



# Learning pack

## **The Cranfield CV**

# The Cranfield CV

**Did you know, your Curriculum Vitae (CV) has approximately eight to ten seconds to make an impact with a recruiter? Writing a professional CV is a key step in developing a successful career.**

Our team has many years experience and industry knowledge to bring you the 'Gold Standard' in CV writing. To assist you with the writing process, we have developed guidelines and templates for MSc, MBA and PhD students, which are all included in this pack.

**"If the purpose of the cover letter is to get your CV read, then the purpose of your CV is to secure you an interview."**

**Why can't I use my original CV for job applications?**

**Why should I write another?**

Many of you will already have a CV (or several) that you have been using, however, there is very little published advice regarding the transition of postgraduates into more senior roles. Most of the advice centres on undergraduates and those seeking more junior roles. The Cranfield CV is specifically tailored for our postgraduate students, and will form the basis of all your job applications during your time with us.



# The process of creating The Cranfield CV

**We have significantly invested in the online platform, VMock, to provide our students with a 24-7 CV critiquing service. This technology allows students to receive customised CV suggestions, based on criteria gathered from employers and The Cranfield CV standards. You can upload and work on your CV from anywhere, at any time of day.**

We will provide you with a VMock log-in when you have created your Cranfield CV. If this is before your arrival on campus email [cranfieldcareers@cranfield.ac.uk](mailto:cranfieldcareers@cranfield.ac.uk). For students already on campus you should have received an invite from VMock unless you have explicitly requested that you don't wish to utilise the platform.

## **VMock will:**

- give you line-by-line suggestions to improve CV content in view of your course and level of experience,
- assess how well you have marketed your core competencies to showcase the right skill-set reflected in academics, experience, achievements etc.,
- score your CV based on employer criteria and Cranfield CV standards.

## **Some things to bear in mind when creating your CV**

**1**

In the UK, a two page CV is expected as standard when applying for a job. Finance and banking applications require a one page CV along with some other sectors if requested. You must demonstrate how your relevant strengths suit the key needs of the company and position. Roughly, less than a 70% match will often result in a decline.

**2**

### **The power of Human Resource (HR) personnel**

To improve hiring decisions and to ensure fairness, HR seek clear evidence from cover letters, application forms and CVs before they progress you to the interview stage. The degree of seriousness and the rigidity of the HR process in the UK and USA is often very different from the experience found in top companies in other countries.

**3**

### **Limited feedback**

There is a very high ratio of applicants to HR staff; in addition a lot of the sifting process is done by automation. It is very rare to receive feedback on why you were declined at the first round stage and often there is limited feedback thereafter. Currently, the average time for employers to get a candidate in a job in the UK, across all job levels, is three months and for more senior positions it can take longer. This contrasts with other high-growth economies such as India where closing a job within two weeks is commonplace. There is a need for both resilience and persistence in overcoming the anxiety and methodical nature of the process.

**4**

### **'We regret to inform you...'**

Companies in the UK and USA often struggle to find candidates that stand out from a crowd of well educated graduates, not to mention internal candidates. With thousands of well qualified candidates for each position, there will be a high volume of 'No, thank you' responses. Your resilience against these rejections will form part of your developmental journey.

# The Role, How and Outcome Model

**The reason we use the Role, How and Outcome Model is that it provides key information for different recruitment readers and builds evidence for the interview stage, hence improving your impact throughout the recruitment process.**

When describing your key achievements it is important to bear the following points in mind:

- Highlight specific, tangible achievements, rather than listing responsibilities.
- Use the past tense.
- Use academic, commercial or personal achievements.
- Make it interesting to read.

Use the role, how and outcome model to showcase work experience in the career history section, or specific projects and key achievements.

1

## Role

Describe the situation you were in or the task that you needed to accomplish.

2

## How

- Highlight the key competencies and capabilities that you used.
- Make reference to any issues that may have made the situation more complex or challenging, for example the seniority within the company of the people you had to negotiate with or influence, numbers of people in the team that you had to manage/work with and aspects relating to the scale of the operation/project.
- Describe the action that you took and be sure to keep the focus on you.
- Even if you are describing a group project or efforts make sure to showcase the part that you played and the impact that you had, rather than purely highlighting the efforts of the team.

3

## Outcome

Quantify success in terms of figures or percentages if possible; this will give you the biggest impact. This could be a reduction in costs, a saving of time and resources on a key project, a substantial profit for the department or the company as a whole. It can also be useful to refer to timescales in which this success has been achieved, for example:

- Increased sales turnover by 42% against a target of 30% during the first 12 months. This was the highest individual increase in turnover for this period.

