It should clearly summarise your education, experience, skills, and interests relevant to the role.

The most important advice from employers is to adapt your CV to each role and organisation you apply for.

Always read the job description, person specification, or essential criteria carefully and identify what the employer is looking for, including skills, knowledge and experience, qualifications and personal qualities. If this information is not clear, research similar roles or previous adverts.

Next, gather evidence from your experiences,

such as part-time jobs, work experience and internships, volunteering, university or college projects, sports, clubs and societies.

Then identify which aspect of your life demonstrates each skill to best effect.

What to include in your CV

CVs may vary in style, but most include the following sections:

Contact Details

Include your name, location, email, phone number, and (if relevant) a LinkedIn profile. No further personal details are required unless requested.

Profile or Career Aim

This is optional, but if included, keep it brief (3–4 lines). Summarise who you are, your key strengths, and your career goals.

Education

List your education in reverse chronological order (most recent first). Include course names, institutions, dates, and degree classification. Highlight relevant projects, coursework, or group work that involves applying your knowledge and skills to real problems. Demonstrate skills such as teamwork, research, and problem-solving. Consider adding a Project Experience subsection to expand on these. Include practical or technical skills gained (e.g. lab work, software, fieldwork, study abroad). Only include school qualifications if required.

Experience

List your work experience in reverse chronological order, including job title, organisation, and dates. Focus on relevance - more relevant roles should have more detail and be positioned prominently. You do not need to include every job, it may be a specific date range. To attract employers' attention to your most relevant experience, you may divide this section into categories such as Relevant Experience, Additional Experience and Volunteering.

Additional sections

Depending on what the job is looking for, include sections such as Technical or Key Skills, Leadership Experience, Extra-curricular Activities, Professional Development, Interests. You can also group these under "Additional Information" and include languages or a driving licence where relevant.

Final Tips

Use clear, positive language throughout your CV.

We would recommend avoiding CV templates, as they can limit flexibility and originality – start with a blank document instead.

For further support, book an appointment with the Careers Service



Using AI Tools

We acknowledge that AI is a rapidly evolving area within the labour market.

As an impartial service we seek to provide you with advice and guidance on using AI for CVs and applications, based on our knowledge of the labour market and feedback from employers.

We are not discouraging you from using GenAI tools in your career planning and job search - we recognise they can be genuinely useful. They can help you generate ideas but should not be used to produce your CV in its entirety.

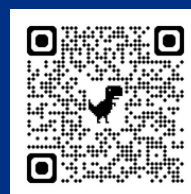
Employers have varying attitudes to the use of AI in CVs, and we recommend that you always check the employer's own guidance before applying. Some explicitly state they will reject AI-generated CVs and applications, others welcome AI use within their own guidelines. Following their guidance is essential - non-compliance can result in your application being rejected or an offer being withdrawn.

Finally, consider having your CV reviewed by a Careers Adviser before applying. This is your chance to have a personalised discussion with a qualified professional, who understands what the employers are looking for.

CareerSet

If you choose to use AI as part of your job-search process, we've partnered with CareerSet to help you do it confidently and effectively. From CVs and cover letters to interviews, LinkedIn optimisation and career exploration, every tool is designed to help you learn, improve and build genuine confidence in your applications.

You can sign up for CareerSet from your CareerHub account at <https://careerhub.gcu.ac.uk>
Scan the code to access CareerSet



CVs Dos and Don'ts

Do

- Keep it clear and concise - 1-2 pages, readable font (Calibri, Arial, Helvetica, 11-12pt) - avoid half pages.
- Tailor your CV - customise for each role and use job description keywords.
- Start with a strong profile - 3-4 lines summarising your relevant experience and goals.
- Focus on achievements - use active verbs and think about impact (e.g., 'Increased sales by 15%').
- Organise logically - Contact Details, Profile, Experience, Education
- Proofread before sending - check spelling, grammar, and formatting.
- Use consistent formatting - aligned margins, consistent bullet styles, bold/italics sparingly, no icons/emojis

Don't

- Don't include personal details like age, marital status, religion, or a photo.
- Don't use vague descriptions - be specific and targeted about your role/results.
- Don't clutter the page - use bullet points and spacing for readability.
- Don't use unprofessional email addresses (use a format such as firstname.lastname@email.com).
- Don't use clichés like 'team player' or 'hard worker' - show specific examples instead.

Rory MacLellan

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www.linkedin.com/in/maclellory

A Business Management student with experience working in customer facing roles, strong time management and team working skills. Currently seeking a part-time position in a customer service role, available evenings, weekends and during university breaks.

