



Generelles

- Ziel des Lebenslaufes ist, den persönlichen Werdegang darzustellen
- Übersichtliche Gestaltung, um schnell einen ersten Eindruck von Ihnen bekommen zu können
- Umgekehrt chronologisch sortiert (vom Aktuellsten zum Ältesten)
- Schriftart sollte deutlich lesbar sein, Schriftgröße nicht <8Pkt., keine Rechtschreib-/Grammatikfehler
- Kurze und präzise Formulierungen, positiv und aktiv
- Machen Sie Ihren Lebenslauf persönlich, seien Sie authentisch
- Ihr CV sollte auf eine Seite passen (sog. One Pager gefordert)
- Persönliches wie Geburtsdatum, Nationalität, Foto etc. sind wegen Diskriminierungs-Richtlinien nicht erlaubt
- Heben Sie Erreichtes und Besonderes hervor (z.B. Stipendien, Awards, Rankings, besondere Verantwortlichkeiten)

1 **Dos:** Geben Sie Kontaktmöglichkeiten an. Vergessen Sie nicht, eine telefonische Voicemail zu installieren, damit Recruiter Nachrichten hinterlassen können.
Don'ts: Verwenden Sie keine unprofessionelle E-Mail Adresse wie z.B. dragonslayer92@mail.com

2 **Dos:** Heben Sie Ihren Namen hervor. Optional kann ein Kurzprofil von ca. 4-5 Zeilen folgen mit den für die Stelle relevanten Erfahrungen und Kompetenzen.
Don'ts: Ein Foto und persönliche Angaben wie z.B. Geburtsdatum, Nationalität und Zivilstand sollen nicht angegeben werden.

3 **Dos:** Falls für den Arbeitgeber relevant, können optional jeweils z.B. Studienschwerpunkt, Notendurchschnitt, Praxisprojekte, Thesis etc. ergänzt werden.
Don'ts: Keine kompletten Auflistungen absolvierter Kurse einfügen, Studienschwerpunkt genügt.

4 **Dos:** Benennen Sie nicht nur den Arbeitgeber, sondern auch Ihre eigene Funktion und die Abteilung. Heben Sie ganz konkret Ihre Hauptaufgaben und Projekte hervor, die für die neue Stelle relevant sind.
Don'ts: Vermeiden Sie nichtssagende Punkte wie «Improved logistics»: was haben Sie ganz konkret beigetragen? Besser: «Planned logistical optimizations for a faster component receipt»

5 **Dos:** Nennen Sie Aktivitäten und Engagements, in denen Sie relevante überfachliche Kompetenzen vertieft haben. Beschreiben Sie auch hier Ihre Hauptaufgaben und Projekte. Erklären Sie die Institutionen, wenn diese wenig bekannt sind (Bereich, Zweck).
Don'ts: Nennen Sie keine puren Hobbies – diese werden erst unter «Interests» aufgeführt.

6 **Dos:** Schätzen Sie das Niveau Ihrer Kenntnisse ehrlich und realistisch ein, nennen Sie ev. aktuelle Zertifikate. Ergänzen Sie am Schluss optional bis zu 5 Hobbies oder Themen, die für Sie von Relevanz sind – sie ergänzen das Persönlichkeitsbild und sorgen für «Eisbrecher» beim Bewerbungsgespräch.
Don'ts: Vermeiden Sie Auflistungen von knappen Grundkenntnissen, die für die Stelle nicht wichtig sind.

1 Nils Example, Beispielstrasse 2, 9000 St. Gallen, Switzerland, +41 (0)79 123 45 67, nils.example@mail.com

2 Nils Example

Profile
 Expected Bachelor in Business Administration with educational background from Germany, France, Switzerland and the United States. First work experience in project management, skilled in strategic thinking and with a numerical flair. Responsibility as editor-in-chief of a student business magazine. Proven determination to deliver under pressure in International Case Competition. Enthusiasm for initiative as captain of the university windsurfing team. Member of the National Rugby Team, participating at world championships 2014. Gained intercultural communication skills through a world trip, speaks four languages.

Education

08/2014 – 12/2014	Los Angeles State University, Los Angeles CA, USA Final semester at CSULA, 15 units (thereof statistics, advanced microeconomics)
09/2011 – 12/2014	University of St.Gallen (HSG), (EQUIS + AACSB), St. Gallen, Switzerland Expected degree: B.A. HSG in Business Administration, admission test: top 5% of >1600 applicants Focus on Strategic Leadership and Policy Communication Bachelor Thesis on new business models in transatlantic shipping
09/2002 – 06/2010	Friedrich-Wilhelm-Gymnasium (High School), Bremen, Germany Abitur (university entrance diploma), majors: Economy and English 3 months exchange: Lycée Montgrand, Marseille, France