**“If the job description and requirements are ‘the question’, to what extent do you think your CV provides a ‘comprehensive answer’?”**



# CV layout and formatting instructions

<b>CV style:</b>	<b>Font type</b> – Arial <b>Name heading</b> – font size 18pt regular, lower case and centred <b>Section heading</b> – font size 10pt bold, all upper case and aligned to the left <b>Body text</b> – font size 10pt regular and justified <b>Design element</b> – line breaks between sections
<b>Margins:</b>	15mm – all sides
<b>Spacing:</b>	<b>One line</b> between sections <b>Two lines</b> between heading (name and contact details) and personal profile

## Section details

### Heading

Name, contact telephone, email address, Cranfield University, Cranfield School of Management or Cranfield Defence and Security.

### Personal statement - Briefly highlight your experience, characteristics and skills

You need to include an opening statement that will offer an overview of your technical abilities obtained throughout your academic studies and working career – include factual information about your industry/sector exposure (years), company size, orientation, international experience. Also think about a couple of your defining abilities. The statement should:

- be a clear representation of YOUR qualities and skills. It should not be generic (i.e. could apply to anyone).
- not contain meaningless buzzwords or terms (i.e. self-motivated, highly-qualified, hardworking etc.).
- be positive with a good balance of both - soft and technical skills.
- not mention your precise aspirations (this may limit your opportunities).
- be clearly backed up by the content of your CV.

### Key achievements - Bullet points, three to four maximum (MSc and MBA) Research/Projects (PhD)

- Achievements should be clearly described, show a positive impact/outcome and where possible be backed up by figures, results in cost reductions, innovative process improvements etc.
- These can be career related, academic or personal achievements.

### Education - Displayed as in the example CVs

- Relevant modules, projects and thesis topics are included.
- Only higher education is included (no need to mention A levels/GCSEs/other secondary education).

### Career history - Displayed as in the example CVs

- A brief company overview is provided (i.e. size, locations, staff and turnover – two lines maximum).
- The bullet points relating to the role are written in a competency based Role, How, Outcome format.
- Appropriate, specific and positive action words have been used.
- Projects/roles/situations are described clearly and concisely.

### Skills, interests and extracurricular activities - Use subheadings as in the example CVs where appropriate.

# Action word list

The following verbs may help you describe the contribution you made in your previous jobs.

They are an example only.

Achievement	Initiative	Leadership	Problem solving
Accelerated	Created	Controlled	Analysed
Accomplished	Designed	Developed	Corrected
Achieved	Devised	Directed	Cut
Attained	Established	Drove	Eliminated
Carried out	Extended	Guided	Ended
Completed	Formulated	Headed	Evaluated
Conducted	Generated	Inspired	Examined
Delivered	Improvised	Led	Identified
Demonstrated	Initiated	Managed	Investigated
Doubled	Instituted	Organised	Refined
Effected	Introduced	Revitalised	Reduced
Enhanced	Launched	Undertook	Reorganised
Enlarged	Originated		Repositioned
Exceeded	Pioneered		Reshaped
Expanded	Redesigned		Resolved
Expedited	Set up		Restructured
Finished	Started		Revamped
Implemented			Reviewed
Improved			Revised
Increased			Simplified
Negotiated			Solved
Obtained			Streamlined
Perfected			Strengthened
Performed			Tackled
Produced			Traced
Secured			Trimmed
Succeeded			Turned round
Surpassed			Uncovered
Tripled			Unified
Won			Utilised

# The Cranfield CV checklist

**Whenever you draft a different or tailored version of your CV it is essential that you take the time to review it. The following is a checklist that you can work through when you review each new version:**



## **Third person context**

Have you written your CV in the third person? Please check for the use of personal pronouns and remove them if you have used them, so no words such as I, my, he, she, we, our, they etc.



## **Spell check**

Have you spell checked your document? Have you set the spell checker on your computer to UK-English spelling. If you are making an application to a company in the UK or Europe, American spelling is not acceptable on your CV and a misspelled, inaccurate letter can show a lack of attention to detail.



## **Chronological order**

Is your career history in reverse chronological order?



## **Grammar**

Have you checked your CV for grammar? Are there commas and full stops where they should be?



## **Skills balance**

Have you conveyed the right balance between your technical and soft skills appropriate for the role? Technical skills are specific to the industry sector and soft skills are your personal characteristics and how you manage people or interact with those that you work with.



## **Impact**

Does it deliver the impact that is consistent and expected of the job level? If you were the recruiter would you shortlist your own CV for interview based on the job description?

Within the context of each job role is your Role, How and Outcome format clear and have you used it to show your competencies, successes and results? Also consider and include any significant barriers you overcame to deliver these results.



## **Structure**

Can the reader make sense of the whole CV and find their way to a particular piece of information easily? Is the format consistent throughout? Does it have all the necessary section headings detailed above?

## **Get a peer to review your CV using the checklist**

Think of a trusted peer who will give you clear, accurate and balanced feedback on your CV. They will offer you an appropriate blend of support and challenge you on what you have written.

