

What's Next for Maya?

Part 1: Building a Strong CV



Warm up

- When did you last update your CV? What made you update it?
- Would you hire someone who had all the right experience but a badly written CV? Why or why not?
- Which looks worse on a CV: a six-month career gap, five jobs in three years, or no obvious career progression? Why?
- Do you think writing a good CV is easier or harder than it was 10 or 20 years ago? Why?
- Has LinkedIn changed the purpose of a CV? Do job applicants still need both a CV and a LinkedIn profile? Will CVs still exist in 20 years?



1. What belongs on a CV? Tick the boxes, then discuss your choices.

	Include	It depends	Leave it out
a. Your photo	☐	☐	☐
b. Your date of birth	☐	☐	☐
c. Your nationality	☐	☐	☐
d. Your marital status	☐	☐	☐
e. Your salary expectations	☐	☐	☐
f. Your hobbies and interests	☐	☐	☐
g. Six months of unemployment	☐	☐	☐
h. A job you only had for three months	☐	☐	☐
i. A degree you started but did not finish	☐	☐	☐
j. A career break to travel	☐	☐	☐
k. Volunteer work unrelated to the job	☐	☐	☐
l. A side business or freelance work	☐	☐	☐
m. A QR code linking to a video introduction	☐	☐	☐
n. Links to your personal social media accounts	☐	☐	☐

Which of your answers might be different in another country or industry?



2. Read about Maya and her situation. Then discuss the questions below.

Maya is 31 and lives in London. She joined a digital marketing company straight after university and has been there ever since. Over the past six years, she's worked her way up to Project Coordinator. She's good with clients, keeps projects on track, and stays calm when things don't go to plan.

One day, a friend sends her an advert for a Senior Project Coordinator at an international company with a message: *"This sounds like you!"*



Maya is interested straight away. The role offers bigger projects, more responsibility, a higher salary and the chance to travel. But when she reads the requirements, she starts to wonder whether she has enough experience for the job. She has plenty of experience, but there are a few things on the list she hasn't done before, and she doesn't have every qualification they're looking for.

She also hasn't updated her CV since leaving university. After six years at the same company, applying for a new job suddenly feels like quite a big deal. She's not sure where to start with her CV, how to present all the experience she's gained since then, or whether it's even worth applying.

- Why do you think people sometimes underestimate their own experience or abilities? Has this ever happened to you?
- Should you apply for a job if you only meet 70% of the requirements? What about 50%?
- Maya has spent her whole career at one company. Is that a strength or a weakness? Why?
- What advice would you give Maya?



3. What makes a strong candidate for a job? Choose two factors you think matter most, then discuss your choices with a partner.

- ☐ relevant experience
- ☐ qualifications
- ☐ achievements
- ☐ confidence
- ☐ potential to learn
- ☐ personality
- ☐ a strong CV
- ☐ good connections



4. Read the job advert, then answer the questions on the next page.

NEXORA

INTERNATIONAL

PEOPLE IDEAS PROGRESS

CONSULTING FOR
A MORE SUSTAINABLE,
DIGITAL TOMORROW.

EUROPE • PEOPLE • POSITIVE CHANGE

WE'RE HIRING

Senior Project Coordinator

We're looking for a motivated and experienced Project Coordinator to join our international team in Hamburg. In this role, you will support the delivery of complex client projects, working with colleagues and stakeholders across Europe.



Hamburg, Germany
(Hybrid)



Full-time
Permanent



International
team



Start date
as soon as possible

About Nexora

Nexora International is a global consultancy that helps organisations navigate change. We work with clients across Europe in the areas of sustainability, digital transformation and people development, turning ideas into practical solutions.

Our success comes from our people. We value different perspectives, collaboration and a shared commitment to making a positive impact.

Your role

As a Senior Project Coordinator, you will play a key role in supporting the planning, execution and successful delivery of multiple client projects. You will work closely with project managers, clients and internal teams to ensure projects stay on track, within budget and aligned with our clients' goals.

