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CAREER TOOLS

9th May 2019

Dr. Paola Muzzu
Career Service

Reserch for information is an investigative activity whose purpose is to allow to reach a wide knowledge of the labour market and those jobs and fields you may be interested in.
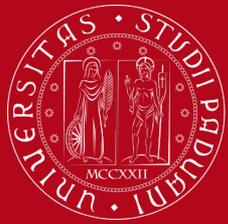
- ✓ Chemistry (Pharos 23)
- ✓ Social Co-operative (Pharos 22)
- ✓ Elettronics (Pharos 21)
- ✓ Metalworking (Pharos 20)
- ✓ Agriculture and Food (Pharos 19)
- ✓ Renewable Energy (Pharos 18)
- ✓ Assurance (Pharos 16)
- ✓ Quality, Enviroment and Safety (Pharos 15)
- ✓ ICT (Pharos 14)
- ✓ Communication and Marketing (Pharos 13)
- ✓ Business Services (Pharos 12)
- ✓ Tourism (Pharos 8)

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- Put your job application in different databases

- Your cv should be sintetic, neat and easy to be read

- It's important to liven up the content using graphic effects

- Language should be simple, never colloquial or bureaucratic

- Pay attention to details, send the cv in pdf format, find a suitable name for it
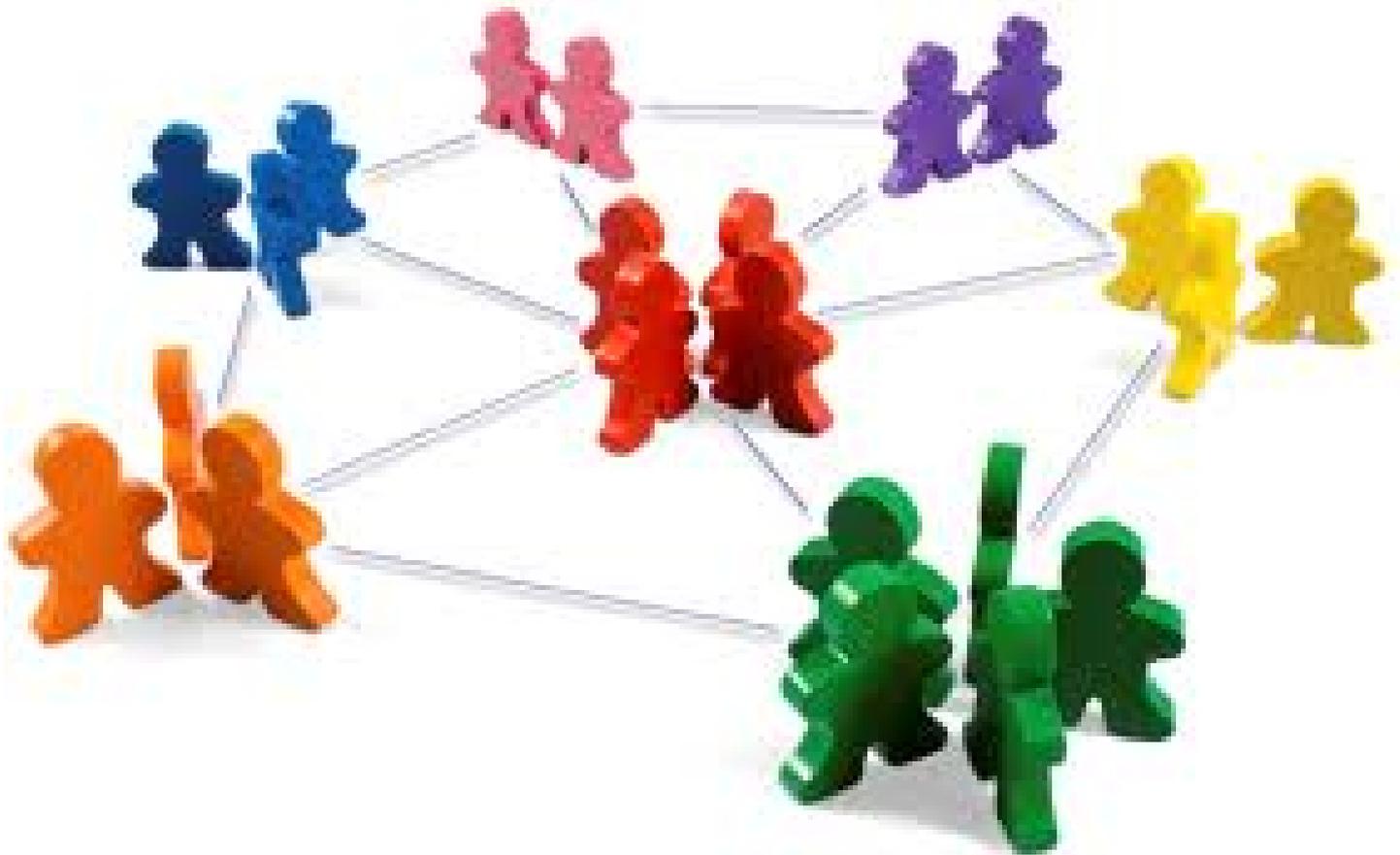
LinkedIn, Facebook and Twitter are the most used….