We strongly recommend you ask them to review the CV against your checklist by reading the CV aloud in your presence. This is a powerful way to overcome the tendency for long, rambling sentences; checking the fluency of the writing, and hearing if it makes sense when read by someone else.

What do they like about it? What questions does it leave them with? What suggestions do they have for improving it? Can they see you 'at your best' in it?

**Seek advice from the Career Development Service if you are still unsure.**







# Example CVs

## Conor Owens – MSc SATM

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### PERSONAL STATEMENT

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An innovative and forward thinking candidate with combined interests in aviation and the commercial world. Exhibits strong communication, analytical and organisational abilities reinforced by academic and international work experience within the travel industry. Enthused by worldwide airline activity with particular focus in sales and marketing, network planning and revenue management. A native English and fluent Spanish speaker who is very career-minded and results driven as confirmed by life achievements thus far. Persistent in delivering highest standards with passion to succeed within the global airline business arena.

### KEY ACHIEVEMENTS

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- Awarded £10,000 scholarship to Cranfield University in 2015/16 by Royal Aeronautical Society for dedication to aviation industry.
- Negotiated the purchase of several distressed trade claims circa £150k at ICDM Global through successful pitches to high-profile businesses across the world.
- Actively participated in the successful launch of the *Amadeus Taxi & Transfer Solution* and improved the design of the Amadeus online car rental booking tool for multiple airline customers.
- Recognised for fluency of Spanish language with *Certificate of Distinction* from Queens University.

### EDUCATION

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#### MSc Air Transport Management: Cranfield University, Cranfield, UK (October 2015 - September 2016)

- **Modules:** Introduction to the Air Transport Industry, Theory/Applications of Air Transport Economics and Finance, Regulatory Policy & Air Law, Research Methods & Statistics, Air Transport Market Analysis and Demand Forecasting, Air Transport Operations, Air Transport Strategic Management, Airline Fleet Planning and Air Transport Marketing.
- **Group Project:** The undertaking of a detailed Business Plan for a start-up airline. Establishing the location and type of airline.
- **Individual Thesis:** '*The Role of Emotion in Airline Brand Marketing.*' The thesis aims to identify why there is a current lack of emotional connection to set out why and how airlines can create meaningful customer relationships.

#### BSc (Hons) International Business with Spanish (2:1): The Queen's University, Belfast, Northern Ireland (October 2011 - July 2015)

- **Modules:** Accounting, Economics, Marketing, Information & Organisations, Global Business Environment, Operations Management, Business Research Methods, International Professional Development, Contemporary Business Issues, International Business Strategy, Applied International Business, Managing Innovation, Spanish and Spanish for Business.
- **Memberships:** Queens University Trading and Investment Club, Spanish Society.

## CAREER HISTORY

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### **ICDM Global: Belfast, Northern Ireland – Investment Analyst (June 2015 - September 2015)**

Established in 2014, ICDM, a group company of the London-based TFC Investment Management, specialises in managing insolvency risk and purchases delinquent and non-performing claims arising against insolvent companies.

- Focussed on developing a strategy for sourcing corporate distressed trade claims. Responsible for targeting the US, Canadian, UK and Spanish markets and widening the focus of the group to other areas of mainland Europe.
- Through the execution of an agreed strategy, initiated and negotiated the purchase of several distressed trade claims circa £150k and enhanced the profile of ICDM Global in the countries aforementioned.

### **Amadeus IT Group SA: Madrid, Spain – Sales & Marketing Trainee Internship (June 2013 – June 2014)**

Amadeus is the global leader in IT for the world's travel industry and is a company most widely recognised for being the market leader within airline distribution. Its GDS business offers 437 bookable airlines with 174 markets deployed, offering travel agents both online and offline, the largest community of carriers and markets with electronic ticketing around the world.

- Supported the Amadeus Cars and Amadeus Travel Insurance business units with their sales and marketing activities and initiatives, internal and external communications, website administration and social channel management.
- Participated in the launch of the *Amadeus Taxi & Transfer Solution* by defining a booking flow and design that was presented to two major EU carriers for implementation on their global webpages.
- Partnered with airline customers to identify opportunities to increase car bookings / conversion rate on the airline.com. Improved the design of the Amadeus online car rental booking tool for various airline customers.
- Responsible for generating, collating and delivering monthly car rental and travel insurance booking reports as well as forecasted bookings to management. Assigned Key Account Management duties to include invoicing and payment collection from car rental and travel insurance providers.
- Assisted with the organisation of two global Customer Event's, one in Nice, France and the other in São Paulo, Brazil, with a budget of €25k.

## SKILLS, INTERESTS & EXTRACURRICULAR ACTIVITIES

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- **Languages:** Native English speaker with fluency in Spanish.
- **IT Skills:** Confident IT user experienced with Amadeus Selling Platform, Amadeus Air, Lotus Notes, Microsoft Word, Excel, PowerPoint and Outlook, SPSS, Google Analytics, Omniture, Silverpop and sound knowledge of Adobe Photoshop and InDesign.
- **Individual Interests:** Aviation, international travel (+30 countries visited), photography and social media, running, fitness and cooking.
- **Memberships:** Member of Royal Aeronautical Society & Ulster Flying Club.

