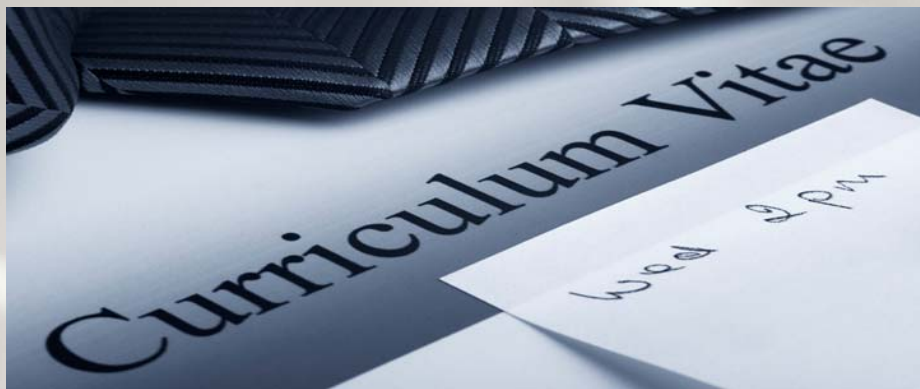




*"From insight
to impact"* 

New!
Edition 2015

CV and cover letter examples



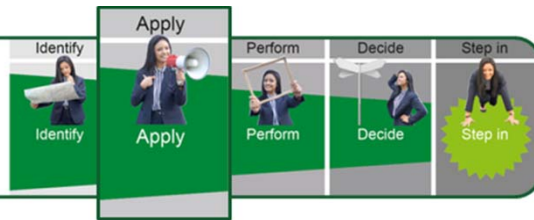
Compiling your application documents

The preparation of meaningful and well-structured application dossiers is very often an underestimated challenge. There are many advices on the internet, but what is actually important and what isn't? Here you can find various CV examples with different layouts. It is important that you choose one layout which feels authentic to yourself. We are also happy to support you with the preparation of professional application documents in our workshops or in individual counselling sessions.

www.hsgcareer.ch | csc@unisg.ch

Content

- CV for D/A/CH
- CV for UK
- CV for USA
- CV for Asia
- CV for law
- CV for PhD applications in industry
- CV for PhD applications for academic career / research
- Creative CVs
- Cover letter



General

- The purpose of the CV is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- Up to two pages (Germany/Austria/Switzerland) or one page (USA/UK/Asia) are recommended, or as specified in the ad/website
- The font should be clearly legible, the font size should not be smaller than 8 pt
- No spelling or grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV, be authentic

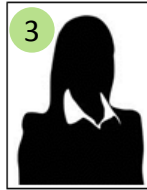
1

Tamara Beispiel | Beispielstrasse 3 | 9000 St. Gallen | +41 (0)79 123 45 67 | tamara.beispiel@mail.com

2 Tamara Beispiel

Swiss citizen, born 8 August 1988

Prospective Master's degree in International Affairs and Governance HSG
 International experience gained in practice and studies. Business-level fluency in German, Spanish and English. Problem-solving orientation, commitment negotiation skills and diplomacy. Professionally interested in an entry-level function in a global NGO in the field of sustainable public procurement.



1

Do's: Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

2

Do's: Highlight your name. Usually, specify your nationality and date of birth. Optionally, a brief profile of about four or five lines may follow, specifying the experience and competencies relevant to the job.
Don'ts: Generally, students do not need to specify their marital status, place of origin, profession of parents, number of siblings, etc.

3

Do's: Photographs are optional, but often welcome in German-speaking countries (professional, friendly, passport photograph format, high resolution).
Don'ts: No casual clothing, no private background (e.g. balcony).

4

Do's: If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added.
Don'ts: Do not list all completed courses, the focus of studies is sufficient.

5

Do's: Do not only mention the employer, but also your own function and department. Specifically highlight your main duties and projects that are relevant to the new job.
Don'ts: Avoid empty statements such as "Cooperation in sponsoring": What exactly was your contribution? Better: "Creation of presentations for gaining new sponsors"

Education

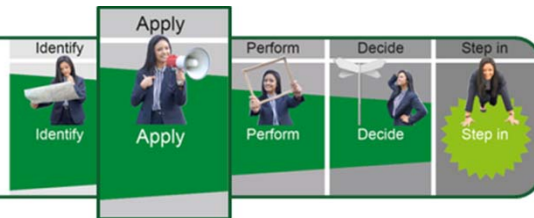
02/2012 - 09/2014	University of St.Gallen (HSG), St.Gallen, Switzerland Prospective Master of Arts in International Affairs and Governance (M.A. HSG) <ul style="list-style-type: none"> • Concentration in sustainability and CSR (courses: Climate Change Policy Role Play, Corporate Responsibility and Sustainability, Managing Social Business, Global Standards)
08/2013 - 12/2013	Stockholm School of Economics, Stockholm, Sweden <ul style="list-style-type: none"> • Exchange semester
09/2007 - 08/2011	University of St.Gallen (HSG), St.Gallen, Switzerland Bachelor of Arts in International Affairs (B.A. HSG) <ul style="list-style-type: none"> • Interdisciplinary studies of economics, politics, business administration and law
02/2010 - 06/2010	Universidad Complutense de Madrid, Madrid, Spain <ul style="list-style-type: none"> • Exchange semester
08/2005 - 09/2007	High school, Enge Cantonal school, Zurich, Switzerland Graduation with modern language profile: English/Spanish

4

Practical experience

11/2012 - 07/2013	Chair of Logistics Management of the University of St.Gallen, St.Gallen, Switzerland Student employee (20%) <ul style="list-style-type: none"> • Assistance in studies in the field of supply chain governance (interview transcription and analysis, writing of articles)
07/2012 - 09/2012	Instituto Ipsem Lorum, Recife, Brazil (Local NGO for physically disabled children and youths) <i>Intern in the field of communication and sales</i> <ul style="list-style-type: none"> • Social media marketing • Creation of presentations for gaining new sponsors
07/2011 - 10/2011	Permanent seat for Spain at the United Nations, New York, USA <i>Intern in the 1st Committee for Disarmament and International Security</i> <ul style="list-style-type: none"> • Participation in negotiations of the General Meeting and the EU delegation • Preparation of reports • General correspondence with Spanish embassies and Secretaries of State of the Ministry of Foreign Affairs

5



Tamara Beispiel | Beispielstrasse 3 | 9000 St. Gallen | +41 (0)79 123 45 67 | tamara.beispiel@mail.com

11/2010 - 04/2011

PR-Mustermann AG, Zurich, Switzerland
 (Agency for communication consulting and public relations) **6**
Intern in the field of corporate finance communications

- Assistant to the management
- Writing and distribution of media releases
- Drafting and production of internal and external publications for customers
- Performance of media analyses and research
- Camera work and advice at media training sessions
- Event management of press conferences and round tables (up to 40 persons)

6 **Do's:** Explain the institutions if they are little known (area, purpose).
Don'ts: Do not go into too much detail – ultimately, what counts is what you did at the institution, not the details of the institution.

07/2009 - 10/2009

Muster & Partner AG, Zurich, Switzerland
 (Logistics management consultancy)
Student employee

- Research and documentation of relevant legal and logistical framework conditions in the cross-border transport of goods between Switzerland and the EU
- Creation of a practice-oriented reference work of the processed material
- Presentation of the results to the management and consultants

7 **Do's:** Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here.
Don'ts: Do not mention pure hobbies – these should only be listed under "Interests".

