

PROFESSIONAL CV WRITING COVER LETTER WRITING & PROFESSIONAL EMAIL COMMUNICATION

Participant Workbook

Your Complete Guide to Creating Job-Winning Applications

Name:

Date:

Trainer:

TABLE OF CONTENTS

Part	Topic	Page
1	Learning Objectives & Session Overview	—
2	CV Writing Masterclass	—
3	Live CV Building (Before & After)	—
4	Cover Letter Masterclass	—
5	Professional Email Masterclass	—
6	Practice Activities & Exercises	—
7	Real Recruiter Insights	—
8	AI Tools & Responsible Usage	—
9	Case Studies	—
10	Handouts & Checklists	—
11	Take-Home Resources	—
12	Bonus: Quick Reference Tips	—
—	My Personal Action Plan	—
—	Notes & Feedback	—

PART 1 — LEARNING OBJECTIVES & SESSION OVERVIEW

What You Will Learn

By the end of this session, you will be able to:

- 1. **Create** an ATS-friendly, recruiter-approved CV that stands out in 6 seconds
- 2. **Write** compelling cover letters that get read and generate interview calls
- 3. **Compose** professional emails for every job-search scenario
- 4. **Identify** and fix common mistakes that get applications rejected
- 5. **Use** AI tools responsibly to enhance your job application documents
- 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

Time	Topic
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

PART 2 — CV WRITING MASTERCLASS

What is a CV?

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

Your CV has ONE job: to get you an interview.

Your CV is NOT	Your CV IS
Your life story	A persuasive document
Everything you've ever done	Tailored to each role
A place to show off design skills	Achievement-focused
—	Easy to scan in 6 seconds

CV vs Resume — International Differences

United States & Canada

	Resume	CV (Curriculum Vitae)
Length	1–2 pages	3–10+ pages
Purpose	Business/corporate jobs	Academic, research, medical
Content	Concise summary	Comprehensive history

UK, Ireland, Europe, Australia, New Zealand: CV and resume mean the same thing — a 1-2 page professional document.

ATS (Applicant Tracking System) — What You Must Know

Shocking Statistics

- 98.4% of Fortune 500 companies use ATS
- 75% of resumes are filtered out BEFORE reaching human recruiters

- **10.6x higher** selection rate for resumes with exact job title matches
- **250 applications** on average per corporate job posting

How ATS Works

1. **Resume Parsing** — ATS scans and segments your file
2. **Text Extraction** — Visuals and formatting are stripped; only raw text is 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

ATS Ranking Factors

Factor	Weight
Keyword Relevance	40%
Keyword Frequency & Placement	25%
Semantic Analysis	20%
Experience Alignment	15%

Recruiter Psychology — What They Scan in 6 Seconds

"Recruiters don't sift through stacks of paper anymore; algorithms do."

Recruiters look for:

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?

Recruiter Insight: "Recruiters take just 60 seconds or less to decide if your profile moves forward or not."

Modern CV Trends (2025)

"A winning 2025 CV is clean, modern, keyword-rich and RESULTS driven — not crowded, not colourful, not confusing."

Trend	What It Means
Results-focused	Achievements with metrics, not just duties
ATS-friendly	Simple formatting, standard fonts, no tables
Mobile-optimized	Looks good on laptops, phones, and inside ATS
Keyword-rich	Mirrors job description language
Personal branding	Clear professional identity and value proposition

International Standards

CV/Resume by Region

Country/Region	Length	Photo?	Personal Details
USA/Canada	1–2 pages	✗ No	Minimal
UK	2 pages	✗ No	No DOB/marital status
Europe	2 pages	⚠ Sometimes	Varies by country
Australia/NZ	2–4 pages	✗ No	Minimal
Germany/France/Asia	1–2 pages	✓ Often expected	Photo common

Nepal vs International CVs

Aspect	Nepal CV	International CV
Photo	Often included	Usually NOT included (US/UK/Canada/Australia)
Personal details	Often includes DOB, marital status, religion	Only name, email, phone, location
Length	Can be 3–5 pages	1–2 pages max
References	Often listed on CV	"References available on request" or omitted
Objective	Common	Replaced by Professional Summary

CV Formatting — The Rules

Best Fonts

Font	Type	Best For
Arial	Sans-serif	ATS-friendly, clean
Calibri	Sans-serif	Modern, default in Word
Helvetica	Sans-serif	Professional, clean
Times New Roman	Serif	Traditional, acceptable
Tahoma	Sans-serif	Clean, readable

- Font Size:**
- Body: 10–12 pt
 - Headings: 13–14 pt
 - Your Name: 15–16 pt

Formatting Rules

"Stick to a single column layout, use standard fonts, and keep your font size readable."

✓ DO:

- Single column layout
- Black text on white background
- Consistent formatting throughout
- Bullet points instead of paragraphs
- Bold for headings, consistent spacing
- 1-inch margins on all sides
- 1.0–1.15 line spacing

✗ DON'T:

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

Colors

"Use black text on a white background, with just 1-2 standard fonts. Avoid bright colors, icons, or complex designs."

