



**Job Search
by Doing Business In English™**

JOB SEARCH COACHING **2 EFFECTIVE SELLING CVS AND** **COVERING LETTERS**

No.1 - Issued June 2025
Doing Business In English
www.doingbusinessinenglish.com

Introduction to Making CVs

The purpose of a good CV is to be your salesperson!

When the employer opens your cv you are not there, when the employer decides on who to offer the job to you are not there, when the employer considers what salary to offer you are not there, therefore, you are totally dependent on the cv to sell you.

The other candidates' cv will highlight their skills, responsibilities and most importantly their achievements. It is very easy to send a cv – with some jobs on popular platforms you can simply apply in 3 clicks.

The key questions in the whole process are

“Why will the person who reviews your cv pick your cv out from the competition?”

“How will your cv clearly and concisely show you are a strong candidate?”

“How will your cv show you are a great match for the what the employer is looking for?”
(it is very common that companies select the best match over the strongest candidate)

What are your relevant hard and soft skills? – are you showing them clearly?

What exactly you have been responsible for in your career plus where possible can you quantify them?

What have you achieved, what value have you created and how can this be measured and shown clearly?

What are your personal strengths? Which strengths should you show and how?

What type of teammate are you and what type of boss are you? – employers want to know if you are their type of person and will fit in.



Understanding Job Advertisements

The employer normally tells you exactly what they want!

The key skills they want are there, the experience commonly stated along with the required responsibility and achievements – please read carefully.

Identify the key words and phrases then make sure you have shown how you meet the requirements in your cv – every job advertisement gives specific words that you need to notice and show you match these words in your cv and covering letter. You do not need to use the exact words – but use similar words.

The process we suggest for making cvs.

1 Create a standard starting cv – you can use a template from ‘word’, as a general rule customer facing roles tend to need a photo.

2 Identify jobs to apply for.

3 Adapt to show you meet the exact requirements of each job advertisement.

Show that you are not only the best but the most suitable.

- From our experience creating 1 cv and sending it randomly is highly unlikely to secure interviews.**

With covering letters we will explain the following

Purpose – why they are required and why they are a great opportunity for candidates

Structure – how they must be structured

Highlights – what you should include to attract their attention

Customizing – how you should customize for each job

Guidelines for Making a CV

Best Fonts for Resumes

The following are the most suitable fonts for cvs and covering letters;

- Ariel, Calibri, Cambria, Garamond, Georgia, Helvetica, Times New Roman, Trebuchet MS and Verdana

The same font should be used on the cv and covering letter.

Most of the text in your resume should be in a standard font size of 11 or 12 points whereas the headings and subheadings can be larger, up to 14 points.

Do not use fonts that contain the terms 'thin' or 'light' as they can be difficult to see clearly on computer screens and mobile telephones.

Make sure the font is suitable for the industry the position is in, if applying for a position in law or finance something traditional is better whereas for design and advertising roles something more modern would be better.

Using 2 types of font can be effective but pairing them can be challenging, it can generate impact, show creativity and help with creating focus on key points.

In addition, 2 colours can be used, 3 is probably too many for most positions, but the use of colour should be appropriate, never excessive and must not appear gimmicky. The most common and acceptable colour font colour is black, some colour contrast can be interesting particularly with the header, subheadings, or headings (which include your name and contact information). Contrast colours such as dark gray, navy, or forest green, work in contrast to all-black text.

For applications in more creative positions the colour of the main text can be changed if it does not detract from the content and maintains a professional impression as this is the first example of your work in writing.

Creating emphasis, such as bold, italics, and capitalization, to create visual interest and distinguish subheadings can be effective.



Margins and Line Spacing

Margins are ideally 2-2.5cm on all sides, sometimes they can be reduced to 1.25cm but be careful not to create an impression that the content has been crammed in and is no longer comprehensible.

Line spacing for cvs should be between 1.0 to 1.5 points, 1.5-point spacing can help fill pages when you are struggling to fill the space. It is often said that 1.15-point spacing is the most suitable for reading without using space unproductively. The spacing between the main sections should be either equal to or greater than the spacing for the subsections, the spacing between each subsection should be uniform.