Extracurricular activities

02/2009 - 02/2010

AIESEC St.Gallen, St.Gallen, Switzerland
 (World's largest international student organisation)
 Board members: Vice President sample department (40%)

7

- Deciding on the strategic orientation of the association
- Marketing of an international internship programme to Swiss companies by means of cold calling, sales meetings and networking
- Leadership and coaching of a team of six to eight

8 **Do's:** Optionally, you can mention any social, civil or military service times.
Don'ts: Do not provide too detailed information or coded abbreviations of your military division.

Voluntary social service

07/2013 - 08/2013

Nursing home Blumenhof, Uzwil, Switzerland
Carer in the daily life of disabled children and youths aged 10-18 (dressing, eating, handicrafts, etc.)

8

9 **Do's:** Be honest and realistic in your evaluation of your skill level. For the languages, indicate the level of the Common European Framework of Reference (CEFR) and any language certificates obtained. Average MS Office skills are a matter of course and do not need to be mentioned.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

Language and IT skills

German
 Spanish
 English
 French
 Portuguese

Native language
 2. Native language
 Business-level fluency (TOEFL IBT 110/120, university studies in English)
 Fluency in writing and speaking (C1, elective course in high school)
 Good understanding and basic speaking skills

9

MS Office
 SPSS

Excellent skills, especially in PowerPoint
 Good skills

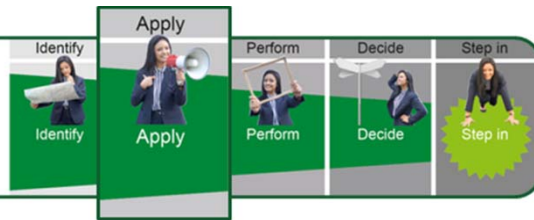
Interests

Dancing
 Snowboarding
 Travelling

Jazz dancing, salsa, ballet up to grade 6 of the Royal Academy of Dance
 Every winter for the past 12 years
 Cultural exchange with Argentinean and Brazilian students, tours to more than 20 countries
 Regular visits to exhibitions, especially impressionism and installation, photography, interior design

10

10 **Do's:** You can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Do not mention banal hobbies such as "Meeting friends", "Listening to music", etc.



General

- The purpose of the CV is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- The font should be clearly legible, the font size should not be smaller than 8 pt, no spelling/grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV, be authentic
- A one-page CV is recommended for the UK (one-pager often required, otherwise max. two pages permitted)
- Due to anti-discrimination guidelines, personal details such as the date of birth, nationality, photograph, etc. are not welcome. By contrast, information on a driving license is welcome (e.g. under "Skills")
- References are often requested: In this case, specify two or three contacts along with their functions and institutions or write "References available upon request"

1 Dos: Highlight your name, as this is about you and your personal profile.
Don'ts: Do not provide any photograph and personal details such as the date of birth, nationality and marital status.

2 Dos: Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages. Optionally, a brief profile of about four or five lines may follow, specifying the experience and competencies relevant to the job.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

3 Dos: If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added.
Don'ts: Do not list all completed courses, the focus of studies is sufficient.

4 Dos: Do not only mention the employer, but also your own function and department. Specifically highlight your main duties and projects that are relevant to the new job.
Don'ts: Avoid empty statements such as "Supported audit team": What exactly was your contribution? Better: "Analyzed financial information of the client as member of the audit team"

5 Dos: Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here. Explain the institutions if they are little known (area, purpose).
Don'ts: Do not mention pure hobbies – these should only be listed under "Interests".

6 Dos: Be honest and realistic in your evaluation of your skill level, mention any recent certificates. At the end, you can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

1 **KAREN EXAMPLE**
 123 Example Road, London, QX3 8NV, UK
 Tel: +41 (0) 79 123 45 67
 Email: k_example@mail.com

2

Education

08/2013 - now **3** **Cambridge University, Cambridge, United Kingdom**
 Master in Business Administration

02/2014 - 06/2014 **University of St. Gallen, Switzerland**
 Exchange semester

08/2010 - 08/2013 **Cambridge University, Cambridge, United Kingdom**
 Bachelor in Mathematics

08/2003 - 08/2010 **Royal Park Highschool Surrey, United Kingdom**
 English, Economics, French, Psychology, Mathematics

Work experience

Summer 2013 **BCG London, United Kingdom**
 Internship as Summer Associate

- Supported analysts in mergers and acquisitions
- Conducted research for client presentations
- Modelled the future financial performance of companies
- Project member in product development project international client

10/2011 - 03/2012 **Dalton Consultants Amsterdam, the Netherlands**
 Internship as Chartered Accountant in Business Advisory Department

4

- Gathered information in order to contribute to audit reports
- Analyzed the quality of used spreadsheets and databases and proposed improvement suggestions and implemented them
- Analyzed client financial information as member of the audit team

Summers 2008 – 2011 **Harrods London, United Kingdom**
 Summer sales support

- Advising and selling top end watches to international clients
- Responsible for sales promotion actions
- Twice top seller of the week

Extracurricular activities

2010 - now **Captain of the student Volleyball Team Cambridge University**

- Motivated players to reach the highest results led to the second rank during the Student competition in the UK in 2012

Summer 2012 **5** **Volunteer for Red Cross Cambodia**

- Build with a team of 12 volunteers a schoolhouse for children in a small village in Cambodia
- Taught English to 25 children in the age between 8 and 12 years old

Skills

6

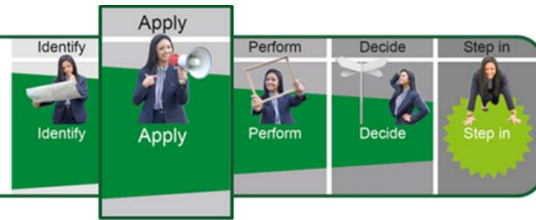
IT: Proficient in use of Microsoft Office, Bloomberg
 Languages: Mother tongue: English and German, Basic: French and Spanish
 Driving: Full clean driving license

Interests

Football, Travelling in Africa and reading historical books about painters

References

Dr. Ellie Ellis, Cambridge University, e.example@cambridge.edu.com, +44 00 123 45 67
 John Smith, Dalton Consultants Amsterdam, j.smith@dcams.biz, +31 11 123 45 67



General

- The purpose of the CV (called "resume" in the USA) is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- The font should be clearly legible, the font size should not be smaller than 8 pt, no spelling/grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV (resume), be authentic
- Your CV (resume) should fit onto one page (one-page rule)
- Due to anti-discrimination guidelines, personal details such as the date of birth, nationality, photograph, etc. are not permitted
- Highlight achievements and special aspects (e.g. scholarships, awards, rankings, special responsibilities)

1 **Do's:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

2 **Do's:** Highlight your name. Optionally, a brief profile of about four or five lines may follow, specifying the experience and competencies relevant to the job.
Don'ts: Do not provide any photograph and personal details such as the date of birth, nationality and marital status.

3 **Do's:** If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added.
Don'ts: Do not list all completed courses, the focus of studies is sufficient.