Safe Approach: Black text, white background

If you MUST use color:

- Use ONE accent color (navy blue or dark grey)
- Use it sparingly (headings only)
- Ensure high contrast

Length

Experience Level	Recommended Length
Student / Fresh Graduate	1 page
1–5 years experience	1–2 pages
5–10 years experience	2 pages
Senior / Executive	2–3 pages

Margins

Margin	Recommended
Top/Bottom	0.5 – 1 inch
Left/Right	0.5 – 1 inch
Between sections	Extra spacing
Line spacing	1.0 – 1.15

CV Sections — Complete Guide

1. Contact Information

What to Include:

- Full Name (bold, larger font)
- Phone Number (with country code for international)
- Professional Email Address
- Location (City, Country)
- LinkedIn Profile URL
- Optional: Portfolio URL, GitHub

What NOT to Include:

- Full street address
- Date of Birth
- Marital Status
- Religion
- Nationality (unless relevant or required)
- Photo (in US/UK/Canada/Australia)

Good Example:

ANJALI SHARMA

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

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

Bad Example:

Anjali Kumari Sharma

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

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

Email: cutiepie_anjali@yahoo.com

2. Professional Summary

"This 3–5 sentence paragraph at the top replaces the outdated 'objective.' It's your elevator pitch — hook the reader immediately."

Structure:

1. Sentence 1: Your professional identity
2. Sentence 2: Key skills and experience
3. Sentence 3: Notable achievement
4. Sentence 4: What you're seeking (tailored to the role)

Good Example:

"Results-oriented software developer with 3 years of experience in full-stack development, specializing in Python and React. Led a team that reduced load times by 40% for a fintech application, delivering scalable solutions for high-traffic environments. 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."

3. Career Objective (Alternative for Fresh Graduates)

Use a **Professional Summary** instead of a Career Objective unless you have no experience.

Objective (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."

4. Skills

"Make sure they're relevant to the job description."

Technical Skills (Hard Skills):



Good Example:

Technical Skills

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



Bad Example:

Skills

- Computer knowledge
- Microsoft Office
- Internet browsing
- Typing

Soft Skills:



Good Example:

Soft Skills

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



Bad Example:

Soft Skills

- Team player
- Hard worker
- Good communication
- Fast learner

5. Experience

"In reverse chronological order, for each role, include: job title, company, dates, and bullet points of key achievements, ideally with measurable results."

The STAR Method:

- **Situation** — Context
- **Task** — What needed to be done
- **Action** — What YOU did
- **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
- Managed social media calendar for 5 platforms, increasing follower count by 2,000
- Created 15+ marketing collateral pieces used in 3 successful campaigns

Bad Example:

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

- Responsible for social media
- Assisted with marketing
- Helped with campaigns

Recruiter Comment: "Don't tell me what you were 'responsible for' — tell me what you ACHIEVED."

6. Education

"If you're using a graduate resume template, position your education section near the top — especially if your work experience is limited."

Good Example:

BSc Computer Science | Tribhuvan University | Kathmandu | 2020–2024

- GPA: 3.8/4.0
- Relevant Coursework: Data Structures, Algorithms, Database Management, Web Development
- Final Year Project: "E-commerce Platform with AI-powered Recommendations"

7. Projects

"For students or recent graduates, showcasing academic, volunteer, or personal projects is key."

Good Example:

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

- Built a full-stack e-commerce platform with secure payment integration
- Implemented user authentication, product catalog, and shopping cart functionality
- Deployed on AWS; achieved 200+ user sign-ups during testing phase

8. Certifications

Example:

Certifications

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

9. Achievements

"Achievements are KEY. Your next employer wants to know what actual impact you have and had and what you can do for them."

- Awards and recognition
- Scholarships
- Competition wins
- Performance metrics exceeded

10. Volunteer Work

Example:

Volunteer Experience

- *Technical Lead | Code for Nepal | 2023–Present*
- *Developed website for NGO, increasing online donations by 30%*
- *Tutor | Teach for Nepal | 2022*
- *Taught programming to 50+ high school students*

11. Leadership

Example:

Leadership

- *President | Computer Science Club | 2023–2024*
- *Led team of 15 members, organized 10+ workshops*
- *Team Lead | Hackathon Project | 2023*
- *Managed 4-member team to build a disaster management app*

12. Languages

Example:

Languages

- *Nepali: Native*
- *English: Fluent (IELTS 7.5)*
- *Hindi: Professional working proficiency*

13. References

"References available on request" or omit entirely. Do NOT list full references on your CV.

- Privacy concerns
- Saves space
- Recruiters will ask if needed

Common CV Mistakes — Top 10

#	Mistake	Why It Hurts
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/numbers	Achievements need proof
8	Unprofessional email	First impression is negative
9	Including photo (US/UK/Canada)	Can invite bias
10	"References available on request"	Wastes space

PART 3 — LIVE CV BUILDING (BEFORE & AFTER)

Step 1: The Raw Information

Participant Profile:

- Name: **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**

Step 2: Before — First Draft (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

Step 3: What's Wrong With It?

Mistake	Why It's Wrong
Generic objective	Tells recruiter nothing
"BBA from TU"	No details, no dates format, no GPA
Generic skills	"Marketing" means nothing, "Computer" is vague
Duties not achievements	No metrics, no impact
"Assisted" "Helped" "Supported"	Passive, weak action verbs
No project details	What did you actually DO?
"References available"	Wastes space
No LinkedIn	Missing professional connection opportunity

Step 4: After — Improved Version

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 where I can apply analytical and creative skills to drive brand growth.

