

Preparing for your International Internship

In order to secure that all-important placement, you are required to submit to the Internship Team an electronic copy of your CV and Personal Statement, which will then be sent on to appropriate organisations. This section focuses on the importance of these documents, the different approaches you can take to writing them and some recommendations as to how to create a great CV and Personal Statement and make the right impression.



Writing the CV

What's it for?

A Curriculum Vitae or CV, (known in America as a résumé) is Latin and literally means 'the course of one's life or career.' The purpose of a CV is to represent you, it tells the reader what to expect and what you are hoping to achieve. A CV creates the all-important first impression and will persuade an organisation to interview YOU. In other words, this is your marketing tool.

What should my CV look like?

The information contained in your CV must be presented in a clear, concise manner. Take into consideration:

- **Order of information:** The top third of the page is your prime space and should contain your most important, relevant information to ensure the reader remains interested. The order of your CV should be logical and interesting
- **Content:** Make sure spelling, grammar and punctuation are correct. Avoid long sentences and paragraphs. Opt for bullet points and use positive phrases and words
- **Font:** Choose a clear, easy to read font such as Times New Roman or Arial using 10 or 12 point. Ensure there is continuity throughout your CV

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- **Format:** Your CV should be a Microsoft Word document. Refrain from using elaborate graphics or imagery as it may not be compatible with readers' computers
- **Headings:** Use clear headings to define topics and ensure information is easy to find
- **Margins:** Ensure your CV is clearly presented, visually pleasing and not too cluttered
- **Length:** A CV should not be any longer than two pages. Make sure it only contains relevant information, condense to one page rather than try and fill two sheets.

What is contained in my CV?

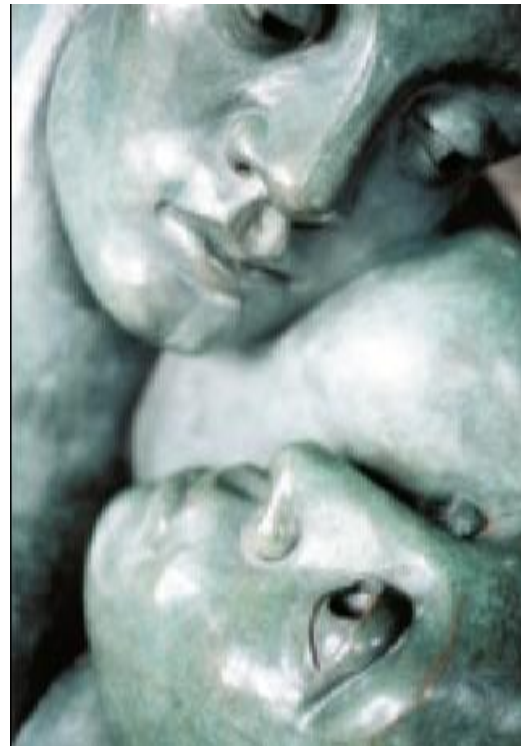
It is important that your CV is targeted to your intended reader - in this instance, a prospective internship site supervisor and the Internship Team. It must be accurate, up-to-date and interesting. The reader is looking for relevant information. It is always tempting to compose a chronological account of your life to date but this is not necessary; companies appreciate you are a full-time student, so do not expect you to have an extensive work background. The content of your CV will consist of your education, relevant work experience, interests, skills and internship objective.

- **Internship Objective:** Stating an internship objective at the beginning of your CV highlights your aims and aspirations. It immediately explains to the reader what you are hoping to achieve and it will focus and encourage the reader to continue to read further. However, as your CV may be sent to several prospective placements in different fields, your objective should be very broad.