4 **Do's:** Do not only mention the employer, but also your own function and department. Specifically highlight your main duties and projects that are relevant to the new job.
Don'ts: Avoid empty statements such as "Improved logistics": What exactly was your contribution? Better: "Planned logistical optimizations for a faster component receipt"

5 **Do's:** Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here. Explain the institutions if they are little known (area, purpose).
Don'ts: Do not mention pure hobbies – these should only be listed under "Interests".

6 **Do's:** Be honest and realistic in your evaluation of your skill level, mention any recent certificates. At the end, you can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

1 Nils Example, Beispielstrasse 2, 9000 St. Gallen, Switzerland, +41 (0)79 123 45 67, nils.example@mail.com

2 Nils Example

Profile

Expected Bachelor in Business Administration with educational background from Germany, France, Switzerland and the United States. First work experience in project management, skilled in strategic thinking and with a numerical flair. Responsibility as editor-in-chief of a student business magazine. Proven determination to deliver under pressure in International Case Competition. Enthusiasm for initiative as captain of the university windsurfing team. Member of the National Rugby Team, participating at world championships 2014. Gained intercultural communication skills through a world trip, speaks four languages.

Education

08/2014 – 12/2014	Los Angeles State University, Los Angeles CA, USA Final semester at CSULA, 15 units (thereof statistics, advanced microeconomics)
09/2011 – 12/2014	University of St. Gallen (HSG), (EQUIS + AACSB), St. Gallen, Switzerland Expected degree: B.A. HSG in Business Administration, admission test: top 5% of >1600 applicants Focus on Strategic Leadership and Policy Communication Bachelor Thesis on new business models in transatlantic shipping
09/2002 – 06/2010	Friedrich-Wilhelm-Gymnasium (High School), Bremen, Germany Abitur (university entrance diploma), majors: Economy and English 3 months exchange: Lycée Montgrand, Marseille, France

3

Practical Experience

07/2013 – present	StudentSteps (online recruiting platform) Ambassador at the University of St. Gallen - Connecting students with companies for internships/recruiting, organizing online and campus events
08/2013 – 11/2013	Mustermann Shipyards, Hamburg, Germany (private yachts & offshore-constructions) Project management assistant - Planned logistical optimizations for a faster component receipt - Actively participated at XXX.XXX€ cost reduction with two newly negotiated subcontractor deals
09/2011 – 09/2013	LIGHTBULB St. Gallen - Consulting from Students, Switzerland Member of the board in the university club, project manager, annual turnover >XXX.XXXCHF - Led strategic development and daily business of 15-20 student employees - Negotiated consulting contracts, initiated new client relationship
09/2011 – 06/2013	Business International, Switzerland Editor in Chief, renowned student business magazine in the D-A-CH region, 30.000 run - Overall responsibility: conception, editorial office, distribution (turnover per issue: >XXXXCHF) - Author acquisition (e.g. Secretary of State Germany, US Ambassador to Switzerland, Associate Director Atlantic Council, Anchor CNN, CEOs of SAP, Siemens)

4

Extracurricular Activities

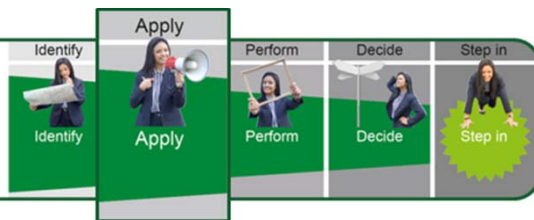
05/2010 – present	Deutsche Model United Nations e.V. (association promoting youth interest in politics, www.dmun.de) Organizing team member, annual MUN conferences with 400+ participants - Translated application as an official NGO at the UN (successful) into French - Chaired simulated UN sessions at MUN-SH 2013 in Kiel
02/2014	University of St. Gallen at the Copenhagen Business School Case Competition 2014, Denmark Represented St. Gallen to compete against leading business schools from around the world (Wharton School, UNC Chapel Hill, Melbourne, Singapore and others) to solve a live business case
07/2010 – 10/2010	Fundación CetaCiras, Algeciras, Spain - Volunteer service at a foundation for the preservation of whales and dolphins in the strait of Gibraltar - Lectures on cetaceans in French, English and German - Created and evaluated scientific data, organized responsible whale watching tourism

5

Other

Awards/Scholarships	Scholarship 'Studienstiftung des deutschen Volkes' (since 2011) Honor medal for accomplishment in sports of the city of Bremen: North-German Champion in Baseball English native (TOEFL 117/120), German native, French fluent (3 months high school exchange to France), Spanish basic (4 months work in Spain, one semester at university)
Languages	MS Office: proficient, Adobe CS: good, knowledge of various financial databases
IT skills	Rugby (member of the German national Rugby team), Windsurfing squad Bremerhaven 2009/10, Alpine sports (skiing, hiking), Baseball, Scuba Diving, Travel & Photography (solo world trip 2010/11: 50% self-financed work-and-travel, intensive exchange with foreign cultures)
Interests	

6



General

- The purpose of the CV is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- The font should be clearly legible, the font size should not be smaller than 8 pt, no spelling/grammar mistakes
- Use concrete and precise, positive and active wording – but using a down-to-earth, modest style for Asia
- Personalise your CV, be authentic
- If possible, your CV should fit on one page; use no more than two pages
- Photographs are optional in most Asian countries – however, a professional photograph is welcome if the job involves customer contact (e.g. in banking)
- Describe your practical experience in specific terms – Asian companies often focus on the skills used to perform duties, targets and results
- Local language skills and any certificates can be of great benefit

1 **Do's:** Highlight your name, as this is about you and your personal profile. If necessary, add your gender, as the gender of Western names is not always understood in Asia. Provide your date of birth, nationality and visa status.
Don'ts: -

Yi Ling Example 1

4, Example Road
#01-234 Rainbows Apts. Building
Singapore
123456
+ 65 123 456 789 | yi_ling_example@mail.com

2 **Do's:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages. Optionally, you can add a specific professional goal in about two or three lines – this is very welcome in Asia.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

EDUCATION

National University of Singapore, Singapore 08/2013 - today
Bachelor in Business Administration
Expected date of graduation: May 2016
Tan Ah Teck Scholarship

3

University of St. Gallen, Switzerland 09/2014 - 12/2014
Exchange program

WORK EXPERIENCE

Insurawiss, Zurich, Switzerland 12/2014 – 01/2015
Compliance Department, Summer Intern
Constructed a database in "Combined Assurance" project with 50 internal audit reports which now saves working hours of supervisors as they can search for information more effectively
Supported supervisor in review and implementation of new compliance guidelines and was responsible for publication in company's internal media

4

AsianSphere Bank, Seoul, South Korea 06/2014 – 08/2014
Global Commodities and Business Management, Summer Intern
Provided support to Global Commodities Team by engaging in preliminary negotiation of ISDA Master Agreements (OTC derivatives contracts)
Created monthly reports on status of agreements in negotiation for management
Engaged in a global change project for Singapore office and coordinated with senior stakeholders to implement related changes in the system

3 **Do's:** If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added.
Don'ts: Do not list all completed courses, the focus of studies is sufficient.

