

CAREER READINESS MASTERCLASS

Professional CV, Cover Letter & Email Communication

Your Complete Guide to Creating Job-Winning Applications

Trainer: Sonish Suwal

1. Session Overview · 2. CV Masterclass · 3. Live CV Building · 4. Cover Letters · 5. Emails · 6. Activities · 7. Recruiter Insights · 8. AI Tools · 9. Case Studies · 10. Handouts · 11. Resources · 12. Quick Tips



PART 1

Learning Objectives & Session Overview

Where we're going, and how we'll get there

Meet Your Trainer



Sonish Suwal

Career Development Trainer



10+ years of experience in Consultation and Career Development



Owner at NextStop Pvt. Ltd.



Reviewed hundreds of CVs and cover letters



Here to share what ACTUALLY works — not theory

What You Will Learn

1

Create

An ATS-friendly, recruiter-approved CV that stands out in 6 seconds

3

Compose

Professional emails for every job-search scenario

5

Use

AI tools responsibly to enhance job application documents

2

Write

Compelling cover letters that get read and generate interview calls

4

Identify

Common mistakes that get applications rejected

6

Understand

What recruiters actually look for — and how to deliver it

Skills You Will Gain

SKILL CATEGORY

SPECIFIC SKILLS

CV Writing

Formatting, section structuring, achievement quantification, ATS optimization

Cover Letter Writing

Structuring, tone-setting, personalization, call-to-action crafting

Email Communication

Professional etiquette, subject line writing, tone adaptation

Job Search Strategy

Personal branding, LinkedIn optimization, networking

AI Literacy

Prompt engineering, responsible AI usage, document enhancement

Session Schedule

0:00 – 0:15	Welcome & Icebreaker
0:15 – 1:55	CV Writing Masterclass + Live CV Building
1:55 – 2:15	Break
2:15 – 3:15	Cover Letter & Email Masterclass
3:15 – 4:15	Activities, Case Studies, Q&A

Ice Breaking

The Sixty Second Pitch

A Professional Introduction



PART 2

CV Writing Masterclass

The core skills behind every winning CV

Your CV Has ONE Job: To Get You an Interview

“Your CV is your personal marketing tool — a concise, polished snapshot of your skills, experiences, and achievements.”

YOUR CV IS NOT

- ✗ Your life story
- ✗ Everything you've ever done
- ✗ A place to show off design skills

YOUR CV IS

- ✓ A persuasive document
- ✓ Tailored to each role
- ✓ Achievement-focused
- ✓ Easy to scan in 6 seconds

CV vs. Resume — What's the Difference?

USA & CANADA

Resume

1–2 pages · business & corporate jobs · concise summary

CV

3–10+ pages · academic, research & medical roles · comprehensive history

UK • EUROPE • AUS • NZ • IRELAND

CV = Resume

They mean the same thing — a clean, 1–2 page professional document used for every type of role.

Today's focus: the 1–2 page, business-style CV used globally.



CV Norms Around the World

REGION	LENGTH	PHOTO?	PERSONAL DETAILS
USA / Canada	1–2 pages	No photo	Minimal details
UK	2 pages	No photo	No DOB / marital status
Europe	2 pages	Sometimes	Varies by country
Australia / NZ	2–4 pages	No photo	Minimal details
Germany / France / Asia	1–2 pages	Often expected	Photo common
Nepal (local norm)	3–5 pages	Often included	DOB, marital status, religion

Nepal vs. International: photo, DOB, marital status & religion are common in Nepal but usually excluded internationally. Length: Nepal CVs run 3–5 pages; international CVs stay 1–2 pages max.

The Algorithm Reads Your CV First

98.4%

of Fortune 500 companies
use an ATS

75%

of resumes are filtered out
before reaching a human

10.6x

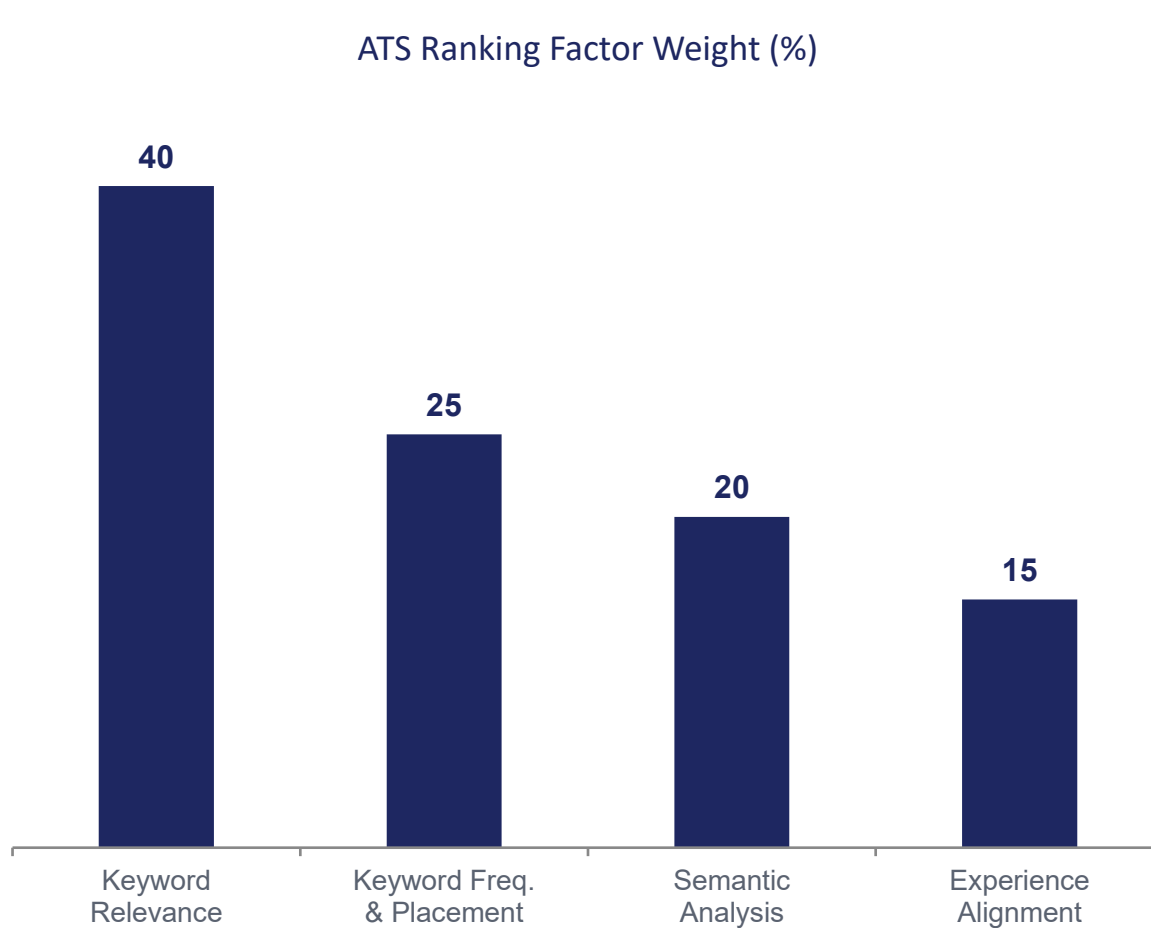
higher selection rate with
exact job-title matches