EDUCATION

Bachelor of Business Administration (BBA) | Tribhuvan University | 2020-2024
- GPA: 3.5/4.0

- Relevant Coursework: Digital Marketing, Consumer Behavior, Business Analytics
- Final Year Project: "Impact of Social Media Marketing on Consumer Purchasing Decisions"

SKILLS

Technical Skills

- Social Media Management: Instagram, Facebook, LinkedIn, Twitter
- Analytics: Google Analytics, Meta Business Suite, Excel
- Design: Canva, Adobe Spark
- Marketing Tools: Mailchimp, Hootsuite

Soft Skills

- Cross-functional team collaboration
- Client communication and relationship management
- Project coordination and deadline management
- Creative problem-solving

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
- Analyzed customer feedback data from 500+ responses, identifying key improvement areas
- Collaborated with 5-member team to execute 3 promotional events with 200+ attendees

PROJECTS

Digital Marketing Campaign | Local Café | Jan-Mar 2024

- Designed and executed Instagram marketing campaign targeting young professionals
- Created 15+ posts and stories, increasing café footfall by 20% within 2 months
- Managed budget of NPR 15,000, achieving 300% ROI

LEADERSHIP

Event Coordinator | Business Club, Tribhuvan University | 2023-2024

- Organized 5 professional development workshops with 50+ attendees each
- Coordinated with 8 guest speakers from banking, tech, and marketing sectors
- Managed event logistics, budgets, and marketing for all events

VOLUNTEER EXPERIENCE

Social Media Volunteer | Red Cross Nepal | 2022-2023

- Managed social media accounts, increasing followers by 1,000+
- Created awareness content for health campaigns reaching 10,000+ people

LANGUAGES

- Nepali: Native
- English: Fluent (IELTS 7.5)
- Hindi: Professional working proficiency

REFERENCES

Available upon request

Step 5: Before vs After Comparison

Aspect	Before	After
Summary	Generic objective	Tailored professional summary with value proposition
Education	"BBA from TU"	Full details: degree, institution, dates, GPA, coursework
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
Volunteer	One line	Full description with metrics
Length	Sparse	Comprehensive but 1 page

PART 4 — COVER LETTER MASTERCLASS

Why Cover Letters Matter

"A cover letter allows you to differentiate yourself, create a sense of identity, express specific interest, and make connections that go beyond the fact that your résumé says you can do this job."

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

When to Use Them

✓ YES:

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

✗ NO:

- When explicitly told not to
- For retail/fast food/entry-level service jobs
- When applying through a system that doesn't accept them

Cover Letter Structure

Section	Content	Length
Header	Your contact info, date, employer contact	2-3 lines
Greeting	"Dear [Name],"	1 line
Opening	Hook, role, why you're applying	2-3 sentences
Body	Your value, achievements, relevance	2-3 paragraphs
Closing	Call to action, thank you	2-3 sentences
Signature	"Sincerely," your name	2 lines

Opening Paragraph

"The introduction of your cover letter is key to capturing your reader's interest. In this section, you should demonstrate that you're familiar with the role and organization."

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."

Bad Opening:

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

Body Paragraphs

What to Cover:

- 1. Your relevant skills and experience
- 2. Specific achievements with metrics
- 3. Why you're interested in THIS company
- 4. How you can solve their problems

Good Body:

"During my internship at Himalayan Bank, I increased Instagram engagement by 35% through a targeted content strategy. I created 20+ marketing collateral pieces and collaborated with a 5-member team to execute 3 successful promotional events. I am particularly drawn to [Company Name]'s commitment to innovation in the financial sector, and I believe my digital marketing skills and collaborative approach would make me a valuable asset to your team."

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."

Closing Paragraph & Call-to-Action

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."

Bad Closing:

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

Effective CTAs:

- *"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."*

Cover Letter Examples

Poor Cover Letter — Generic and Vague

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 ("To Whom It May Concern")
- No specific role or company name
- Vague claims ("good communication," "hard worker")
- No achievements or evidence
- Too short, no substance

Outstanding Cover Letter — Perfect

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.

During my internship at Himalayan Bank, I increased Instagram engagement by 35% over three months through a data-driven content strategy. I created over 20 marketing collateral pieces, collaborated with a cross-functional team of five members, and helped execute three promotional events that attracted over 200 attendees. These experiences have equipped me with the skills to manage social media campaigns, analyze performance metrics, and work effectively in team environments.

I am particularly drawn to XYZ Company because of your recent campaign on financial literacy for young professionals – a cause I am passionate about. My experience with content creation and audience engagement aligns directly with your approach, and I would welcome the opportunity to bring my digital marketing skills to your team.

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

Sincerely,
Rahul Thapa

Why It's Outstanding:

-  Professional header
-  Personalized greeting
-  Opening: hooks with role and achievement
-  Body: specific achievements WITH metrics
-  Demonstrates research about the company
-  Shows alignment between skills and company needs
-  Clear call to action
-  Professional closing
-  Perfect length: 250–300 words

Cover Letter Template

[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] position at [Company Name], as advertised on [Platform]. With my [background/experience] in [field] and proven ability to [key achievement], I am excited about the opportunity to contribute to your team.

[Paragraph 2: Your relevant experience and achievements. Include 2-3 specific achievements with metrics. Use the STAR method.]

[Paragraph 3: Research about the company. Why are you interested in THIS company? How do your skills align with their needs?]