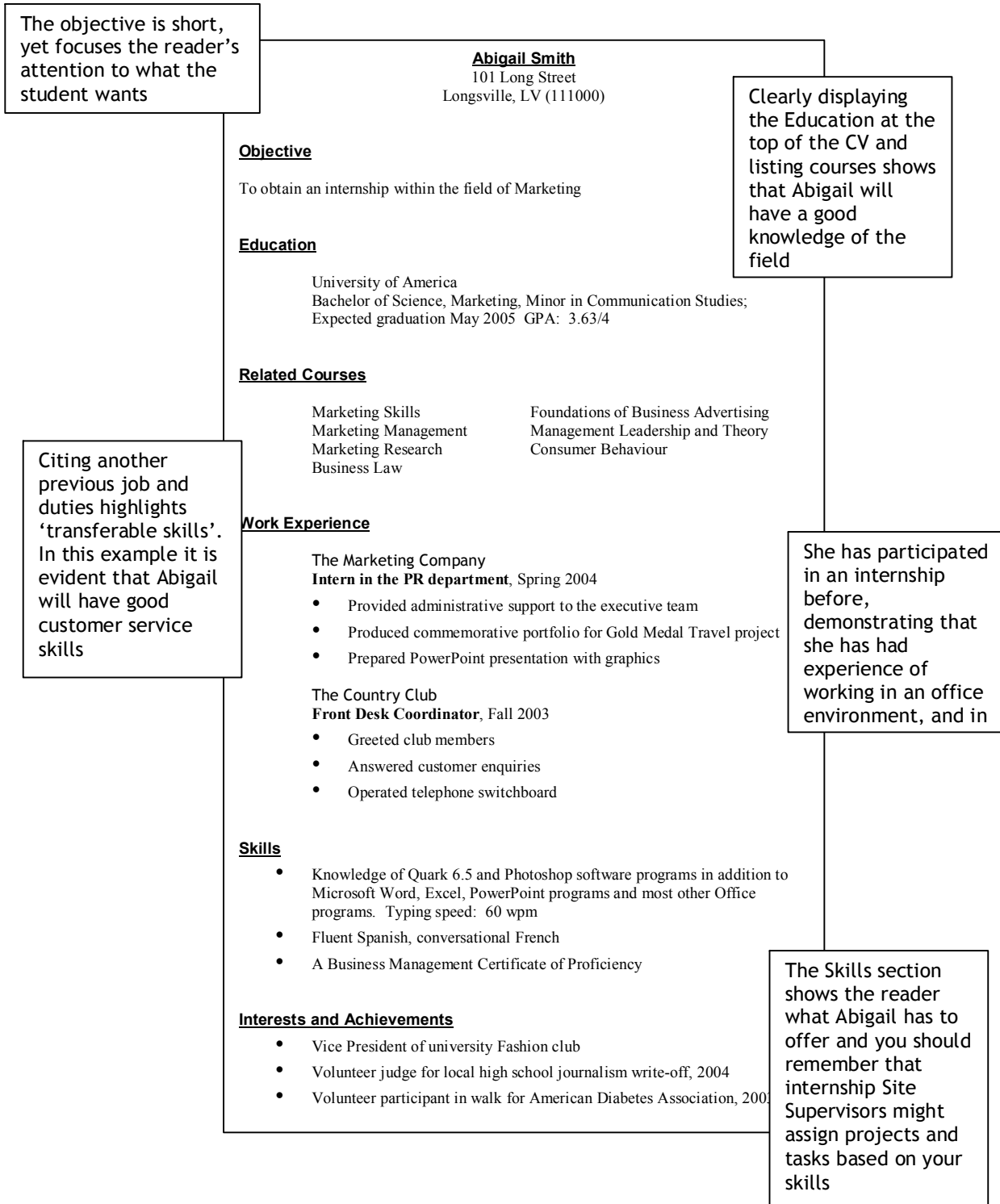
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- **Education:** State which home institution you attend, your major and minor, and most importantly list the relevant classes you have taken. This will demonstrate your knowledge of your chosen field. This section of your CV is the most important.
- **Work Experience:** Starting with most recent first, include any relevant jobs you have had and what your responsibilities were. If you have many part-time jobs you may want to summarise them and what your main tasks were.
- **Skills:** This section demonstrates what you could bring to a position and highlights your transferable skills and industry specific skills. List your computer skills, any languages you speak and with what proficiency.
- **Interests and Achievements:** Include any organisations or clubs you are a member of and any volunteer work you have participated in. This section provides an excellent opportunity for you to highlight any interests and achievements you have that are relevant to the field in which you wish to have an international internship.
- It may take some time to create your CV, but it is the document that is going to secure your international internship interview, so take the time to get it right. Ensure that someone proofreads your CV to check for any mistakes or typos before you send it off.
- Consider the following examples of CVs written by Abigail Smith, a Marketing major.