250

average applications per
corporate job posting

“Recruiters don’t sift through stacks of paper anymore; algorithms do.”

ATS Ranking Factors & the Screening Pipeline



- 1 Resume Parsing**
ATS scans and segments your file
- 2 Text Extraction**
Visuals & formatting stripped; only raw text analyzed
- 3 Keyword Matching**
Resume compared to job description for exact matches
- 4 Scoring & Ranking**
Match score determines visibility
- 5 Human Review**
Only top-ranking candidates get recruiter attention

What Recruiters Scan in 6 Seconds

1

Name & Contact Info

Can they reach you?

2

Professional Summary

Who are you and why are you relevant?

3

Current Role & Achievements

What impact have you made?

4

Education

Where did you study?

5

Keywords

Do you match the job?

“Recruiters take just 60 seconds or less to decide if your profile moves forward.”

A Winning 2025 CV Is Clean, Not Crowded

1

Results-focused

Achievements with metrics, not just duties

2

ATS-friendly

Simple formatting, standard fonts, no tables

3

Mobile-optimized

Looks good on laptops, phones, and inside ATS

4

Keyword-rich

Mirrors job description language

5

Personal branding

Clear professional identity and value proposition

“Not crowded, not colourful, not confusing — just clean, modern, and results-driven.”

Formatting: The Do's and Don'ts

DO

- ✓ Single column layout
- ✓ Black text on white background
- ✓ Bullet points, not paragraphs
- ✓ Bold headings, consistent spacing
- ✓ 1-inch margins on all sides
- ✓ 1.0–1.15 line spacing

DON'T

- ✗ Tables, graphics, charts, text boxes
- ✗ Fancy headers and footers
- ✗ Multiple columns
- ✗ Unusual or decorative fonts
- ✗ Underlining
- ✗ Bright colors or complex designs

Choosing Safe, ATS-Friendly Fonts & Colors

BEST FONTS

Arial *Sans-serif · ATS-friendly, clean*

Calibri *Sans-serif · Modern, Word default*

Helvetica *Sans-serif · Professional, clean*

Times New Roman *Serif · Traditional, acceptable*

Tahoma *Sans-serif · Clean, readable*

FONT SIZE

Body: 10–12pt · Headings: 13–14pt · Name: 15–16pt

COLOR RULE

Black text on white background. If you must add color, use ONE accent (navy or dark grey) — headings only, high contrast.

How Long Should Your CV Be?

RECOMMENDED LENGTH BY EXPERIENCE

Student / Fresh Graduate

1 page

1–5 years experience

1–2 pages

5–10 years experience

2 pages

Senior / Executive

2–3 pages

MARGINS & SPACING

Top / Bottom

0.5 – 1 inch

Left / Right

0.5 – 1 inch

Between sections

Extra spacing

Line spacing

1.0 – 1.15

The 13 Sections of a Complete CV

1

Contact Info

2

Professional Summary

3

Career Objective

4

Skills

5

Experience

6

Education

7

Projects

8

Certifications

9

Achievements

10

Volunteer Work

11

Leadership

12

Languages

13

References



Contact Information: Less Is More

✓ GOOD

ANJALI SHARMA

+977 9841XXXXXX | anjali.sharma@email.com

Kathmandu, Nepal | linkedin.com/in/anjali-sharma

Includes: name, phone, professional email, location, LinkedIn

✗ BAD

Anjali Kumari Sharma

Address: House No. 123, Kathmandu-4, Nepal

DOB: 15/05/1998 | Marital Status: Single

Email: cutiepie_anjali@yahoo.com

Too much personal detail + an unprofessional email address

Your Elevator Pitch in 3–5 Sentences

1

Professional identity

2

Key skills & experience

3

Notable achievement

4

What you're seeking

✓ GOOD EXAMPLE

“Results-oriented software developer with 3 years of full-stack experience in Python and React. Led a team that reduced load times by 40% for a fintech application. Eager to drive innovation at [Company Name].”

✗ BAD EXAMPLE

“I am a hardworking and dedicated professional seeking a challenging position in a reputed organization where I can utilize my skills and grow.”

Show, don't tell — give evidence of your value, not empty adjectives.

Career Objective: Only If You Have No Experience

Use a Professional Summary instead of a Career Objective — unless you have zero work experience.

OBJECTIVE EXAMPLE (IF NEEDED)

“Recent Computer Science graduate with strong foundation in data analytics and programming. Seeking an entry-level software development role where I can apply my academic knowledge and contribute to innovative projects.”

Be Specific: Vague Skills Get Ignored

TECHNICAL SKILLS

- ✓ Programming: Python, Java, SQL, JavaScript
 - ✓ Frameworks: React, Node.js, Django
 - ✓ Tools: Git, Docker, AWS, JIRA
 - ✓ Data Analysis: Excel, Tableau, Power BI
-

✗ *“Computer knowledge”, “Microsoft Office”, “Internet browsing”, “Typing”*

SOFT SKILLS

- ✓ Cross-functional team collaboration
 - ✓ Client communication & relationship management
 - ✓ Project coordination & deadline management
 - ✓ Analytical problem-solving
-

✗ *“Team player”, “Hard worker”, “Good communication”, “Fast learner”*

Achievements, Not Duties — Use the STAR Method

S

Situation

The context or challenge

T

Task

What needed to be done

A

Action

What YOU did specifically

R

Result

The outcome — with numbers!

GOOD EXAMPLE

Marketing Intern | ABC Company | Kathmandu | June–Aug 2024

- Increased Instagram engagement by 45% over 3 months through targeted content strategy

✓ GOOD

“Increased Instagram engagement by 45%, managed calendar for 5 platforms, increasing follower count by 2,000”

✗ BAD

“Responsible for social media. Assisted with marketing. Helped with campaigns.”

Recruiter: “Tell me what you ACHIEVED, not what you were responsible for.”

Education, Projects & Certifications



Education

BSc Computer Science | Tribhuvan University |
2020–2024
GPA: 3.8/4.0
Coursework: Data Structures, Algorithms,
Databases, Web Dev
Final Year Project: “E-commerce Platform with AI
Recommendations”



Projects

E-Commerce Platform | React, Node.js,
MongoDB | 2024
Built full-stack platform with secure payment
integration
Implemented auth, catalog & cart; deployed on
AWS
200+ user sign-ups during testing



Certifications

AWS Certified Cloud Practitioner | Amazon |
2024
Google Analytics Individual Qualification | 2023
Scrum Master Certified | Scrum Alliance |
Expected 2025

Achievements, Volunteer Work & Leadership



Achievements

Awards and recognition, scholarships, competition wins, and performance metrics exceeded — proof of real impact.



Volunteer Work

“Technical Lead | Code for Nepal — developed website for NGO, increasing online donations by 30%.” Shows transferable skills.



Leadership

“President | Computer Science Club — led team of 15, organized 10+ workshops.” Demonstrates initiative.

Languages & References



LANGUAGES

Nepali: Native

English: Fluent (IELTS 7.5)

Hindi: Professional working proficiency

*Proficiency scale: Native → Fluent → Professional working → Limited working
→ Basic*

REFERENCES

“References available upon request” — or omit the section entirely. Do NOT list full references on your CV.

Why:

- Privacy concerns — protects your referees
- Saves valuable space
- Recruiters will ask if they need them

Top 10 CV Mistakes That Cost Interviews

1

Generic CV for every application

Recruiters spot this instantly

2

Listing duties, not achievements

Employers want impact, not tasks

3

Overloading with buzzwords

“Team player” means nothing without evidence

4

Spelling and grammar errors

Shows lack of attention to detail

5

Poor formatting

Hard to read, fails ATS

6

Too long

Recruiters don't have time

7

No metrics or numbers

Achievements need proof

8

Unprofessional email address

First impression is negative

9

Including a photo (US/UK/Canada)

Can invite bias

1

“References available on request”

0

Wastes space



PART 3

Live CV Building (Before & After)

Watch a real CV transform, step by step

Participant Profile: Rahul Thapa

Education	BBA, Tribhuvan University, 2020–2024, GPA: 3.5/4.0
Internship	Marketing Intern, Himalayan Bank, 3 months
Projects	Digital Marketing Campaign for local café (increased sales 20%)
Skills	Social Media Management, Google Analytics, Canva, Excel
Languages	Nepali (Native), English (Fluent), Hindi (Conversational)
Leadership	Event Coordinator, College Business Club
Volunteer	Social Media Volunteer, Red Cross Nepal

The Draft, Full of Mistakes

✗ BEFORE (WITH MISTAKES)

RAHUL THAPA

Kathmandu, Nepal | 9841XXXXXX | rahul.thapa@gmail.com

OBJECTIVE

To secure a challenging position in a reputed organization where I can utilize my skills and grow professionally.

EDUCATION

BBA from TU, 2024

SKILLS

Marketing • Social Media • Computer • Communication • Teamwork

EXPERIENCE

Marketing Intern at Himalayan Bank (2024)

- Assisted with marketing activities
- Helped with social media
- Supported team members

PROJECTS

Digital Marketing Campaign for local café

VOLUNTEER

Red Cross Nepal

REFERENCES

Available on request

Diagnosing the Draft

Generic objective

Tells recruiter nothing

Generic skills

"Marketing" means nothing, "Computer" is vague

"Assisted / Helped / Supported"

Passive, weak action verbs

"References available"

Wastes space

"BBA from TU"

No details, no date format, no GPA

Duties, not achievements

No metrics, no impact

No project details

What did you actually DO?

No LinkedIn

Missing professional connection opportunity

The Rebuilt CV

✓ AFTER — PART 1 OF 2

RAHUL THAPA

Kathmandu, Nepal | +977 9841XXXXXX | rahul.thapa@email.com | linkedin.com/in/rahul-thapa

PROFESSIONAL SUMMARY

Recent BBA graduate with strong foundation in digital marketing and data analytics. Proven ability to increase engagement and drive results through targeted social media campaigns. Seeking an entry-level marketing role.

EDUCATION

Bachelor of Business Administration (BBA) | Tribhuvan University | 2020–2024

- GPA: 3.5/4.0

- Relevant Coursework: Digital Marketing, Consumer Behavior, Business Analytics

SKILLS

Technical: Social Media Mgmt, Google Analytics, Meta Business Suite, Excel, Canva

Soft: Cross-functional collaboration, Client communication, Project coordination

The Rebuilt CV, Continued

✓ AFTER — PART 2 OF 2

EXPERIENCE

Marketing Intern | Himalayan Bank | Kathmandu | June–Aug 2024

- Increased Instagram engagement by 35% over 3 months through data-driven content strategy
- Created 20+ marketing collateral pieces used in 4 successful campaigns
- Collaborated with 5-member team to execute 3 promotional events with 200+ attendees

PROJECTS

Digital Marketing Campaign | Local Café | Jan–Mar 2024

- Created 15+ posts, increasing café footfall by 20% within 2 months; managed NPR 15,000 budget, 300% ROI

LEADERSHIP

Event Coordinator | Business Club, TU | 2023–2024

- Organized 5 workshops with 50+ attendees each

VOLUNTEER EXPERIENCE

Social Media Volunteer | Red Cross Nepal | 2022–2023

- Increased followers by 1,000+; reached 10,000+ people with awareness content

The Transformation at a Glance

ASPECT	BEFORE	AFTER
Summary	Generic objective	Tailored summary with value proposition
Education	“BBA from TU”	Full details: degree, institution, dates, GPA
Skills	Vague (“Marketing,” “Computer”)	Specific technical and soft skills
Experience	Duties only (“Assisted,” “Helped”)	Achievements with metrics
Projects	One line	Full description with results
Leadership	None	Included with impact
Length	Sparse	Comprehensive but 1 page



PART 4

Cover Letter Masterclass

Show up as more than just a CV

What a Cover Letter Does That a CV Can't

PURPOSES

1. Differentiate yourself from other applicants
2. Show enthusiasm for the organization's mission
3. Demonstrate communication skills
4. Explain employment gaps or achievements not listed on CV
5. Add context and personality to your application

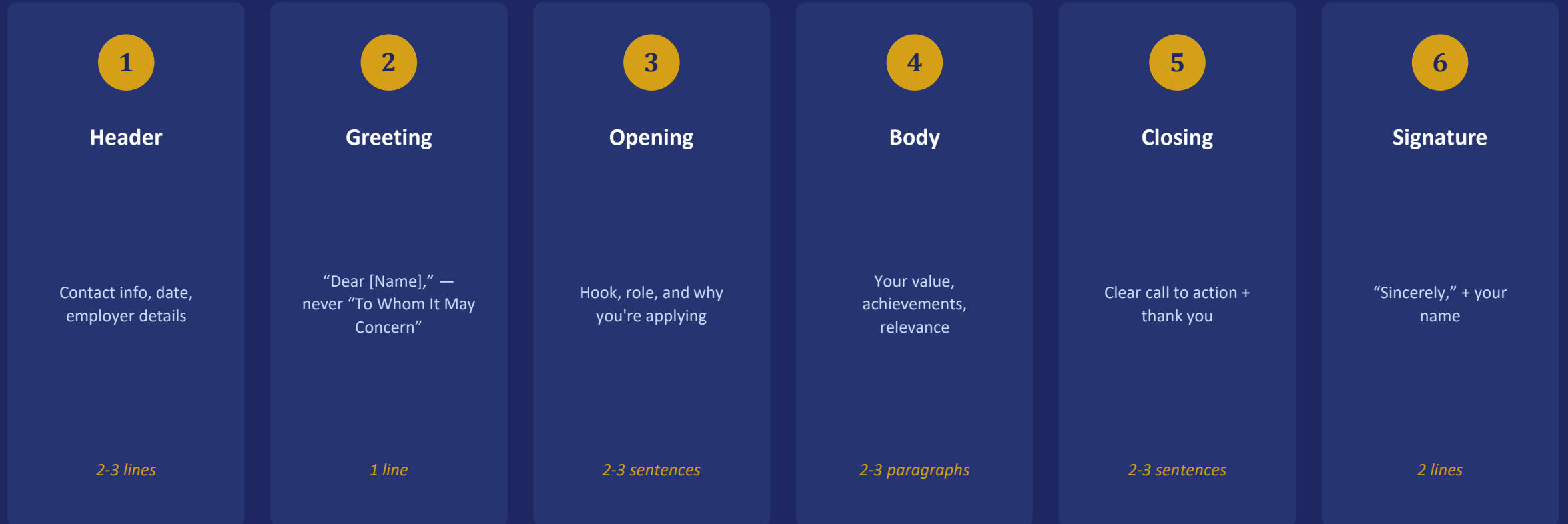
✓ USE ONE WHEN...

- The job posting requests one
- For professional/office jobs
- For graduate programs & internships
- When you have something specific to say

✗ SKIP ONE WHEN...

- Explicitly told not to
- Retail / fast food / entry-level service jobs
- Applying through a system that doesn't accept them

Anatomy of a Winning Cover Letter



"A cover letter allows you to differentiate yourself and express specific interest beyond what your résumé says you can do."

Hook Them in the First Two Sentences

✗ BAD OPENING

*"I am writing to apply for the job I saw on your website.
Please find my CV attached."*

✓ GOOD OPENING

"I am writing to express my strong interest in the Marketing Coordinator position at [Company Name], as advertised on LinkedIn. With my BBA degree and hands-on experience in digital marketing campaigns that increased engagement by 35%, I am excited about the opportunity to contribute to your team's success."

Prove Your Value With Specifics

What to cover: relevant skills & experience · achievements with metrics · why THIS company · how you solve their problems

✗ BAD BODY

“I have experience in marketing. I am a hard worker and a team player. I want to work for your company because it is a good company.”

✓ GOOD BODY

“During my internship at Himalayan Bank, I increased Instagram engagement by 35% through a targeted content strategy, created 20+ marketing collateral pieces, and collaborated with a 5-member team to execute 3 successful promotional events. I am drawn to [Company Name]’s commitment to innovation.”

End With Confidence, Not a Whimper

✗ BAD CLOSING

"I hope you call me for an interview. Thanks."

✓ GOOD CLOSING

"I would welcome the opportunity to discuss how my skills and experience align with the needs of [Company Name]. Thank you for considering my application. I look forward to hearing from you."

EFFECTIVE CALLS TO ACTION

- *"I would welcome the opportunity to discuss my application further."*
- *"I look forward to the possibility of contributing to your team."*
- *"I am available for an interview at your convenience."*

Poor Cover Letter — Generic and Vague

✗ POOR

To Whom It May Concern,

I am writing to apply for the position at your company. I am a recent graduate looking for a job. I have good communication skills and I am a hard worker.

Please find my CV attached.

I hope you will consider my application.

Sincerely,
Rahul Thapa

WHY IT'S POOR

- ✗ Generic greeting
- ✗ No specific role or company
- ✗ Vague claims (“hard worker”)
- ✗ No achievements or evidence
- ✗ Too short, no substance

Outstanding Cover Letter — Perfect (1/2)

✓ OUTSTANDING — PART 1 OF 2

Rahul Thapa
Kathmandu, Nepal | +977 9841XXXXXX | rahul.thapa@email.com | linkedin.com/in/rahul-thapa

July 17, 2025

Ms. Anjali Sharma
Head of Marketing
XYZ Company
Kathmandu, Nepal

Dear Ms. Sharma,

I am writing to express my strong interest in the Marketing Coordinator position at XYZ Company, as advertised on LinkedIn. With my BBA degree and hands-on experience increasing social media engagement by 35%, I am excited about the opportunity to contribute to your team's innovative marketing initiatives.

Outstanding Cover Letter — Perfect (2/2)

✓ OUTSTANDING — PART 2 OF 2

During my internship at Himalayan Bank, I increased Instagram engagement by 35% over three months through a data-driven content strategy, created over 20 marketing collateral pieces, and helped execute three promotional events that attracted over 200 attendees.

I am particularly drawn to XYZ Company because of your recent campaign on financial literacy for young professionals – a cause I am passionate about.

I would welcome the opportunity to discuss how my skills can contribute to XYZ Company's continued success. Thank you for considering my application.

Sincerely,
Rahul Thapa

WHY IT'S OUTSTANDING

- ✓ Personalized greeting
- ✓ Hooks with role + achievement
- ✓ Metrics throughout
- ✓ Shows company research
- ✓ Clear call to action
- ✓ 250–300 words

Your Cover Letter Template

TEMPLATE — FILL IN THE BRACKETS

[Full Name]
[City, Country] | [Phone Number] | [Email Address] | linkedin.com/in/[your-profile]

[Date]

[Recipient Name] | [Recipient Title] | [Company Name] | [Company Address]

Dear [Recipient Name],

I am writing to express my strong interest in the [Position Title] at [Company Name], as advertised on [Platform]. With my [background] in [field] and proven ability to [key achievement], I am excited to contribute to your team.

[Paragraph 2: 2-3 achievements with metrics, using the STAR method.]

[Paragraph 3: Research about the company – why THIS company, and how your skills align.]

I would welcome the opportunity to discuss how my skills can contribute to [Company Name]'s success. Thank you for considering my application.

Sincerely,
[Full Name]



PART 5

Professional Email Masterclass

Every email is a first impression

Email Structure & Professional Greetings



USE THESE

Name known

"Dear Ms. Sharma,"

Name unknown

"Dear Hiring Manager,"

Formal

"Dear Dr. Gurung,"

Semi-formal

"Hello Mr. Thapa,"

AVOID

✗ *"To Whom It May Concern"*

✗ *"Hey"*

✗ *"Hi there"*

Subject Lines Make or Break the Open

PURPOSE	GOOD ✓	BAD ✕
Job Application	Application for Marketing Coordinator – Rahul Thapa	<i>“Job Application”</i>
Follow-up	Following Up: Marketing Coordinator Application – Rahul Thapa	<i>“Following Up”</i>
Thank You	Thank You – Interview – Marketing Coordinator	<i>“Thanks”</i>
Networking	Networking Request – Rahul Thapa, BBA Graduate	<i>“Hello”</i>

Job Application & Follow-Up Emails

1. JOB APPLICATION EMAIL

Subject: Application for [Position Title] – [Your Full Name]

Dear [Hiring Manager's Name],

I am writing to apply for the [Position Title] position at [Company Name], as advertised on [Platform].

Please find attached my CV and cover letter. I have also included my LinkedIn profile for reference.

I am excited about the opportunity to contribute to [Company Name] and would welcome the chance to discuss my application further.

Best regards,
[Your Full Name]
[Phone Number] | [LinkedIn URL]

2. FOLLOW-UP EMAIL

Subject: Following Up: [Position Title] Application – [Your Full Name]

Dear [Hiring Manager's Name],

I hope this email finds you well. I am following up on my application for the [Position Title] position at [Company Name], submitted on [Date].

I remain very interested in this opportunity and would welcome the chance to discuss how my skills align with your team's needs.

Thank you for your time and consideration.

Best regards,
[Your Full Name]
[Phone Number] | [LinkedIn URL]

Thank-You & Networking Emails

3. THANK-YOU EMAIL (POST-INTERVIEW)

Subject: Thank You – [Position Title] Interview – [Your Full Name]

Dear [Interviewer's Name],

Thank you for taking the time to meet with me today to discuss the [Position Title] position at [Company Name]. I appreciated learning more about your team's work.

Our conversation reinforced my interest in this role. I was particularly excited to hear about [specific topic discussed].

Please don't hesitate to reach out if you need anything further.

Best regards,
[Your Full Name]
[Phone Number] | [LinkedIn URL]

4. NETWORKING EMAIL

Subject: Networking Request – [Your Full Name] – [Your Background]

Dear [Name],

My name is [Your Full Name], and I am a [Your Background] at [Institution/Company]. I came across your profile on LinkedIn and was impressed by your work in [specific area].

I am currently exploring opportunities in [field] and would appreciate the chance to learn from your experience. Would you be available for a brief 15-minute call?

Thank you for your time.

Best regards,
[Your Full Name]
[Phone Number] | [LinkedIn URL]

Referral Request & Cold Email

5. REFERRAL REQUEST EMAIL

Subject: Request for Referral – [Your Full Name] – [Position Title]

Dear [Name],

I am writing to ask if you would be willing to provide a referral for the [Position Title] position at [Company Name].

I have attached my CV and cover letter for your reference. If you're comfortable providing a referral, I would be grateful for your support.

Thank you for your time and consideration.

Best regards,
[Your Full Name]
[Phone Number] | [LinkedIn URL]

6. COLD EMAIL (TO RECRUITER)

Subject: [Your Full Name] – [Your Background] – Interested in [Company Name]

Dear [Recruiter's Name],

My name is [Your Full Name], and I am a [Your Background] with experience in [key skills]. I have been following [Company Name]'s work in [specific area] and am impressed by [specific achievement].

I would be interested in discussing how my skills could contribute to your team. I've attached my CV for reference.

Thank you for your time.

Best regards,
[Your Full Name]
[Phone Number] | [LinkedIn URL]

Internship Inquiry & Resignation

7. INTERNSHIP INQUIRY EMAIL

Subject: Internship Inquiry – [Your Full Name] – [Field of Study]

Dear [Name],

My name is [Your Full Name], and I am a [Year] student at [Institution] studying [Field].

I am writing to inquire about internship opportunities at [Company Name]. I am particularly interested in [specific area/team] and would be eager to gain hands-on experience.

I've attached my CV for reference. Please let me know if there are upcoming openings.

Best regards,
[Your Full Name]
[Phone Number] | [LinkedIn URL]

8. RESIGNATION EMAIL

Subject: Resignation – [Your Full Name] – [Your Position]

Dear [Manager's Name],

I am writing to formally resign from my position as [Your Position] at [Company Name], effective [Date].

I would like to express my gratitude for the opportunities I've had. I am committed to ensuring a smooth transition and am happy to help train my replacement.

Thank you for the opportunity to work at [Company Name].

Sincerely,
[Your Full Name]

Leave Request & Professional Complaint

9. LEAVE REQUEST EMAIL

Subject: Leave Request – [Your Full Name] – [Dates]

Dear [Manager's Name],

I am writing to request leave from [Start Date] to [End Date] for [reason].

I have ensured my responsibilities will be covered during my absence. [Colleague's Name] has kindly agreed to handle urgent matters while I am away.

Thank you for considering my request.

Best regards,
[Your Full Name]

10. PROFESSIONAL COMPLAINT EMAIL

Subject: Feedback Regarding [Issue] – [Your Full Name]

Dear [Name/Team],

I am writing to bring to your attention an issue I encountered with [describe issue professionally].

On [Date/Time], I experienced [specific problem], resulting in [impact].

I would appreciate your assistance in resolving this matter.

Thank you for your time and attention.

Best regards,
[Your Full Name]
[Contact Information]

Email Etiquette Rules

Use a professional email address

First impression matters

Clear subject line

Recipient knows what to expect

Keep it concise

Respect recipient's time

Proofread

Errors look unprofessional

Use proper greeting and closing

Shows respect

Don't use ALL CAPS

Looks like shouting

Don't use emojis (unless appropriate)

Unprofessional

Reply within 24–48 hours

Shows responsiveness



PART 6

Practice Activities & Exercises

Learning by doing — 12 hands-on drills

12 Practice Activities & Exercises

1. Identify CV Mistakes

2. Rewrite the Summary

3. Add Metrics

4. Convert Duties to Achievements

5. Create a Skills Section

6. Format Contact Information

7. Write a Professional Summary

8. Identify Cover Letter Mistakes

9. Write a Cover Letter Opening

10. Write a Cover Letter Closing

11. Email Subject Line Writing

12. Email Correction Challenge

Try It: Add Metrics & Convert Duties

ACTIVITY 3 — ADD METRICS

Instructions: Add metrics to this bullet point:

“Managed social media accounts.”

ANSWER KEY:

“Managed 5 social media accounts, increasing followers by 2,000 and engagement by 35% over 3 months.”

ACTIVITY 4 — DUTIES → ACHIEVEMENTS

Instructions: Convert this duty to an achievement:

“Responsible for customer service.”

ANSWER KEY:

“Resolved 50+ customer inquiries daily, achieving a 95% satisfaction rating.”



PART 7

Real Recruiter Insights

What actually happens on the other side of the desk

Top Reasons for Rejection

“I reject 7 out of 10 CVs without reading them fully — most resumes scream ‘I don’t care enough to respect your time.’”

1 Spelling and grammar errors

2 Generic CV — shows no effort

3 No achievements with metrics

4 Poor formatting

5 Too long

6 Vague language / buzzwords

7 Missing keywords

8 Unexplained employment gaps

In Their Own Words

Generic “To Whom It May Concern”

“Didn’t bother to research.”

Spelling mistakes

“If you can’t proofread your CV, how will you proofread your work?”

Listing duties, not achievements

“I don’t care what you were responsible for — I care what you did.”

Buzzwords without evidence

“‘Team player’ means nothing.”

Too many pages

“I don’t have time to read your life story.”

No metrics

“How do I know you’re actually good?”

Green Flags vs. Red Flags

GREEN FLAGS

- ✓ Clear contact info
- ✓ Professional summary
- ✓ Achievements with metrics
- ✓ Tailored to the role
- ✓ Clean, ATS-friendly formatting
- ✓ LinkedIn URL included

RED FLAGS

- ✗ Spelling errors
- ✗ Generic, one-size-fits-all CV
- ✗ No metrics or numbers
- ✗ Unprofessional email address
- ✗ Unexplained employment gaps
- ✗ Photo (in US/UK contexts)

Common Myths, Debunked

MYTH

“My CV should be 3–5 pages”

TRUTH: 1–2 pages max for most roles

MYTH

“One CV fits all”

TRUTH: NO — tailor for each role

MYTH

“I need a creative design”

TRUTH: NO — clean and simple wins

MYTH

“I need a photo”

TRUTH: NO in US/UK/Canada/Australia

MYTH

“ATS rejects me”

TRUTH: ATS ranks; humans make the final call

MYTH

“Buzzwords help”

TRUTH: NO — they waste space

How Hiring Is Changing Globally

1. Remote-first hiring

Location flexibility is valued

2. Skills-based hiring

Experience matters more than degrees

3. AI screening

ATS is everywhere

4. Diversity focus

Personal details that invite bias are discouraged

5. Digital presence

LinkedIn is essential

6. Portfolio importance

Especially in creative and tech fields



PART 8

AI Tools & Responsible Usage

Use AI to sharpen your voice, not replace it

AI Tools & What They're Good For

ChatGPT / Claude

Drafting, brainstorming, improving wording

Grammarly

Grammar and style checking

Resume.io / Novoresume

CV templates and formatting

Jobscan

ATS keyword matching

LinkedIn AI

Profile optimization suggestions

How to Prompt AI for Your CV & Cover Letter

CV IMPROVEMENT PROMPT

I am a [Your Background] applying for a [Position] role at [Company]. Here is my current CV: [Paste CV].

Please suggest improvements for:

1. The professional summary
2. Bullet points for my experience (add metrics where possible)
3. Skills section
4. Overall ATS optimization

Keep the tone professional and results-focused.

COVER LETTER PROMPT

I am a [Your Background] applying for [Position] at [Company]. The job description is: [Paste JD]. Here is my CV: [Paste CV].

Please draft a cover letter that:

1. Opens with a strong hook
2. Highlights 2-3 relevant achievements with metrics
3. Shows research about the company
4. Ends with a clear call to action

Make it professional, concise, and personalized.

SMART: A Framework for Better AI Prompts

S

Situation

"I am a recent BBA graduate applying for a Marketing Coordinator role."

M

Material

"Here is my CV: [Paste CV]. Here is the job description: [Paste JD]."

A

Action

"Please suggest improvements to my CV to better match this role."

R

Request

"Provide 3 options for the professional summary and 5 achievement-focused bullet points."

T

Tone

"Keep the tone professional, confident, and results-oriented."

Use AI as a Tool, Not a Replacement

RESPONSIBLE AI CHECKLIST

- ✓ Never submit AI-generated content without personalizing it
- ✓ Always verify facts and metrics — AI can hallucinate
- ✓ Use AI to draft and refine — your voice still matters
- ✓ Disclose AI usage if the employer requires it
- ✓ Maintain authenticity — don't claim skills you don't have



PART 9

Case Studies

Three real profiles, transformed

Sita Adhikari — BBA Graduate, No Work Experience

Profile: BBA graduate, no work experience, good grades, strong volunteer experience.

✗ BEFORE

SITA ADHIKARI

Pokhara, Nepal | 9841XXXXXX | sita@email.com

OBJECTIVE

To get a job in a good company.

EDUCATION

BBA from TU

SKILLS

Good communication, teamwork

VOLUNTEER

Red Cross

✓ AFTER

PROFESSIONAL SUMMARY

Recent BBA graduate with strong academic record and demonstrated leadership in volunteer organizations. Seeking an entry-level business role.

EDUCATION

BBA | Tribhuvan University | Pokhara | 2020–2024 • GPA: 3.6/4.0

VOLUNTEER EXPERIENCE

Project Coordinator | Red Cross Nepal | 2022–2024
- Organized 5 blood donation camps, 200+ participants
- Managed volunteer team of 15 across 3 projects

LEADERSHIP

Vice President | Business Club, TU | 2023–2024
- Managed club budget of NPR 100,000

Ram Sharma — Computer Science Student

Profile: Computer Science student, internship experience, strong personal projects.

✓ KEY CV HIGHLIGHTS (AFTER)

PROFESSIONAL SUMMARY

Computer Science student with full-stack development experience and a strong foundation in Python, React, and cloud technologies. Built 5+ web applications, including an e-commerce platform used by 200+ users.

EXPERIENCE

Software Development Intern | TechInnovate Nepal | June–Aug 2024

- Developed RESTful APIs for a fintech application serving 1,000+ users
- Implemented CI/CD pipeline, reducing deployment time by 40%
- Wrote unit tests achieving 85% code coverage

PROJECTS

E-Commerce Platform | React, Node.js, MongoDB | 2024

- Built full-stack platform with secure payment integration; deployed on AWS EC2; 200+ user sign-ups during testing

Why it works: Strong technical skills section, projects with details, achievements with metrics.

Anjali Thapa — Marketing Graduate

Profile: Marketing graduate, internship + freelance campaign experience.

✓ KEY CV HIGHLIGHTS (AFTER)

PROFESSIONAL SUMMARY

Results-oriented Marketing graduate with hands-on experience in digital marketing and campaign management. Increased social media engagement by 45% through data-driven content strategies.

EXPERIENCE

Marketing Intern | Himalayan Bank | June–Aug 2024

- Increased Instagram engagement by 45% over 3 months
- Created 25+ marketing collateral pieces used in 4 successful campaigns

Digital Marketing Assistant (Freelance) | Various Clients | 2023–2024

- Managed social accounts for 5 small businesses, +3,000 followers
- Achieved average engagement rate increase of 30% across all accounts

Why it works: Strong metrics, relevant experience, shows impact clearly.



PART 10

Handouts & Checklists

Your quick-reference companions

CV Checklist — Contact & Summary

CONTACT INFORMATION

- ☐ Full name (bold, larger font)
- ☐ Phone number with country code
- ☐ Professional email address
- ☐ Location (city, country)
- ☐ LinkedIn profile URL
- ☐ No full address, DOB, marital status, photo

PROFESSIONAL SUMMARY

- ☐ 3–5 sentences
- ☐ Tells who you are, what you bring, what you want
- ☐ Tailored to the role
- ☐ Uses measurable achievements
- ☐ No generic filler phrases
- ☐ Replaces the outdated “objective”

CV Checklist — Skills, Experience & Formatting

SKILLS & EXPERIENCE

- ☐ Technical skills (specific, not vague)
- ☐ Soft skills (with evidence)
- ☐ Relevant to the job description
- ☐ Reverse chronological order
- ☐ Achievements with metrics
- ☐ Strong action verbs used

FORMATTING & PROOFREADING

- ☐ Single column layout
- ☐ Standard font, 10–12pt body
- ☐ Black text, white background
- ☐ 1-inch margins, 1–2 pages max
- ☐ No tables, graphics, text boxes
- ☐ Zero spelling/grammar errors

ATS Optimization Checklist

FORMAT & CONTENT

- ☐ Single column layout
- ☐ No tables, graphics, or text boxes
- ☐ Standard fonts (Arial, Calibri, Helvetica)
- ☐ .docx or simple PDF format
- ☐ Standard section headers (“Skills,” “Experience”)
- ☐ No creative section names, no images/icons

STRUCTURE & KEYWORDS

- ☐ Clear hierarchy with bold headings
- ☐ Bullet points for easy scanning
- ☐ Job title matches the application
- ☐ Technical skills mirror job description
- ☐ Soft skills included
- ☐ Industry terminology used

Cover Letter Checklist

HEADER, GREETING & OPENING

- ☐ Your full name, phone, email, LinkedIn
- ☐ Date, employer's name and title
- ☐ Company name and address
- ☐ “Dear [Name],” — not “To Whom It May Concern”
- ☐ Hooks with role and key achievement
- ☐ Shows genuine enthusiasm

BODY & CLOSING

- ☐ 2–3 specific achievements with metrics
- ☐ Research about the company shown
- ☐ Alignment between skills and company needs
- ☐ Clear call to action
- ☐ Thank you included
- ☐ Professional closing (“Sincerely,”)

Professional Email Checklist

SUBJECT, GREETING & BODY

- ☐ Clear, concise, action-oriented subject
- ☐ Includes role and your name (for applications)
- ☐ Professional greeting with correct name/title
- ☐ Clear purpose stated early
- ☐ Concise, organized, logical flow
- ☐ Professional tone throughout

ATTACHMENTS, CLOSING & SIGNATURE

- ☐ Files attached with professional file names
- ☐ Correct file format
- ☐ Call to action (if needed)
- ☐ Thank you included
- ☐ Professional closing (“Best regards,”)
- ☐ Full name, phone, LinkedIn in signature

Interview Preparation Checklist

BEFORE THE INTERVIEW

- ☐ Research the company
- ☐ Research the interviewer (if known)
- ☐ Review the job description
- ☐ Prepare answers to common questions
- ☐ Prepare questions to ask
- ☐ Plan your outfit and route

DURING & AFTER

- ☐ Arrive 10–15 minutes early
- ☐ Bring copies of your CV
- ☐ Make eye contact, listen actively
- ☐ Use the STAR method for answers
- ☐ Send thank-you email within 24 hours
- ☐ Follow up if no response after 1 week



PART 11

Take-Home Resources

Templates, tools & platforms to keep going

Where to Search & How to Look Good Doing It

CAREER WEBSITES

LinkedIn

Networking, job search, personal branding

Indeed

Job search

Glassdoor

Company reviews, salaries

**MeroJob / KumariJob /
JobsNepal**

Nepal job portals



LINKEDIN PROFILE CHECKLIST

- ☐ Professional photo
- ☐ Compelling headline (not just job title)
- ☐ Detailed “About” section
- ☐ Complete experience section
- ☐ Skills section filled (50+ skills)
- ☐ Recommendations (3+)
- ☐ Active engagement (posts, comments)
- ☐ Custom URL (linkedin.com/in/yourname)

Tools Worth Bookmarking

AI TOOLS

ChatGPT / Claude	Drafting, brainstorming, improving
Grammarly	Grammar and style checking
Jobscan	ATS keyword matching
Resume.io / Novoresume	CV templates
AutoTailor	Auto-tailor CV to job postings

FREE DESIGN & GRAMMAR RESOURCES

Canva	CV templates, design
Google Docs	CV templates
Behance	Portfolio (creative)
GitHub	Portfolio (tech)
Grammarly / Hemingway Editor	Grammar & readability



PART 12

Bonus: Quick Reference Tips

The essentials, distilled

CV, Cover Letter & Email — Top Mistakes

CV MISTAKES

- × Generic CV for every application
- × Listing duties, not achievements
- × Overloading with buzzwords
- × Spelling/grammar errors
- × Poor formatting · too long
- × No metrics · unprofessional email

COVER LETTER MISTAKES

- × Generic greeting
- × No specific role/company
- × No research about the company
- × Vague claims, no metrics
- × Too short or too long
- × No call to action

EMAIL MISTAKES

- × No / vague subject line
- × Unprofessional email address
- × Wrong or missing greeting
- × “Hey” instead of “Dear”
- × No structure or closing
- × Spelling/grammar errors

ATS, LinkedIn & Personal Branding — Top Tips

ATS TIPS

- ✓ Single column layout
- ✓ Standard fonts, 10–12pt
- ✓ No tables/graphics/text boxes
- ✓ Mirror job description keywords
- ✓ Use .docx format

LINKEDIN TIPS

- ✓ Professional photo
- ✓ Compelling headline
- ✓ Detailed “About” section
- ✓ 50+ skills listed
- ✓ 3+ recommendations

PERSONAL BRANDING

- ✓ Know your professional identity
- ✓ Define your value proposition
- ✓ Be consistent across platforms
- ✓ Be authentic
- ✓ Show, don't tell

25 Recruiter Tips — The Highlights

Your CV has ONE job: to get you an interview

Recruiters spend 6 seconds on your CV

75% of resumes are filtered out by ATS

Use keywords from the job description

Achievements, not duties

Use metrics everywhere you can

Tailor every application

Proofread, proofread, proofread

Use a professional email address

Include your LinkedIn URL

Don't include a photo (US/UK/Canada)

Don't include DOB, marital status, or religion

Use a single column layout, standard fonts

1-inch margins, 1–2 pages maximum

“Team player” means nothing without evidence

MY PERSONAL ACTION PLAN

Three Things I Will Do This Week

1 Rewrite my professional summary with a measurable achievement

2 Add metrics to every bullet point in my experience section

3 Draft a tailored cover letter for one specific role

My LinkedIn improvement plan & job search goals: use the take-home resources to keep building on what you learned today.

“Success is not final, failure is not fatal: it is the courage to continue that counts.”

Any Queries?

Thank You

***Remember: Your CV is your first impression —
make it a great one.***

Trainer: Sonish Suwal