

Name

Occupation | Headline

Contact

Email

Location



Education

Master of Business Administration,
International Marketing,
University of XYZ | 2019

Bachelor of Business Administration
Honours
University of XYZ | 2016

Bachelor of Business Administration
University of XYZ | 2012

Certifications

Functional & Technical:

- Understanding GenAI Prompts | LinkedIn Learning, 2023
- Data analysis using Tableau | Udacity, 2021

Leadership & Interpersonal:

- Mastering Emotional Intelligence | Coursera, Online (2022)
- Public Speaking | GetSmarter, 2022
- Presentations and Storytelling | Udemy, 2023

Awards & Other

- Board Member, XYZ Consulting | 2024
- Nominated for Forbes 40 under 40 most influential people | 2023
- etc.

About

Write a compelling introduction that summarises your experience, skills, and achievements.

Work Experience

Job Title

Month and Year - Month and Year

Company | Short industry description

Explain what your responsibilities were, using clear and action-oriented language, and **bold** important words or key phrases for extra attention - NOT a list of KPIs, then add key achievements below:

Key **achievements** during my tenure, include i.e.: (Clear and Measurable impact)

- **Expanding the workforce by 67%**, significantly increasing our capacity for growth
- **Boosting company revenue by 70%**, reflecting successful strategic implementation
- **Cultivating a purpose-driven culture**, resulting in strong employee support and **high performance metrics**
- **Maintaining proactive engagement with the Board** towards aligning strategic, investment, and financial goals

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Skills

Functional & Technical

- List from Module 2

Leadership & Interpersonal

- List from Module 2

References

Name, Organisation

Job Title

Contact: Phone or Email

Name, Organisation

Job Title

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Name, Organisation

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Early Career:


Description of other roles, 5 or more years ago - not directly impacting where you want to go in your career, going forward.

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Dear Hiring Manager,

Introduction and Expression of Interest // Example prompts:

- *Express enthusiasm for the position and organisation's industry*
- *Highlight admiration for the organisation's commitment to ethics / DE&I, and or focus on workplace culture, indicating the alignment of your personal values towards that of the organisation*
- *Establish confidence in your relevant experience and skill set, suggesting a strong fit for the role*

Demonstrating expertise and track record // Example prompts:

- *Emphasise recent and tangible wins i.e., established an Analytics function, greatly enhancing the organisation's ability to make effortless data-driven decisions*
- *Example 2: Provide credentials showcasing your experience in elements mentioned in the job spec i.e., successfully launched four disruptive products to market, under-budget*
- *Example 3: Add more evidence to requirements listed in the job spec, relevant to your skill set and experience*

Highlighting Leadership and Team Success // Example prompts:

- *Note achievements from your most recent role, in particular about how you led or mentored team members and improved morale (as an example)*
- *Reference some of your previous experiences, reinforcing some key leadership skills required from the job spec i.e., strategic planning and execution skills*

Confidence and Willingness to Engage // Example prompts:

- *Express confidence in your capacity to lead and inspire teams to reach ambitious objectives.*
- *Communicate a strong motivation and results-oriented mindset, along with a passion for innovative marketing strategies.*
- *The closing statements invites further discussion about your potential contribution the Organisation, indicating eagerness to explore the opportunity further.*

Thank you for your time and consideration.

Sincerely,

Name and Last name

Recommendations:

Add-in from LinkedIn i.e.,

"X always puts the customer at the center of every strategy."

VP of Brand Marketing, X Org