4 **Do's:** Do not only mention the employer, but also your own function and department. Specifically highlight your main duties and projects that are relevant to the new job.
Don'ts: Avoid empty statements such as "Report production": What exactly was your contribution?
Better: "Created monthly reports on status of agreements in negotiation for management"

EXTRACURRICULAR ACTIVITIES

NUS Snorkeling Club, Singapore 03/2015 - today
Head of Marketing and Communication
Responsible for weekly newsletter with 180+ recipients
Reached a 10% higher member acquisition by improving web presence
Organizing various events from snorkeling technique workshops to snorkeling trips with up to ~40 participants

5

AsianSphere Campus Ambassador, Singapore 06/2014 - today
Supported organization of 4 panel discussions with 3 professional speakers and up to ~65 participants about current topics in the Banking sector

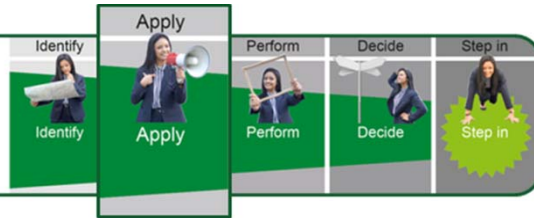
5 **Do's:** Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here. Explain the institutions if they are little known (area, purpose).
Don'ts: Do not mention pure hobbies – these should only be listed under "Interests".

OTHER INFORMATION

Languages: Mandarin (native), English (fluent, TOEFL 104/120 in 2013), German (basic), French (basic)
IT skills: Microsoft Office (excellent), VBA (good)
Interests: Travelling (backpacking through Europe in 2012, South-America in 2013), snorkeling, marathons (participated in London and New York), Tango dancing

6

6 **Do's:** Be honest and realistic in your evaluation of your skill level, mention any recent certificates. At the end, you can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Avoid listing basic skills that are irrelevant to the job.



General

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- Up to two pages (D/A/CH) or one page (USA/UK/Asia) are recommended, or as specified in the ad/website
- The font should be clearly legible, the font size should not be smaller than 8 pt
- No spelling or grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV, be authentic
- Make sure the quality is good, as law firms sometimes request printed application files by mail
- Spontaneous applications are often welcome in the legal field and increase your chances

1 **Do's:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable the HR department to leave messages.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

1 Manuel Beispiel | Beispielstrasse 9 | 9000 St. Gallen
 +41 (0) 79 123 45 67 | manuel.beispiel@mail.com

Curriculum Vitae

Personal Details

Name: Manuel Beispiel
 Nationality: Swiss and German 2
 Date of birth: 09.09.1989



2 **Do's:** Highlight your name. Usually, specify your nationality and date of birth.
Don'ts: Generally, students do not need to specify their marital status, place of origin, profession of parents, number of siblings, etc.

Education

- Since 09/2014 **University of St.Gallen (HSG), St.Gallen, Switzerland**
 Master of Arts HSG (M.A. HSG) in Law & Economics, graduation most likely in July 2016, grade average: 5.2/6.0
 - Planned overseas semester at the Science Po Paris, France, in the autumn semester 2015
- 09/2010 - 07/2014 **University of St.Gallen (HSG), St.Gallen, Switzerland**
 Bachelor of Arts HSG (B.A. HSG) in Law & Economics, grade average: 5.1/6.0 4
- 09/1999 - 06/2009 **Grünsee High School, Constance, Germany**
 General university entrance qualification, grade average: 1.9/1
- 08/2006 - 07/2007 **North Tahoe High School, Tahoe, California, USA**
 School year abroad

3 **Do's:** Photographs are optional, but often welcome in German-speaking countries (professional, friendly, passport photograph format, high resolution).
Don'ts: No casual clothing, no private background (e.g. balcony).

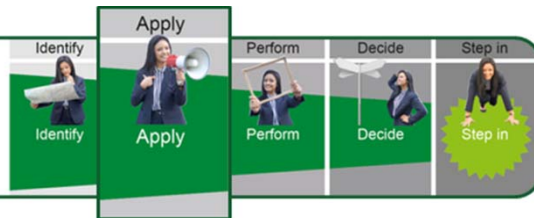
Practical experience

- 07/2014 - 09/2014 **Mustermann & Söhne Lawyers, Wil, Switzerland**
Short legal internship
 - Writing of letters, petitions, responses and other legal/court documents
 - Participation in interrogations, client meetings, prison visits and court hearings
 - Legal areas: especially penal and labour law 5
- 06/2013 - 09/2013 **Pension fund of the Muster Group, Winterthur, Switzerland**
Summer job in administration
 - Establishment of a new document archiving system
 - Assistance in research and correspondence
- 09/2011 - 06/2012 **International Students' Committee (ISC), St.Gallen, Switzerland**
Member of the organisation team (100%)
 Student initiative at the University of St.Gallen and organisation committee of the St.Gallen Symposium: 6

4 **Do's:** If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added.
Don'ts: Do not list all completed courses, the focus of studies is sufficient.

5 **Do's:** Do not only mention the employer, but also your own function and department. Specifically highlight your main duties that are relevant to the new job. Especially internships with law firms and courts, which you need for the bar admission, should be described thoroughly.
Don'ts: Avoid empty statements such as "Administrative assistance": What exactly was your contribution? Better: "Writing of letters, petitions, responses and other legal/court documents"

6 **Do's:** Explain the institutions if they are little known (area, purpose).
Don'ts: Do not go into too much detail – ultimately, what counts is what you did at the institution, not the details of the institution.



Manuel Beispiel | Musterstrasse 9 | 9000 St. Gallen
 +41 (0) 79 123 45 67 | manuel.beispiel@mail.com

- International three-day conference with 600 decision-makers and 200 students from all over the world; former lecturers include Dominic Barton (McKinsey), Christine Lagarde (IMF) and Ratan N. Tata (Tata Group)
- Negotiation on possible support and recruitment for participation in the St.Gallen Symposium during five-week trip in North Germany in personal meetings with more than 60 executives from the field of business (Jung von Matt, BearingPoint, tesa)
- Planning, organisation and supervision of two large evening events (dinner for 250 and 700)

7 **Do's:** Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here.
Don'ts: Do not mention pure hobbies – these should only be listed under "Interests".

06/2010 - 08/2010 **Children's Hospital of Eastern Switzerland, St.Gallen, Switzerland**
Nursing internship
 Oncology ward (100% employment)
 - Assistance in care and supervision

8 **Do's:** Optionally, you can mention any social, civil or military service times.
Don'ts: Do not provide too detailed information or coded abbreviations of your military division.

Extracurricular activities

08/2007 - 06/2009 **Grünsee High School, Constance, Germany**
Head boy
 Student representative of the class of 2009, leading responsibility for the graduation book and the graduation ball

7

01/1999 - 06/2010 **Member in the music association Petershausen-West, Constance, Germany**
 Trumpeter

9 **Do's:** Be honest and realistic in your evaluation of your skill level. For the languages, indicate the level of the Common European Framework of Reference (CEFR) and any language certificates obtained. Average MS Office skills are a matter of course and do not need to be mentioned.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

Military service

07/2009 - 06/2010 **Military training school in Payerne, Switzerland**
 Weather soldier

8

Language skills and overseas stays

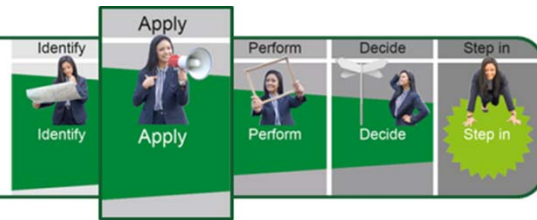
German Native language
 English Fluency in written and spoken English (111/120 points in TOEFL in 2013; 11th school year at the Somerset High School, Kentucky, USA)
 French Planned language holiday in France in Summer 2015, followed by an overseas semester at the Science Po Paris, France, in the autumn semester 2015

9

10 **Do's:** You can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Do not mention banal hobbies such as "Meeting friends", "Listening to music", etc.

