

USI Career Service

How to write an effective CV



Silvia Invrea

March 2024

Long Night of Careers at USI 2024

18 April 2024
h18:00-21:00, West Campus

- Company Workshops
- Job Gallery Walk
- CV Counsellings
- Company Corners

Become a Student Angel

- gain privileged access to the companies

Registrations open on:

➤ **20 March 24**



LNoC 18.04.24: Companies (50+)

Accenture
adesso Schweiz
Amministrazione Federale
Assist Digital
Associazione Svizzera di Gestori patrimoniali | ASG
Avalog
Banca Credinvest
Banca del Sempione
Banca nazionale svizzera
Bloomberg LP
BPW - Business Professional Women
Brightside Capital
Centro Svizzero di Calcolo Scientifico - ETH ZH
Cerutti
cinfo
Città di Lugano - Amministrazione comunale
Confinale
Cornèr Banca
cross-ING
Deloitte
DOS GROUP
DXT Commodities
Dsquared
EF Education First
EOC - Ente Ospedaliero Cantonale
ESA
EY

Glencore International
Hugo Boss
immopac
Impact Hub Ticino
Intesa Sanpaolo
LAC
La Tribuna
La Posta Svizzera
Lifestyle Tech Competence Center
Lugano Region
Masaba
Medecins Sans Frontieres
Moody's Investors Service
Nvalue
PKB Private Bank
PwC
Rock your Life
RSI Radiotelevisione svizzera
SRI Management Consulting
Sketchin
Swisscom
The Swatch Group Services
UBS
USI Start-up Centre
VF International
WellD
Zambon Group

The Curriculum

A resume is your personal marketing document, designed to 'sell' your skills and abilities to a potential employer. Research suggests that readers scan resumes within about 10-20 seconds, so it's important to show them at a glance why you're the best **fit**. To write a winning resume, ensure it is:

- **Matched to the Job Description**
- **Focused on Achievements**
- **Compelling Reading**
- **Structured Correctly**
- **Formatted Appropriately**



The CV's Structure

Compulsory/expected :

1. Personal /Contact data
2. Academic Experience
3. Professional experience
4. Language skills/It-Digital skills

Optional /Additional:

1. Awards, certifications, scholarships,
2. Publications
3. Affiliations, memberships...
4. Volunteering/Social commitment...
5. Hobbies, interests and activities
6. References
7.

▶ The CV's Structure


| | | |
|---|-------------------|---|
|  <div> Giovanni Rossi <p>Italian and Swiss 28.05.1995 giovanni.rossi@usi.ch +39 3945868128 +41 79 5566778 Via Rododendro 17, 6978 Gandria (CH)</p> </div> | | |
| Education | 10/2017 – 07/2019 | Master of Science in Banking and Finance USI – Università della Svizzera italiana, Lugano, Switzerland • Thesis: "The 2016 cross-border acquisitions wave in China: Impact analysis of the strategic acquisitions on the bidding firms performance and the post-merger implications". • GPA: 10/10 |
| | 09/2018 – 12/2018 | Exchange Semester – Master in Banking and Finance Hochschule StGallen (HSG), San Gallo, Switzerland • Courses: Numerical methods, Law and practice of International Capital Markets, Private Banking |
| | 09/2014 – 06/2017 | Bachelor in Economics Bocconi University, Milan, Italy • Bachelor Thesis: "Evolution of hidden reserves in the Swiss market: an analysis between past, present and future" • Finale Grade: 110/110 cum laude • GMAT: 730/800 – 96th percentile |
| | 12/2009 – 04/2014 | High School leaving certificate Istituto Cantonale di Economia e Commercio, Bellinzona, Switzerland • Awarded Cantonal scholarship for merit |
| Professional Experience | 05/2018 – 09/2018 | Guess Europe, Lugano, Switzerland Clothing company, > 14.000 employees worldwide |

Compulsory fields

1. Personal data

- Contact details (phone, e-mail, address?)
- Date of birth*
- Nationality*
- Not indicated in Anglo-Saxon formats
- [Web page?](#)
- [Linkedin Page?](#)

▶ The CV's Structure

| | | | | | | | | | | | | | | | | | |
|--|-------------------|--|-----------|-------------------|--|--|-------------------|---|--|-------------------|---|--|-------------------|---|-------------------------|-------------------|--|
|  | | | | | | | | | | | | | | | | | |
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Compulsory fields

2.Education

Inverse chronological order: (last first)

- Dates (from/to month/year)
- Degree title/course attended
- Faculty/area of specialisation
- Name of School/University and location (town/country)
- Other relevant information (Thesis, dissertation, GPA, exchange programs, Group works, key seminars, , activities etc.)

N.B. Do not go further back than high school, except in exceptional cases.

