

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? *Photos and personal details may be expected in some countries but avoided in others. Creative industries may value hobbies, social media or video introductions more than traditional industries. What is appropriate can also depend on local culture and employment practices.*



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? *Possible ideas: lack of confidence; comparing themselves with more experienced people; focusing on what they can't do; not recognising everyday responsibilities as valuable skills; feeling they need to meet every requirement.*
- Should you apply for a job if you only meet 70% of the requirements? What about 50%? *Possible ideas: 70% may be enough if the missing requirements can be learned; it depends on which requirements are essential; 50% may still be worth it if you meet the key requirements; job adverts often describe an ideal candidate.*
- Maya has spent her whole career at one company. Is that a strength or a weakness? Why? *Possible ideas: **Strength:** loyalty, stability, progression, deep knowledge, increasing responsibility. **Weakness:** less experience of different companies/cultures/systems; employer might wonder about adaptability.*
- What advice would you give Maya? *Possible ideas: apply even if she doesn't meet every requirement; update and tailor her CV; focus on transferable skills; use specific examples of her experience; don't undersell herself.*



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.

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

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 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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People drive progress.

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

Possible answers:

- *Coordinating and supporting several projects simultaneously*
- *Working with clients and stakeholders across different countries*
- *Managing project timelines, budgets, and resources*
- *Identifying risks and finding practical solutions*
- *Preparing project reports and presentations*
- *Supporting and guiding junior team members*

- b. What language skills is the company looking for?

Fluent written and spoken English. Knowledge of French is a plus.

- c. Which qualification is an advantage but not essential?

A recognised project management qualification, e.g. PRINCE2 or PMP.

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

Strong communication skills, experience working in an international environment, and experience leading or supervising others.

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

Possible answer: Project coordination experience, strong organisational skills and strong communication skills, because the role involves managing several projects, meeting deadlines and working closely with clients and colleagues.

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

Possible answer: Strong communication skills. You can write on your CV that you have good communication skills, but it can be difficult to show that this is really true. An employer may need to see how you communicate in an interview or at work.

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

Possible answer: Yes. She has six years of relevant experience, has progressed within her company, works well with clients and is good at keeping projects on track. However, we don't yet know whether she has experience in all the areas mentioned in the advert.



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



Teacher's note: Students only need to identify three strengths and three areas for improvement. The ideas below can help you guide the discussion. If needed, ask: "Does her experience match the job?", "Does she show clear achievements?", "Could she be more specific?" or "Is any relevant experience missing?"

Strengths	Areas for improvement
• <i>Clear career progression within the same company, showing both development and stability.</i> • <i>Her current role is directly relevant to the position she is applying for.</i> • <i>She already has experience with several key parts of the advertised role, including clients, budgets, reports and project coordination.</i> • <i>Her degree and language skills fit an international role well, and her French is an extra advantage.</i> • <i>Her skills section includes qualities the employer is looking for, such as communication, organisation and problem solving.</i> • <i>Her CV is well organised and easy to scan, so an employer can quickly find the main information.</i>	• <i>Her work experience is too vague and doesn't give enough detail about what she actually does.</i> • <i>She focuses mainly on responsibilities and doesn't show enough of what she has achieved.</i> • <i>She uses very few facts or figures to show the scale of her experience.</i> • <i>She lists skills such as problem solving and teamwork but doesn't give evidence to show how she has used them.</i> • <i>Her profile is quite general and doesn't clearly show what makes her a strong candidate for this particular job.</i> • <i>Her career progression is a major strength, but she doesn't really draw attention to it or show how her responsibilities have grown.</i> • <i>The CV doesn't make her look as senior as her actual experience suggests.</i>

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

Possible answers:

Yes. She has relevant experience, has progressed in her career and has several of the skills the company is looking for. However, her CV could present her experience more strongly.

No. Her CV does not clearly show that she has enough senior-level experience, and some of the requirements in the job advert are not covered.

Writing Strong CV Bullet Points

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

- 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."

Manage six client projects from the first meeting to final delivery.

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

Trained three new colleagues to use the project management system.

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

Prepare monthly client reports covering budgets, deadlines and project issues.

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

Reorganised the schedule for a major client project and delivered it two weeks early.

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

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."

Organised an online training programme for more than 80 client employees.



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?

- *Yes. At first, Maya seemed to have the right general background, but her CV didn't make her look ready for a senior role. Now we know that she manages six projects, trains colleagues, works with international clients and has successfully improved a major project schedule. This shows that she has more responsibility and experience than her original CV suggested.*
- *No. I already thought Maya was a strong candidate because she has six years of relevant experience and has progressed within the same company. The new information supports my original opinion and gives stronger evidence that she is ready for more responsibility.*
- *No. The new information makes her a stronger candidate, but she still doesn't meet every requirement in the advert. For example, she doesn't have a project management qualification, and it is still not clear how much leadership experience she has.*