File Type

PDFs are the most frequently used file formats for resumes, they are the most effective method for safeguarding the formatting and font selection of your document. PDF docs are identical to all users whichever operating system they are using unlike word docs that can vary and be corrupted.

Some companies may specify submission in word as their ATS software prefers it, if this is the case then submit in Word as failure to do so could result in the ATS not reading parts of your cv.

Length of CV

The expected number of pages varies subject to the type of role, experience required, country the application is in and the type of sector. New graduates should have a 1 page cv, entry-level to mid-level position 2 pages. CVs that are three pages or longer are acceptable for senior professionals and academics.

Medical cvs, require details of the field of medicine, such as publications, conferences, and honors. Academic positions are typically four pages or greater due to their special format.

Please see section..... of this booklet for guidance relating to countries.

Artificial Intelligence Tools

AI tools can be used for opening attempts at developing content for cvs and covering letters, but what AI produces should then be edited, modified and improved. Please remember if you input a job advertisement into Chat GPT and then use what it creates your application will look exactly the same as other candidates' which will result in early deletion.

It is also important to check the vocabulary created by AI is the vocabulary you would use, if your written English is very different to your spoken English you will lose credibility. HR staff are becoming very good at spotting AI generated English and documents, please remember that if the job advertisement states that fluency in English in writing is required and it is obvious you have not created your own application it will probably be deleted early in the process.

Using AI is therefore helpful in creating a starting place but is only small part of the task, most of your time should be spent;

- Identifying and using appropriate keywords from the job advertisement.
- Highlighting skills and embedding them in all parts of the cv.
- Clarifying your qualifications clearly.
- Showing characteristics and behaviour throughout the cv that help show you are a good match.
- Selling your achievements powerfully.
- Explaining and quantifying your tasks and responsibilities.

AI can not do the above as a human, use AI as a tool but remember it can only do 25% of the work.

Please keep considering how you show;

- *Why are you a strong candidate?*
- *Why are you a good match for what the company is looking for?*
- *Are your skills, achievements and characteristics clear?*
- *What is your unique selling point or what is your unique combination of selling points?*
- *Why will they select you ahead of the other candidates?*

ATS

What ATS is and does

Nowadays most employers use automated applicant tracking systems (ATS) to evaluate job applications. ATS is a software program that reads cvs and assesses their attractiveness according to what the employer has inputted into the software, this will include skills, experience, characteristics, education and experience.

It is believed that over 60% of organizations use ATS software or others, this is particularly true in international, tech and English-speaking companies where ATS use is commonly +80%. This software rejects 75%-90% of applicants, meaning few cvs are seen by a human.

ATS or recruitment systems are software applications that enable recruiters and employers to autonomously manage candidate data, search for candidates, and respond to applicants. It frequently includes a search engine that recruiters or employers can utilize to access the details of candidates, a database containing the details of applicants whose CVs have been inputted, and a tool for responding to selected or rejected candidates.

ATS are employed by recruiters and employers to ensure that each CV can be read without the need for manual labor in the era of online applications, where there can be hundreds or even thousands of applications for a single job.

- Employ appropriate keywords
- Emphasize your competencies and abilities in a distinct section of your CV.
- Adhere to the conventional CV headings
- Employ bullet points
- Steer clear of acronyms and abbreviations
- Adhere to sans-serif fonts
- Exercise caution with regard to design and formatting
- Prevent the use of special characters, tables, and graphics
- Review your curriculum vitae

This type of software is also believed to avoid human bias or prejudice in the selection process, helping companies with diversity and inclusivity policies. In the past some people have relied on a friend passing a cv to HR, this still happens but please be aware the cv will often still be put through ATS software.

Personal Statement

Rules

The personal statement of your CV is a paragraph at the top of the document, following your name and contact information. The best time to write this is after creating the rest of the cv. The Personal Statement should be 80-110 words long, 4-5 sentences long.