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| Professional Experience | 05/2018 – 09/2018 | Guess Europe, Lugano, Switzerland Clothing company, > 14.000 employees wwide Internship as Financial Controller • Budgeting and Forecasting: preparation of annual budgets (OR, Revenue, EBIT, CAPEX, OCF) • Elaboration of standard pricing for key customers • Risk review preparation (mainly calculations and other financial data); Investments budget tracing. • Participation in sales policy and pricing strategy elaboration |
| | 03/2017 – 06/2017 | Black Rock, London, UK World's largest asset management company Internship as a quant researcher • Worked in the Multi-Asset Strategies investment division which manages more than \$20b in a team of 20 analysts reporting to the European Investment VP • Developed and backtested in Matlab to extract the variance risk premium • Review and performance analysis of systematic volatility strategies used in the funds • Backtested and built a quant screen for efficiently assess and trade FX market |
| Languages Skills | | Italian mother tongue; Chinese mother tongue; English fluent- IELTS 7.5; French Basic; German Basic; Spagnolo Basic |
| IT Skills | | Word Advanced; Excel Basic; Access Fair; R Advanced; Java Advanced; MATLAB Advanced |
| Additional Information | Summer 2006-2010 | Volunteer, Summer KidCamp, Better World Rwanda, Rwanda (Africa) |
| | 01/2016 – 04/2014 | Private lessons (Maths /Physics) to secondary school students |
| | 04/2010 – ... | Member of SESGA Scout, Bellinzona (Switzerland) - Group leader (groups of 30+ teenagers) |
| Hobbies | | Motocross, free climbing, Thai Boxing |

Compulsory fields

3. Professional experience

Inverse chronological order: (last first)

- Dates (from/to- month/year)
- Name of Company, Location
- Role (specify if internship)
- Brief description of job (*assignments, projects, main responsibilities, team, people management/reports, Technologies, achievements, budget, etc.*)

N.B. Indicate only professional work experiences, including internships. Temporary jobs should be included under "Other work experiences" (e. g. bartender, babysitter, etc.).

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Compulsory fields

4.Languages and IT skills

Languages

- Specify native language
- Indicate level for each language and avoid using only European codes (A1, C1 etc);
- List relevant language certificates (name, date, grade) and/or language study abroad courses.

IT skills

(can skip if only MSOffice)

- Be specific and as comprehensive as possible (Group computer skills if broad - OS,SW,HW,...);
- The list can include anything from social media platforms to PM systems and computer languages. Avoid “internet” and “mail”.

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| | Hobbies | Motocross, free climbing, Thai Boxe |

Optional fields

Stand alone or grouped under “**additional information**”

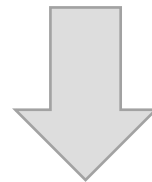
- **Awards, Scholarships, Certifications**
Specify date, title and content and the awarding body
- **Publications**
Specify date, publication's name and content, type of publication (article, book, conference paper, etc.)
- **Extra-curricular activities**
Memberships, social commitment, volunteering, professional affiliations
- **Leisure-time activities/Hobbies**
Only if relevant
- **References (obsolete)**
Only if professional, true and updated (inform the referral first) –Indicate job title & contact detail

► The CV's Structure

And the Soft Skills?

The competence, by meaning, it is an ability which is made operational thanks to its concrete application, a notion reinforced to the test of the experience, a skill that develop itself until a specific know-how.

For its empiric nature every skill owned can't be expressed or explained but for in relation to events and experiences that have made it possible to acquire, enhance and experiment.



The definition and description of one's own competences is not an exercise that can be contained in a sterile list of activities, skills and notions. Competence is an ability that become operational thanks to its **concrete application**, a notion reinforced to the test of the experience, a skill that turns into specific know-how

► The CV's Structure

And the Professional Summary? What is it?

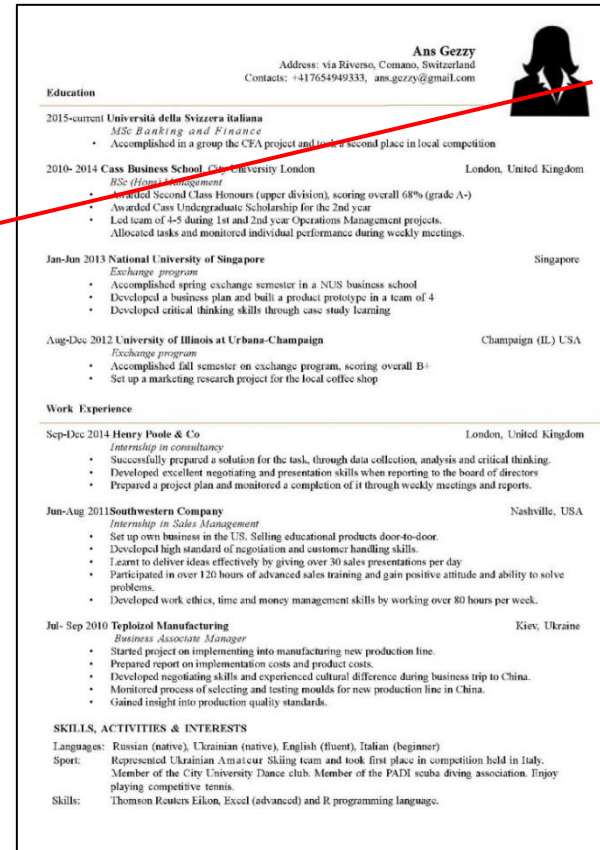
A Professional Summary is a brief list or few sentences at the top of your resume (after your contact information) that highlights your qualifications for a job.