- Coordinate and support several projects simultaneously
- Work with clients and stakeholders across different countries
- Manage project timelines, budgets and resources
- Identify risks and help find practical solutions
- Prepare project reports and presentations
- Support and guide junior team members
- Contribute to the continuous improvement of our project processes

What we're looking for

- 5+ years' experience in project coordination or a similar role
- Proven experience managing budgets and working directly with clients
- Strong organisational and communication skills
- Experience working in an international environment
- Ability to handle multiple priorities and meet deadlines
- Experience leading or supervising others (e.g. junior team members)
- A degree in business, management or a related subject
- A recognised project management qualification (e.g. PRINCE2 or PMP) is an advantage
- Fluent English (written and spoken)
- Knowledge of French is a plus

What we offer



Competitive
salary



Hybrid
working



International
travel opportunities



Training and
professional
development



A supportive
and inclusive
team



Additional benefits
(e.g. public transport
ticket, 30 days' holiday)

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via our careers page: www.nexora.com/careers

*People
drive progress.*

a. What are three of the main responsibilities of the role?

.....

.....

b. What language skills is the company looking for?

.....

c. Which qualification is an advantage but not essential?

.....

d. Which requirements relate to working effectively with other people?

.....

.....

e. Which three requirements do you think are most important for this role?
Why?

.....

.....

f. Which requirement would be the hardest to prove on a CV? Why?

.....

.....

.....

.....

g. Do you think Maya sounds ready for this role based on what you know about her so far? Why or why not?

.....



5. Read Maya's CV. On the next page, identify strengths and areas for improvement.

MAYA KHALIL

PROJECT COORDINATOR

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📍 London, UK

🌐 linkedin.com/in/maya-khalil



SKILLS

- Project coordination
- Communication
- Organisation
- Time management
- Client support
- Teamwork
- Microsoft Office (Word, Excel, PowerPoint)
- Problem solving
- Attention to detail

LANGUAGES

- English – Native
- French – B2
- Spanish – A2

EDUCATION

BA (Hons) Marketing

University of Bristol
2016 – 2020

A-levels

St. Mary's College, London
2014 – 2016

PROFILE

Organised and motivated Project Coordinator with experience in digital marketing and client projects. Strong communication and organisational skills with a proactive and positive approach. Enjoy working with different people and supporting teams to achieve their goals.

WORK EXPERIENCE

Project Coordinator

Mar 2023 – Present

Nova Digital, London

- Responsible for client projects from start to finish
- Communicate with clients and internal teams
- Organise meetings and prepare project updates
- Manage project budgets
- Prepare reports and presentations
- Support other team members

Junior Project Coordinator

Jul 2021 – Feb 2023

Nova Digital, London

- Supported project managers with the delivery of client projects
- Helped organise project timelines and meetings
- Communicated with clients and suppliers
- Prepared documents and presentations
- Assisted with project reporting

Marketing Assistant

Sep 2020 – Jun 2021

Nova Digital, London

- Supported the marketing team with campaign delivery
- Helped organise events and promotional activities
- Created content for social media
- Assisted with market research
- Maintained the company's contact database

Strengths	Areas for improvement
..... 	- Her work experience is too vague and doesn't give enough detail about what she actually does.

Do you think Maya is a strong candidate for the job?

Writing Strong CV Bullet Points

CV bullet points should be short, clear and specific. Start with a strong action verb and leave out /.

- X I was responsible for managing client projects.
- ✓ Managed client projects.

Action verbs: *manage, coordinate, organise, lead, develop, improve, deliver, train, support*

Strong bullet points often include a specific detail or result:

Action verb + what you did + detail/result

Managed project budgets of up to £150,000.

Trained three new members of the team.

Introduced a new system that reduced delays by 30%.

⚠ Watch out!

Use the present simple for current responsibilities and the past simple for previous roles or completed achievements.

Manage project budgets and timelines.

Managed a major international project in 2025.



6. Maya gives you more detail about her experience. Turn each statement into a strong CV bullet point using action verbs and relevant details.

a. "I'm responsible for six client projects at the moment. I organise everything from the first meeting to the final delivery."

.....

b. "Last year, I showed three new colleagues how to use our project management system."

.....

c. "I prepare reports for our clients every month. They include updates on budgets, deadlines and any problems with the project."

.....

d. "Last year, I reorganised the schedule for one of our biggest client projects. We delivered it two weeks early."

.....

e. "I work directly with clients in the UK, France and Germany."

.....

f. "Last year, I organised an online training programme for one of our clients. More than 80 employees took part."

.....



7. Now that you know more about Maya's experience and have improved her CV, has your opinion of her as a candidate changed? Why or why not?