Interests

10 Skiing (worked as a skiing instructor for one season), music (wind instruments), travelling (Asia)



General

- The purpose of the CV is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- Avoid going into too much detail in your CV – focus on what matters and enclose other information such as your list of publications as a separate attachment
- The font should be clearly legible, the font size should not be smaller than 8 pt
- No spelling or grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV, be authentic

1 Martina Beispiel | Beispielstrasse 5 | 9000 St. Gallen
Telephone: +41 79 123456 | Email: martina.beispiel@mail.com

CURRICULUM VITAE

PERSONAL DETAILS

Name	Martina Beispiel, Dr. des. 2	
Date of birth	05.05.1985	
Nationality	CH/UK	
Marital status	Single	

EDUCATION

06/2010 – 09/2014	University of St.Gallen, Switzerland <ul style="list-style-type: none"> • Doctoral study of business administration (specialisation in marketing) at the Centre for Customer Insight (FCI-HSG) • Doctoral advisors: Prof. Dr. Antonius Unger and Prof. Dr. Tristan Weber • Title of the doctoral thesis: "Behavioural marketing based on social media in the Swiss consumer goods sector – an analysis" • Publications in renowned international journals and presentations at international conferences (see list of publications) • Doctorate with Ø Magna Cum Laude
07/2011 – 08/2011	University of Cape Town, South Africa <ul style="list-style-type: none"> • Summer school in Quantitative Research Methods
10/2004 – 10/2009	University of Mannheim, Germany <ul style="list-style-type: none"> • Study of business administration with specialisation in marketing, international management and Italian • Graduation: Degree in business administration (Dipl.-Kffr.), grade 1.4
08/2006 – 01/2007	Universidad de Buenos Aires, Argentina <ul style="list-style-type: none"> • Overseas semester with a focus on marketing, HR and finance
02/1995 – 06/2004	Bismarck High School, Hanover, Germany <ul style="list-style-type: none"> • Graduation with grade 1.9

PROFESSIONAL EXPERIENCE & INTERNSHIPS

6/2010 – PRESENT	University of St.Gallen, Switzerland <ul style="list-style-type: none"> • Scientific assistant to Prof. Dr. Andreas Herrmann and Prof. Dr. Torsten Tomczak at the Centre for Customer Insight • Project work and workshop moderation as well as workshop support in the fields of brand, behavioural branding, social media, sponsoring and B2B marketing • Project partner in the healthcare, food retail, engineering, electrical installation technology and location promotion industries, among others
08/2008 – 12/2008	Unilever Deutschland GmbH <ul style="list-style-type: none"> • Internship in D/A/CH marketing of the Rama Cremefine brand • Potential analysis of a category extension. Planning, rollout and evaluation of a design relaunch, a sampling campaign and promotional activities. Monitoring of competitors. Assistance in daily operations.

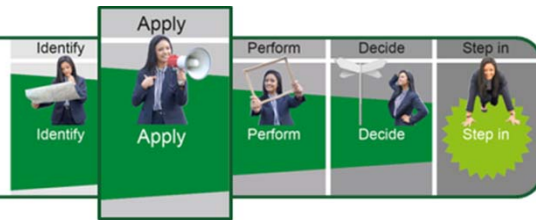
1 **Do's:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages. **Don'ts:** Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

2 **Do's:** Highlight your name. Usually, specify your nationality and date of birth. Optionally, a brief profile of about four or five lines may follow, specifying the experience and competencies relevant to the job. **Don'ts:** Generally, graduates do not need to specify their place of origin, profession of parents, number of siblings, etc.

3 **Do's:** Photographs are optional, but often welcome in German-speaking countries (professional, friendly, passport photograph format, high resolution). **Don'ts:** No casual clothing, no private background (e.g. balcony).

4 **Do's:** If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added. **Don'ts:** Do not list all completed courses, the focus of studies is sufficient.

5 **Do's:** Do not only mention the employer, but also your own function and department. In the case of institutes and research centres, the sponsors can also be mentioned. Specifically highlight your main duties and projects that are relevant to the new job. **Don'ts:** Avoid empty statements such as "Cooperation in workshops": What exactly was your contribution? Better: "Project work and workshop moderation as well as workshop support in the fields of brand, behavioural branding, social media, sponsoring and B2B marketing"



Martina Beispiel | Beispielstrasse 5 | 9000 St. Gallen
 Telephone: +41 79 123456 | Email: martina.beispiel@mail.com

- 04/2008 – 07/2008 **Müller, Meier und Schmidt Consulting – Marketing & Strategy Consulting, Germany** 6
- Internship in the Life Science department
 - Optimisation of a pricing process. In-depth interviews concerning the possibility of applying the pricing process in other countries. Development of a tool for the internal communication of the product value. Preparation of manuals on the use of the pricing software and training budget planning.
- 10/2007 – 03/2008 **University of Mannheim, Chair of Marketing, Germany**
- Tutor for the pricing and distribution policy event
- 01/2007 – 04/2007 **Mustermann Lichttechnik AG, Germany**
- Internship in the Market Research & Communication department
 - Assistance in the preparation of the strategy plan 2008. Market analyses. Potential analysis of a market segment extension. Update of the customer information. Monitoring of competitors.

EXTRACURRICULAR ACTIVITIES

- 03/2013 **McKinsey & Company**
- Workshop "Go Digital!"
 - Management of a real online wine shop, teamwork on the subject of "social media"
- 10/2004 – 03/2008 **Junior Beratung Bayreuth e.V., Germany**
- Organisation and rollout of charitable events

SCHOLARSHIPS

- 2011 **Scholarship of the Swiss National Fund (SNF)**
- Funding of the participation in the summer school of the University of Cape Town, South Africa
- 2011 **Basic Research Fund of the University of St.Gallen (GFF)**
- One-year funding of the doctoral thesis

SKILLS & INTERESTS

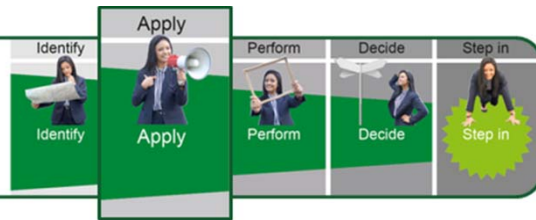
- Languages 7 German (native language), English (business-level fluency), Spanish (business-level fluency), French (basic skills)
- IT skills 8 MS Office: Word, Excel, PowerPoint; statistical software: SPSS; market databases: AC Nielsen, GfK
- Interests 9 Endurance sports, social media, photography, travelling

6 **Dos:** Explain the institutions if they are little known (area, purpose).
Don'ts: Do not go into too much detail – ultimately, what counts is what you did at the institution, not the details of the institution.

7 **Dos:** Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here.
Don'ts: Do not mention pure hobbies – these should only be listed under "Interests".

