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Tips and Tricks for Your CV

“Help! I don't know what to study...”

Working Abroad? Tips of The Trade

EU Is Working For You



“Help! I don’t know what to study...”

We lay out a three-pronged approach that would help every young person make a smart investment in their future: better information, performance-based scholarships, and better alternatives to a traditional four-year degree.

1. Firstly, which subject?

This is an important one to get right – you don’t want to waste your time and money on a subject you don’t want to do (or end up dropping out of). To help you decide which subject area is right for you, break down your subject shortlist (or longlist) into three possible routes, questioning your reasons as you go.

2. Is it a subject you have already studied?

For example, maybe you loved English literature at GCSE and A-level / Highers and you read novels for pleasure in your own time. Is an English degree right for you?

Questions to ask yourself:

- *Will you still be interested in that subject for a further three or four years – enough to motivate yourself to work and research independently?*

- *Any thoughts on life after university – what do you want to do and could your subject choice affect this? You may get to the end of this degree and still not know how you are going to earn a living! On a positive note many careers will consider graduates with a wide range of subjects.*

3. Is it... a subject that relates to a career idea?

For example, perhaps you did work experience in an estate agent office, and are now considering a degree in real estate management in order to become a professional surveyor. Or maybe you’ve always wanted to be a journalist.

Questions to ask yourself:

- *How is the subject you’re considering viewed by the industry it is connected to? Do you need to take it to actually go into that career? You don’t have to do a journalism degree to become a journalist – many degrees are considered!*

- *Have you done any/enough work experience to see if this is the right career for you?*

4. Is it... a subject that relates to something new?

For example, maybe you’ve always been interested in computers and the internet at home, and enjoyed maths at school, so are considering a degree in computer science, a course subject you probably won’t have studied before.

Questions to ask yourself:

- *Do you know what’s involved? Try speaking to a careers adviser, researching online and exploring in detail the type of modules you’ll be studying on different computer science courses.*

- What's your principal reason for taking the subject? Get this clear in your head. Is it because of a particular career path, because you're fascinated by how computers work or you just want to broaden your horizons? Or is because your brother or sister did it or because there's a uni close to home that offers this course? Question if your reasons are honestly the right reasons for you. Still not sure...?

5. It's also worth thinking about:

Joint honours – this could be a mixture of a subject you are already familiar with and something new, eg geography and something related to a career i.e. planning.

Scottish university courses – many Scottish universities let you apply for a named degree ie politics, but you'll cover a wide range of subjects in your first year. In the second year you can carry on with politics or specialise in some of the other subjects you tried out.

Policy implications

What can policymakers provide to help students make smart investments in their postsecondary education?

BETTER INFORMATION



Information on financial aid and graduation rates needs to be more readily available. The PayScale college rankings and the Obama Administration's new College Scorecard are steps in the right direction.

PERFORMANCE-BASED SCHOLARSHIPS



Good research on programs like Georgia's HOPE scholarships or West Virginia's PROMISE scholarships suggest that attaching strings to grant aid can improve college persistence and completion.

GOOD ALTERNATIVES TO COLLEGE



There are many well-paid job openings going unfilled because employers can't find workers with the right skills—skills that young workers could learn from training programs, apprenticeships, a vocational certificate, or an associate's degree.

Tips and Tricks for Your CV

A Curriculum Vitae is a self-marketing tool and getting an interview can depend on how good your CV is. Your CV is your chance to show an employer you have the skills and experience needed, and that you are the right person for the job. You will need to consider what to include, how much detail is needed and how to make your CV stand out from all the others.