Relevant Experience

Feb 2023 – Feb 2026 B&M, Sales Advisor, Glasgow

- Provided excellent customer service, managing cash and card transactions; assisting and advising customers on products, and providing alternatives when appropriate, consistently received excellent customer feedback
- Rotated across different departments as required, supporting colleagues by adapting quickly and keeping product knowledge up to date

Aug - Dec 2024 Macmillan, Fundraising Volunteer

- Led a group of 6 volunteers and coordinated appropriate fundraising locations to raise maximum amount of funds; awarded prize for best team of the month December 2024
- Adapted my communication style to build rapport with a wide range of customers to generate donations of up to £100, awarded the prize for raising the most money, two months running

Additional Information

Summer 2026 Volunteered at Commonwealth Games, Glasgow 2026

- Signposting visitors to events and answering queries at Glasgow Central Station
- Adapted communication to speak with visitors from many different countries
- Promoted Glasgow as a tourist destination to visitors

2025 – present Member of GCU Football Society

- Responsible for liaising with other universities to arrange matches
- Play and train regularly several times a week

Education

2025 – present BA (Hons) Business Management, Glasgow Caledonian University

Modules include: Operations and supply chain management; Fundamentals of financial technology; Social media marketing; Responsible management and practice

2023– 2025 HND Business Administration, Glasgow Kelvin College

Modules include: Economics micro and macro theory; Preparing financial forecasts; Business law; Statistics and international marketing; Project management: Strategy, decision-making and risk
(A in Graded Unit Project)

2018 – 2023 Millfield High School

Highers: English (C), Modern Studies (B), Drama (C)

National 5s: 6 in total, including Maths and English

Duncan Woods

Glasgow 07674 6642220 dwoods@btconnect.com [linkedin/in/duncan-woods](https://www.linkedin.com/in/duncan-woods)

Profile

Final year Applied Bioscience student with hands-on laboratory placement experience and strong research and analytical skills. Excellent communication and teamworking skills developed from customer service roles. Seeking a graduate role within the life sciences sector with a focus on microbiology.

Education

BSc (Hons) Applied Biomedical Science, Glasgow Caledonian University **Sept 2023 - Present**

Relevant modules:
Biological Chemistry, Clinical Microbiology, Microbial Genomes, Molecular Diagnostics, Clinical Immunology and Infection and Immunity.

Research project at the Centre for Rheumatic Diseases, Glasgow Royal Infirmary, involved the determination of temporal nitric oxide levels in patients with rheumatoid arthritis. The results of this study were presented at the First International Conference for Therapeutic Approaches to Nitric Oxide, San Francisco, June 2025

Scientific skills

- General lab skills – health & safety, SOPs, GLP, calculations, pipetting
- Specific Lab skills – western blotting, cell cultures, ELISA, PCR, HPLC

Hightown Academy, Glasgow

Highers: Biology (A), Chemistry (B), English (B), Geography (B), Maths (C)

Relevant work experience

Laboratory Research Assistant, Grant General Hospital, Lanarkshire **June - Aug 2025**

- Completed a 3-month summer research project with Professor Gayle Smith
- Analysed samples from newborn blood spot tests
- Gained excellent technical experience in PCR, including sample setup, manual pipetting, and plate preparation using automated benchtop equipment, preparation of PCR reaction mixtures and appropriate controls, and operation of PCR instrumentation
- Enhanced research skills through analysis of data utilising SPSS, and submissions of weekly analytical reports

Virtual Research Internship, Inversmark Research Ltd, Edinburgh **May - July 2024**

- Analysed data from case studies, testing and evaluating the use of alcohol-free sanitiser in clinical settings
- Recorded findings and statistics on the company’s bespoke platform, reporting to senior staff weekly
- Attended monthly international seminars on life science research topics

Additional work experience

Library Assistant (part-time) Glasgow Caledonian University

Jan 2024 - Present

- Utilise customer service skills whilst assisting students with enquiries
- Work in a small team and liaise with IT support staff to troubleshoot issues
- Excellent working knowledge of library management and student CRM systems

Customer Service Assistant (part-time) Tesco, Glendales

June 2022- Jan 2024

- Developed excellent problem-solving skills whilst working on the customer service desk
- Involved in setting up a new initiative championing the reduction of food waste within the store
- Built strong working relationships with colleagues to create a great team

Volunteering

Volunteer, Simulated Patient Programme, Perth University

Jan 2023 - Present

- Participate once a month as a simulated patient to support medical students with their communication skills.
- This involves learning scripts and role play as a patient in a variety of scenarios.

Spring 27 GCU Employability Award

- Achieved the GCU Employability Award which acknowledges skills gained through extra-curricular activities.
- Attained the Work Experience and Development Certificate for part time roles at the university library and Tesco, as well as the laboratory research project at Grant General Hospital, where my written research skills developed.
- Working towards the Common Good Certificate through the positive impact I have made through volunteering for the Simulated Patient Programme, developing my confidence whilst helping students with their communication skills.