A lot of research and anecdotal feedback indicates that recruiters only examine a cv for just 6-8 seconds before determining whether the applicant is a strong and suitable candidate. The personal statement is often read first, it must be interesting, professional and customized to match the position for which you are applying.

The Personal Statement is written in the third person, all pronouns are removed when writing in the third person.

E.g. "He is an experienced Scrum Master with a track record of coordinating of delivering IT projects" should be rewritten as "An experienced Scrum Master with a track record of coordinating of delivering IT projects."

The objective of the personal statement is to demonstrate the following:

1. Your identity – who you are and at what point you are in your life.
2. Your key qualities for the position and the value you can provide to the organization.
3. Your professional objectives.

Structure

Sentence 1 - Your Identity

This is a summary of your current professional status and career trajectory.

Sentences 2&3 - Your Value and Suitability

This should show key skills, characteristics and accomplishments that show suitability for the position.

Sentences 4 - Your Professional Objectives

The last sentence summarizes the reason for your application for this position.

Examples

“A committed reliable finance and business professional and partner with a track record of working effectively as part of teams and independently solving problems, collaborating, and delivering solutions, value and results. Behaves with integrity and flexibility, supportive of others and focused on company strategy plus expectations, building trust in relationships and respecting others. Demonstrates a track record of planning, organization, coordination, and commitment, commonly working under pressure to deliver. Positive, proactive, resilient, and resourceful, a loyal team member who is both reliable and hard-working. Possessing a commercial, prudent, and creative mindset, enabling, and influencing others.”

“An experienced accountable consultant, well-versed in many aspects of sustainability and the energy market, possessing a track record of managing significant projects and client communication effectively. A fact-minded researcher and report writer, demonstrating awareness of client’s requirements and ability to advise on complex issues and ensure they are satisfied. Able to work independently, collaborate as part of a team and support team members as part of an agile, flexible and continually learning team. Seeks an opportunity to build a career in a company he can contribute to and develop with.”

“A committed strategic thinker and results driven professional with many years of international experience in bulk carriers operations, chartering and claims. Consistently exhibiting a positive attitude during complex situations, a global industry perspective, and great attention to detail. A track record of creative problem solver with a strong focus on maximizing corporate performance and customer service in a responsible manner. Demonstrating a proactive and reactive approach, resilient and resourceful, who is comfortable with ambiguity and change. British educated, able to build relationships through his integrity, diplomacy and awareness of stakeholders requirements and expectations.”

“An experienced business development, sales and account management with an accomplished background delivering exceptional results and generating trust. Possessing a curious entrepreneurial mindset, with an ongoing record of self improvement and learning, that is both versatile, collaborative and disciplined in approach. Forward looking, resourceful, committed and resilient, consistently seeking to exceed expectations and enjoys challenge. Delivering on what customers want and will want, capable of generating progress in ambiguous situations, planning strategically and operating tactically. Now looking for an opportunity to play an integral role in a company that is forward looking, purposeful and innovative.”

Resources

[14 CV personal statement examples | Get more interviews \(standout-cv.com\)](#)

[How To Write a Personal Statement on a CV \(with Tips and Examples\) | Indeed.com](#)

[Writing a personal statement for your CV | Prospects.ac.uk](#)

Proficiency Summary

The Proficiency Summary is a critical component of your CV, often the most eye catching and read first by recruiters. Many recruiters read this first and allows them to do a quick cross check of suitability and often creates a desire to read the rest of the cv if it matches the requirements of the job advertisement.

A bullet point summary that highlights your hard skills on the left and your soft skills on the right is very effective. Many recruiters read it before the personal statement. Each bullet point does not have to be a single skill, it can be a group eg 'Presenting, influencing and negotiating' as advanced communication skills. An example of a proficiency summary for a project manager is provided below.