Practical Experience

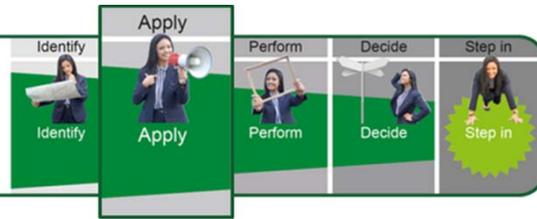
07/2013 – present	StudentSteps (online recruiting platform), Switzerland Ambassador at the University of St. Gallen - Connecting students with companies for internships/recruiting, organizing online and campus events
08/2013 – 11/2013	Mustermann Shipyards, Hamburg, Germany (private yachts & offshore-constructions) Project management assistant - Planned logistical optimizations for a faster component receipt - Actively participated at XXX.XXX€ cost reduction with two newly negotiated subcontractor deals
09/2011 – 09/2013	LIGHTBULB St.Gallen - Consulting from Students, Switzerland Member of the board in the university club, project manager, annual turnover >XXX.XXXCHF - Led strategic development and daily business of 15-20 student employees - Negotiated consulting contracts, initiated new client relationship
09/2011 – 06/2013	Business International, Switzerland Editor in Chief, renowned student business magazine in the D-A-CH region, 30.000 run - Overall responsibility: conception, editorial office, distribution (turnover per issue: >XXXXCHF) - Author acquisition (e.g. Secretary of State Germany, US Ambassador to Switzerland, Associate Director Atlantic Council, Anchor CNN, CEOs of SAP, Siemens)

Extracurricular Activities

05/2010 – present	Deutsche Model United Nations e.V. (association promoting youth interest in politics, www.dmun.de) Organizing team member, annual MUN conferences with 400+ participants - Translated application as an official NGO at the UN (successful) into French - Chaired simulated UN sessions at MUN-SH 2013 in Kiel
02/2014	University of St. Gallen at the Copenhagen Business School Case Competition 2014, Denmark Represented St. Gallen to compete against leading business schools from around the world (Wharton School, UNC Chapel Hill, Melbourne, Singapore and others) to solve a live business case
07/2010 – 10/2010	Fundación CetaCiras, Algeciras, Spain - Volunteer service at a foundation for the preservation of whales and dolphins in the strait of Gibraltar - Lectures on cetaceans in French, English and German - Created and evaluated scientific data, organized responsible whale watching tourism

Other

Awards/Scholarships	Scholarship 'Studienstiftung des deutschen Volkes' (since 2011) Honor medal for accomplishment in sports of the city of Bremen: North-German Champion in Baseball
Languages	English native (TOEFL 117/120), German native, French fluent (3 months high school exchange to France), Spanish basic (4 months work in Spain, one semester at university)
IT skills	MS Office: proficient, Adobe CS: good, knowledge of various financial databases
Interests	Rugby (member of the German national Rugby team), Windsurfing squad Bremerhaven 2009/10, Alpine sports (skiing, hiking), Baseball, Scuba Diving, Travel & Photography (solo world trip 2010/11: 50% self-financed work-and-travel, intensive exchange with foreign cultures)



General

- The purpose of the CV (called "resume" in the USA) is to present your personal career
- Well-structured design, in order to convey a quick initial impression of yourself
- Sort in reverse chronological order (newest on top)
- The font should be clearly legible, the font size should not be smaller than 8 pt, no spelling/grammar mistakes
- Use concise and precise, positive and active wording
- Personalise your CV (resume), be authentic
- Your CV (resume) should fit onto one page (one-page rule)
- Due to anti-discrimination guidelines, personal details such as the date of birth, nationality, photograph, etc. are not permitted
- Highlight achievements and special aspects (e.g. scholarships, awards, rankings, special responsibilities)

1 **Do's:** Specify how you can be contacted. Do not forget to set up voicemail on your telephone in order to enable recruiters to leave messages.
Don'ts: Do not use unprofessional e-mail addresses, such as dragonslayer92@mail.com

2 **Do's:** Highlight your name. Optionally, a brief profile of about four or five lines may follow, specifying the experience and competencies relevant to the job.
Don'ts: Do not provide any photograph and personal details such as the date of birth, nationality and marital status.

3 **Do's:** If relevant for the employer, details such as the focus of studies, grade average, practical projects, thesis, etc. can be added.
Don'ts: Do not list all completed courses, the focus of studies is sufficient.

4 **Do's:** Do not only mention the employer, but also your own function and department. Specifically highlight your main duties and projects that are relevant to the new job.
Don'ts: Avoid empty statements such as "Improved logistics": What exactly was your contribution? Better: "Planned logistical optimizations for a faster component receipt"

5 **Do's:** Name activities and missions in which you deepened relevant interdisciplinary competencies. Describe your main duties and projects here. Explain the institutions if they are little known (area, purpose).
Don'ts: Do not mention pure hobbies – these should only be listed under "Interests".

6 **Do's:** Be honest and realistic in your evaluation of your skill level, mention any recent certificates. At the end, you can add up to five hobbies or subjects relevant to you – such information complements the personality profile and helps to "break the ice" during the job interview.
Don'ts: Avoid listing basic skills that are irrelevant to the job.

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