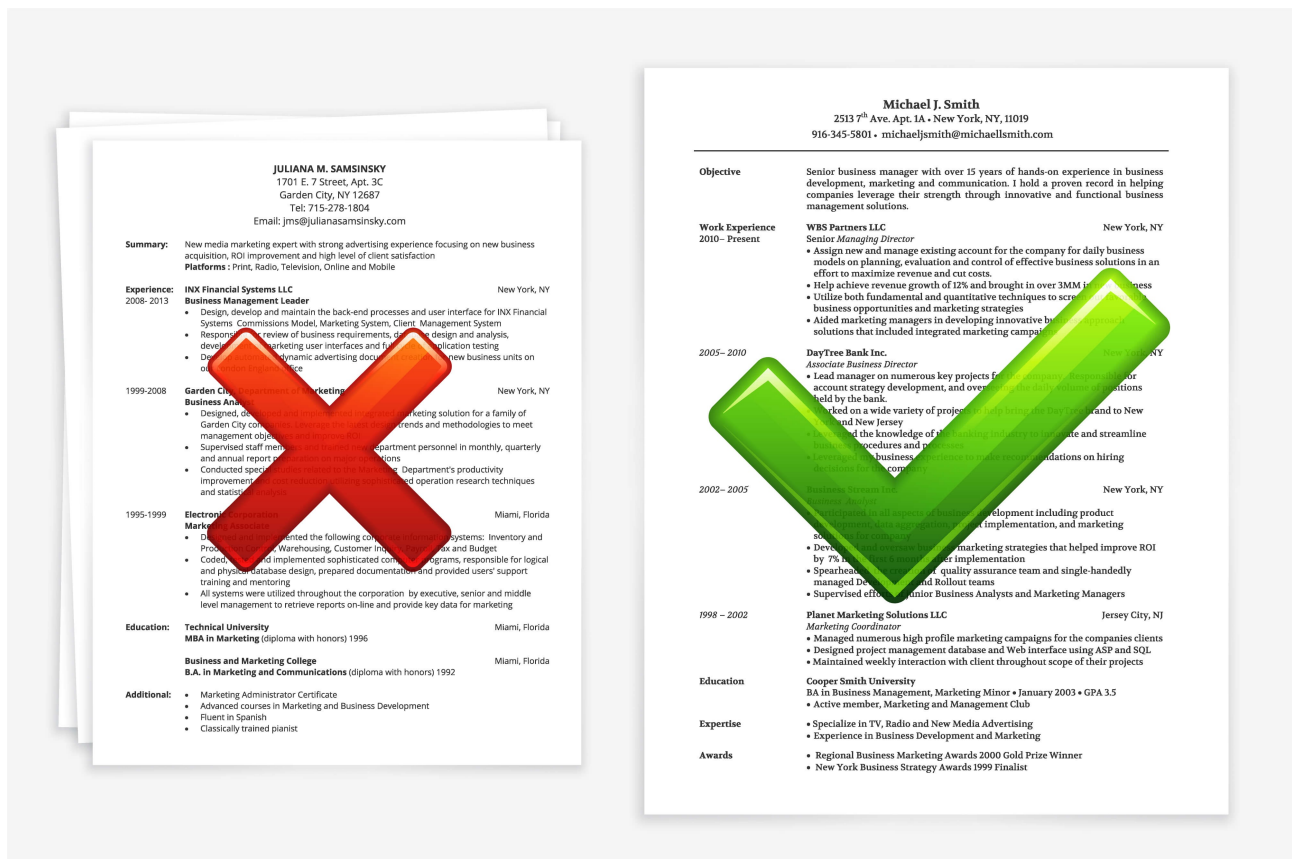
Do's

- Construct your CV with your prospective employer in mind. Look at the job advert or specification and think about what the job involves, and what the employer needs. Find out about the main activities of the employer.
- Tailor your CV to the job. Your CV shouldn't be your life story but should be tailored for the job you're applying for, focusing on the parts that are important for that particular job.
- Make your CV clear, neat and tidy. Get somebody to check your spelling and grammar. Your CV should be easy to read with space between each section and plenty of white space. Use left-justified text as it's easiest to read, using black text on good quality white paper.
- View your experience in a positive light. Try to look objectively at your experiences (even the bad ones) and identify what you learned or what skills you developed in the process. This is the picture you should present to the employer.
- Place the important information up-front. Put experience and education achievements in reverse chronological order.
- Include experience and interests that might be of use to the employer: IT skills, voluntary work, foreign language competency, driving skills, leisure interests that demonstrate team skills and organization/leadership skills.
- Use positive language. when describing your work achievements use power words.
- Make use of the internet for sample CVs and CV templates - to help maximize the impact of your CV and to get inspiration for layout and tone.

Dont's

- Hand-write your CV. This looks unprofessional and old fashioned.
- Include information which may be viewed negatively – failed exams, divorces, failed business ventures, reasons for leaving a job, points on your driving license. Don't lie, but just don't include this kind of information.

- Include salary information and expectations. Leave this for negotiations after your interview, when the employers are convinced how much they want to employ you.
- Dilute your important messages. Don't bother with a list of schools you attended with grades and addresses, don't include a long list of hobbies, or a long work history. Concentrate on - - - - -
- Demonstrating that the skills they need, what you have achieved by applying the skills you have and what benefits your clients have gained from your work.
- Use acronyms, technical terms - unless essential.
- Lie - employers have ways of checking what you put is true, and may sack you if they take you on and find out you've lied to them.



