

## Creating your Cambridge MBA CV

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**Please read these guidelines carefully before creating your Cambridge MBA CV.**

It is essential that your Cambridge MBA CV conforms to the School's style to ensure consistent presentation across all student CVs. Please note, the CV must be one page only.

**Five important points to remember when creating your CV:**

- **Think about your accomplishments and impact rather than your responsibilities.** The CV should reflect personal performance and impact in your roles – not just a job description of positions or tasks you have undertaken. You can use the [Strengths, Skills and Competencies Portfolio](#) to help you identify and articulate your accomplishments.
- **Be selective** – you do not have to list your every accomplishment for each role or every university activity.
- **Be relevant** – when deciding what to include, think about what you would like to do post MBA and for the consulting project. This will help you be selective! Which of your past achievements are relevant to your future goals? Which achievements will resonate with your target reader?
- **Start each professional accomplishment with a strong active** verb such as increased, created, resolved, and initiated. Avoid low impact / ambiguous words such as participated, assisted and attended.
- **Use clear and concise language** – avoid vague and ambiguous words such as large, several, multiple, and various.

The CV comprises the following sections:

1. [Personal information](#)
2. [Education](#)
3. [Professional experience](#)

Additional information

4. [Nationality](#)
5. [Languages](#)
6. [Achievements](#)
7. [Professional qualifications](#)
8. [Interests](#)

## 1. Personal Information

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- Mobile numbers: Please include your UK mobile number if you know it. Otherwise, please leave blank.
- Email address: You will be assigned a Cambridge email address over the summer. In the meantime, please enter the following as a placeholder: [xxxxx@jbs.cam.ac.uk](mailto:xxxxx@jbs.cam.ac.uk).

## 2. Education

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- Give details of undergraduate / postgraduate qualifications **only**, in reverse chronological order. Do not include A levels, high school diplomas, baccalaureate or the equivalent.
- Include your university, degree subject and classification (e.g. MSc, BA).
- Include your GMAT score if it is over 700.

## 3. Professional experience

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List all previous professional roles in reverse chronological order, with your most recent role at the top. You should not leave any gaps – so please ensure the dates match up. If you have spent time away from work (e.g.) travelling, this can be covered in the 'Additional Information' section.

**You do not need to include internships unless they are relevant to your post MBA goals and are recent.**

### **Company name**

Enter only the company's basic name; do not include words such as Corporation, Company, Group, PLC, Ltd, Inc, SA etc.

### **Company description**

Include a concise one-line description – this should not go over one line. The CV is about you not the company!

Example descriptions:

- Law firm in the City of London
- Professional services and management consulting firm
- Subsidiary of x, 3<sup>rd</sup> largest software company in Canada
- Boutique investment bank focused on asset management
- Technology start up

### **Job titles**

Examples include:

- Bank Analyst
- Operations Manager, Power Division

- Senior Consultant

## Promotions

If you have worked in a succession of roles with the same employer, show the individual job titles with achievements under each.

Include the overall dates rather than separate dates for each role within the organisation. This format highlights progression / development within an organisation – something employers are keen to see!

For example:

<b>GlaxoSmithKline</b> , Harlow, UK	Aug 2004 – Aug 2012
<i>Global Pharmaceutical Company</i>	
<b>Team Leader</b>	
<ul style="list-style-type: none"> <li>• Accomplishment bullet</li> <li>• Accomplishment bullet</li> <li>• Accomplishment bullet</li> </ul>	
<b>Principal Scientist</b>	
<ul style="list-style-type: none"> <li>• Accomplishment bullet</li> <li>• Accomplishment bullet</li> <li>• Accomplishment bullet</li> </ul>	
<b>Senior Scientist</b>	
<ul style="list-style-type: none"> <li>• Accomplishment bullet</li> <li>• Accomplishment bullet</li> <li>• Accomplishment bullet</li> </ul>	

## Accomplishment bullets

- Include your key accomplishments – give the reader an idea of the impact you had in these roles. Remember to include the outcome / result of what you did.
- Think about how you made a positive impact on the organisation.
- Start every bullet with an active verb in the past tense. Avoid repeating the same ‘starting’ verb in any role.
- Do not include first person pronouns such as ‘I’ or ‘we’.
- Each bullet should be no more than 2 lines long.
- Emphasis should be on achievements, impact and results – use numbers where appropriate to clearly quantify accomplishments.
- Distinguish the important events in your background.
- Avoid repeating task content – employers are looking for development and / or growth.
- Do not start bullets with ‘Responsible for...’. The reader will assume it’s a job description and not an accomplishment.