# Serena Fernandez Garcia – MSc School of Management

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Cranfield University

## PERSONAL STATEMENT

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A practical, matter-of-fact professional with three years' experience in the logistics industry, effectively driving process improvements whilst managing operating costs. Possesses a flexible approach due to extensive exposure to studying and working in a dynamic, cross-cultural environment. Effective communicator, fluent in English and Portuguese at Business/Native Level. Proven strengths include strong work ethic, problem solving skills and the ability to work with stakeholders to deliver results.

## KEY ACHIEVEMENTS

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- Led an in-depth network modelling project to investigate the logistics network of the Brazilian Aeronautical Commission in Europe (BACE), which has improved performance by 16% and reduced costs by 33%.
- Developed and delivered a time-based process mapping exercise that successfully streamlined BACE's purchasing processes and reduced the cycle time by 40%.
- Awarded the "best undergraduate end-of-year project" for a dissertation on Social Responsibility, Vale to Itajai University. Invited to address a conference on Social Responsibility to students, field experts and businesses.

## EDUCATION

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### **MSc in Logistics and Supply Chain Management: Cranfield University, Cranfield, UK (October 2015 - September 2016)**

- **Modules:** Warehousing and Freight, Logistics and Supply Chain Management Concepts, Techniques and Practices (Six Sigma, Kaizen), Supply Chain Optimisation, Inventory Management, Procurement and Performance Measurement.
- **Individual Thesis:** Developed improvement options for a defence supply chain warehouse through network design: a critical evaluation.

### **BSc International Trade: Vale do Itajai University, Brazil - 1st class. (August 2008 – September 2013)**

- **Modules:** International Trade Operations and Strategy, Policy and Compliance, Professional Management Practice, Research and Evaluation and Practical Global Trading.
- **Individual Thesis:** Social Responsibility: a path to be followed by companies

## CAREER HISTORY

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### **Brazilian Aeronautical Commission in Europe: London, UK - Logistics Coordinator (July 2014 - September 2015)**

BACE is a diplomatic organisation representing the Brazilian Ministry of Defence, responsible for the procurement of aerospace components and services on behalf of the Brazilian Air Force. BACE's annual budget and payments are around the figure of US \$467m.

- Building key relationships with suppliers, cargo agents, insurance brokers, consignees and the end-users to coordinate shipments whilst reviewing all deliveries that were overdue for receipt into depots. This effectively turned around an underperforming metric by reducing the number of late deliveries by 20%.
- Collaborating with other departments to integrate logistics with other business systems. Providing strategic advice to ensure that the most cost-effective mode of transport and or Incoterm is used to meet delivery deadlines.

- Ensuring that all export/import documentation is correctly issued and tackling matters such as damage and non-conformance to goods specifications, so as to prevent any delays in aircraft maintenance activities.
- Devised and monitored an export licence application scheme to ensure compliance with specific EU regulations concerning controlled goods. Introduced an appropriate record keeping system, providing details of all trade that had taken place under open licences as well as training staff on export control requirements. This practice enabled BACE to attain a good auditing record with the Export Control Organisation.
- Liaised with HMRC to effectively manage goods under IPR regime. Maintaining close relationships with suppliers to ensure that parts were repaired and exported within the throughput period specified in the authorisation; non-compliance resulted in parts being liable to VAT and import duties, incurring further penalties and delays. This effective control system has enabled compliance to all terms and conditions of the present authorisation.
- Proactively assisting the Head of Logistics with 3PL contract negotiations through analysis of data to identify areas for improvement and develop conclusions. Worked with colleagues in order to draft a comprehensive tender specifying the general conditions for the provision of logistics services. The outcome secured a 16% cost reduction against the previous contract.

#### **International Trade Consulting: Itajai, Brazil - Consultant (October 2013 – June 2014)**

An international business development company that provides support to small growing businesses, helping them to expand or create new export and import opportunities.

- Co-developed business projects within the client's target export countries by sourcing potential customers in the various regions of the world, and acted as a negotiator, forming reputable relationships between suppliers and customers.

#### **Engepasa Ambiental Ltd: Balneario Camboriu, Brazil - Project Manager (August 2012 – September 2013)**

Engepasa is a company specialising in waste management systems, collecting 430,000 tonnes of residual household waste each year and employing around 1,800 staff.

- Worked in partnership with the local council to develop and implement waste recycling projects. Promoted environmental education and awareness activities in the community. Disseminated information on waste disposable ways, storage systems, collection schedule and routes. This programme has helped to save landfill space and reduce disposable costs by 20%.

