



How to craft a stellar CV

Irina Lilova | Enhancv

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Anxieties associated with CV writing

- I won't stand out.
- My CV is too long.
- I have nothing to put on my CV.
- My work experience is inconsistent.
- Should I include personal information?
- The blank sheet in front of me is just intimidating.



Successful application: CV + strategy



Stellar CV



You're not meant to fit the
template.
Let the template fit you.



Stellar CV

Design plays its part:

- heatmap for the decision-maker.
- helps keeping it short and simple.

Still, content is king!

- Content Analyzer
- Ask for Feedback

MARISSA MAYER
Business Woman & Proud Geek

mmayer@yahoo-inc.com | http://marissamayr.tumblr.com/ | Sunnyvale, CA

EXPERIENCE

President & CEO
Yahoo!
July 2012 - Ongoing | Sunnyvale, CA

- Led the \$5 billion acquisition of the company with Verizon - the entity which believed most in the immense value Yahoo! has created
- Acquired Tumblr for \$1.1 billion and moved the company's blog there
- Built Yahoo!'s mobile, video and social businesses from nothing in 2011 to \$1.6 billion in GAAP revenue in 2015
- Tripled the company's mobile base to over 600 million monthly active users and generated over \$1 billion of mobile advertising revenue last year

Vice President of Location & Local Services
Google
Oct 2010 - July 2012 | Palo Alto, CA

- Positioned Google Maps as the world leader in mobile maps and navigation
- Oversaw 1000+ engineers and product managers working on Google Maps, Google Places and Google Earth

Vice President of Search Products & UX
Google
2009 - 2010 | Palo Alto, CA

Product Manager & Technical UI Lead
Google
Oct 2001 - July 2005 | Palo Alto, CA

- Appointed by the founder Larry Page in 2011 to lead the Product Management and User Interaction teams
- Optimized Google's homepage and A/B tested every minor detail to increase usability (incl. spacing between words, color schemes and pixel-by-pixel element alignment)

Product Engineer
Google
23 June 1999 - 2001 | Palo Alto, CA

- Joined the company as employee #20 and female employee #1
- Developed targeted advertisement in order to use users' search queries and show them related ads.

A DAY OF MY LIFE

Spending Time with Zachary, Macalister, Marielle and Sylvana

Publicly resolving issues with Yahoo! investors

Building a business development strategy for Yahoo!'s future after the Verizon acquisition

Showing Yahoo! employees that their work has meaning

Sleeping & dreaming about work on the 38th floor of the Four Seasons Hotel in SF

Baking cupcakes & creating spreadsheets for all of the needed ingredients

Taking care of New York & San Francisco Ballet Jawbone by being a member of their boards

LIFE PHILOSOPHY

"If you don't have any shadows, you're not standing in the light."

MOST PROUD OF

- Courage I had**
to take a sinking ship and try to make it float
- Persistence & Loyalty**
I showed despite the hard moments and my willingness to stay with Yahoo! after the acquisition
- Google's growth**
from a hundred thousand searches per day to over a billion
- Inspiring women in tech**
Youngest CEO in Fortune's list of 50 most powerful women

STRENGTHS

Hard-working (18/24) | Persuasive
Motivator & Leader

User Experience | Mobile Devices & Applications
Product Management & Marketing

LANGUAGES

English: ●●●●●
Spanish: ●●●●●
German: ●●●●●

EDUCATION

M.S. in Computer Science
Stanford University
Sept 1997 - June 1999

B.S. in Symbolic Systems
Stanford University
Sept 1993 - June 1997

Made with admiration
www.enhancv.com | Enhancv

In detail



The essentials



- Name: be consistent
- Short bio
- Contact details
- Links (GitHub, LinkedIn, etc.)
- Location
- Photo



Your summary

- “Tell me about yourself”
- When I'm not [what I do], I'm [fun fact about me].

SUMMARY

When I was 21, I climbed Mount Everest. Not metaphorically — I literally climbed the highest mountain on Earth.

Now, I put that perseverance to work as a senior account manager for Scrabio. I don't have to climb any mountains... but I do have to move them.

SUMMARY

I have 10+ years of experience in management, with countless achievements behind my back. I'm looking for a different work environment, possibly a startup, where I can put my years of management experience to good use.

Experience

- Accomplishments, not responsibilities;
- You can group by fields.

EDITORIAL EXPERIENCE

Copywriter & Content creator

Moz

📅 Dec 2013 - ongoing

📍 Seattle, Washington

Moz is a SaaS company based in Seattle, Washington that sells inbound marketing and marketing analytics software subscriptions. The company hosts a website that includes an online community of more than 1m globally based digital marketers and marketing related tools.

- Published on various big medias like TechCrunch & The Muse
- Improved the blog not only content-wise, but also the back-end which attracted 6000+ more subscriptions

Editorial Intern

Moz

📅 Aug 2012 - Dec 2013

📍 Seattle, Washington

- Established a good relationship with everyone from the department
- Contacted successfully 100+ famous bloggers for some sort of collaboration

Education & training

- Put it first if you don't have any relevant work experience yet.