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Example 1 has been written with the intention of securing an international internship within the field of Marketing.



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Example 2 is also written by Abigail Smith, but in this example she is looking for an international internship in Fashion Marketing. She needs to demonstrate to the reader her suitability for this field.

<p>By listing Key Skills and Experience that relate directly to her Objective at the top of the CV, Abigail immediately explains why she is looking to get into Fashion and what she has to offer.</p>	<p style="text-align: center;">Abigail Smith 101 Long Street Longsville, LV (111000) abigailsmith@email.co.uk</p> <p>Objective</p> <p>Looking for an internship within Fashion Marketing where I can utilize my existing Marketing experience and apply it to the field in which I hope to work upon graduation.</p> <p>Key Skills and Experience</p> <p>Vice president of university Fashion Club, organized in-house fashion shows, and arranged guest speakers from local fashion companies. In my spare time I keep up to date with fashion trends and enjoy creating new styles. I possess strong communication skills, am good at interacting with people at different levels, thinking of creative ideas, writing, and public speaking. I am fluent in Spanish and also speak French.</p> <p>I am computer literate and familiar with most Microsoft packages, Quark 6.5 and Photoshop software.</p> <p>Education</p> <p>University of Arizona Bachelor of Science, Marketing, Minor in Communication Studies; Expected graduation May 2005 GPA 3.63/4</p> <p>Related courses: Marketing Skills, Marketing Management, Marketing Research, Business Law, Foundations of Business, Advertising Management, Leadership and Theory, Consumer Behaviour</p> <p>Work Experience</p> <p>The Marketing Company Intern in the PR department, Spring 2004</p> <ul style="list-style-type: none">• Provided administrative support to the executive team• Produced commemorative portfolio for Gold Medal Travel project• Prepared PowerPoint presentation with graphics <p>The Country Club Front Desk Coordinator, Fall 2003</p> <ul style="list-style-type: none">• Greeted club members• Answered customer enquiries• Operated telephone switchboard <p>Other part time jobs held in customer service industry and retail. Familiar with operating cash till, stock taking and providing excellent customer service.</p> <p>Interests and Voluntary Work</p> <ul style="list-style-type: none">• Volunteer judge for local high school journalism write-off, 2004• Volunteer participant in walk for American Diabetes Association, 2003• Enthusiastic cyclist and tennis player	<p>By starting with an Objective that highlights what she is hoping to gain from her international internship and in the long-term, Abigail conceptualizes to the reader why it is important to gain experience in her chosen field</p>
		<p>The remainder of the CV again concentrates on Abigail's Marketing knowledge and displays clearly her work experience and transferable skills</p>

Writing the Personal Statement

A Personal Statement will accompany your CV and is designed to give the reader an insight into you, the type of person you are and your motivations and aspirations. It will introduce you and your CV to the reader long before they have the opportunity to meet you in person.

What should be in my Personal Statement?

It may be helpful to focus on these questions:

- Why have you chosen to participate in an international internship in London?
- What can you offer a prospective internship placement?
- What are you hoping to achieve from this international internship?
- What experience do you have in your chosen field?

When writing your Personal Statement, consider who will be reading the document. Once the Internship Team or prospective reader has read the information

they should have an understanding as to what you are hoping to achieve, and why they should want you as their intern. Avoid using negative phrases and terminology. Keep the information relevant and refer to the information contained within your CV. You can use the Personal Statement to expand on skills, achievements and experience you have mentioned in your CV.