8 **Dos:** Be honest and realistic in your evaluation of your skill level. For the languages, indicate the level of the Common European Framework of Reference (CEFR) and any language certificates obtained. Average MS Office skills are a matter of course and do not need to be mentioned.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

9 **Dos:** You can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Do not mention banal hobbies such as "Meeting friends", "Listening to music", etc.



Martina Beispiel | Beispielstrasse 5 | 9000 St. Gallen
Telephone: +41 79 123456 | Email: martina.beispiel@mail.com

APPENDIX

10

PUBLICATIONS & CONFERENCE PRESENTATIONS

2014

- Laufenburg, S. & Beispiel, M.: The Effect of Brand Personality on Buying Behaviour. In: Marketing Bulletin of Switzerland, in press, 2014.
- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua
- At vero eos et accusam et justo duo dolores et ea rebum
- ...

2013

- Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua
- At vero eos et accusam et justo duo dolores et ea rebum
- ...

2012 ...

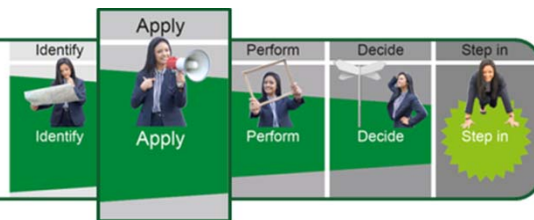
2011 ...

10

Do's: A list of your publications and conference presentations is optional for jobs in the free economy. However, the more you have done, the more it pays to draw attention to them – especially to those in renowned journals. Sort your publications in reverse chronological order by year. Be sure to quote correctly depending on the discipline, journal, etc.

Don'ts: Do not include publications in the CV for industry – these should be presented separately on an attached page as shown here.

© CSC-HSG



CV for PhD applications for academic career/ research

General

- The purpose of the CV is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- The font should be clearly legible, the font size should not be smaller than 8 pt
- No spelling or grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV, be authentic
- CVs for an academic career/research must be composed in English

Thomas Beispiel
Beispielstrasse 9, 9000 St.Gallen, Switzerland
Phone: +41 (0)79 123 45 67
Email: thomas.beispiel@mail.com

1 THOMAS BEISPIEL
Swiss, *09.09.1979
Married, 03.2013 birth of first daughter

ACADEMIC POSITIONS

03/2013 – present **Associate Professor, Institute of Marketing, University of St.Gallen, Switzerland**

08/2012 – present **Associate Fellow at IKON, Warwick Business School, University of Warwick, England**

11/2012 – 02/2014 **Associate Dean of Undergraduate Studies, Institute of Marketing, University of St.Gallen (HSG), Switzerland**

07/2012 – 03/2013 **Senior Assistant Professor (since promotion in July 2012), Institute of Marketing, University of St.Gallen (HSG), Switzerland**

01/2010 – 06/2012 **Assistant Professor, Institute of Marketing, University of St.Gallen (HSG), Switzerland**

02/2008 – 06/2011 **Senior Research Fellow at IKON, Warwick Business School, University of Warwick, England**

09/2007 – 11/2009 **Lecturer at the Institute of Marketing, University of St.Gallen (HSG), Switzerland**

EDUCATION

11/2007 – 12/2008 **Postdoctoral Research Fellow at Institute of Marketing, University of St.Gallen (HSG), Switzerland**
Postdoctoral research on the dynamics of knowledge integration in collaboration with Professor Tristan Weber, financed by the Swiss National Science Foundation (SNF)

10/2003 – 09/2007 **Ph.D. in Economics and Communication, University of Lugano (USI), Switzerland**
Received degree with summa cum laude, February 2007
Dissertation: "Corporate Communication – The role of business reports in digital times.", Dissertation Committee: Prof. Andrea Andermatt (U of Lugano), Prof. Melvin Müller (U of St.Gallen), Prof. Ivan Inderbitzin (U of Zurich)
Ph.D. course program in Business Studies and Communication (60 ETCS); courses: foundations of organization theory, methodology of research, crafting research, advanced methods in statistics, politics of research in Switzerland, methods of system dynamic modeling, structural equation modeling, statistical methods in communication sciences, survey research methods, ethnographic and qualitative research methods, philosophy and epistemology of science, philosophical foundations of communication sciences

06/2004 – 05/2005 **Doctoral Visiting Fellow at Stanford University, Graduate School of Business, Stanford CA, USA**
Empirical case study work on the Brookings Institution
Doctoral courses at Harvard Business School: Innovation and Organizations, Behavioral Approaches to Decision Making and Negotiations

10/1997 – 11/2001 **B.A. Communication Sciences & M.Sc. Economics and Communication, University of Lugano (USI), Switzerland**
Graduated summa cum laude, November 2001
Major in Corporate and Institutional Communication
Master's dissertation "Knowledge management in organizations from a communication perspective."

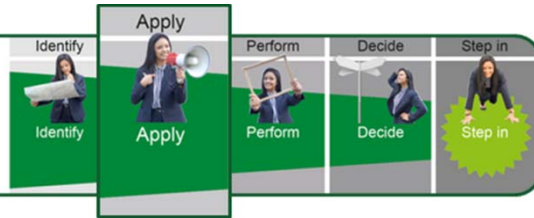
02/2000 – 06/2000 **Free University of Berlin (FU), Berlin, Germany**
Erasmus exchange semester: course work at the institutes of communication science and of business administration

1 Dos: Highlight your name. Usually, specify your nationality, date of birth and marital status. For academic careers, a photograph is optional.
Don'ts: Generally, it is not necessary to specify the place or origin, driving license, etc.

2 Dos: Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable HR managers to leave messages.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

3 Dos: Do not only mention the institutions, but also your own function and department. In the case of institutes and research centres, the sponsors can also be mentioned. Optionally, you can draw attention to key duties and projects.
Don'ts: Avoid long lists of names of professors sponsoring an institution/employer if they are not known.

4 Dos: Specify details of the focus of studies, grade average, subject-relevant course examples concerning theory and methodology, practical projects, thesis, etc.
Don'ts: Do not provide a full list of course titles; relevant subject areas are sufficient.



AWARDS

- 2015 - Award of Best Papers in Organizational Communication at the Annual Conference of the International Communication Association (ICA)
- 2014 **5** - Best Full Paper award at the Management Learning Conference 2013, Lancaster University Management School - Best Poster award at the 3rd Annual Patient Safety Research Workshop, December 2009, London (UK).
- 2013 ...
- 2012 ...

RELEVANT IT SKILLS

- Atlas.ti Excellent
- MaxQDA Very good
- SPSS Very good

6

LANGUAGES

- German Native
- English Fluent
- Italian Good

7

RESEARCH

- List of Publications
- Peer Reviewed Journals
 - Andermatt, A. & Beispiel, T. (2009) Digital business reports as innovation in corporate communication, Int. Journal of Business Communication, 9(10): 1287-1313
 - ...
- Non-peer-reviewed Journals
 - ...
- Books & Dissertation
 - ...
- Book Chapters
 - ...
- Press
 - ...
- Reports
 - ...
- Under review
 - ...
- Conferences & Workshops with Double Blind Peer Review Process
 - ...
- Non-Peer Reviewed Conferences and Workshops & Invited Talks
 - ...
- Case Studies
 - ...
- Working Papers
 - ...
- Grants
 - ...
- Research Projects
 - ...