Sofia University "St. Kliment Ohridski"

B.A. of Geology & Earth Science

📅 2006 - 2011 📍 Sofia, Bulgaria



Scored 5.75 out of 6.00

on the official state exam ranking in the top 5% of the class

CERTIFICATES

Project Management Institute (PMI)

Certified Associate in Project Management (CAPM)

Scrum Alliance

Certified Scrum Master (CSM)

Microsoft

Microsoft Certified Solutions Developer (MCSD)

COURSES

Successful Negotiation: Essential Strategies and Skills

Enhance Your Career and Employability Skills

The extra mile

- Unpaid experience might be also very relevant

VOLUNTEERING

Translator

TED Talks

📅 09/2016 - Ongoing 📍 Online community

Supporting TED's mission of sharing worthy ideas, by translating subtitles into Bulgarian: www.ted.com/profiles/4201426/translator

Board Member

Philips Intern Committee

📅 08/2015 - 02/2016 📍 Eindhoven, The Netherlands

Engaging a network of 200 Philips interns into various professional and social activities.

Projects

Period: 11/2013 - 12/2013

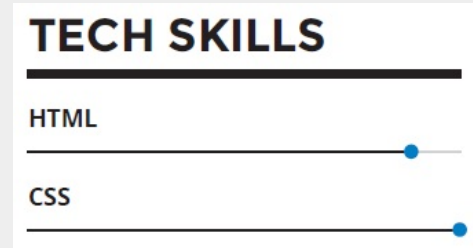
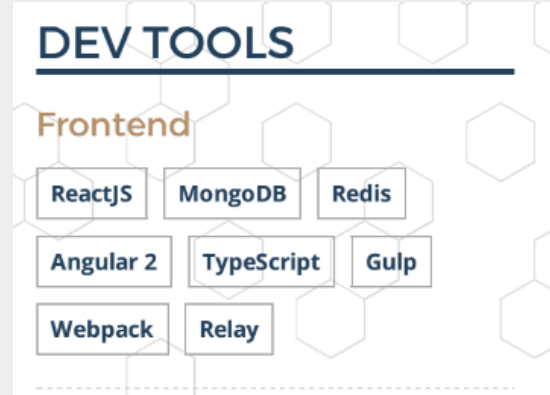
Forum for Volunteering DobroForum

My team and I organized a forum where 14 volunteering organizations presented their work and mission. The aim of the event was to share information and enhance co-operation and support between the organizations. Together, they explored key practice and researched salient contemporary issues in social entrepreneurship, focusing on organizational learning.

- Got in touch with the 14 organizations and helped them create their presentations;
- Improved understanding of social entrepreneurship and organizational behaviour; Event management skills; Gained significant insight into volunteering organizations;
- The event was covered by two national TV channels and 4 national newspapers.
- 8 partnerships between the organizations were started at the forum.

Skills

- Include most relevant ones
- Be realistic



Top strengths

- The hidden part of the iceberg
- Gallup StrengthsFinder
- Flow
- Not static

My Secret Sauce



Curiosity

which I believe is the main reason why I communicate easily with all kinds of people and learn new things not only effortlessly but also with pleasure



Optimism

which people say is one of my greatest advantages. I believe it's the main reason why I dream so big - just everything looks so easy and realistic to me. And... It's pretty useful in moments when the shit hits the fan :)



Imagination

that allows me to ignite others about my ideas and help them contribute to enriching and realizing them together - as our joint ideas

Most proud of

- Spend enough time on this one
- Support your statements

MOST PROUD OF



Balanced

family and work life. Rotating between 70+ hours per week of work and raising 2 kids with my lovely wife



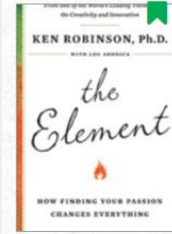
Climbed

the career ladder at HP, from an intern to the VP of regional business and development

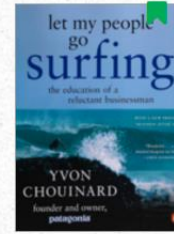
You as a person

- People relate based on shared values, passions, and attitude.
- Culture fit

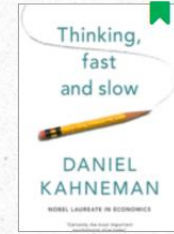
BOOKS



The Element
Ken Robinson

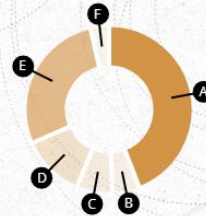


Let My People Go Surfing
Yvon Chouinard



Thinking Fast and Slow
Daniel Kahneman

A WEEK OF MY LIFE



- A** Dealing with challenges of all kinds
- B** Doing yoga or running
- C** Having some quiet time for myself
- D** Preparing a journal publication based on my Master's thesis
- E** Sharing good times with amazing people
- F** Sorting out my room to only keep what brings me joy

WORDS I LIVE BY

Seek out what magnifies your spirit.

Maria Popova, Brain Pickings

You're not meant to fit the
template.
Let the template fit you,
and get the job you deserve.





Thank you. Questions?

irina@enhancv.com
www.enhancv.com

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