LinkedIn

LinkedIn became nowdays an essential tool for those who are actively looking for a job

Social networks allow you to descrive yourself, your skills and your educational background. You can use LinkedIn in order to be found, using key words.

CUSTOMIZED EXAMPLES

www.overleaf.com

https://resumegenius.com

https://enhancv.com/

www.cakeresume.com

vizualize.me/ (infographics)

EUROPASS

http://europass.cedefop.europa.eu/it/home

IMPORTANT

Even if the "ideal" cv doesn't exist, there are some shared rules to follow

✓ **well organized**, so that it is easy to be read and key contents to be found

✓ **professional,** so that it's similar to an "official" document

✓ **concise**

✓ **focused** on the job and organisation requirements

✓ **exhaustive,** so that it is complete of all the useful information for the recruitment process

Regarless the cv format you are going to choose, there are some tips always useful. Please pay attention to:

- ✓ LAYOUT
- ✓ STRUCTURE
- ✓ LANGUAGE
- ✓ QUALITY AND AMOUNT OF THE INFORMATION GIVEN

ALL THESE TIPS MUST BE PUT INTO PRACTICE KEEPING IN MIND THE PERSON YOU ARE GOING TO ADDRESS TO

YOU ARE ALWAYS SUPPOSED TO ATTACH A COVER LETTER

CANDIDATE BRIEF — MARTA LOEB

IDEO BRAND DESIGNER

Marta Loeb (proper noun): team-thriving, line-blurring, design-thinking, brand-loving, client-dazzling professional.

- BRAND JUNKIE ... IF IT'S NEW OR DIFFERENT I WANT TO KNOW ABOUT IT
- ASPIRING BIOMIMICRY STUDENT ... I AM FASCINATED BY THIS DISCIPLINE
- DIVERSE BRANDING EXPERIENCE -- ON BOTH THE AGENCY AND CLIENT SIDE
- UNIQUE 360 DEGREE PERSPECTIVE ON MARKETING & BUSINESS
- **+10** 10+ YEARS CONSULTING AND GUIDING CLIENTS TOWARDS GREAT THINGS
- **+20** 20+ YEARS IN MARKETING AND COMMUNICATIONS
- TRAINED AND EXPERIENCE SPEAKER & 1000'S OF HOURS MODERATING
- **+8** 8+ YEARS IN BRAND MANAGEMENT
- SYNECTICSWORLD TRAINED INNOVATION FACILITATOR

WHY CHOOSE MARTA?

Commitment to personal passion for working with start-ups to build their brands. Clients include: **www.fashionandearth.com, ZenMonkey, Survey On The Spot**.

Creation of **ALICE Imagery Systems**, a system for analyzing thousands of images to identify consumer insights and read 'unspoken' opinions.

Founder of **Silver Stork Research**, the only mom-focused consumer research company in the country. Recognized market expert with national media coverage. Clients include: **Kimberly Clark, Stonyfield, Sunbeam, Playtex, Maybom USA, Tommee Tippee, Lego**.

Authored ground-breaking research studies on the Mom market: US Mom Market, US Hispanic Mom Market, US Dad Market, US Mom Market II and US Mom Market III.

Founding & Managing Partner of Y-Access, a marketing research company focused on the youth market. Operated as 'creative' leader on all research initiatives and guided all marketing efforts for products and services offered. Acquired by Alloy Inc. within 2 years of the organization's creation. Sales increased by 250%. Clients included: **Reebok, Playtex, Procter & Gamble, Unilever, BMW, Kodak**.

Responsible for product and marketing management of all Bakery Product categories at **Dunkin' Donuts** including bagels, muffins and donuts. Supported the creation and roll-out of Dunkin's new bagels.

1998	1984	1982
MBA, Boston University	BA, Communications Boston University	AS, Fashion Merchandising, Fisher College

MARTA'S CHECKLIST

- ☑ Desire an opportunity to collaborate with smart, progressive and dynamic professionals
- ☑ Flexible and collaborative
- ☑ Deep knowledge and 'knack' for integrating consumer intelligence into NPD and innovated ideas.
- ☑ Aspiring book writer
- ☑ Trained facilitator & meeting leader and experienced team participant
- ☑ Mom to Max and Oscar
- ☐ Becoming a Brand Designer at IDEO
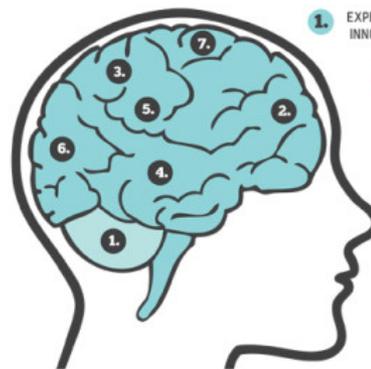
1. EXPERIENCED TEAM PARTICIPANT & TRAINED INNOVATION AND MEETING LEADER
2. PASSIONATE ABOUT INSIGHTS INFORMATION AND MARKETING
3. INSPIRED BY COLLABORATION WITHIN TEAMS
4. LOOKS IN THE MOST UNCOMMON PLACES FOR INSPIRATION
5. THRIVES ON INNOVATION IN RESEARCH
6. INNATE CURIOSITY
7. THINKS IN PICTURES FIRST

617.291.0761

martaloeb@gmail.com

Silver Stork Research	Dunkin' Donuts
Current Principle/Independent Consultancy	Category Marketing Manager Promotions Manager Director, Innovation Task Force
Agnew, Carter, McCarthy PR	Y-Access/Triple Dot /Alloy
Account Supervisor, Group Head	President, Managing Partner

pier.made@gmail.com
www.pvmgarage.com

PIERVINCENZO MADEO
curriculum vitae

data di nascita	04.09.1984
città natale	Rossano (CS)
stato civile	Libero
residenza	Rossano (CS)
indirizzo	c.da Donnanna
telefono	(+39)320.0982905

Laureando in Ingegneria Elettronica, appassionato Web Designer e Blogger.

*La mia passione per lo sviluppo web nasce nel 2005, quando viene portato a termine il progetto NellosCity (una community on-line legata alle tradizioni della Calabria). E' proprio durante lo svolgimento di questo lavoro che cresce in me l'interesse per tutti quelli che sono gli aspetti dello sviluppo di siti web usabili ed accessibili.
Dopo la prima esperienza ho collaborato alla realizzazione di diversi siti perfezionando le mie abilità. La mia attività initialmente è concentrata sulla creazione di temi grafici per alcuni CMS, ma con il passare del tempo, e accumulando diverse nozioni teoriche, sono riuscito ad ampliare il mio bagaglio culturale e tecnico. Ora sono in grado di affrontare in modo dinamico ed intuitivo tutte le problematiche legate alla creazione di siti web.*

Skill tecniche

Conoscenze informatiche
- architetture computer;
- hardware;
- conoscenza base della Programmazione Orientata agli Oggetti;
- configurazione e gestione reti LAN e WI-FI.

Sistemi operativi e software
- Microsoft Windows OS (1998, 2000, Millenium, XP, Vista);
- Linux Ubuntu, Xubuntu;
- Microsoft Word;
- Microsoft Power Point;
- Microsoft Excel;
- Microsoft Access;
- OpenOffice.org Writer;
- OpenOffice.org Calc;
- OpenOffice.org Draw;
- OpenOffice.org Impress;
- Adobe Photoshop;
- Adobe Illustrator;
- Adobe InDesign;
- Adobe Premiere;
- QuarkXPress;
- Photomatix Pro;
- Gimp;
- Inkscape;
- Dreamweaver;
- Matlab;

Linguaggi e tecniche
- (X)HTML e CSS con particolare attenzione agli standard dettati dalla W3C e al "cross-browser";
- conoscenza base JavaScript (buona conoscenza del framework jQuery e Mootools);
- PHP (Wordpress, Xoops, Drupal, Joomla);
- Search Engine Optimization (SEO);
- Web marketing;
- ottima conoscenza dei tools di Google per gli operatori del web;

Studi e Formazione

Anno Accademico 2008-2009
Laureando presso la Facoltà di Ingegneria dell'Università della Calabria, corso di laurea in Ingegneria Elettronica e delle Telecomunicazioni.

Anno Accademico 2004-2005
Certificazione PET (Preliminary English Test) rilasciata dalla University of Cambridge ESOL Examination.

Anno Scolastico 2002-2003
Maturità scientifica conseguita presso il Liceo Scientifico Statale di Rossano (Cs) con voto 100/100.

Alcuni lavori realizzati

Aprile 2009 (www.pvmgarage.com)
On-line blog personale.
Web design, logo design, HTML/CSS, PHP (WordPress), Search Engine Optimization, Web Marketing.

Febbraio 2008 (Logo InformaGiovani)
Creato il logo dell'InformaGiovani per il Comune di Rossano. Il logotipo è stato utilizzato sia per il web che nelle pubblicazioni cartacee.
Logo design, Adobe Illustrator, InkScape.
Logo visibile sul sito www.giovanirossano.eu

Febbraio 2007 - Aprile 2009 (www.lecollinedelgelso.it)
Impegnato nella realizzazione del sito web dell'agriturismo Le Colline del Gelso.
Web Design, HTML/CSS, PHP (Xoops), Search Engine Optimization, Web Marketing.
Sito attualmente gestito da terzi.

Settembre 2006 (www.tcrossano.it)
Realizzato il sito del Tennis Club di Rossano.
Logo design, layout sito web, HTML/CSS, PHP (Xoops).

Marzo 2005 - Giugno 2008 (www.nelloscity.com)
Parte attiva nella creazione del portale della comunità Nellos.
Logo design, layout sito web, HTML/CSS, PHP (Xoops), realizzazione biglietti da visita e locandine per pubblicizzare il portale e gli eventi ad esso legati, redazione articoli sull'attualità calabrese, gestione archivio foto storiche di Rossano.

Interessi Personali

Ho imparato a suonare il basso elettrico da autodidatta all'età di 16 anni, nel tempo ho accumulato esperienza con tre diverse cover band. Al momento è difficile trovare il tempo per continuare a curare e perfezionare questa mia passione, ma in determinati periodi dell'anno mi concedo una bella suonata dal vivo in qualche pub della zona.
E' evidente che adoro la musica, i miei ascolti vanno dal rock al blues al jazz; ma la buona musica, anche se non propriamente legata ai miei generi preferiti, è sempre gradita.
Appassionato di cinema, tra i miei film preferiti The Lord of The Rings, Fratello dove sei?, Pulp Fiction, Underground, Full Metal Jacket, Frankenstein Junior e Qualcuno volò sul nido del cuculo.

Gioco a calcio a livello dilettantistico da 9 anni con presenze nel campionato di Promozione Calabrese, attualmente in forza all'A.S. MC Rossano (Seconda Categoria Calabrese). Mi dedico all'organizzazione di eventi culturali, sportivi e al volontariato attivo essendo iscritto ad alcune associazioni che lavorano nel sociale.

---

curriculum

Mario BEATO

320 Avenue de la Liberté apt 7B
75000 Paris
Francia
RichardJames@primocv.com
001 000-0000
006 000-0000

Tecnico reti

FORMAZIONE

- **2010 - 2011**
  Licenza professionale studio-lavoro – Gestione delle reti informatiche
  - Ho fruito di questo programma di studio-lavoro presso la società Mix NET SA.

- **2007 - 2009**
  DUT- servizi e reti di comunicazione
  - Opzione: gestione del progetto multimediale
  - IUT di Reims

- **2006 - 2007**
  Maturità classica con specialità arti plastiche
  - Liceo Charles de Gaulle - Parigi

COMPETENZE

- **Amministrazione di database**
  - MySQL - Oracle

- **Amministrazione di rete**
  - Windows 2003/2008 server

- **Grafica multimediale**
  - Photoshop, Illustrator, 3dmax, Première, After effect

- **Creazione di siti Web**
  - Linguaggi: HTML, CSS, Javascript, ASP, XML, PHP/MySQL
  - Software: Dreamweaver

ESPERIENZA PROFESSIONALE

- **giugno 2006 - luglio 2006**
  Dipendente: servizi informatici - Cabinet Clyde & Jones
  - Gestione digitale degli archivi
  - Data entry
  - Aggiornamento del sito Web e del blog aziendale

- **luglio 2005 - settembre 2005**
  Lavoro estivo: tecnico reti - MAX Services SA
  - Missione: in affiancamento al direttore dei servizi informatici, amministrazione della rete + manutenzione delle postazioni client.

LINGUE

- Inglese tecnico

AREE DI INTERESSE

- **Vie associative**
  - Partecipo all'associazione sportiva del quartiere, '100% foot'.

PAY ATTENTION!

TO BE STATED AT THE END OF THE CV

I authorize the processing of my personal data, in compliance with Legislative Decree no. 196/2003 as amended by the Decree of compliance with Legislative Decree no. 101/2018 on the basis of Regulation (EU) 2016/679 of 27 April 2016

date and signature

Print then the cv, sign it and do a scan of it. Aternatively, you can sign it digitally.

SEMANTICS

What if the interview wouldn't come?

Pay attention to the semantics. Organisations usually have automatic systems for the collection and management of job applications, so it's important to understand the way they function.

Medium and big companies are usually provided with recruiting management systems (Applicants Tracking Systems, ATS).

HOW TO SEARCH USING KEY WORDS

ATS allow to identify in a shorter time the skills and inclusion criteria, so it's important to read carefully the job description and properly match the words of the job position with the skills you have

LinkedIn too is essential and there should be correspondence between paper and internet profile

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o Il 95% of job opportunities are in PMI
(dati Mediobanca)

o 1/3 of people state that they found their job thanks to an **informal network** (acquaintances, family, etc)
o 58% get the job thanks to their own application

Personal Branding, in his basic and essential form: talk about you, about how you see yourself and about what you want or at least what it seems you want. Repeat the exercise periodically in order to see if something changes, if something sharpens, if something gets put in the focus.

Try to think about a presentation of you that in 2/3 minutes is going to convince the interviewer to choose you

"The rules for work are changing. We're being judged by a new yardstick: not just by how smart we are, or by our training and expertise, but also by how well we handle ourselves and each other. This yardstick is increasingly applied in choosing who will be hired and who will not, who will be let go and who retained, who passed over and who promoted. (...)
The new measure takes for granted having enough intellectual ability and technical know-how to do our jobs; it focuses instead on personal qualities, such as initiative and empathy, adaptability and persuasiveness (...)".

Daniel Goleman

By transversal skills we mean that set of individual characteristics causally correlated with an effective or superior work performance (Boyatzis, 1982), related to self achievement relational or cognitive aspects.

As they are «transversal», they can't be related to specific jobs but they can be activated in any professional position that requires them.

Some examples of transversal skills are: goal orientation, initiative, adaptability, empathy, leadership, conflict management, persuasiveness, group management, self awareness, self control, positive mindset, pattern recognition, systemic thinking, communication, ecc.

The role of transversal skills in obtaining a higher professional service has been widely addressed by international scientific research and it has been shown how soft skills are the primary sources of work effectiveness, much more than knowledge, technical expertise and individual intelligence.

COMPETENCES are combinations of resources, **knowledge, skills and behaviors** that allow to produce a result by carrying out an activity.

The results and activities related to the competence must be visible. The competences must be acted and not simply declared

Companies consider soft skills the most important element for a positive professional integration when recruiting new resources in their organisation (Sutton, 2002). The skills of their workers allow them to keep a competitive advantage (Glenn, 2008)

Relating to different countries and their research literature, we find terms as *core skills*, *key skills*, *common skills* (Regno Unito), *essential skills* (Nuova Zelanda), *key competencies / employability skills*, *generic skills* (Australia), *basic skills*, *necessary skills*, *workplace know how* (America), *critical enabling skills* (Singapore), *transferable skills* (Francia), *key qualifications* (Germania), *trans-disciplinary goals* (Svizzera), *process independent qualification* (Danimarca), *essential competencies*, *transversal or generic competencies* (Portogallo), *generic competencies* (Spagna). (Cinque 2016)

The ability to know how to play in a team, but not least autonomy, problem solving and communication skills are important and successful competences in order to gain a job.

People entering the labour market are supposed to have mixed skills between the knowledge acquired attending school and their individually specific characteristics, which are generally transversal and useful in different activities and sectors.

TOP 10 SKILLS COMPANIES REQUIRE MOST
(World Economic Forum)

1 COMPLEX PROBLEM SOLVING
2 CRITICAL THINKING
3 CREATIVITY
4 PEOPLE MANAGEMENT
5 COORDINATION WITH OTHERS
6 EMOTIONAL INTELLIGENCE
7 JUDGEMENT AND DECISION MAKING
8 SERVICE ORIENTATION
9 NEGOTIATION
10 COGNITIVE FLEXIBILITY

"Education is not the learning of facts, but the training of the mind to think."
-Albert Einstein
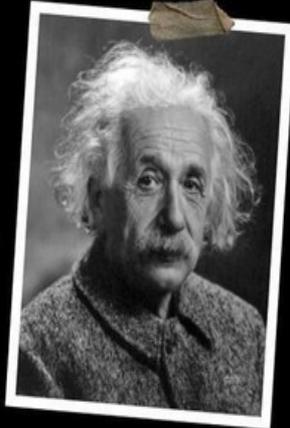
It increases the value of every cv focusing on the core subjects of the communication and provides the elements supporting the application

It is therefore the cv **«intelligent area»**, the right tool to apply for a job positition and to offer your professionalism so that the interviewer can quickly identify any coherences with his needs.

To write an effective cover letter it is therefore necessary to remember to focus on the recipient and therefore on his business needs.

• **INTRODUCTION** (attention to the style, it should be direct and the bureaucratic language never should be used)

• **MOTIVATION** (why am I writing specifically to your organisation?...get informed about it)

•**CONTRIBUTION OF THE APPLICATION** (what would I like to do and which added value could I bring to your organisation? Use the same words of the job description)

• **CONCLUSION** (available to relocate, ecc..)
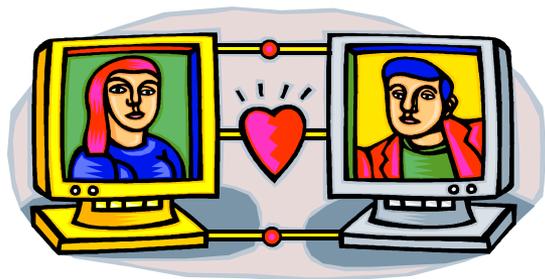
REPEAT PERSONAL DATA DATE AND SIGNATURE (right or left side**)**

It can be accessed with online booking and can be made in the presence or via Skype.