Project Management

Agile, Waterfall, Scrum, Kanban and Prince2
Stakeholder collaboration and communication
Customer Management and relationship building
Planning, reporting and scheduling
Budget creation and management
Risk Assessment and mitigation
User story creation and criteria creation

Building, developing and motivating teams

Data driven analysis and decision making
Effective listening and empathy
Collaborating and working cross-functionally
Influencing and negotiating
Critical thinking and complex problem solving
Prioritization and time management
Effective listening and empathy

Hard Skills - Hard skills are specific abilities that can be defined, assessed, and quantified. They frequently encompass the technical skills necessary to complete specified tasks, as well as the professional skills necessary to perform a job successfully. These skills are frequently job-specific and are typically displayed in the job advertisement. When reviewing the advertisement, be aware of these skills and emphasize them.

Formal education and training programs, such as university, college, apprenticeships, short-term training classes, online courses, and certification programs, as well as on-the-job training, are the means by which hard skills are acquired.

In certain industries and during applications to the world's most prominent companies, employers assess candidates' practical skills to ensure that they are capable of performing the tasks that are listed on their CV.

Soft skills - soft skills are associated with how you manage your work, relationships with team members and peers plus manage your boss, staff and stakeholders. Often called 'people skills'. In management and leadership roles, it is especially important to possess developed soft skills, unlike hard skills, soft skills are normally more transferable to new jobs. Soft skills are more difficult to evaluate, quantify, and demonstrate through testing and qualifications.

When companies are looking for a candidate who fits in with their culture, their leadership style and way of doing things recruiters are very often very focused on candidates' soft skills.

- *“How can you pack into 16 bullet points the most powerful collection of skills that make sure the recruiter wants to read your cv?”*
- *“How will you customize them to show you are a strong candidate and also a good match for the position?”*
- *“In what order should the bullet points be? How should you adjust them for different applications?”*

Resources

<https://www.forbes.com/sites/rachelwells/2024/02/07/the-top-10-in-demand-soft-skills-to-learn-in-2024-based-on-research/>

[Top 16 Essential Soft Skills For The Future Of Work \(forbes.com\)](https://www.forbes.com/sites/rachelwells/2024/02/07/the-top-10-in-demand-soft-skills-to-learn-in-2024-based-on-research/)

<https://novoresume.com/career-blog/most-important-skills-to-put-on-your-resume>

<https://www.mindsera.com/articles/the-most-important-work-skills-in-2030>

[Ideas of Soft and Hard Skills](https://www.mindsera.com/articles/the-most-important-work-skills-in-2030)

[Future of Jobs: These are the most in-demand core skills in 2023 | World Economic Forum \(weforum.org\)](https://www.weforum.org/articles/future-of-jobs-2023/)

[Top Soft Skills for 2024 \[90+ Examples for Your Resume\] \(novoresume.com\)](#)
[What are Hard Skills vs. Soft Skills? List of Examples \(resumegenius.com\)](#)
[Best Skills to Put on Your Resume in 2024 \(With Examples\) | Resumeway](#)
[Hard Skills vs. Soft Skills: What's the Difference? | Indeed.com](#)
[52 Hard Skills To List on a Resume and Why They're Important | Indeed.com](#)
[What Are Hard Skills? Definition & 51 Hard Skills Examples \(resumegenius.com\)](#)

Work Experience – Responsibilities and Achievements

Rules

Customize responsibilities and achievements to the job advertisement.

Ensure that it is easily comprehensible to whoever reads it.

Responsibilities and accomplishments should be presented separately.

Responsibilities

Responsibilities are crucial in order to demonstrate to your prospective employer that you are capable of adhering to instructions, expectations and performing task professionally.

Responsibilities includes the tasks and duties you were expected to perform, these can often be difficult to understand so require clarification and quantification such that the reader can understand seniority plus the importance of the responsibilities.

By providing numbers and data responsibilities are quantified and more impactful, if numbers cannot be shared use adjectives. The most recent experience should be listed first to illustrate your current position in your career, the list should be arranged in reverse chronological order. Utilize the job description to ascertain the requirements and expectations of the prospective employee in this position. A job description section that is both well-written and specifically tailored to the position for which you are applying has the potential to distinguish you from other applicants with comparable qualifications.