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

Sincerely,

[Full Name]

PART 5 — PROFESSIONAL EMAIL MASTERCLASS

Professional Email Structure

Element	Description
Subject Line	Clear, concise summary of purpose
Salutation	Appropriate greeting
Introduction	Who you are and why you're writing
Body	Organized message with main points
Closing	Summary, call to action, thank you
Signature	Your name, title, contact info

Subject Lines

"A subject line can make or break your email's chances of being read. Keep it direct and action-oriented."

Purpose	Good Subject Line	Bad Subject Line
Job Application	"Application for Marketing Coordinator – Rahul Thapa"	"Job Application"
Follow-up	"Following Up: Marketing Coordinator Application – Rahul Thapa"	"Following Up"
Thank You	"Thank You – Interview – Marketing Coordinator"	"Thanks"
Networking	"Networking Request – Rahul Thapa, BBA Graduate"	"Hello"

Professional Greetings

Situation	Greeting
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"

Email Templates

1. Job Application Email

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

Dear [Hiring Manager's Name],

I hope this email finds you well. 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 for your review. I have also included my portfolio/LinkedIn profile for your reference.

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

Thank you for your time and consideration.

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], which I submitted on [Date].

I remain very interested in this opportunity and would welcome the chance to discuss how my skills and experience align with your team's needs. Please let me know if you need any additional information.

Thank you for your time and consideration.

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

3. Thank-You Email (After 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 greatly appreciated learning more about your team's work and the exciting projects you have underway.

Our conversation reinforced my interest in this role and my enthusiasm for contributing to [Company Name]. I was particularly excited to hear about [specific topic discussed].

Please don't hesitate to reach out if you need any additional information. I look forward to hearing from you.

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

4. Networking Email

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

Dear [Name],

I hope this email finds you well. 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 greatly appreciate the opportunity to learn from your experience. Would you be available for a brief 15-minute call or coffee chat in the coming weeks?

Thank you for your time and consideration.

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

5. Referral Request Email

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

Dear [Name],

I hope this email finds you well. 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 are comfortable providing a referral, I would be grateful for your support. Please let me know if you need any additional information.

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],

I hope this email finds you well. 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/project].

I am currently exploring opportunities in [field] and would be interested in discussing how my skills could contribute to your team. I have attached my CV for your reference.

Thank you for your time and consideration.

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

7. Internship Inquiry Email

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

Dear [Name],

I hope this email finds you well. 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 contribute to your team while gaining hands-on experience in [field].

I have attached my CV for your reference. Please let me know if there are any upcoming internship opportunities or if I can provide any additional information.

Thank you for your time and consideration.

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 have had during my time at [Company Name]. I have learned a great deal and appreciate your support and guidance.

I am committed to ensuring a smooth transition and am happy to assist with training my replacement or completing any outstanding projects before my departure.

Thank you for the opportunity to work at [Company Name]. I wish the team continued success.

Sincerely,
[Your Full Name]

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

Please let me know if you need any additional information. Thank you for considering my request.

Best regards,
[Your Full Name]

10. Complaint Email (Professional)

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]. This has resulted in [impact of the issue].

I would appreciate your assistance in resolving this matter. Please let me know if you need any additional information or if there is anything I can do to help expedite the resolution.

Thank you for your time and attention to this matter.

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

Email Etiquette Rules

Rule	Why
Use 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

Activity 1: Identify CV Mistakes

Instructions: Find as many mistakes as possible in this CV snippet (10+ mistakes):

Objective: To get a good job.

Skills: Computer, communication, teamwork.

Experience: Worked at a shop. Did customer service.

Write your answers here:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

Answer Key: 1. Generic objective, 2. Vague skills ("Computer"), 3. No metrics, 4. No action verbs, 5. No dates, 6. No company name, 7. Too short, 8. Passive language, 9. No bullet points, 10. No professional summary.

Activity 2: Rewrite the Summary

Instructions: Rewrite this professional summary:

"I am a hardworking and dedicated individual seeking a challenging position where I can grow."

Your Rewritten Version:

Answer Key (Example): "Results-oriented marketing graduate with internship experience increasing social media engagement by 35%. Seeking a Marketing Coordinator role where I can apply digital marketing and analytical skills to drive brand growth."

Activity 3: Add Metrics

Instructions: Add metrics to this bullet point:

"Managed social media accounts."

Your Improved Version:

Answer Key: "Managed 5 social media accounts, increasing followers by 2,000 and engagement by 35% over 3 months."

Activity 4: Convert Duties to Achievements

Instructions: Convert this duty to an achievement:

"Responsible for customer service."

Your Improved Version:

Answer Key: "Resolved 50+ customer inquiries daily, achieving 95% satisfaction rating."

Activity 5: Create a Skills Section

Instructions: Create a skills section for a Computer Science graduate applying for a software developer role.

Your Skills Section:

Answer Key:

Technical Skills

- Programming: Python, Java, JavaScript, C++
- Frameworks: React, Node.js, Django
- Tools: Git, Docker, AWS, Linux
- Databases: MySQL, MongoDB

Soft Skills

- Analytical problem-solving
- Team collaboration
- Agile methodology
- Technical documentation

Activity 6: Format Contact Information

Instructions: Correct this contact information:

"Rahul Thapa, House No. 123, Kathmandu, DOB: 15/05/1998, cutiepie@yahoo.com"

Your Corrected Version:

Answer Key: "Rahul Thapa | Kathmandu, Nepal | rahul.thapa@email.com | linkedin.com/in/rahul-thapa"

Activity 7: Write a Professional Summary

Instructions: Write a professional summary for a fresh graduate in Business Administration.