5

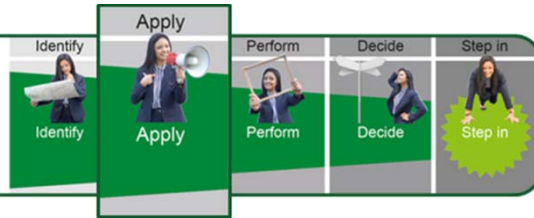
Dos: Highlight special achievements for which you received awards. Scholarships can also be mentioned (including the amount and purpose), and the section may be entitled "Awards and scholarships".
Don'ts: -

6

Dos: Be honest and realistic in your evaluation of your skill level. For the languages, indicate the level of the Common European Framework of Reference (CEFR) and any language certificates obtained. Average MS Office skills are a matter of course and do not need to be mentioned.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

7

Dos: Draw attention to your academic achievements, e.g. research, publications or teaching activities. Divide them into subcategories and sort them in reverse chronological order by year. Be sure to quote correctly depending on the discipline, journal, etc.
Don'ts: Avoid unstructured, disorderly lists.



TEACHING EXPERIENCE

Academic Teaching

Institute of Marketing, University of St.Gallen (HSG), Switzerland

Master Level:

- Research Methods for Corporate Communication (6 ECTS)

Role: Designer and lecturer of a course on Research Methods in Corporate Communication (co-organized/taught with Dr. Melvin Müller, HSG) for the Master in Marketing, Services and Communication Management (MSC)

Duration: 2014-ongoing

- Organizational Communication (3 ECTS)

...

8

Bachelor Level:

- ...

Executive Training, Seminars & Workshops

2014, United Nations: Trainer of a four day course on knowledge management, Beirut, Lebanon, October

...



SERVICE ACTIVITIES

Service to the University of St.Gallen

...

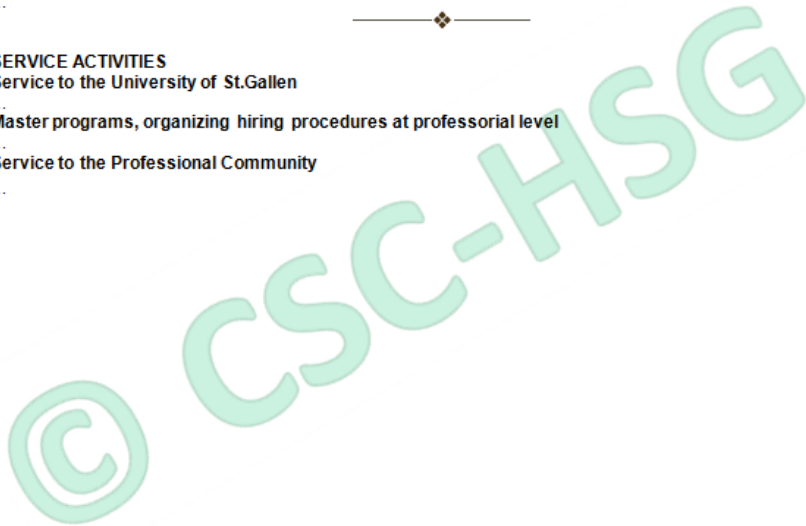
Master programs, organizing hiring procedures at professorial level

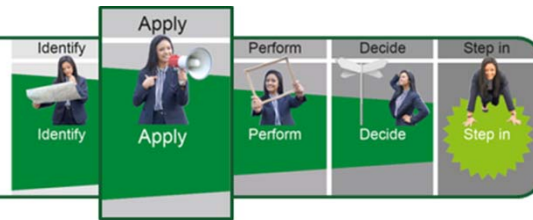
...

Service to the Professional Community

...

8 **Do's:** Sort your teaching activity by target groups (study level) and explain your specific duties in this role.
Don'ts: -





General

- The purpose of the CV is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- Up to two pages (D/A/CH) or one page (USA/UK/Asia) are recommended, or as specified in the ad/website
- The font should be clearly legible, the font size should not be smaller than 8 pt, no spelling/grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV, be authentic
- Creativity is permitted – as long as the structure, relevant content, and legibility are preserved
- Creative applications are welcome especially in the field of marketing or young, dynamic enterprises – while conventional CVs are preferred by large, traditional companies and especially in the fields of banking and consulting

1 **Do's:** Highlight your name, as this is about you and your personal profile. Photographs are optional, but often welcome in German-speaking countries (professional, friendly, passport photograph format).
Don'ts: Generally, students do not need to specify their marital status, place of origin, profession of parents, number of siblings, etc.

2 **Do's:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages. Optionally, a brief profile of about four or five lines may follow, specifying the experience and competencies relevant to the job.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

3 **Do's:** If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added.
Don'ts: Do not list all completed courses, the focus of studies is sufficient.

4 **Do's:** Do not only mention the employer, but also your own function and department. Specifically highlight your main duties and projects that are relevant to the new job.
Don'ts: Avoid empty statements such as "Reporting duties": What exactly was your contribution? Better: "Revision and launch of a new KPI reporting process"

5 **Do's:** Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here. Explain the institutions if they are little known (area, purpose).
Don'ts: Do not mention pure hobbies – these should only be listed at the end under "Interests".

6 **Do's:** Be honest and realistic in your evaluation of your skill level, mention any recent certificates. At the end, you can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

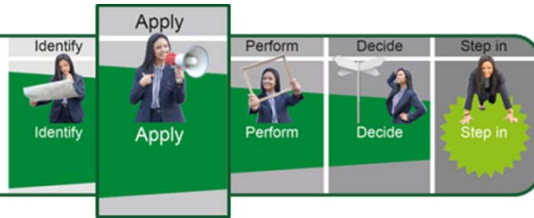
	Since 3/2013 University of St. Gallen (HSG) - Master of Arts in Accounting and Finance Current average: 5.2/6.0
	9/2013 - 12/2013 Vienna University of Economics and Business - exchange semester
	10/2009 - 2/2013 University of Zurich - Bachelor of Arts in Business Administration Final grade: 5.4/6.0
	8/2002 - 8/2008 Engo Cantonal School, Zurich - graduation Final grade: 4.8/6.0
	6/2015 - 8/2015 Procter & Gamble, Geneva - internship in EMEA Regional Controlling Revision and launch of a new KPI reporting process, preparation of quarterly forecasts
	7/2014 - 8/2014 Henkel GmbH, Basel - internship in Finance & Accounting Support of the supervisor in the implementation of finance software, processing of budgets
	2/2012 IKEA, Basel - internship in Product Management & Sales Strategic collaboration in the development of the product portfolio, drafting and implementation of sales documents and customer-specific offers
	11/2010 - 2/2013 Denner, Fehraltorf - sideline as cashier

- Since 9/2013
Kaleidoskop (HSG student magazine) – author of articles on various collegiate subjects **5**
- Since 8/2014
Baseball club Flying Seagulls, St. Gallen – junior trainer for 10-16-year-olds **6**
- MS Office, SAP – excellent
- German – native language, English – excellent, French – excellent
- Interested in baseball, travelling, e-guitar