What should my Personal Statement look like?

Ensure that your Personal Statement is presented in a clear, concise manner, using an easy to read font. Consider using one-and-a-half line spacing; ensure that the information is applicable and that your Personal Statement is no longer than three paragraphs. Ensure that your name is clearly displayed at the top of the document.

Following are two examples of Personal Statements designed to accompany the sample CVs of Abigail Smith (see pages 14 and 15).



Example 1 is written with the intention of obtaining an international internship in Marketing.

Paragraph one highlights Abigail's motivations to come to London and participate in an international internship

Abigail Smith: Personal Statement

As Samuel Johnson once said, 'When a man is tired of London, he is tired of life'. The prospect of living and interning in London is a once-in-a-lifetime opportunity. I have always been interested in learning about different cultures. By working in the United Kingdom, I hope to gain a better understanding of that culture and way of life, and prepare myself for an internationally oriented career.

Having the opportunity to secure an internship in marketing will give me a broad view of the different parts of the industry. The communications industry fascinates me, especially the process of spreading new ideas and innovations, or educating the public on an established product. My schooling and practical experience have only furthered my desire to pursue marketing as a career. Every culture has intrinsic differences in communication; participating in an international internship will prepare me for working in a global market. Upon graduation, I plan to get my Masters degree in Business. This London internship will help me to achieve my future goals.

I am certain that if I experience life in another country, my outlook will be expanded more than I can even imagine. I know I will learn a substantial amount and this internship will have an everlasting impact on my life. I look forward to the challenges that lie ahead of me.

The second paragraph demonstrates Abigail's experience within her chosen field of Marketing and future ambitions

Finally Abigail states what she is hoping to accomplish from her international internship and anticipates how this will influence her future both in the long term and short term

This Personal Statement is short and to the point. Abigail is focusing on Marketing, but is open-minded as to the type of internship she will take part in

Example 2 is written with the intention of obtaining an international internship in Fashion Marketing.

The example refers to Abigail's knowledge of Fashion, why she wants to enter this field, and what she can offer

Abigail Smith: Personal Statement

I feel that an internship is the necessary stepping-stone between an education and a lifelong career. Having already completed an internship in the US, I can appreciate the experience and knowledge that I have gained by working. I have come closer to realising what my interests are, what kind of environment I work best in and where I want to go with my career. I want to take advantage of this once-in-a-lifetime opportunity to work abroad in a field that I developed a passion for. London is regarded as one of the fashion capitals of the world, and this is the area in which I hope to do my internship in. Some of my idols in the fashion world are based in London such as Vivienne Westwood and Alexander McQueen.

Abigail has consciously focused on Fashion, as she is aware that she has no formal education or work experience in this area

As an intern in the PR department of a Marketing company, I worked in a fast-paced corporate environment where I assisted in web development, special events, and public relations. I edited company documents such as press release statements and clientele letters where my editing and writing skill improved drastically. I am looking to utilise these skills and apply them to the Fashion Industry. Fashion has always been an area in which I had hoped to work. At my home university, I am the Vice President of the Fashion Club, as a group we meet weekly to share ideas and we also design and create our own fashion accessories and learn new skills.

This personal statement reveals what a passion Abigail has for the Fashion industry. By detailing her experiences from her previous internship, she demonstrates to the reader her strengths and transferable skills

My aim is to gain a greater sense of what a career in the Fashion Industry would entail. I am looking to develop practical skills needed in order to work in the Fashion Industry. Among other things I hope to develop an awareness and understanding of the relationship between word and image and to cultivate a sense of international trends. I am a Marketing major and a Communication studies minor at the University of America. I am a friendly, hardworking, and capable person willing to learn and strive for success. I hope to apply these skills and experiences in the fashion business in a fashion-related working environment learning sales and marketing or public relations and advertising.

From reading this Personal Statement, it is obvious to the reader that Abigail has a real knowledge of the field she wants to enter. The student has taken the time to write a detailed yet concise Personal Statement which introduces herself to prospective companies