



women**home**working

GUIDELINE: E-CV SOFT SKILLS & TEASER



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PROJECT OVERVIEW

Project Name: Women Home Working - WHOW

Women Home Working (“WHOW”) is an Erasmus + project, co-funded by the European Union, for young women to help them to enter the labour market after pregnancy and motherhood. It is especially aimed at teenage mothers (aged 14-25) who have had to interrupt their educational and/or career path.

WHOW increases the possibilities of professional opportunities for young women through training in digital tools, a coaching session and comprehensive support.

The main objective is to help young mothers who find it difficult to re-enter the labour market due to new obligations. In addition to young mothers, this project is aimed at all those likely to be interested in this support, regardless of their age, personal situation or status.



www.womenhomeworking.eu



OBJECTIVES



HORIZONTAL: Inclusion and diversity in all areas of education, training, youth, and sport



YOUTH: Strengthening the employability of young people



The main objective of the project is to train efficiently and innovatively a group of young mothers who have interrupted their schooling, training, or career due to the arrival of their child.

TARGET GROUPS

The project's target group are:

Women aged 16 to 25 who have interrupted their studies, training, or job because of maternity.

Trainers



The WHOW project offers training to trainers in digital and office automation welcoming young women and their babies into class. An innovative module based on welcoming, listening, and sharing will be offered and addressed to both trainers' men and women.



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INTRODUCTION TO THE GUIDELINE

Welcome to the WHOW Guideline for Creating a CV Teaser. This initiative aims to empower and support young mothers in their journey back to the labour market.

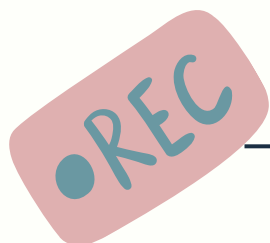
In this guideline, we will explore the key elements of creating an impactful CV teaser video specifically designed to highlight the strengths and capabilities of young mothers.



From content structuring to presentation tips this guideline aims to equip participants with the tools necessary to captivate potential employers and stand out in a competitive job market.



WHAT IS A CV TEASER



A CV video, also known as a video resume or a CV presentation, is a short video created by a job applicant as a different way to send a traditional written resume or curriculum vitae (CV).



In a CV video, the applicant typically introduces themselves, highlights their skills, experiences, and achievements, and explains why they are a good fit for the position they are applying for. It allows employers to get a more personal and dynamic view of the candidate beyond what is presented in a written document.

CV videos can vary in length and style, ranging from a simple talking head format to more elaborate productions with visual effects and multimedia elements.



COMMUNICATION THROUGH THE VIDEO



Before recording the video it is important to research the company / industry you're interested in. Understand the culture, values, and expectations. Being well-prepared will boost your confidence and help you answer questions effectively.

Emphasize the **skills and experiences you've gained** through your roles as a mother that are transferable to the workplace. These may include **time management, problem-solving, critical and creative thinking and communication skills.**

Be honest about your **career goals and expectations**, as well as your **availability**. Express confidence in your ability to excel in the role while managing your family responsibilities effectively.

Confidence in yourself and your abilities will inspire confidence in the interviewer.





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HOW TO CREATE A CV TEASER

During the video, it is important to already prepare some key points that are worth mentioning in your CV video, such as:

Opening Statement: A brief introduction that summarizes your overall qualifications and career objectives.

Key Skills and Expertise: Highlight 2-3 key skills or areas of expertise that are relevant to the position you're applying for.

Top Achievements: Mention 1-2 significant accomplishments or experiences that demonstrate your capabilities and successes.

Value Proposition: Clearly communicate what you can bring to the role or organization and why you're a strong fit for the position.

Contact Information: Include your name, email address, and possibly your phone number or LinkedIn profile link for easy contact



HOW TO CREATE A CV TEASER

Overall, a CV teaser serves as a powerful tool to make a strong first impression on potential employers or recruiters and increase your chances of being invited for an interview.

At the links bellow you can access to content and interactive videos that can support the video production process.

Article

[How to Make a Video Resume: Tips and Examples](#)

Videos

[How to make an effective video cv](#)

[Animated Video Resume Template](#)

[Make a video resume like a pro](#)

For the editing of the video is possible to use online platforms even CANVA or similar apps available.



HOW TO SET UP THE SCENE

Achieving good lighting and camera setup for your resume teaser video is crucial for creating a professional and visually appealing presentation.



- Whenever possible, film near a large window or in a well-lit room to take advantage of natural light. **Natural light** provides a soft, flattering illumination that can enhance your appearance on camera.
- Position yourself so that the light source is in front of you or to the side, rather than directly behind you. This helps to **minimize harsh shadows on your face**, which can be distracting.