It should give the hiring manager, at a glance, a synopsis of your professional qualifications.

It's written with **key words**: future objectives but also goals achieved in the past, which clearly illustrate what you are capable of.

different formats: The Business CV...

The **picture** can be an occasion to personalize your CV. Use a professional pic that clearly shows your face.



Ans Gezzy
Address: via Roverso, Comano, Switzerland
Contacts: +417654949333, ans.gezzy@gmail.com

Education

2015-current **Università della Svizzera italiana**
MSc Banking and Finance
• Accomplished in a group the CFA project and took a second place in local competition

2010- 2014 **Cass Business School, City University London** London, United Kingdom
BSc (Hons) Management
• Awarded Second Class Honours (upper division), scoring overall 68% (grade A-)
• Awarded Cass Undergraduate Scholarship for the 2nd year
• Led team of 4-5 during 1st and 2nd year Operations Management projects.
• Allocated tasks and monitored individual performance during weekly meetings.

Jan-Jun 2013 **National University of Singapore** Singapore
Exchange program
• Accomplished spring exchange semester in a NUS business school
• Developed a business plan and built a product prototype in a team of 4
• Developed critical thinking skills through case study learning

Aug-Dec 2012 **University of Illinois at Urbana-Champaign** Champaign (IL) USA
Exchange program
• Accomplished fall semester on exchange program, scoring overall B+
• Set up a marketing research project for the local coffee shop

Work Experience

Sep-Dec 2014 **Henry Poole & Co** London, United Kingdom
Internship in consultancy
• Successfully prepared a solution for the task, through data collection, analysis and critical thinking.
• Developed excellent negotiating and presentation skills when reporting to the board of directors
• Prepared a project plan and monitored a completion of it through weekly meetings and reports.

Jun-Aug 2011 **Southwestern Company** Nashville, USA
Internship in Sales Management
• Set up own business in the US. Selling educational products door-to-door.
• Developed high standard of negotiation and customer handling skills.
• Learned to deliver ideas effectively by giving over 30 sales presentations per day
• Participated in over 120 hours of advanced sales training and gain positive attitude and ability to solve problems.
• Developed work ethics, time and money management skills by working over 80 hours per week.

Jul- Sep 2010 **Teplotzol Manufacturing** Kiev, Ukraine
Business Associate Manager
• Started project on implementing into manufacturing new production line.
• Prepared report on implementation costs and product costs.
• Developed negotiating skills and experienced cultural difference during business trip to China.
• Monitored process of selecting and testing moulds for new production line in China.
• Gained insight into production quality standards.

SKILLS, ACTIVITIES & INTERESTS

Languages: Russian (native), Ukrainian (native), English (fluent), Italian (beginner)
Sport: Represented Ukrainian Amateur Skiing team and took first place in competition held in Italy.
Member of the City University Dance club. Member of the PADI scuba diving association. Enjoy playing competitive tennis.
Skills: Thomson Reuters Eikon, Excel (advanced) and R programming language.

The USI CV

1. Create you CV

You can use the USI Format available on your [Student Profile Page](#).

2. Review your CV

You can request a personal CV check with the Career Service. Upload your CV and send it to: careerservice@usi.ch

3. CV Language check (in English)

After you have reviewed your CV, you can check the language with an USI English Professor.

4. Online CV Book

Make your CV visible (on your [Student Profile Page](#)) to companies searching for talents and collaborating with the Career Service.