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Summary: New media marketing expert with strong advertising experience focusing on new business acquisition, ROI improvement and high level of client satisfaction
Platforms: Print, Radio, Television, Online and Mobile

Experience: **INX Financial Systems LLC** New York, NY
Business Management Leader
 2008-2013
 • Design, develop and maintain the back-end processes and user interface for INX Financial Systems: Commissions Model, Marketing System, Client Management System
 • Responsible for review of business requirements, design and analysis, development of marketing user interfaces and final application testing
 • Developed dynamic advertising documents for new business units on a daily basis

1999-2008 **Garden City Marketing** New York, NY
Business Analyst
 • Designed, developed and implemented a marketing solution for a family of Garden City companies. Analyzed trends and methodologies to meet management objectives
 • Supervised staff members and department personnel in monthly, quarterly and annual reports
 • Conducted special studies to improve Department's productivity improvement and operation research techniques

1995-1999 **Electronic Marketing** Miami, Florida
Marketing Systems Analyst
 • Designed and implemented the following computer systems: Inventory and Production Warehousing, Customer Inquiries, Sales and Budget
 • Coded and implemented sophisticated computer programs, responsible for logical and physical database design, prepared documentation and provided users' support training and mentoring
 • All systems were utilized throughout the corporation by executive, senior and middle level management to retrieve reports on-line and provide key data for marketing

Education: **Technical University** Miami, Florida
MBA in Marketing (diploma with honors) 1996
Business and Marketing College Miami, Florida
B.A. in Marketing and Communications (diploma with honors) 1992

Additional:
 • Marketing Administrator Certificate
 • Advanced courses in Marketing and Business Development
 • Fluent in Spanish
 • Classically trained pianist

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Objective Senior business manager with over 15 years of hands-on experience in business development, marketing and communication. I hold a proven record in helping companies leverage their strength through innovative and functional business management solutions.

Work Experience **WBS Partners LLC** New York, NY
Senior Managing Director
 2010 - Present
 • Assign new and manage existing account for the company for daily business models on planning, evaluation and control of effective business solutions in an effort to maximize revenue and cut costs.
 • Help achieve revenue growth of 12% and brought in over 3MM in new business
 • Utilize both fundamental and quantitative techniques to screen for business opportunities and marketing strategies
 • Aided marketing managers in developing innovative business solutions that included integrated marketing campaigns

2005-2010 **DayTree Bank Inc.** New York, NY
Associate Business Director
 • Lead manager on numerous key projects for business development, account strategy development, and overall business operations held by the bank.
 • Worked on a wide variety of projects to expand and to New York and New Jersey
 • Used the knowledge of the market to create and streamline procedures and processes
 • Business development and negotiations on hiring

2002-2005 **Planet Marketing Solutions LLC** New York, NY
Marketing Coordinator
 • Managed product development including product design, implementation, and marketing
 • Developed marketing strategies that helped improve ROI by 7%
 • Spearheaded quality assurance team and single-handedly managed Development Rollout teams
 • Supervised efficient Senior Business Analysts and Marketing Managers

1998 - 2002 **Planet Marketing Solutions LLC** Jersey City, NJ
Marketing Coordinator
 • Managed numerous high profile marketing campaigns for the companies clients
 • Designed project management database and Web interface using ASP and SQL
 • Maintained weekly interaction with client throughout scope of their projects

Education Cooper Smith University
 BA in Business Management, Marketing Minor • January 2003 • GPA 3.5
 • Active member, Marketing and Management Club

Expertise
 • Specialize in TV, Radio and New Media Advertising
 • Experience in Business Development and Marketing

Awards
 • Regional Business Marketing Awards 2000 Gold Prize Winner
 • New York Business Strategy Awards 1999 Finalist

EU Is Working For You

Nowadays, the European Union holds a lot of activities for the young people, in order for them to gain experience. Working around the EU is a nice way to improve yourself and that's a reason that these opportunities are held by the EU.

There are plenty of opportunities for studying or training abroad for everyone.

Erasmus+ helps organise student and doctoral candidate exchanges within Erasmus+ program countries and to and from Partner countries. Also, it supports traineeships (work placements, internships, etc) abroad for students currently enrolled in higher education institutions in program countries at Bachelor and Master level as well as for doctoral candidates.

By studying abroad with Erasmus+ or doing a traineeship, you can improve your communication, language and inter-cultural skills and gain soft skills highly valued by future employers, as well as become more entrepreneurial.

You can also combine your period spent studying abroad in a Programme country with a traineeship to gain work experience - ever more important when starting out on the job market. Your study period or traineeship abroad can last from a minimum of 3 months to a maximum of 12 months. You can benefit of an exchange abroad with Erasmus+ multiple times, either as a student or as a trainee, but your total time abroad may not exceed 12 months within one cycle of study.

Moreover, volunteering in Europe is something that the EU tries to improve. There is European Voluntary Service (EVS), which helps young people travel abroad to participate in volunteering projects.