Your Summary:

Answer Key: "Recent BBA graduate with strong foundation in marketing and business analytics. Proven ability to increase engagement through data-driven campaigns. Seeking an entry-level marketing role where I can apply analytical and creative skills to drive business growth."

Activity 8: Identify Cover Letter Mistakes

Instructions: Find 5 mistakes in this cover letter:

"To Whom It May Concern, I want to apply for a job. I am good at stuff. Please hire me."

Your Answers:

1.

2.

3.

4.

5.

Answer Key: 1. Generic greeting, 2. No specific role/company, 3. Vague claims, 4. No achievements/metrics, 5. Too short and informal.

Activity 9: Write a Cover Letter Opening

Instructions: Write an opening paragraph for a marketing role.

Your Opening:

Answer Key: "I am writing to express my strong interest in the Marketing Coordinator position at XYZ Company. 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."

Activity 10: Write a Cover Letter Closing

Instructions: Write a professional closing with a call to action.

Your Closing:

Answer Key: "I would welcome the opportunity to discuss how my skills and experience can contribute to [Company Name]'s success. Thank you for considering my application. I look forward to hearing from you."

Activity 11: Email Subject Line Writing

Instructions: Write a subject line for a job application email.

Your Subject Line:

Answer Key: "Application for Marketing Coordinator – Rahul Thapa"

Activity 12: Email Correction Challenge

Instructions: Fix the mistakes in this unprofessional email:

"hey, i want the job. here's my cv. thanks"

Your Corrected Version:

Answer Key: "Dear Hiring Manager, I am writing to apply for the [Position] role at [Company]. Please find my CV attached. Thank you for your consideration. Best regards, [Name]"

PART 7 — REAL RECRUITER INSIGHTS

Why Recruiters Reject CVs

"I reject 7 out of 10 CVs, without even reading them fully. Not because I enjoy rejecting people. But because most resumes scream: 'I don't care enough to respect your time.'"

Top Reasons for Rejection:

- 1. **Spelling and grammar errors** — Shows lack of attention to detail
- 2. **Generic CV** — Shows no effort
- 3. **No achievements with metrics** — Can't demonstrate impact
- 4. **Poor formatting** — Hard to read
- 5. **Too long** — Wastes recruiter's time
- 6. **Vague language/buzzwords** — Says nothing
- 7. **Missing keywords** — Fails ATS
- 8. **Unexplained gaps** — Raises questions

What Annoys Recruiters

Annoyance	Why
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?"
Unprofessional email	First impression is negative
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 (What Recruiters Love)

Green Flag	Why
Clear contact info	"I can actually reach you."
Professional summary	"I know who you are in 6 seconds."
Achievements with metrics	"I can see your impact."
Tailored to the role	"You actually want THIS job."
Clean formatting	"Easy to read."
ATS-friendly	"The system didn't reject you."
Professional email	"You look like a professional."
LinkedIn URL	"I can learn more about you."

Red Flags (What Recruiters Hate)

Red Flag	Why
Spelling errors	"Lack of attention to detail."
Generic CV	"You don't actually care."
No metrics	"Can't see your impact."
Unprofessional email	"First impression is negative."
Gaps unexplained	"What happened?"
Too long	"Wasting my time."
Buzzwords	"Says nothing."
Photo (US/UK)	"Invites bias."

Common Myths

Myth	Truth
"My CV should be 3-5 pages"	1-2 pages max for most roles
"I need a photo"	NO in US/UK/Canada/Australia
"One CV fits all"	NO — tailor for each role
"ATS rejects me"	ATS ranks, doesn't "reject" — human recruiters make final decisions
"I need a creative design"	NO — clean and simple wins
"Buzzwords help"	NO — they waste space

International Hiring Trends (2025)

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

AI Tools for Job Applications

Tool	Purpose
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 Use AI for CV Improvement

Prompt Template:

```
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.
```

How to Use AI for Cover Letters

Prompt Template:

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.

How to Use AI for Professional Emails

Prompt Template:

I need to write a professional email to [Recipient] regarding [Purpose].

Key points to include:

- [Point 1]*
- [Point 2]*
- [Point 3]*

Please draft a professional email with a clear subject line, appropriate greeting, concise body, and professional closing.

The SMART Prompt Framework

Element	Example
Situation	"I am a recent BBA graduate applying for a Marketing Coordinator role."
Material	"Here is my CV: [Paste CV]. Here is the job description: [Paste JD]."
Action	"Please suggest improvements to my CV to better match this role."
Request	"Provide 3 options for the professional summary and 5 achievement-focused bullet points for my experience."
Tone	"Keep the tone professional, confident, and results-oriented."