Examples:

- Created marketing programme to promote X that generated US\$X in sales within first X years
- Managed CA\$Xm of assets and expanded the portfolio by X% year on year
- Developed business plan and financial forecast; raised £X in first round equity funding
- Devised firm's social media strategy enabling company to connect more proactively with current readers, and engage with new ones through Facebook, Instagram and Twitter
- Collaborated with global colleagues to develop, launch and support national advertising campaigns, helping to drive trial and deliver millions of dollars in incremental increase
- Defined China partner strategy, building relationships and gaining senior endorsement, laying groundwork for commercial cooperation
- Increased X team's overall productivity by over X% through efficient resource allocation and proper task delegation amongst the team leaders of different X units
- Designed customer retention initiatives for leading broadband service provider in X; led end-to-end implementation, resulting in annual 10% reduction of customer churn
- Facilitated and consolidated partnerships with international research and innovation institutions, leading the definition of new joint projects and their launch
- Developed business unit planning model that drove decisions on market strategy, capital spending and headcount planning
- Led a multi-national team of X and managed budget of £X
- Identified root causes of customer issues for X's ongoing process improvement, enabling them to increase customer satisfaction by X% and decrease call volume / cost

## Numbers

Enter any numbers in digits rather than words. For monetary values, use:

- k for thousands, e.g. 200k
- m for millions, e.g. 3m
- bn for billions, e.g. 1.5bn

Use currency abbreviations. Examples are shown below:

- |                         |      |
|-------------------------|------|
| • Australian dollars    | AU\$ |
| • Canadian dollars      | CA\$ |
| • Chinese Yuan renminbi | CNY  |
| • Euro                  | €    |
| • Indian rupees         | INR  |
| • Japanese yen          | JPY  |
| • Russian rubles        | RUR  |
| • US dollars            | US\$ |
| • UK pounds             | £    |

## 4. Nationality

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List your nationality (ies) first, followed by any permanent residency status, if appropriate:

Examples:

- German
- British / American
- Thai / Canadian (permanent residence)

## 5. Languages

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Languages should be described as 'native', 'fluent' or 'working'. English should be included as either fluent or native. 'Working' suggests that you are comfortable having a business conversation in that language (including in job interviews!). Do not include languages if they are at basic or conversational level.

## 6. Achievements (optional)

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Achievements can include academic, personal and professional achievements – generally from within the last 5 years.

Examples:

- Awarded prize for...
- Founding member of...
- Published articles in ...
- Elected president of ...

## 7. Professional qualifications (optional)

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Examples:

- Six Sigma Green Belt
- PRINCE2 Certified Project Manager
- Chartered Financial Analyst (CFA)

## 8. Interests (optional)

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Interests should be as specific as possible and not a list of activities. Employers are looking for initiative, drive and leadership, so don't miss the opportunity to include interests where you have excelled.

To be avoided are generic interests such as travel, reading, cinema etc. however, if you have taken time out of your career to travel, you can include this here.

Ideally, interests should be something you have done within the last 5 years.

Examples:

- Basketball – high school men's basketball coach
- Rowing – member of X College's Boat Club
- Dance – choreographed X shows and participated in X competitions

- Japanese Cookery – ran X workshops teaching basic skills
- Volunteer at X
- Over X years' experience as a sailing instructor and skipper
- Founded an amateur drama troupe at University of X
- Published blogger on social media

Examples of interests that are too vague / cliché:

- Travel
- Socialising with friends
- Fitness
- Reading
- Sport