

CREATING AN EFFECTIVE PROFILE

The art of creating an effective First Move profile starts with placing yourself in the shoes of the recruitment specialist you are looking to impress.

Your profile needs to provide a clear, relevant and effective message to the employer in order to maximise your chances of securing an interview and subsequently a job role within their organisation.

Here are some of our tips for how to create an effective LCF FirstMove profile;

Account Details

- When completing your account details on the site try to make sure you have included all your current contact information as well as a professional email address. First impressions count, and while it may seem simple, if an employer can't email or call you first time round, then they may not try again.
 - **Top Tip:** utilise the icon upload option when updating your profile. Here you can place a professional image that you feel reflects you or your work and really catch the eye of recruiters.

CV

The CV section of your LCF First Move Profile is vitally important. In this section you create the most critical pieces of information.

- **Education** – Ensure you update this section with all your most recent and relevant educational background. Your time at LCF is a huge selling point for you and to demonstrate your fashion qualifications.
- **Employment** – A recruiter is always on the look out for graduates with relevant experience. Here is your chance to showcase your professional background and evidence technical and personal skills you have already gained in the world of work. Be as clear as you can about your role and think about transferrable skills that you may have gained which could be of interest to the recruiter.
 - **Top Tip:** - Research the job descriptions for roles you are pursuing before updating your profile. What are recruiters looking for? Understanding this will help you effectively demonstrate your professional experience and relevant skills.

- **Profile** – This is your chance to really sell in your potential. Here you can make it clear why you feel you should be considered for employment. You can outline exactly what type of roles you are looking for, a summary of why you are seeking these types of roles and how you can provide benefit to any organisation seeking a new member of their team in this particular area.
 - **Top Tip:** Try to be as clear about the type of career you are seeking as possible. A recruiter will usually only spend a short amount of time assessing profiles they view and if they can't establish where you fit into to their organisation then they may not consider you for interview at all.

- **Skills** – The skills section of your profile effects how often you come up in the key criteria search conducted by recruiters, when seeking the most relevant graduates for their roles. Try to add in as many skills that you have gained as possible, throughout your previous education and employment history, in order to be matched to your ideal recruiter and job role.
 - **Top Tip:** Whilst having a strong skills section in your CV, it is also wise to only add in skills that you generally possess. Remember to resist the temptation to mention areas in which you perhaps aren't as strong to avoid the risk of being caught out in an interview!

- **Portfolio** – If you are a creative graduate with work that can be visually promoted then this is a great opportunity to do so. Recruiters seeking individuals with an online portfolio will be able to assess your key technical abilities and understand your creative influences by viewing images of your work. However remember that in isolation work from your portfolio can sometimes be hard to identify as relevant without a description, so utilise the title and description boxes to explain why you have included the image and how it is relevant to your job search.
 - **Top Tip:** You have nine images that can be included so really think about what your best work is and why it would appeal to recruiters. Make sure the images run in order of relevance and tell a story about you as a creative individual. Would your images inspire an employer to find out more about you?

REVIEW

- You must make sure that after you have created or updated your online LCF First Move profile you check how it looks by selecting the View CV/Profile tab. This will allow you to get an overview of how your details appear to recruiters and ensure everything has been fully included and that you have a professional, comprehensive and RELEVANT online showcase for your work.

Good luck with your job search and we hope you find LCF First Move an effective tool.

FBRS Graduate Team