**Massimiliano
Canavacciuolo**

Swiss
28.05.19XX
giovanni.rossi@usi.ch
+39 3945868128
Via Rododendro 17,
69058 Cisano-Caprimo Bergamasco (BG)

| | | |
|----------------------------|-------------------|--|
| Education | 09/20XX2/20XX | Master in Digital Fashion Communication Università della Svizzera italiana, Lugano, Switzerland • Thesis title: "Waiting for Godot: an analysis between past, present and future of the human nature related to the world of the oniric waiting" • GPA: 10/10 |
| | 10/20XX – 01/20XX | Erasmus: Faculty of Communication, Public Relations and Advertising Università degli Studi di Milano, Italy • Main Courses: Fundamentals of International relations, Management of international communication, Instruments of international communication |
| | 05/20XX – 07/20XX | Bachelor in Communication Sciences Università della Svizzera italiana, Lugano, Switzerland • Thesis title: "Communication in the era of digital marketing" • GPA: 10/10 |
| | 12/20XX – 04/20XX | Cantonal commercial certificate / Federal certificate of commercial office skills Istituto Cantonale di Economia e Commercio, Bellinzona, Switzerland • GPA: 10/10 |
| Professional Experience | 05/20XX – present | Guess Europe Sagi, Lugano, Switzerland Field project as Marketing consultant • Invoices check • Strategical plans development • Push the profitability of sales using social media such as Facebook, LinkedIn, Instagram |
| | 05/20XX – 12/20XX | USI – Institute of Technologies, Lugano, Switzerland Internship • Customer management • Power point presentation concerning new potential markets • Mailing • reimbursement of expenses |
| | 01/20XX – 06/20XX | Link Institute, Los Angeles, USA Job • Customer management • Cash management • Translations |
| | 11/20XX – 07/20XX | ECOMMERARTH, Dubai Job • Translations • Manage relations with the Holding company • Arrange daily reports |

The Europass CV

| CURRICULUM VITAE DI PAOLO ROSSI | |
|---|---|
| Informazioni Personali | |
| Nome | Gemma Mora |
| Indirizzo | Via Vittorio, 2 Roma - Italia |
| Telefono | 04 56 56 7 |
| Cellulare | +39 333 666 34 34 |
| E-mail | gemma.mora@gmail.com |
| Nazionalità | Italiana |
| Data di nascita | 14 Luglio 1996 - Roma |
| Esperienza Lavorativa | |
| Data (da - a) | Dal 2011 ad oggi |
| Nome e indirizzo del datore di lavoro | Piemonte Obblivi, Via Solferino 14 - 20134 Milano |
| Tipo di azienda o settore | IT |
| Tipo di impiego | Rivenditore |
| Principali mansioni e responsabilità | Organizzazione eventi, accoglienza clienti italiani e stranieri |
| Capacità e competenze personali | |
| Madrelingua | Italiano |
| Altre lingue | Inglese |
| Capacità di lettura | Livello certificazione Cambridge B2 |
| Capacità di scrittura | Livello certificazione Cambridge B2 |
| Capacità di espressione orale | Livello certificazione Cambridge B2 |
| Capacità di lettura | Livello certificazione Delf B2+ |
| Capacità di scrittura | Livello certificazione Delf B2+ |
| Capacità di espressione orale | Livello certificazione Delf B2+ |
| Capacità di lettura | Livello certificazione Dele B2 |
| Capacità di scrittura | Livello certificazione Dele B2 |
| Capacità di espressione orale | Livello certificazione Dele B2 |
| Capacità e competenze relazionali | |
| Capacità di lettura | Ottimo capacità di lavoro in team |
| Capacità di scrittura | Capacità di lavorare in un'agenzia |
| Capacità di espressione orale | Capacità di lavorare in un'agenzia |
| Capacità e competenze artistiche | |
| Capacità di lettura | Studio del pianoforte |
| Capacità di scrittura | Studio del pianoforte |
| Capacità di espressione orale | Studio del pianoforte |
| Altre capacità e competenze | |
| Capacità di lettura | Gioco del golf, sci su neve ed acqua, interesse per le |
| Capacità di scrittura | Scrittura di saggi, Donatore di sangue |
| Capacità di espressione orale | Saggiamente studio all'estero in Inghilterra a Porto presso |
| Istruzione e Formazione | |
| Data (da - a) | Dal Settembre 2009 a Giugno 2014 |
| Nome e tipo di istituto di istruzione o formazione | Liceo Linguistico Francesco Caracci di Como |
| Principali materie/abilità professionali oggetto dello studio | Letteratura Italiana, Inglese, Francese, Spagnolo, Storia, Filosofia, Storia dell'Arte, Matematica, Fisica, Chimica, Psicologia, Scienze della Terra |
| Qualifica conseguita | Diploma di Liceo Linguistico |
| Data (da - a) | Dal Settembre 2014 |
| Nome e tipo di istituto di istruzione o formazione | Scienze della Comunicazione presso l'Università della Svizzera Italiana, Lugano CH |
| Principali materie/abilità professionali oggetto dello studio | Storia dei mezzi di comunicazione, Comunicazione Politica, Economia, Statistica, Psicologia della comunicazione, Sociologia dei mass media, Organizzazione aziendale, Marketing, Comunicazione e management, Inglese Francese |
| Qualifica conseguita | |

The Creative CV



The Digital CV

Linkedin



Video CV



Ready now?

Contact us and visit our site for more info:

careerservice@usi.ch

www.careerservice.usi.ch

Follow us on IG:

