



Careers Masterclass

Impress with your Applications

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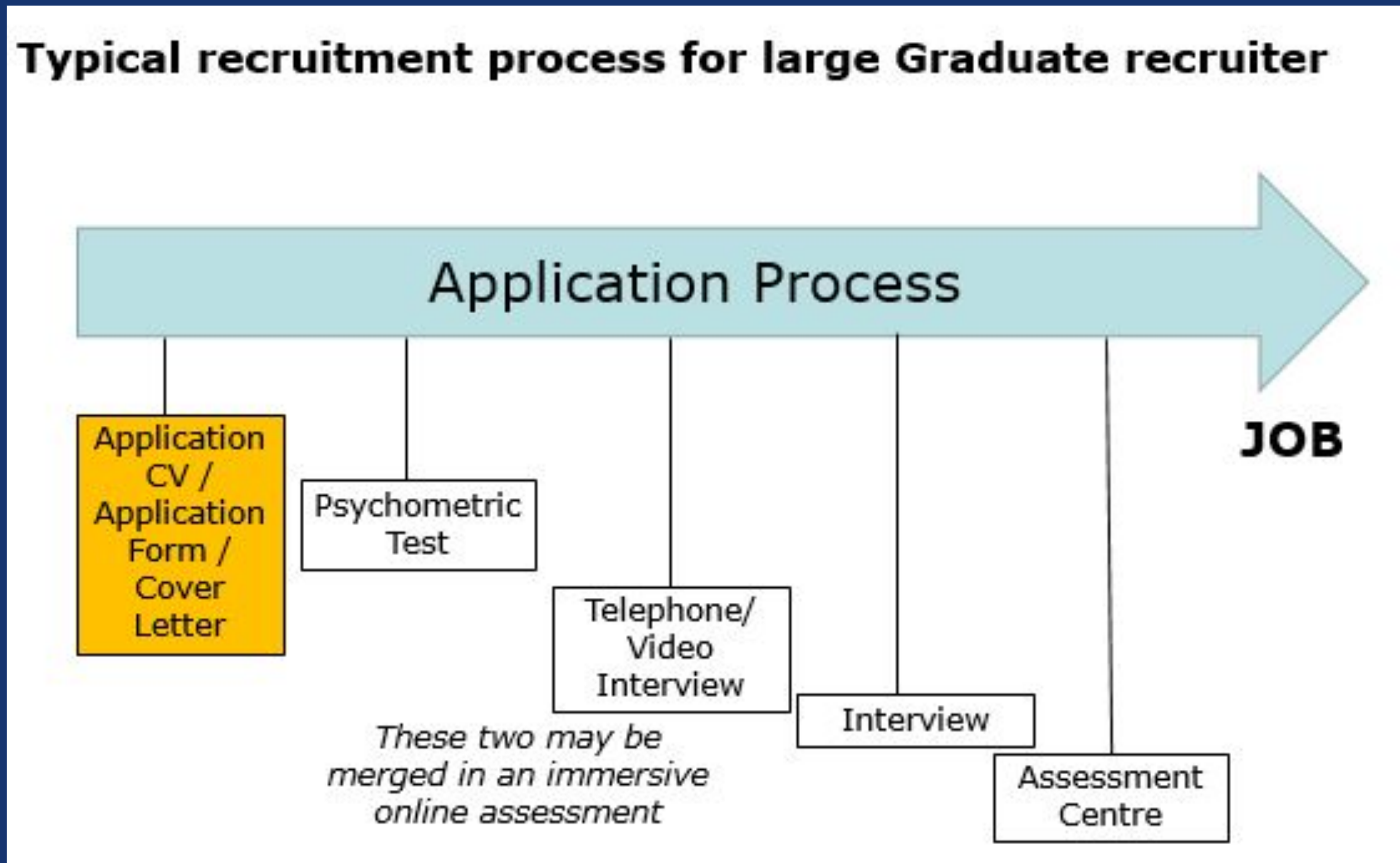
Career Masterclass – Impress with your Applications

What we will cover:

- Different types of application material
- How to stand out
- LinkedIn

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To recap – Typical Recruitment process:



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Different Types of Application Material :

- CV (one page for Economics/Finance/Consultancy)
- Cover Letter (explaining your motivation for the role and what you can bring to it)
- Application Form (A set of questions about your motivation and competencies)

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*Your application is your first impression with the employer –
make it count!*

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How to stand out:

- Put yourself in the shoes of the recruiter when applying (what would you find interesting/easy to read?)
- What is your USP (unique selling point)
- **Research the company/role!** Show them your motivated

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Tell YOUR story:

You can talk about:

- Skills
- Strengths
- Values
- Passions



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LinkedIn:





Queen Mary

University of London