#### **SKILLS, INTERESTS & EXTRACURRICULAR ACTIVITIES**

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- **Languages:** Fluent English and Portuguese, Intermediate Italian.
- **IT Skills:** Confident IT user. MS Office, Air Force IT system (i.e. similar to SAP).
- **Individual Interests:** Enjoy all forms of sport and physical activity, in particular; dancing tango, which requires both physical and mental disciplines. Completed the beginners' course and is currently progressing onto an intermediate level.
- **Volunteering:** Andre Luiz Spiritist Society – London (February 2010 – Present)  
Assisting with the organisation of workshops and fundraising events, including allocating material resources, creating an agenda with topics and activities, contacting participants, setting-up room layouts and delegating tasks to volunteers. Efficient planning ensures that events progress according to the allocated time, costs and effort. Also responsible for receiving donations from members, issuing and signing receipts for the donated amount and keeping financial records. This initiative emphasises accountability and transparency in revenue management.
- **Memberships:** British International Freight Association, London – Business and Technology Education Council Distinction Award in Multimodal International Freight and Customs Export and Import Procedures
- **Professional/Technical training:** London Institute of Shipping and Transport, London – International Trade Training. Department for Business Innovation & Skills, London – Control List Classification Training Course for Military Goods.



# Saviour Okeke – MSc SWEE

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Cranfield University

## PERSONAL STATEMENT

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A postgraduate with research experience in carbon capture technologies for power generation with work experience in two of the biggest multinational organisations in the world. Professional experience is focused in the areas of design engineering services, supply chain management and production engineering. Passionate about creating sustainable solutions to practical engineering challenges. Team-driven, ingenious, progressive and eager to take on challenging projects requiring superior performance. Possesses the ability to manage people, resources and build solid rapport and lasting relationship between clients and internal stakeholders. Professional competency in English developed through work and educational experience.

## KEY ACHIEVEMENTS

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- Awarded the following scholarships: President's Research Fellowship Scholarship, Institute of Technology Carlow, Masters by Research 2016-2018.
- Nigerian LNG Postgraduate Scholarship award for MSc Cranfield University 2015-2016.
- Nigerian Agip Post-Graduate Scholarship Award (NAE) 2012-2013.
- National Merit Scholarship Award Mobil Producing Nigeria Unlimited 2007-2010.
- National Merit Scholarship Award Shell Petroleum Development Company 2005-2010.
- Recognised for voluntary service to Future Trust Initiative for Capacity Building of secondary school students.

## EDUCATION

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### **MSc Advanced Mechanical Engineering: Cranfield University, Cranfield, UK (October 2015-September 2016)**

- **Modules:** Fluid mechanics and loading, Risk and reliability engineering, Power generation systems, Computational fluid dynamics for renewable energy, Engineering stress analysis – theory and simulations, Advanced control systems, Structural integrity, Management for technology.
- **Group Design Project:** All Subsea 2015: involves an assessment of existing and emerging subsea technologies that can be adapted for ultra-deepwater oil and gas explorations. My current focus lies in sustainable technologies for future green energy.
- **Individual Thesis:** An insight into membrane technology for natural gas-fired oxy-combustion carbon capture: The project aims to contribute to development of carbon capture and storage process by investigating studies on membrane-based oxyfuel-combustion power plants.

### **BEng (Hons) Mechanical Engineering (2:1): University of Nigeria, Nigeria (December 2005 - Feb 2011)**

- **Modules:** Applied thermodynamics, Heat and mass transfer, Engineering material economics and selection, Refrigeration and air conditioning, Applied fluid mechanics, Computational methods, Metallurgy, Workshop practice, Vibration and control, Theory of elasticity, Power plant engineering, Advanced Mathematics, Mechanical engineering design, Mechanics of machines.

## CAREER HISTORY

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### **Nigerian Breweries Plc: Nigeria - Shift Manager Packaging (January 2013 – October 2015)**

Established in 1946, Nigerian Breweries Plc is a Heineken-owned company and the largest and pioneer brewing company in Nigeria. It serves the Nigerian market and exports to other parts of West Africa.

- Managed packaging processes to achieve target production plan, while engaging people optimally and interfacing with other production processes.
- Coordinated the development of Autonomous Maintenance activities, supported the delivery of maintenance plan and controlled delivered maintenance services to production assets

### **Mobil Producing Nigeria Unlimited - Mechanical/Piping Engineer (September 2011 - December 2012)**

Established in 1955, Mobil Producing Nigeria (MPN) is one of three Nigerian subsidiaries of the petroleum company ExxonMobil. All of its operations are offshore, where it owns 90 platforms on 3,200 square kilometres of territory. MPN is the second largest producer of crude oil in Nigeria after Shell.