Tips for presenting employment experience

1 Order - start with most recent position

2 When planning Quantity of content for each position we suggest, the more recent positions should have more content and positions that you were in for longer should have more content.

3 A Company summary helps to explain the work of the company and in a large company the work of the division you work in.

4 Responsibilities must be shown but this is not a job description, this part is a summary of what you are responsible for doing, your duties and where possible quantify them.

5 Achievements excite the reader and secure interviews, show what have you specifically achieved, either individually or as part of a team, can the result be quantified or described clearly?

3 This is an example of how to show a position on your cv

Arco Ltd – Munich, Germany

Sales Manager (September 2011 - Present)

Arco Ltd is an innovative start up creating apps for the health sector.

1 Firstly clearly identify what you are responsible for, this can be what you are specifically responsible for, responsible for as part of a team and also the work of a team you are responsible for.

2 Secondly prioritise - list in terms of what you think will be of the most value to the potential employer, this might change from one application to another so will be changed.

3 Thirdly try to quantify your responsibilities e.g. number of staff manage, sales target responsible for or number of projects managed. If it is not possible use adjectives e.g. responsible for effective delivery of sales targets, development of large team or delivery of multiple projects.

4 Plus finally try and show the purpose of each responsibility e.g. accountable for the sales team generating leads, sales and delivering great service.

Achievements

Quantifying and explaining accomplishments in writing in the cv and verbally in the interviews is one of the critical steps in the process.

There is a balance between explaining the achievement, actions and value created with not coming across as arrogant and self-important. It is important to demonstrate how you contributed to the overall outcome, but it is important to avoid claiming complete credit for the accomplishment. It is important to demonstrate how you contributed to the overall outcome, but it is important to avoid claiming complete credit for the accomplishment.

It is very easy to forget achievements and their details, this is why annually update a cv and having a database of achievements plus interview answers is very effective. When writing achievements the aim should be to create achievements that are memorable, impactful, impressive and show character strengths.

Questions

- *“Have you completed and been accountable for any tasks that were above and beyond your responsibilities?”*
- *“In what ways am I performing above my peers and colleagues?”*
- *“When and for what reason have your current, or previous, managers appreciated and recognize your performance as exceptional?”*
- *“When have you created, implemented or improved a product, process or performance?”*
- *“Have you ever helped reduce costs or improve efficiency?”*
- *“What are the characteristics, skills and behaviours that have helped you over perform?”*
- *What are you proud of in your career?”*

How to write achievements

Effective writing achievements can make a significant difference to the cv reader, many readers see numerous cvs in a day and have limited time. The reader cannot be expected to see the whole value of the achievement, the actions behind it and believe it is credible unless the achievement is written clearly and precisely.

Numbers help, they have impact and clarify the size of the achievement, sometimes though they can not be provided due to issues around confidentiality. In such cases percentages can be used e.g. instead of 'increased sales by \$2m' a candidate can write 'increased sales by 35%'. If percentages are not appropriate, then adjectives can be used e.g. 'increased sales significantly above all expectations'.

Presenting Achievements

1 Please prioritise – the most significant should be first

2 Achievements can be individual or team achievements, a lot of great work is done in teams.

3 Use of data

Be careful do not use confidential / sensitive data - if you can not use actual figures, for example "25% increase in sales can be switched to 'significant increase in sales'."

Please be aware that potential employers will not trust you if you share your current employer's data.

4 Try to quantify your achievements.

For example, 'secured 5 new customers, achieved a sales target of \$5m' or 'delivered 3 projects during 2021 generating \$3m profit.' If not possible use adjectives e.g. 'successfully delivered a significantly higher sales target in 2020', 'increased the number of volume customers or delivered multiple projects during 2021.'

Employ the formula X by Y by Z

This is the essence of the guidance provided by Laszlo Bock, a former senior vice president of personnel operations at Google. You should maintain the bullet-point format and express your experience in this manner.

"Accomplished [X] as measured by [Y], by doing [Z]."

Good - "Increased sales by 20%"

Better - "Increased sales by 20% by securing new clients and growing existing accounts."