It covers:

- support for active job search
- check cv and cover letter
- career guidance counseling

ICARD (**I**ndividual **CAR**eer **D**evelopment) is a project financed by the european ERASMUS+ program, developed in order to help students acquiring useful skills to address both the transition from school to university and from university to labour market. For further information you can check the website at the following link: **www.icard-project.eu**.
ICARD has been developed in 20 modules divided in 3 different programs **(Accessing the university / During the study years / Entering the world of work).**

To access the forms you should connect to the Ufficio Stage & Career Service Moodle platform at the following link **https://elearning.unipd.it/careerservice/** and login using your Uniweb login credentials

ONLINE CAREER MODULES ICARD

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Accessing the University	During the Study years	Entering the world of work
Self Understanding 1	Self Understanding 2	Self Understanding 3
Course Decision Making	Resume and Motivation Letters	Seeking Job Opportunities
Organization and Planning	Interviews and recruitment testing	Thriving in the Workplace
Thriving at the University	Seeking Work Placement Opportunities	Branding Myself
Managing your Finances	Teamwork	Entrepreneurship
	Career Decision Making	Problem Solving and Negotiation Techniques
	Effective Workplace Communication	Managing Pressure
		Business Culture and Work Ethics

BEFORE

Collect as much information as possible about the organisation: what it does, number of employees, turnover, locations, press releases, markets ..

Don't limit yourself to their website, the internet is an endless source of information, use it!

If you know the name of the recruiter, look for it on Google: you can visit his LinkedIn profile (it is likely he did the same with you!)

Check where the company is located and make an esteem of the time you need to get on time to the interview

Bring with you a copy of an updated CV

Get prepared for the typical interview questions

Dress appropriately: every job or organizational context has its own dress / style.

It's important to feel at ease, but you need to look well-groomed.

- ✓ Don't arrive too early (they may not want you to meet the other candidates). It is alright to arrive 10 minutes before
- ✓ If you're late call and inform them that you will arrive as soon as possible
- ✓ Before entering, remeber to turn off your phone
- ✓ Avoid keeping your sunglasses on
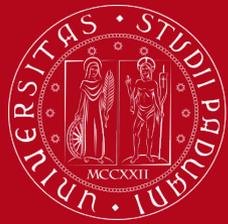
- **PERSONAL**

  Aimed at obtaining information about the candidate's personal traits to identify the transversal skills useful for the professional role required

- **PROFESSIONAL AND EXTRA-PROFESSIONAL**

  Aimed at obtaining information on the skills acquired and the results achieved at a professional and extra-professional level (volunteering, formal and informal groups)

- **RELATED TO THE EDUCATIONAL BACKGROUND**

  aimed at obtaining information on the level of education and on the knowledge acquired in the various educational experiences (training courses, internships ...)

- Can you tell me about yourself?
- Why would you like to work for our organisation?
- What are your greatest strenghts and weaknesses?*(3 or 5!!!)*
- Can you tell me something about your previous work experiences?
- Can you tell me about your training and professional achievements?
- What struck your attention in the job advertisement?
- Do you prefer working in team or alone?
- Can you tell me about a successful experience you had?

<u>Never</u> ask about <u>salary</u>, holidays, permissions, ecc..

It is likely that the recruiter doesn't have this information or that it will be defined at a later stage of the selection.

Focus on ….organisation's history, core business, job description, initial tasks, ecc.

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The posture, the volume, the tone, the rhythm of the voice, the facial expression and the movements of our body are all part of that kind of communication defined as non-verbal. It is difficult to control and it is evaluated by selectors

You should do a self evaluation of your job interview immediately after having held it, to analyze what happened ad try to understand if you could have done better and how you could improve your performance.

We spend much more time at work than with partners, around the city or with friends. Therefore, doing a job you don't love quickly leaps to the top of the list of the most difficult adaptations ever.

"To be nobody but yourself - in a world which is doing its best, night and day, to make you everybody else - means to fight the hardest battle which any human being can fight; and never stop fighting."

E. E. Cummings
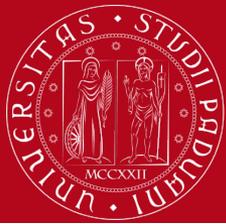
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Graziella De Bortoli   Simona Iacobbe   Ioana Muntean   Paola Muzzu   Sara Raponi

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