- Was accountable for deliverables whilst working under the guidance of designated Mechanical/Piping Engineers and Discipline Advisors on DES executed projects.
- Involved in review of Nigerian Content Plan Submissions of Engineering Services Agreement (ESA III-MPN) of prospective bidders and monitored man-hours via CTR Tracking tool on assigned DES Projects.
- Participated in on-site inspection/visit to Bonny River Terminal Process Areas and provided technical support to Mechanical/Piping discipline.

### **National Centre for Energy Research & Development, University of Nigeria, Nigeria - Internship (July 2009 - November 2019)**

Fully operational in 1982, the National Centre for Energy Research and Development, University of Nigeria, Nsukka was established by an Act of the National Assembly in 1980 along with three other research centres. Its mandate is to carry out research, development, dissemination and manpower training in the various areas of renewable and non-renewable energy resources such as Solar, Biomass, Wind, Hydro, Geothermal, Coal, Petroleum, Energy Management and Environment

- Supported a team project to evaluate the production of biodiesel from locally sourced jatropha seed oil using a locally designed and fabricated biodiesel reactor.
- Conducted project work on the production, testing and analysis of biogas produced from locally sourced samples which include bambara nut seeds, tiger nut seeds, pig excreta, cow dung and iroko leaves. Analysed data on the results of this.
- Responsible for the design and fabrication of biodigester cylinders from mild carbon steel sheet metals.

## SKILLS, INTERESTS & EXTRACURRICULAR ACTIVITIES

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- **Languages:** Fluent English
- **IT Skills:** Confident IT user. Experienced with Microsoft Word, Excel, PowerPoint, Visio, and Project. Knowledge of Abaqus, ANSYS-Fluent, ICEM-CFD, CATIA, XFLR5 (XFOIL), FMECA, Total Productive Management and MATLAB/Simulink
- **Individual Interests:** Mentoring, leadership, site-seeing
- **Volunteering:** Committee chairman United Nations Economic Commission for Africa (UNECA), Future Trust Initiative for Capacity Building, Nigeria
- **Memberships:** Associate member of Institution of Mechanical Engineers (AMIMEchE), Graduate member of Energy Institute (Grad-EI), Member of Society for Underwater Technology (SUT), Member of Institute of Marine Engineering, Science & Technology (IMarEST)
- **Professional/Technical training:** Tropical Basic Offshore Safety Emergency Training (TBosiet)

# Emily Smith - MSc CDS

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Cranfield University

## PERSONAL STATEMENT

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A Forensic Scientist with specialist expertise in delivering proficient analysis for crime scene investigations across the UK including Defence, British Transport Police and the National Crime Agency. Adopts a logical and methodical approach to solving complex problems using a variety of techniques. Able to effectively lead and collaborate with both internal and external stakeholders in challenging, time pressured environments.

## KEY ACHIEVEMENTS

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- Data analysis of a high profile forensic intelligence investigation, identified key evidence which was later used in court and was critical in the case's success.
- Elected Officer for Cranfield's Student Association by students, after being successful in a University wide election process. Also, received a letter of appreciation from the Pro-Vice Chancellor of Cranfield University for contribution to outreach work project.
- Awarded Society Committee Member of the Year Award 2015 at Teesside Students' Unions Awards Evening.

## EDUCATION

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### **MSc in Forensic Ballistics (Accredited-CSOFS): Cranfield University, Shrivenham, UK (Sep 2015 – Oct 2016)**

- **Modules:** Investigation and Evidence Collection, Reasoning for Forensic Science, Analytical Techniques, Introduction to Firearms Investigation and Forensic Ballistics, Materials Engineering and Processing, Forensic Intelligence and Exploitation, Firearms Investigation, Radiographic Investigation in Forensic Science, Forensic Ballistic Investigation, Forensic Investigation of Explosives and Explosive Devices and Courtroom Skills.
- **Individual Thesis:** 'Development of a bleeding tissue layer for wound ballistics and forensic textile science studies'. The scope of this project was to investigate the incorporation of a bleeding tissue layer with swine ribs to define the effect of blood on the damaged fabric layers after ballistic testing of two different types of ammunition.

### **BSc (Hons) in Forensic Science (Accredited-CSOFS): Teesside University, UK (Sep 2012 – July 2015)**

- **Modules:** Introduction to Analytical Science, Forensic Science and skills, Cell Biology and Microbiology, Biochemistry, Scientific Methods and Quantitative Principles and Professional Skills for Forensic Science. Analytical Science, Current Issues in Forensic Science, Expert Witness and the Law, Genetics and Molecular Biology, Investigations in Forensic Chemistry, Quality Management, Research Methods for Science and Science Research Proposal. Drugs and Toxicology, Employment skills, Evidence to Court, Forensic Biology and DNA Analysis and Trace Evidence.
- **Individual Thesis:** 'Distinguishing between varying cell types using a Monoclonal Antibody and Microscopic Techniques'. The aim of this project was to compare the differences between the morphology of the cell types with an ESR-1 antibody.