Best - "Increased sales by 20% by securing 2 new clients and growing existing accounts by 12% through improving cross selling of products and CRM plus launching new products."

Or

Good - "Launched the app on time."

Better - "Launched the new app on time meeting the client's expectations."

Best - "Launched the new app on time and within budget meeting all of the client's expectations by adopting extreme programming techniques, better milestone planning and feedback loops."

Or

Good - "Improved on time performance."

Better - "Improved on time performance by 35% in the first year in the position."

Best - "Improved on time performance by 35% in the first year in the position by improving supplier management through creation of challenging SLAs, dedicated logistics support and in-time problem solving."

Training & Online Learning, Skills, Education and Activities

Training & Online Learning

Many applicants do not include this information, this means they fail to show relevant knowledge gained and a commitment to learning. Training conducted by internal training departments can also be considered as well as from external companies. On line learning has significantly increased over the past 5 years as has its quality and credibility, many applicants can proactively build their cvs through online learning and improve their attractiveness to potential employers. There are different types of Training

1. Certified training – this is training that is tested and often certificates are issued.
2. Online courses have become particularly popular since Covid, they have differing levels of credibility subject to the organization creating the course.
3. On the job training is clearly very important in most careers, please do not make the mistake of not showing it on your cv.
- 4 Show the name of the training / course, who provided it and the year it was taken in.

If stating you are a continual learner / self-improvement then training should have content that shows value to the employer you are applying for a position with.

Training

- Scrum Master by Scrum.org 2022
- Negotiation for Managers by Scotwork 2021
- Project Management by PMI 2020
- Google Analytics by Google Garage 2019
- Management Trainee Scheme (in house) by Microsoft 2019

Skills

This section is for general skills, such as:

1. Tech skills, which encompasses specific programs that you are capable of utilizing. This can include platforms you use, apps, languages and products.
2. Languages spoken, with levels, descriptions, and certifications. It is crucial to accurately specify your level and include certifications such as IELTS or TOEFL.
- 3 An employer may find it advantageous to have a clean driving license if they want you to use a company vehicle under their insurance policy.

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- 3 An employer may find it advantageous to have a clean driving license if they want you to use a company vehicle under their insurance policy.

Skills

- Power BI user
- Google analytics
- Languages - French (native), English (proficient) and Italian (beginner)
- Clean Driving License

Education

Present your education from the time you were over 18 years old, with the most recent information appearing first, clearly showing BA/MA/PHD or equivalent. If you were among the top students, include your score / grade of degree.

Education

- Digital Transformation Master's, University of Cologne, Cologne (2019-2021)
- Computer Engineering Bachelor's, Hamburg University of Technology, Hamburg (2014-2017)

Activities

This section can include:

- 1 Volunteer work – this can demonstrate many skills, commitment and personal values.
- 2 Sports – preferably sports you are active in rather than watch plus energy and dynamism.
- 3 Pastimes – music, art and hobbies can show creativity.

This can help demonstrate your approach to life and values, please do not write 'socializing and watching Netflix' (even if this is true). Activities can be extremely important for positions in the United States, the United Kingdom, and Northern Europe where there can be a focus on trying to understand the complete person applying. For applicants under 30 this can show leadership, teamwork, networking and project management.

Activities

- Member of the Munich Animal Shelter Charity Committee 2018-2021
- Captain of HUOT volleyball team 2015-2016
- Oil painting, historical novels and theatre

Customizing the CV

To customize your cv for a specific job application the steps are as follows.

1 Make a copy of the standard cv ensuring the original is saved for future use.

2 Identify the key words in the job advertisement, use a highlighter if working on paper or copy the job advertisement into a Word Doc and use the highlighter in Word. The key words are - skills, characteristics, strengths, behaviours, tasks plus words associated with both responsibilities and achievements.

3 Check the company's website for their vision, mission, purpose, culture and values. Try to understand what is important to the company and see how you can reflect this in your cv.