Education

Practical experience

Miscellaneous



↑

Tim Beispiel

Switzerland/France
9 September 1989

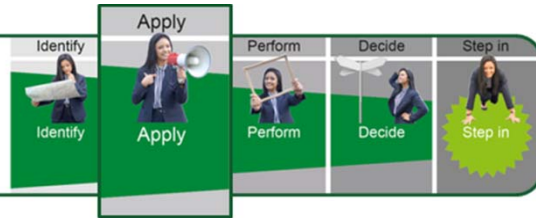
Beispielstrasse 9
9000 St. Gallen
079 / 123 45 67
tim.beispiel@mail.com

- 06/2015 - 08/2015** **Procter & Gamble, Geneva - internship in EMEA Regional Controlling**
Revision and launch of a new KPI reporting process, preparation of quarterly forecasts
- Since **08/2014** **Baseball club Flying Seagulls, St.Gallen - junior trainer for 10-16 year-olds**
- 07/2014 - 08/2014** **Henkel GmbH, Basel - internship in Finance & Accounting**
Support of the supervisor in the implementation of finance software, processing of budgets
- 09/2013 - 12/2013** **Vienna University of Economics and Business - exchange semester**
- Since **09/2013** **Kaleidoskop (HSG student magazine) - author of articles on various collegiate subjects**
- Since **03/2013** **University of St.Gallen (HSG) - Master of Arts in Accounting and Finance**
Current average: 5.2/6.0
- 02/2012** **IKEA, Basel - internship in Product Management & Sales**
Strategic collaboration in the development of the product portfolio, drafting and implementation of sales documents and customer-specific offers
- 10/2009 - 02/2013** **University of Zurich - Bachelor of Arts in Business Administration**
Final grade: 5.4/6.0
- 11/2010 - 02/2013** **Denner, Fehraltorf - sideline as cashier**
- 08/2002 - 08/2008** **Enge Cantonal School, Zurich - highschool graduation**
Final grade: 4.8/6.0

Dark blue:	Education
Light blue:	Practical experience
Grey:	Extracurricular

MS Office	●●●●●○
SAP	●●●●●○
German	●●●●●● (Native language)
English	●●●●●○
French	●●●●●○
Interests	Baseball, travelling, e-guitar

1/1



Tim Beispiel

Switzerland/France
9 September 1989

Beispielstrasse 9
9000 St. Gallen
079 / 123 45 67
tim.beispiel@mail.com

Since 3/2013
University of St.Gallen (HSG) - Master of Arts in Accounting and Finance
Current average: 5.2/6.0

9/2013 - 12/2013
Vienna University of Economics and Business - exchange semester

10/2009 - 2/2013
University of Zurich - Bachelor of Arts in Business Administration
Final grade: 5.4/6.0

8/2002 - 8/2008
Erge Cantonal School, Zurich - graduation
Final grade: 4.8/6.0

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Strategic collaboration in the development of the product portfolio, drafting and implementation of sales documents and customer-specific offers

11/2010 - 2/2013
Denner, Fehraltorf - sideline as cashier

Practical experience

Since 9/2013
Kaleidoskop (HSG student magazine) - author of articles on various collegiate subjects

Since 8/2014
Baseball club Flying Seagulls, St.Gallen - junior trainer for 10-16 year-olds

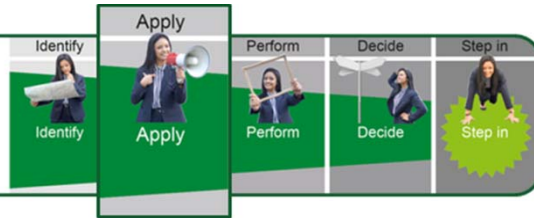
MS Office, SAP - excellent
German - native language, English - excellent, French - excellent

Interested in baseball, travelling, e-guitar

Other

1/1

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General

- The purpose of the application letter is to present your motivation and competencies
- Do not merely repeat the content of the CV, as many recruiters first read the CV and only then the letter
- Stress the most relevant strengths that coincide with the job ad: personal unique selling proposition (USP)
- Use concise and precise, positive and active wording
- The font should be clearly legible, the font size should not be smaller than 8 pt
- No spelling or grammar mistakes
- No more than one page (applies around the globe)
- Basic structure: Describe WHY YOU/WHY ME/WHY US
- Personalise your application letter, be authentic

1 **Do's:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages. The block or letter head containing the contact details can be designed identically in the CV and in the cover letter.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

1 Mona Beispiel | Beispielweg 9 | CH-9000 St. Gallen | +41 79 999 99 99 | mona.muster@student.unisg.ch

Cubicle Food Ltd.
 Klaus Muster
 HR department
 Musterstrasse 8
 8000 Zurich

2

3 January 2015

3 Application as Marketing Services Assistant - your ad on hsgcareer.ch

WHY YOU

Dear Mr Muster,

What especially impresses me about Cubicle Food Ltd. is the fact that its headcount has gone up from 1,300 to 2,000 over the last five years. Another remarkable aspect is that it received the "European Marketing Prize 2015". In view of my personal interest in healthy food and a healthy lifestyle, I would love to be part of your successful enterprise starting from September 2015.

WHY ME

My university studies as well as my hands-on activities afforded me the opportunity to gain marketing experience throughout Europe. I like analysing markets, developing marketing strategies for different target groups and marketing products.

I was able to furnish evidence of my wealth of ideas for B2B Consulting in London: Within four weeks of their introduction, the innovative marketing activities that I developed on social online networks boosted the number of new users by 15 per cent.

I find it easy to present information in bundled, customer-oriented form in German, English and French. In doing so, I especially pay attention to comprehensible, precise wording. I enjoy working as part of a team, as I appreciate different opinions and the exchange helps me to develop ideas. I often assume a moderating role in the team in order to capture ideas and measures.

WHY US

Thanks to the experience I have gained so far, my open and direct communication style, my language skills and your inspiring setting, I am confident that I will be able to assume my duties in a customer-oriented manner.

I would be pleased to meet your dedicated team in Zurich and learn more about the current projects of Cubicle Food Ltd.

Yours sincerely,

Mona Muster

Mona Muster

2 **Do's:** Address your letter to a specific person. If you are unable to find out who the responsible contact is, address your letter to the HR manager or "Dear Sir/Madam". If possible, use personal names in the salutation as well.
Don'ts: Avoid writing letters without specifying the recipient. Such letters look like impersonal templates.

3 **Do's:** Specify the job and/or function that you are applying for and indicate where you found the job ad. You may also specify the ad number.
Don'ts: -

4 **Do's:** Why are you interested in the company and in the job? Inform yourself thoroughly. Describe your motivation and make reference to any contacts (guest lectures/exhibition/acquaintances, etc.).
Don'ts: Do not reason with general statements like "What impresses me about you is that you are a large, international enterprise". What exactly, why in this industry, what is your link? Stimulate the other person's curiosity.

5 **Do's:** Why should they hire you? What are your main competencies and achievements? Describe your competencies in concrete terms and substantiate your information with examples. In this way, you can arouse interest, and the company will see what they can expect in case they hire you. Establish a link to the job ad.
Don'ts: Avoid going into too much detail – highlight only the most relevant competencies and experience.

6 **Do's:** What specific contribution can you make? Summarise your core statements. Conclude with a sentence that expresses what you would like to do next.
Don'ts: Avoid an exuberant conclusion – remain down to earth and credible.