Professional Membership

Student member of the Institute of Biomedical Science for continuous professional development and to keep up to date with the latest news in the sector.

Additional information

- Travel - spent 2 summer travelling around Europe visiting 10 countries
- Member of the GCU Bioscience Society, collaborating with other students to organise events such as industry guest speakers and social events
- Football – played for 10 years, currently play with a local team

Jasminder Kaur

Current location Glasgow - Willing to relocate throughout UK

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Profile

A highly motivated Data Analyst with over 4 years' experience in the IT/ Financial Services industry, currently studying MSc Big Data Technologies and looking for a Data Scientist role. A confident self-starter with excellent communication and organisation skills, I am experienced in working with senior management and meeting tight deadlines.

Education

Sept 26 - present **MSc Big Data Technologies, Glasgow Caledonian University**

- MSc dissertation: How has Big Data impacted the UK transport industry's operations
- Relevant modules: Internet of Things, Big Data Platforms, Cloud Computing and Web Services, Software Development for Data Science, Big Data Landscape, IT Professional Issues and Project Methods

Software skills:

- Python, JavaScript, HTML, CSS
- SQL, NoSQL (MongoDB, Cassandra, Neo4j)
- Apache Spark, Hadoop, Kafka
- Cloud Computing (GCP, AWS, Azure)
- Data Processing and Modelling

Sept 19 - June 22 **BSc Information Technology, BK College of Computer Science, Mumbai**

- Final year project: Security management models in Information Technology
- Relevant modules: Data Analytics, Data Science, Software Testing, Net Technologies, Advanced Computer Network, Web Services, Artificial Intelligence, Cloud Computing, SPSS and MATLAB

Professional experience

Aug 23 - Aug 26 **Data Analyst, HDFC Standard Life, Mumbai**

- Experience of working with data visualisation tools and SQL for data manipulation
- Assured the quality of systems and software applications -Wrote test procedures and used various tools to ensure the quality and performance met expectations
- Developed and enhanced existing processes from SPSS to SSIS improving run-time by 70% and reducing manual intervention by 40%

June 22 - June 23 **Data Analyst Intern SBI Analytics, Mumbai**

- Engaged in Marketing Mix Modelling projects with high profile clients (data collection, data visualization, modelling, producing and presenting my recommendations)
- Improved Mass Analytics website content
- Translated and documented Mass Analytics case studies

Additional Work and Volunteer Experience

Sept 26 - present Customer Assistant (part-time), Tesco, Glasgow

- Strong customer service and communication skills working in a fast-paced environment
- Managing card and cash transactions with high levels of accuracy
- Stock management responsibilities, checking which items need restocking

Volunteer experience

Dec 26 Buchanan Galleries Festive Volunteer

- Helped to fundraise at the pop-up Christmas shop for the Glasgow Children's Hospital Charity.
- Interacting with members of the public and promoting the great work of the charity
- Working closely with other members of the team, and reaching my personal fundraising target of £500

Interests and other activities

Spring 27 Universities Business Challenge

- Worked closely in a team of 5, took part in this national business simulation competition, competing against 200 teams from Universities across the UK
- Contributed to all business decisions in running a virtual sustainable clothing company
- Maintained accurate financial records and budgets for stock control
- Allocated funds to all areas of business including stock, transport and marketing
- Closely followed competitor organisations to maintain our competitive edge
- Gained insight into all aspects of the running of a company

Spring 27 Grow Aspire Lead (GAL)

- Took part in the 5-week GAL career development programme at GCU
- Attended a variety of workshops including Leadership, Networking, and Communicating Confidently
- Took the opportunity to put these skills into practice by networking with professionals, which increased my confidence when approaching employers at the GCU Careers Fair
- Led to me achieving the Work Experience and Development Certificate which is part of the GCU Employability Award

Professional Membership

Student member of the Chartered Institute for IT and benefit from industry insight and networking events. Enjoy keeping up to date with news, research, industry reports and podcasts.

Member of the GCU Computing Society, running regular meetings and organising guest speakers from industry

Sarah Jones

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Personal Profile

Masters student in International Marketing, with a strong interest in marketing and consumer behaviour. Four years' practical experience in the retail industry together with strong communication and organisational skills developed through business projects and consultancy.