As an EVS volunteer, you commit yourself to the work of an organisation abroad. Volunteering projects can involve many different kinds of activities in areas such as youth work, cultural activities, social care or environmental protection. You volunteer on an unpaid and full-time basis.

What you have achieved and learned through volunteering is certified Europe-wide via the Youthpass recognition tool.

What is very significant, is that the EU cares for the youth and holds many youth exchanges, which allow groups of young people from different countries to meet, live together and work on shared projects for short periods.

Youth exchanges take place outside the school environment. On a youth exchange, you can expect to participate in activities such as workshops, exercises, debates, role-plays, outdoor activities and more.

Youth exchanges last between 5 and 21 days. They are open to people between the ages of 13 and 30. Participants' learning experiences are recognised through a Youthpass.

Finally, Erasmus+ supports the professional development of youth workers through training or networking periods abroad. Periods abroad can consist of training courses, study visits, job shadowing or observation periods at relevant organisations and more. Youth workers' mobility must last a between 2 days and 2 months. If you want to go abroad with Erasmus+ as a youth worker, your organisation must be part of a youth mobility project with another institution or organisation.

All in all, the EU provides a lot of opportunities for the youth to work or gain other experience through mobility programs around Europe. Youth european citizens can participate in studying or working programs or in a youth exchange. The experience that you will have after that will be invaluable...

Working Abroad? Tips of The Trade

Living and working abroad is a romantic fantasy the majority of people think is beyond them. Wrong! Anybody with the right frame of mind and personality can do it – you just need to look for the right opportunities that suit your skills, knowledge, interests, circumstances or qualifications. There are many different reasons why you might want to work overseas and if you have the desire there is literally a world of opportunity.

Types of job opportunities abroad

To qualify for a work permit in a foreign country you must fulfill certain criteria, but even then it can take up to three months before you are given the all-clear so plan well in advance. If you meet any of the following conditions you shouldn't experience any difficulty securing a work visa:

- **Nationality** – if you have a spouse or parent or grandparent from the country you want to work you will qualify for a work permit on the grounds of nationality. Likewise, if you are a member of an EU country you can work anywhere in the EU



- **Students** – are usually permitted to work in unskilled low-paid jobs overseas on a part-time basis. The same is true for working holiday visas, but it depends on the regulations of your destination country

- **Exchange schemes** – some countries have exchange schemes which allow applicants to work in either low-skilled jobs or highly skilled jobs where there is a shortage of skill in the country
- Multi-national companies – if you are fortunate enough to be offered a position overseas by the multi-national company you work for your firm should be able to secure a work permit for you

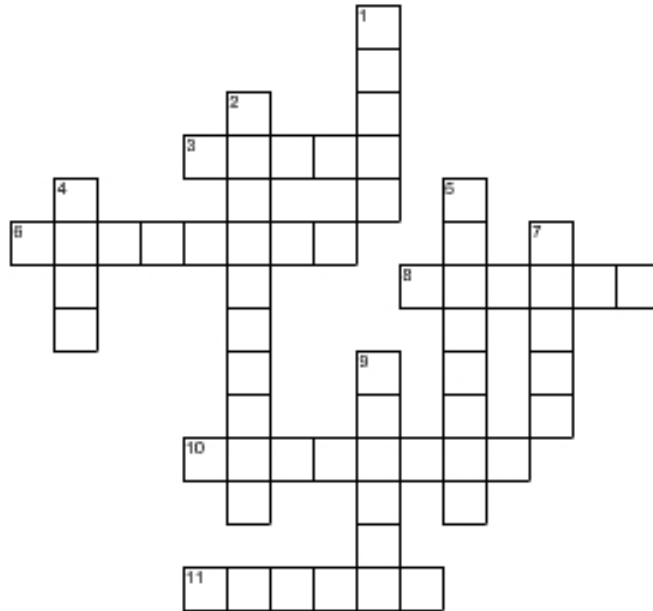


- **Organized job abroad** – If you have some savings you can pay a company to arrange work for you overseas. The type of jobs involve often involves, community and charity work for which you may not get paid, research work if you have the right skills or teaching a language if there is a demand for it.



- **Freelancing** – If you have a specialist skill you can use as a freelancer you can live and work in a foreign country without any bureaucratic problems.

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HORIZONTAL

- 3. The period between childhood and adult
- 6. The ability to move or be moved freely and easily
- 8. In foreign country
- 10. On the day after today
- 11. Not present not past

VERTICAL

- 1. Best magazine in the world
- 2. A reason for behaving in a particular way
- 4. Activity involving mental or physical effort
- 5. A strong desire to do or achieve something
- 7. Ibrahimovic scores ... all the time
- 9. An occupation undertaken for a significant period of your life