HOW TO SET UP THE CAMERA

Stable Support: Use a tripod or stable surface to mount your camera or smartphone. A steady camera ensures smooth and professional-looking footage.

Eye Level: Position the camera at eye level or slightly above to create a flattering angle. Avoid shooting from below, as this can make you appear smaller or less authoritative.

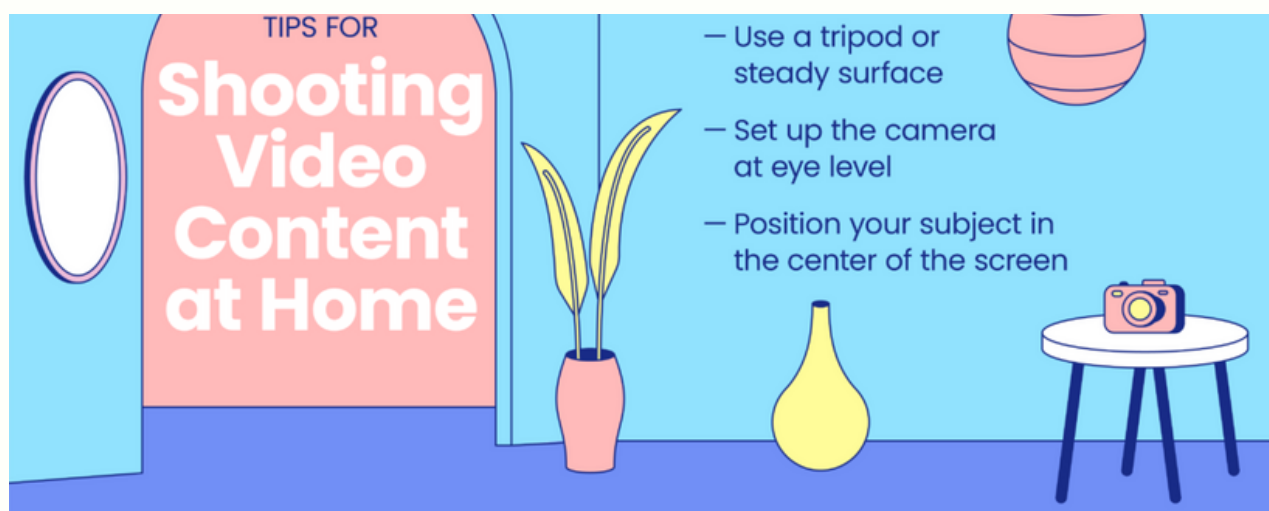
Frame Yourself appropriately within the camera frame, leaving some space above your head and ensuring your entire face is visible. Center yourself in the frame to maintain balance.

Don't forget about **audio quality**. Use an external microphone if possible to ensure clear and crisp audio, and minimize background noise.



SMARTPHONE USE

It is definitely possible to use a smartphone camera to create a CV video teaser. With the advancements in smartphone camera technology, you can capture high-quality footage suitable for professional use.



The steps for recording the CV video from a smartphone are the same as the instructions of recording through a camera, so it is possible to have a look at and follow the instructions from the previous chapters:

- HOW TO SET UP THE SCENE
- HOW TO SET UP THE CAMERA



CV PRESENTATION

It is understandable that a lot of people don't feel comfortable talking on camera and discussing their personal achievements. Absolutely, creating a CV presentation can be an excellent alternative.

You can use presentation software like **Microsoft PowerPoint**, **Google Slides**, **Keynote**, **Canva** or any other similar tool.

Here are some resources and template that can help you with the procedure of creating a CV presentation:

Videos

- [How to Make Professional PowerPoint Presentations](#)
- [How to Make a CV on Keynote 2019 Same as PowerPoint](#)
- [How to make a Professional CV | Google Slides](#)
- [Canva's Template: \[www.canva.com/create/cv/\]\(https://www.canva.com/create/cv/\)](#)
- [How To Create a Resume in PowerPoint in 5 Steps](#)



CV PRESENTATION

Here are some general tips for creating a CV presentation:

For the content:

Each slide can represent different sections of your CV, such as education, work experience, skills, certifications, etc. Highlight key achievements, responsibilities, and skills in each section. Use bullet points or brief sentences to convey information effectively.

For the structure:

Keep the layout clean and organized. Combine visuals such as icons, graphs, or images to enhance the presentation and make it more engaging. Maintain consistency in fonts, colors, and formatting throughout the presentation to ensure a professional look.



In the end, check your presentation to ensure there are no typos or grammatical errors.



When the CV presentation is ready, you can share it online via email or upload it to platforms like LinkedIn, or present it in person during job interviews.



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