## CAREER HISTORY

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### **Key Forensic Services (KFS): Coventry, UK - Forensic Scientist (Nov 2016 - Present)**

With over 20 years of experience, KFS are a leading independent group of Forensic Scientists providing quality accredited Forensic Services and expertise for UK Legal Defence, prosecution support to British Transport Police and The National Crime Agency.

- Worked with a specialist Forensic Consultant, investigated, searched for and collected crime scene evidence. Undertook an examination of the scene, interpreted data and developed a detailed report which was submitted in a prosecution case to disassociate a suspect with a crime.
- Supported a Lead Analytical Scientist in successful planning and execution of experiments to analyse samples of hair, body fluids and drugs in a laboratory. Applied various techniques as appropriate; for example; DNA profiling, mass spectrometry and chromatography.
- Collaborated with other departments and researchers to write project reports, ensuring all regulatory standards were continually maintained. This guaranteed any evidence was completely accurate when being utilised in court proceedings.

**Cranfield Student Association: Shrivenham, UK - Secretary / Welfare Officer (Sept 2015 - Oct 2016)**

The CSA is a small but very powerful student-led democratic organisation that represents the student population on the issues that matter most to individuals at a local, regional and national level. The CSA also supports activities to improve its services, including; academic representation, campaigning, entertainments and clubs and societies.

- Managed a £10k budget and represented the student body through various meetings, panels and strategy development sessions for over 2000 students on an academic level to senior faculty of the University. This helped progress service and led to enhancing physical teaching facilities.
- Worked within a four member elected officer team and organised the Student Led Teaching Awards. (These awards recognise both the professional and academic support services across the university) and received a high number of nominees. Promoted, engaged and hosted the event evening event.
- Raised profile of social and academic activities by networking between students and utilising variable digital media platforms. Also increased marketing of national and internal university surveys by 20% from previous year.
- Active member of the association's Board of Trustees. Regularly produced executive meeting reports to document suggestions and strategies for future decision making.

**Teesside University: Middlesbrough, UK – Student Ambassador (Sep 2014 - Aug 2015)**

Teesside University is an awarding winning institution, achieving 84% student satisfaction and the Queens Anniversary Prize for 2014-18. The main campus is in the heart of Middlesbrough and currently the top university in the England for long-term graduate prospects (Government longitudinal educational outcomes data).

- Headed a highly dedicated team of six Student Ambassadors who were the main point of contact for prospective students on welcome days and recruitment events. Increased conversion ratio of new students accepting offers.
- Played a key role in developing, supervising and maintaining specialised forensic and engineering activities for the University's outreach programme; delivered several 45 minute sessions for up to 20 students at a time, helping to inspire the next generation of scientists.

**Teesside University: Middlesbrough, UK – Student Panel Member (Sep 2013 - Aug 2014)**

The panel members play a key role in supporting the delivery of an excellent education at Teesside University.

- Panel member, critically read and evaluated both module and programme handbooks including various other course materials. Presented thorough findings in board meetings to senior partners of the University, helping to shape its future content.

**SKILLS, INTERESTS & EXTRACURRICULAR ACTIVITIES**

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- **Languages:** Fluent English, Italian and French.
- **IT Skills:** Confident IT user. Experienced Microsoft Word, Excel, Visio and PowerPoint, knowledge of Photoshop, PaintPro and basic HTML programming.
- **Individual Interests:** Active member of a tennis club and keen snowboarder. Keen guitarist and plays in a covers band at weddings and other events.
- **Volunteering:** Trustee of a charity, 'Born to be Beautiful' an organisation based in Cambridge, UK providing training and skills to victims of abject poverty
- **Memberships:** Member of Institute of Chartered Society of Forensic Sciences
- **Professional/Technical training:** Blood Pattern Analysis awareness course, Fire Debris investigation and Latent Print certification.

# James Johnson – MBA School of Management

+44 (0)7437123456 MBA@cranfield.ac.uk

Cranfield University

## PERSONAL STATEMENT

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A driven professional with seven years' experience in Financial Services, with expertise in financial analysis, operational risk project planning, implementation and stakeholder relationship management to design and implement commercially feasible process improvement solutions. Possesses strong leadership and communication skills; capable of delivering results under pressure and thrives on working with clients and internal stakeholders to achieve business strategies.

## KEY ACHIEVEMENTS

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- Awarded 2012 Cranfield University Scholarship towards MBA tuition. Scholarship granted in recognition of professional and academic achievements.
- Designed and established a tailored operational risk framework within the Operations and Services division at Macquarie Bank, covering an A\$25bn portfolio, which is currently operational.
- Sole candidate from the Sydney F.S division seconded to the Ernst & Young London office. Project managed and delivered a large assurance project (£50k) within budget and timeframes.
- Top 5% ranking in Management Accounting module for Chartered Accounting qualification; passed all courses within the minimum required time.

