

ELLON ACADEMY

BREWDOG



TO MAKE THE PERFECT CV



WE ARE BREWDOG

BORN IN 2007 IN THE NORTH EAST OF SCOTLAND WITH TWO GUYS AND A DOG. WE ARE NOW:

- **ONE OF THE FASTEST GROWING COMPANIES IN THE UK**
- **ONE OF THE TOP 100 COMPANIES TO WORK FOR IN THE UK**
- **EXPORTING TO OVER 60 COUNTRIES GLOBALLY**
- **LAUNCHED LONE WOLF – CRAFT DISTILLERY**
- **STATE OF THE ART BREWERY IN ELLON**
- **RECENTLY OPENED A NEW BREWERY IN COLUMBUS, OHIO**
- **GLOBALLY WE HAVE OVER 50 BREWDOG BARS**
- **WE HAVE OVER 55,000 EQUITY PUNKS INVESTING INTO OUR BUSINESS**
- **CELEBRATED OUR 10TH YEAR WITH OUR RECORD BREAKING AGM IN APRIL**

AND WE ARE JUST GETTING STARTED!



THE PERFECT CV

WHAT DO YOU THINK ARE THE MAIN THINGS THAT MUST BE INCLUDED ON A CV?

KEY INFORMATION REQUIRED

- PERSONAL DETAILS
- PROFILE/SUMMARY
- EDUCATION
- EXPERIENCE/WORK HISTORY
- SKILLS
- INTERESTS/OTHER INFORMATION

WE'LL ALSO FOCUS ON

- LAYOUT
- DO'S & DON'T'S
- TOP TIPS

PERSONAL DETAILS

- NAME
- ADDRESS
- EMAIL ADDRESS
- TELEPHONE NUMBER

PROFILE/SUMMARY

- **A QUICK RUN THROUGH OF YOU!!**
 - **SUMMARY OF YOUR EXPERIENCE**
 - **OVERVIEW OF QUALIFICATIONS**
 - **CAREER OBJECTIVES/AMBITIONS**
 - **KEY ACHIEVEMENTS**
 - **KEY SKILLS & PERSONALITY TRAITS**
 - **TWEAK TO SUIT THE ROLE**

EDUCATION

- **MOST RECENT FIRST**
- **YEAR STARTED – YEAR FINISHED**
- **WHERE YOU STUDIED**
- **COURSES ATTENDED (IF AT COLLEGE OR UNI)**
- **QUALIFICATIONS/GRADES GAINED**

WORK EXPERIENCE

- **MOST RECENT ROLE FIRST**
 - **MONTH/YEAR STARTED & FINISHED**
 - **'TO PRESENT' IF STILL IN THE ROLE**
 - **COMPANY NAME**
 - **POSITION**
 - **VERY BRIEF COMPANY INFO**
 - **BULLET POINTED RESPONSIBILITIES & DUTIES FOR EACH ROLE**
 - **ACHIEVEMENTS IN EACH ROLE**

KEY SKILLS

- **AREAS THAT YOU HAVE PARTICULAR SKILLS IN**
- **QUALIFICATIONS OUTSIDE OF WORK**
- **IT SKILLS**

INTERESTS/OTHER INFORMATION

- **MORE ABOUT YOU AND WHAT YOU GET UP TO OUTSIDE OF WORK**
- **HOBBIES**
- **PERSONAL ACHIEVEMENTS**
- **WHAT DO YOU WANT PEOPLE TO KNOW ABOUT YOU?**

LAYOUT

- **KEEP IT STRUCTURED & FLOWING**
- **JOBS & EDUCATION IN CHRONOLOGICAL ORDER**
- **SAME FONT – COLOUR, STYLE & SIZE (HEADINGS CAN BE BIGGER)**
- **ENSURE SPELLING IS 100% - GET SOMEONE TO PROOF READ**

DO'S & DON'T'S

DO'S

- **PUT IN EXACT DATES (MONTH/YEAR)**
- **SHORT INFO OF THE COMPANY YOU WORK(ED) FOR**
- **LIST KEY ACHIEVEMENTS (PERSONAL & PROFESSIONAL)**
- **LOCATIONS WHERE YOU WORKED**
- **KEEP IT READABLE**

DON'T'S

- **LIE**
- **ADD IN SALARY**
- **PUT IN REFERENCE CONTACT DETAILS**
- **OVER COMPLICATE OR HAVE ANY FANCY TECHNICAL WORDS THAT NO-ONE KNOWS**

TOP CV TIPS

- **THERE ARE NO RULES. NOT ALL CVS WILL BE THE SAME, SO DON'T WORRY!**
- **NAIL THE BASICS. MAKE SURE ALL THE KEY INFO IS THERE.**
- **TAILOR YOUR APPLICATION TO THE ROLE AND COMPANY.**
- **KEEP IT FRESH. UPDATE IT REGULARLY.**
- **KEEP IT SIMPLE, FACTUAL & RELEVANT. IF IT'S TOO LONG, IT LOSES IMPACT.**
- **TYPE IT – NEVER WRITE IT (ITS NOT 1940!)**
- **FOLLOW INSTRUCTIONS – THE COMPANY WILL TELL YOU HOW THEY WANT TO RECEIVE IT**
- **CONVERT TO PDF – IT JUST LOOKS NICER**

THE PERFECT COVER LETTER

WHAT IS A COVER LETTER?

- **TO TELL THE COMPANY/HIRING MANAGER WHY YOU ARE SUITABLE FOR THIS ROLE**
- **WHAT CAN YOU BRING TO THE ROLE? WHAT SKILLS & EXPERIENCE DO YOU HAVE TO MEET THE REQUIREMENTS?**
- **A CHANCE TO TELL THE COMPANY WHY YOU ARE BETTER THAN EVERYONE ELSE**

THE PERFECT COVER LETTER

TOP TIPS FOR A COVER LETTER

- **STAND OUT FROM THE CROWD**
- **BE HUMAN**
- **KEEP IT SIMPLE**
- **DO YOUR RESEARCH ON THE COMPANY**
- **UNDERSTAND THE JOB & RELATE TO YOUR EXPERIENCE**
- **ADDRESS THEM PERSONALLY.**
- **MAKE IT AS PERSONAL – USE SOCIAL MEDIA/INTERNET TO FIND OUT PROFESSIONAL INFO ON THE HIRING MANAGER**
- **KEEP IT CONSISTENT IN TERMS OF STYLE/FONT**
- **KNOW YOUR AUDIENCE**



WHAT DOES A GOOD APPLICATION LOOK LIKE?

BREWDOG CHARTER

- **WE BLEED CRAFT BEER**
- **WE BLOW SHIT UP**
- **WE ARE GEEKS**
- **WE ARE UNCOMPROMISING**
- **WITHOUT US, WE ARE NOTHING**

WHAT YOU COULD DO AT BREWDOG

- **BREWING & DISTILLING**
- **WAREHOUSE/PACKAGING**
- **ENGINEERING/MAINTENANCE**
- **SALES**
- **ACCOUNTS & FINANCE**
- **MARKETING**
- **SUPPLY CHAIN/PROCUREMENT**
- **IT**
- **HR/RECRUITMENT**
- **CUSTOMER SERVICE**
- **HEALTH & SAFETY**
- **QUALITY**
- **BARS**

WE ARE AWESOME BECAUSE.....

- **LIVING WAGE EMPLOYER**
- **UNICORN FUND**
- **CREW TREATS**
- **FREE BEER**
- **BEER QUALIFICATION**
- **PAWTERNITY LEAVE**
- **DISCOUNTS ON MERCH**