4 Change the order of the hard and soft skills in the proficiency summary to reflect what the job advertisement is most focused on. If bullet points can be amended to reflect what the company is look for them amendments can be made such as - 'Onboard, train and motivate new staff' can be amended to 'Onboard, train and coach new staff' if the company has a focus on coaching and coaching is a skill you have.

5 Change the order of both responsibilities and achievements to reflect what the job advertisement is most focused on. In addition, add any keywords from the job advertisement to them (or use an online synonym checker for variations) such as 'managed a team of 12 engineers and communication with stakeholders' can be amended to 'managed a culturally diverse team of 12 engineers and stakeholders' expectations' if the job advertisement identifies cultural diversity and expectations.

6 If there are still some words on the highlighted list you have not included then assess whether any of them could be added to the personal statement. Read the job advertisement again then read your personal statement, could adding any of the words (or use an online synonym checker for variations) help make you look either stronger or a better match?

Covering Letters

Covering letters are requested by HR because it significantly decreases the number of applications that are received saving the HR team a lot of time. They test applicants' commitment, by requiring a cover letters applications often reduce by up to 80%. Applicants have to specify selling points clearly and in line with the job advertisement in order to have their cvs read. The best candidates have an opportunity to stand out and get the attention of HR, it is important to remember that some HR staff will see many covering letters every day.

A covering letter is not the same as a motivation letter. A motivation letter is more detailed, is less common and tend to be requested by NGOs, charities, academic institutions plus internship and volunteer position providers.

Covering Letter Rules

Do not use the same cover letter for each application.

In addition to stating the reasons for your interest in joining the company, every covering letter must provide detailed information that explains why you are the best qualified applicant for the position and also the best match to their requirements.

In contrast to a curriculum vitae, the covering letter should be written in the first person.

Use the same font as the cv.

The letter must clearly show your value and relate specifically to the job advertisement otherwise the HR team will probably not even review your cv.

Resources

[12 CV cover letter examples | Ensure your CV gets opened \(standout-cv.com\)](#)

[Everything you need to know about addressing your cover letter | TopCV \(topresume.com\)](#)

Template for Covering Email

(Subject) Application for Senior Product Manager – Consumer Tech

Dear Recruitment Manager,

I am writing to apply for the position of Senior Product Manager – Consumer Tech, as described on the company website. The opportunity to lead product management of Consumer Tech really connects with my motivation, skills and purpose. I believe I could be an asset to the company due to my experience at Microsoft in product and project management, as well as my successful launch and management of 3 tech products previously. In accordance with the job advertisement, I have the following skills:

- Effectively analyze user feedback and product usage metrics to identify then resolve missing features and important pain points.
- Overseeing the entire product lifecycle and backlog, from concept to design, build, launch, and iterative improvements.
- Influencing, presenting to and negotiating with internal and external stakeholders.
- Completion of accreditations in product ownership, project management, design thinking, lean and six sigma.

I have attached my curriculum vitae such that I can share my skills, achievements and experience. I can be reached anytime by email at Graham.applicant@gmail.com or my mobile phone, 123-456-7890.

Thank you for your time and consideration, I would appreciate the opportunity to discuss my application in detail further at your convenience.

Yours sincerely,

Graham Applicant

Template for Covering Letter

Gary Applicant

10 Meadow Road, Hampshire, England Tel 123-456-7890 Email Graham.applicant@gmail.com

5th September 2025

HR Department

ASPI Ltd

14 Long Street

London, SE1 5JB

Dear Recruitment Manager,

I am writing to apply for the position of Senior Product Manager – Consumer Tech, as described on the company website. The opportunity to lead product management of Consumer Tech really connects with my motivation, skills and purpose. I believe I could be an asset to the company due to my experience at Microsoft in product and project management, as well as my successful launch and management of 3 tech products previously. In accordance with the job advertisement, I have the following skills:

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I have enclosed my curriculum vitae such that I can share my skills, achievements and experience.

I can be reached anytime by email at Graham.applicant@gmail.com or my mobile phone, 123-456-7890. Thank you for your time and consideration, I would appreciate the opportunity to discuss my application in detail further at your convenience.

Best regards,

Graham Applicant