## EDUCATION

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### **MBA: Cranfield School of Management, Cranfield University, UK (October 2012 - September 2016)**

- **Modules:** Project Management, Strategic Operations Management, Accounting/Financial Management International Strategy, Business Law, Leadership in Action, Decision Making and Data Analytics.
- **International Business Assignment (IBA) - Sri Lanka**  
The IBA project was to work with a small school for children with intellectual impairment and behaviour challenges, to develop a strategy to secure on-going funding. The current strategies were overlaid with best practice funding models, to determine gaps and short and long term opportunities. The strategy consultancy project led to the school winning recurrent funding for three years from a large non-government organisation.
- **Identifying Hidden Customer Needs (IHN) Consultancy Project**  
The IHN consultancy project involved working with a company supplying humidity control screens to commercial food and flower growers, for their glasshouses. Using design thinking strategies along with customer, competitor, site and company data, the recommendations led the client, to better understand the customer needs and to differentiate its high quality product, from cheaper imported products (commodities).

### **Bachelor of Commerce: University of New South Wales, Sydney, Australia (September 2003 – August 2005)**

- **Modules:** Finance Management, Business Economic Statistics, Managing organisations and people, Macroeconomics, Creating social change - innovation to impact. Merit; majors: Accounting/Business Law.

## CAREER HISTORY

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### **Macquarie Bank Limited: Australia - Operational Risk Manager (September 2010 - August 2012)**

Macquarie Bank is an innovative Australian investment bank which has over A\$25bn in retail deposits and has a leading presence in the advised retail financial services market in Australia; it is part of Macquarie Group Limited which has over 15,000 staff globally.

- Transformed an underperforming risk review programme across six retail product channels; worked with key operations stakeholders to redesign 10 ineffective processes and implement process changes with minimal impact to business as usual.



- Achieved all key stakeholder management relationship metrics; main risk manager for back office division (300+ staff); executive director level support obtained for promotion.
- Compiled a monthly risk summary report based on analysis of key risk metrics to the head of business for discussion at monthly Compliance Committee meetings.
- Analysed two years of historical risk and incident data to derive insights on risk 'hot spot' processes and designed four operational risk programmes; worked with colleagues in the wider Operational Risk team to implement risk programmes.
- Collaborated with the Head of Macquarie Group Foundation (philanthropic arm of the Group) with analysis of staff charitable activities across Macquarie offices worldwide. Analysed 100+ entries to derive insight on staff involvement, level of participation and the most philanthropically engaged offices.

#### **Ernst & Young: UK and Australia - Senior Consultant (February 2006 - August 2010)**

Ernst & Young is a leading Professional Services firm with over 190,000 staff globally, specialising in the areas of Assurance services, Advisory, Transaction services and Tax.

- Managed 10 project teams of up to five assurance professionals; supported team members via on-the-job and formal performance development. Ensured consistent delivery of high quality projects and received positive recognition from managers/clients (including recognition award for Q3, '07).
- Developed and monitored detailed budgets of up to A\$1m; directly accountable to partners and senior managers, reported work-in-progress on a weekly basis and allocated and maintained adequate staffing on the project throughout its lifecycle.
- Planned, managed and presented financial statement assurance projects of multinational, ASX100-listed financial services companies. Analysed key financial data to identify trends. Investigated significant deviations by interviewing key clients; identified and raised areas of finance and operational process improvements to company management.
- Delivered multiple six week in-house 'audit simulation' training programmes for graduate group of fifteen participants. Training allowed participants to successfully contribute to upcoming assurance projects as well as complete Chartered Accountancy training; all participants are now qualified Chartered Accountants.

#### **Ernst & Young: Australia - Intern (December 2004 - June 2005)**

Completed both summer (10 weeks) and winter (four weeks) Internship programmes after obtaining a placement on the programme through a competitive assessment process. For continually receiving strong performance feedback at the end of the internship, was successful in securing a graduate role offer.

#### **SKILLS, INTERESTS & EXTRACURRICULAR ACTIVITIES**

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- **Languages:** Fluent English, Spanish and Basic French
- **IT Skills:** Confident IT user. MS Office and a variety of bespoke systems/software
- **Individual Interests:** Enjoy exploring new cultures; travelled to more than twenty countries across Europe, Africa and America. Elected Social Representative for MBA cohort, which involves planning social events for seventy three MBA candidates. Active participant in Rhino (public speaking), Women in Leadership Club, Management Consulting clubs.
- **Volunteering:** Supported charitable causes (organised fundraising for Juvenile Diabetes, raising A\$15k; regular 'big buddy' reader at disadvantaged primary school in Sydney).
- **Memberships:** Graduate Diploma of Chartered Accounting – Top 5% in Management Accounting & Analysis Institute of Chartered Accountants, Australia. Currently a member of ICAA.
- **Professional/Technical training:** London Institute of Shipping and Transport, London – International Trade Training. Department for Business Innovation & Skills, London – Control List Classification Training Course for Military Goods.

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