Responsible AI Usage Guidelines

- 1. **Never submit AI-generated content without personalizing it**
- 2. **Always verify facts and metrics** — AI can hallucinate
- 3. **Use AI as a tool, not a replacement** — Your voice matters
- 4. **Disclose AI usage if required** (some companies ask)
- 5. **Maintain authenticity** — Don't claim skills you don't have

PART 9 — CASE STUDIES

Case Study 1: Fresh Graduate (Business)

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

Before (Poor CV)

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 (Improved CV)

SITA ADHIKARI

Pokhara, Nepal | +977 9841XXXXXX | sita.adhikari@email.com

linkedin.com/in/sita-adhikari

PROFESSIONAL SUMMARY

Recent BBA graduate with strong academic record and demonstrated leadership in volunteer organizations. Proven ability to manage projects and communicate effectively with diverse stakeholders. Seeking an entry-level business role where I can apply analytical and interpersonal skills.

EDUCATION

Bachelor of Business Administration | Tribhuvan University | Pokhara | 2020-2024

- GPA: 3.6/4.0

- Relevant Coursework: Marketing, Finance, Organizational Behavior, Business Analytics

- Final Year Project: "Impact of Digital Marketing on Small Business Growth in Pokhara"

SKILLS

Technical: Microsoft Office Suite, Google Analytics, Excel, Canva

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

VOLUNTEER EXPERIENCE

Project Coordinator | Red Cross Nepal, Pokhara Chapter | 2022-2024

- Organized 5 blood donation camps with 200+ participants

- Managed volunteer team of 15 members across 3 projects

- Created awareness campaigns reaching 5,000+ people

LEADERSHIP

Vice President | Business Club, TU | 2023-2024

- Coordinated 8 guest lectures with industry professionals

- Managed club budget of NPR 100,000

- Organized 3 business case competitions with 50+ participants

LANGUAGES

- Nepali: Native

- English: Fluent (IELTS 7.0)

- Hindi: Professional working proficiency

REFERENCES

Available upon request

Why It Works: Highlights education, volunteer work, and leadership — perfect for a fresh graduate with no work experience.

Case Study 2: IT Student

Profile: Ram Sharma, Computer Science student, internship experience, projects.

After (Improved CV)

RAM SHARMA

Kathmandu, Nepal | +977 9841XXXXXX | ram.sharma@email.com

github.com/ram-sharma | linkedin.com/in/ram-sharma

PROFESSIONAL SUMMARY

Computer Science student with full-stack development experience and strong foundation in Python, React, and cloud technologies. Built 5+ web applications, including an e-commerce platform used by 200+ users. Seeking a software development internship to apply technical skills and contribute to innovative projects.

TECHNICAL SKILLS

- Languages: Python, Java, JavaScript, C++
- Frameworks: React, Node.js, Django, Flask
- Tools: Git, Docker, AWS, Linux
- Databases: MySQL, MongoDB, PostgreSQL
- Other: REST APIs, CI/CD, Agile Methodology

EXPERIENCE

Software Development Intern | TechInnovate Nepal | Kathmandu | June-Aug 2024

- Developed RESTful APIs for a fintech application serving 1,000+ users
- Implemented CI/CD pipeline using GitHub Actions, reducing deployment time by 40%
- Collaborated with 5-member team using Agile methodology
- Wrote unit tests achieving 85% code coverage

PROJECTS

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

- Built full-stack e-commerce platform with secure payment integration
- Implemented user authentication, product catalog, and shopping cart
- Deployed on AWS EC2; achieved 200+ user sign-ups during testing phase

EDUCATION

BSc Computer Science | Tribhuvan University | Kathmandu | 2021-2025 (Expected)

- GPA: 3.7/4.0
- Relevant Coursework: Data Structures, Algorithms, Database Systems, Web Development, Cloud Computing

LANGUAGES

- Nepali: Native
- English: Fluent
- Hindi: Professional working proficiency

Why It Works: Strong technical skills section, projects with details, achievements with metrics.

Case Study 3: Marketng Graduate

Profile: Anjali Thapa, Marketing graduate, internship, campaign experience.

ANJALI THAPA

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

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. Seeking a Marketing Coordinator role where I can apply creative and analytical skills to drive brand growth.

SKILLS

Digital Marketing: Social Media Management (Instagram, Facebook, LinkedIn), Google Analytics, SEO/SEM

Content Creation: Canva, Adobe Creative Suite, Video Editing

Tools: Mailchimp, Hootsuite, Meta Business Suite, Excel

Soft Skills: Creative problem-solving, Team collaboration, Client communication, Project management

EXPERIENCE

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

- Increased Instagram engagement by 45% over 3 months through targeted content strategy
- Created 25+ marketing collateral pieces used in 4 successful campaigns
- Analyzed customer feedback from 500+ responses, identifying key improvement areas
- Collaborated with 5-member team to execute 3 promotional events with 200+ attendees

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

- Managed social media accounts for 5 small businesses, increasing followers by 3,000+
- Created content calendars and analytics reports for each client
- Achieved average engagement rate increase of 30% across all accounts

PROJECTS

Digital Marketing Campaign | Local Café | Jan-Mar 2024

- Designed and executed Instagram marketing campaign targeting young professionals
- Created 15+ posts and stories, increasing café footfall by 25% within 2 months
- Managed budget of NPR 20,000, achieving 250% ROI

EDUCATION

Bachelor of Business Administration (Marketing) | Tribhuvan University | 2020-2024

- GPA: 3.5/4.0
- Relevant Coursework: Digital Marketing, Consumer Behavior, Marketing Analytics

LANGUAGES

- Nepali: Native
- English: Fluent (IELTS 7.5)

Why It Works: Strong metrics, relevant experience, shows impact clearly.