Key Skills

- **Commercial awareness:** understanding of the effects of different marketing strategies on consumer behaviour gained during the completion of my final year dissertation.
- **Strong team working skills** developed through group-based projects, such as the Business Project Challenge and Consultancy Project, working in a multi-cultural team
- **Communication:** excellent communication and interpersonal skills, as demonstrated by my roles as Secretary of the University Dance Society and my study abroad in Geneva
- **Leadership:** as Captain of the Hockey team, guided the team to win the Scottish University Championships in 2024

Education

2026 - 2027 MSc Marketing, Glasgow Caledonian University, Glasgow

Modules included:

Marketing Insights and Analytics, Creative Brand Management, Consumer Behaviour and Ethical Consumption, Applied Digital Skills

Business projects

Business Project Challenge:

- Led a team of 6 students for this one week competition, to develop a new marketing strategy for the Students' Association
- Presented our findings to a panel and our team came second out of 10 teams across the University
- Conducted interviews and focus groups and presented our findings in a poster presentation at the end of the week. Some of our ideas were adopted by the Students' Association

2022 - 2026 BA (Hons) Business Management, Glasgow Caledonian University, 2:1

Modules included:

- Global Challenges for Business and Society, Management Theory and Concepts, Social Media Marketing, Fundamentals of Financial Technologies
- Dissertation: Marketing strategies and their effects on consumer behaviour: a comparison of independent retailers and chain-stores. Gained practical experience of managing a project and liaising with business professionals. Developed in-depth understanding of consumer behaviour and marketing strategies.

2024 - 2025 Geneva University - International Business (Year Abroad)

- Selected to study on the GCU International Exchange Programme
- Key modules: Sustainability in Business, International Marketing, Human Resource Management
- Adapted quickly to a different education system, developing problem-solving and initiative
- Collaborated on a consultancy project with students from several countries, establishing strong working relationships and developing interpersonal skills
- Presented to a range of different groups, including peers and industry specialists, adapting my presentation style to each audience and accounting for cultural differences

Work Experience

Jan 2025 - Present Purchasing Assistant, Tesco, Glasgow

- Maintained stock and sales records with a high degree of accuracy
- Designed and developed a new purchasing database, resulting in 20% decrease in stock wastage
- Re-negotiated sales orders with a number of sales managers from our local suppliers. My communication skills and commercial knowledge helped to save money and avoided over-ordering

Sept 2022 - Dec 2024 Sales Assistant/Shift Manager, The Co-operative, Milngavie

- Developed excellent customer service skills and achieved Customers First Award: Excellent.
- Dealing with customer complaints and processing stock deliveries.
- Took on additional responsibilities of Shift Manager, training new staff, drawing up staff rotas, cashing up and locking the store at closing.

Summer 2022 Clerical Assistant, HR Department, Perth City Council, Perth

- Working to tight deadlines, processed application forms and answered candidate queries over the telephone.
- Produced new recruitment procedures and documentation in line with new GDPR legislation

Volunteering

Sept 2024 - present Student Ambassador, GCU

Giving campus tours at Open Days and promoting the University to prospective students
Prepared and delivered presentations about the University to groups of up to 50 students and parents

Spring 2026 Volunteer, Study Abroad Team, GCU

- Following my year studying in Geneva, work with the Study Abroad Team to promote the programme to fellow students, both online and in person
- Delivered presentations to large groups of up to 100 students, about how to prepare for study abroad

Sept 2023 - May 2024 Secretary, GCU Dance Society

- Arranged 3 fundraising events, including a ceilidh, pub quiz and bake sale. This raised £700 to pay for the dance troupe to attend a competition in Dublin
- Responsible for all social media for the society, increased our membership by 20% with a new campaign

Interests and Activities

- Hockey - played hockey for 8 years, Captain of GCU hockey team for 3 years
- Completed the Edinburgh Marathon in May 2023 and raised £651 for Cancer Research
- Fluent French speaker

Positive Language (Active or Action Verbs)

These create a strong impression of achievement, ability and activity. For example, rather than ‘I was a class representative’ you could write ‘Elected class representative by my peers, collected and reported their views at formal staff/ student consultative meetings’

Be specific and quantify your achievements, if you put together a social media campaign to promote a fundraising event, demonstrate your impact, did you increase engagement, impact attendance or raise more money? For example, rather than ‘Organised the venue for the graduation dinner’ you could write ‘Negotiated a discount with the venue, saving £600.’

Some examples of active or action verbs include:

Planned	Devised	Achieved	Developed	Liaised
Evaluated	Supervised	Co-ordinated	Managed	Administered
Controlled	Selected	Created	Instructed	Negotiated
Designed	Researched	Analysed	Discovered	Recommended
Tested	Diagnosed	Budgeted	Monitored	Evaluated
Examined	Assessed	Promoted	Sold	Advised
Selected	Trained	Taught	Explained	Presented
Conducted	Distributed	Organised	Solved	Represented
Persuaded	Calculated	Completed	Arranged	Generated

For further support,
book an appointment with the Careers Service