PART 10 — HANDOUTS & CHECKLISTS

Handout 1: CV Checklist

Section	Check
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	☐
Skills	
Technical skills (specific, not vague)	☐
Soft skills (with evidence)	☐
Relevant to the job description	☐
Experience	
Reverse chronological order	☐
Job title, company, dates, location	☐
Achievements with metrics (not just duties)	☐
Action verbs used	☐
Education	
Degree, institution, dates, location	☐

GPA (if 3.0+)	☐
Relevant coursework (if fresh graduate)	☐
Formatting	
Single column layout	☐
Standard font (Arial, Calibri, etc.)	☐
10-12 pt body, 13-14 pt headings	☐
Black text on white background	☐
1-inch margins	☐
1-2 pages maximum	☐
No tables, graphics, or text boxes	☐
Proofreading	
No spelling errors	☐
No grammar errors	☐
Consistent formatting throughout	☐

Handout 2: ATS Checklist

ATS Requirement	Check
Format	
Single column layout	☐
No tables, graphics, or text boxes	☐
Standard fonts (Arial, Calibri, Helvetica)	☐
.docx or simple PDF format	☐
Content	
Keywords from job description included	☐
Standard section headers ("Skills," "Experience")	☐
No creative section names	☐
No images, icons, or charts	☐
Structure	
Clear hierarchy with bold headings	☐
Consistent formatting throughout	☐
Bullet points for easy scanning	☐
Keywords	
Job title matches application	☐
Technical skills mirror job description	☐
Soft skills included	☐
Industry terminology used	☐

Handout 3: Cover Letter Checklist

Section	Check
Header	
Your full name	☐
Phone number	☐
Email address	☐
LinkedIn URL	☐
Date	☐
Employer's name and title	☐
Company name and address	☐
Greeting	
"Dear [Name],"	☐
Not "To Whom It May Concern"	☐
Opening	
Hooks with role and key achievement	☐
Shows enthusiasm	☐
Body	
2-3 specific achievements with metrics	☐
Research about the company	☐
Alignment between skills and company needs	☐
Closing	
Clear call to action	☐
Thank you	☐
Professional closing ("Sincerely,")	☐

Handout 4: Email Checklist

Element	Check
Subject Line	
Clear and concise	☐
Action-oriented	☐
Includes role and your name (for applications)	☐
Salutation	
Professional greeting	☐
Correct name and title	☐
Body	
Clear purpose stated early	☐
Concise and to the point	☐
Organized with logical flow	☐
Professional tone	☐
Attachments (if applicable)	
Files attached	☐
Correct file format	☐
File names professional	☐
Closing	
Call to action (if needed)	☐
Thank you	☐
Professional closing ("Best regards,")	☐
Signature	
Full name	☐
Phone number	☐
LinkedIn URL	☐

Proofreading	
No spelling errors	☐
No grammar errors	☐
Correct recipient	☐



Handout 5: Interview Checklist

Preparation	Check
Before Interview	
Research the company	☐
Research the interviewer (if known)	☐
Review job description	☐
Prepare answers to common questions	☐
Prepare questions to ask	☐
Plan your outfit	☐
Plan your route	☐
During Interview	
Arrive 10-15 minutes early	☐
Bring copies of your CV	☐
Make eye contact	☐
Listen actively	☐
Use the STAR method for answers	☐
Ask thoughtful questions	☐
After Interview	
Send thank-you email within 24 hours	☐
Follow up if no response after 1 week	☐

PART 11 — TAKE-HOME RESOURCES

Editable CV Templates

Template 1: Chronological CV (Fresh Graduate)

[Full Name]

[City, Country] | [Phone Number] | [Email Address]

linkedin.com/in/[your-profile]

PROFESSIONAL SUMMARY

[3-5 sentences: who you are, what you bring, what you want]

EDUCATION

[Degree] | [Institution] | [Location] | [Dates]

- GPA: [X.X/4.0]

- Relevant Coursework: [Course 1], [Course 2], [Course 3]

- Final Year Project: "[Project Title]"

SKILLS

Technical Skills

- [Skill 1], [Skill 2], [Skill 3]

- [Tool 1], [Tool 2], [Tool 3]

Soft Skills

- [Skill 1]

- [Skill 2]

- [Skill 3]

PROJECTS

[Project Name] | [Technologies] | [Date]

- [Achievement 1]

- [Achievement 2]

- [Achievement 3]

EXPERIENCE

[Job Title] | [Company] | [Location] | [Dates]

- [Achievement with metric]

- [Achievement with metric]

- [Achievement with metric]

VOLUNTEER EXPERIENCE

[Role] | [Organization] | [Dates]

- [Achievement with metric]

- [Achievement with metric]

LANGUAGES

- [Language 1]: [Proficiency]

- [Language 2]: [Proficiency]

REFERENCES

Available upon request

Template 2: Chronological CV (Experienced Professional)

[Full Name]

[City, Country] | [Phone Number] | [Email Address]

linkedin.com/in/[your-profile]

PROFESSIONAL SUMMARY

[3-5 sentences: years of experience, key expertise, notable achievement, what you seek]

SKILLS

Technical Skills

- [Skill 1], [Skill 2], [Skill 3]
- [Tool 1], [Tool 2], [Tool 3]

Soft Skills

- [Skill 1]
- [Skill 2]
- [Skill 3]

EXPERIENCE

[Job Title] | [Company] | [Location] | [Dates]

- [Achievement with metric]
- [Achievement with metric]
- [Achievement with metric]

[Previous Job Title] | [Company] | [Location] | [Dates]

- [Achievement with metric]
- [Achievement with metric]

EDUCATION

[Degree] | [Institution] | [Location] | [Dates]

CERTIFICATIONS

- [Certification] | [Issuer] | [Date]

LANGUAGES

- [Language 1]: [Proficiency]
- [Language 2]: [Proficiency]

REFERENCES

Available upon request

Career Websites

Website	Purpose
LinkedIn	Networking, job search, personal branding
Indeed	Job search
Glassdoor	Company reviews, salaries
MeroJob	Nepal job portal
KumariJob	Nepal job portal
JobsNepal	Nepal job portal

LinkedIn Resources

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)

AI Tools

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

Free Design & Grammar Resources

Resource	Purpose
Canva	CV templates, design
Google Docs	CV templates
Behance	Portfolio (creative)
GitHub	Portfolio (tech)
Grammarly	Grammar checking
Hemingway Editor	Readability improvement

PART 12 — BONUS: QUICK REFERENCE TIPS

50 CV Mistakes — Top 20

1. Generic CV for every application
 2. Listing duties, not achievements
 3. Overloading with buzzwords
 4. Spelling and grammar errors
 5. Poor formatting
 6. Too long
 7. No metrics/numbers
 8. Unprofessional email
 9. Including photo (US/UK/Canada)
 10. "References available on request"
 11. Full address listed
 12. Date of birth listed
 13. Marital status listed
 14. Religion listed
 15. No LinkedIn URL
 16. Generic objective
 17. Vague skills
 18. No soft skills
 19. No action verbs
 20. Passive language
-

50 Cover Letter Mistakes — Top 15

1. Generic greeting ("To Whom It May Concern")
2. No specific role or company
3. No research about the company
4. Vague claims ("hard worker")
5. No achievements with metrics

6. Too short
 7. Too long
 8. Self-focused ("I want," "I need")
 9. No call to action
 10. Unprofessional tone
 11. Spelling errors
 12. Grammar errors
 13. Same as CV (no new info)
 14. No enthusiasm
 15. Too casual
-

50 Email Mistakes — Top 15

1. No subject line
2. Vague subject line
3. Unprofessional email address
4. No greeting
5. Wrong greeting
6. "Hey" instead of "Dear"
7. No introduction
8. Too long
9. Too short
10. No structure
11. No call to action
12. No closing
13. No signature
14. Spelling errors
15. Grammar errors

25 ATS Optimization Tips — Top 10

1. Use a single column layout
 2. Use standard fonts (Arial, Calibri, Helvetica)
 3. Use 10-12 pt font
 4. No tables, graphics, or text boxes
 5. No headers or footers
 6. Use standard section headers
 7. Use .docx format (highest compatibility)
 8. Mirror keywords from job description
 9. Include variations of keywords
 10. Place keywords strategically (summary, skills, experience)
-

25 LinkedIn Profile Tips — Top 10

1. Professional photo
 2. Compelling headline (not just job title)
 3. Detailed "About" section
 4. Complete experience section
 5. Skills section filled (50+ skills)
 6. Recommendations (3+)
 7. Active engagement (posts, comments)
 8. Custom URL ([linkedin.com/in/yourname](https://www.linkedin.com/in/yourname))
 9. Education section complete
 10. Volunteer experience included
-

25 Personal Branding Tips — Top 10

1. Know your professional identity
2. Define your value proposition
3. Be consistent across platforms
4. Be authentic

5. Show, don't tell
 6. Use a professional photo
 7. Have a compelling headline
 8. Write a strong summary
 9. Share your achievements
 10. Demonstrate your expertise
-

100 Recruiter Tips — Top 25

1. Your CV has ONE job: to get you an interview.
2. Recruiters spend 6 seconds on your CV.
3. 75% of resumes are filtered out by ATS.
4. Use keywords from the job description.
5. Achievements, not duties.
6. Use metrics everywhere you can.
7. Tailor every application.
8. Proofread, proofread, proofread.
9. Use a professional email address.
10. Include your LinkedIn URL.
11. Don't include a photo (US/UK/Canada).
12. Don't include date of birth.
13. Don't include marital status.
14. Don't include religion.
15. Use a single column layout.
16. Use standard fonts.
17. Black text on white background.
18. 1-inch margins.
19. 1-2 pages maximum.
20. No tables, graphics, or text boxes.
21. Use action verbs.
22. Start bullet points with strong verbs.
23. Be specific about your skills.
24. Show, don't tell.
25. "Team player" means nothing without evidence.

MY PERSONAL ACTION PLAN

Three things I will do to improve my CV:

1.

2.

3.

Three things I will do to improve my cover letter:

1.

2.

3.

Three things I will do to improve my professional emails:

1.

2.

3.

My LinkedIn improvement plan:

My job search goals:

1.

2.

3.

NOTES & FEEDBACK

Session Notes

Lined area for session notes.

Session Feedback

What I learned most:

What I will apply immediately:

What I would like more help with:

Overall rating of this session:



(Circle one: 1 ★ = Poor, 5 ★ = Excellent)

Thank You!

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

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

— Good luck with your job search! —