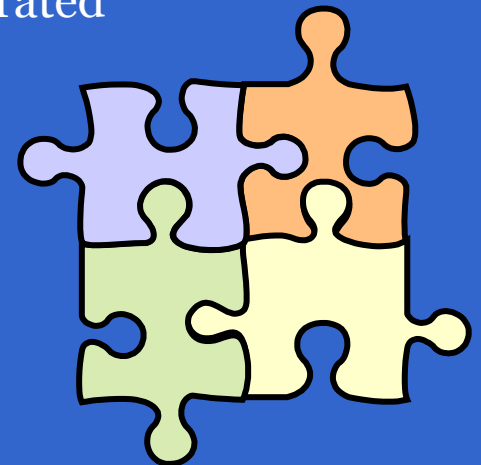


Applications

What makes YOU a strong SEO intern?

- Preparation!
 - Do your demonstrated skills map to the competencies required for the role you are most interested in?
 - Details on required competencies and the roles/industries we cover are listed on the SEO website
- Academic excellence
- Excellent quantitative, analytic and creative skills
- Leadership in extra curricular activities and a demonstrated commitment to community service
- Very good attention to detail
- Strong interpersonal and networking skills
- Career commitment
- Commercial awareness
- Strong academic reference



Commercial Awareness

- Do you have a genuine, demonstrable interest in how the City works?
 - Often the most important differentiator for interviewers
- General reading
 - How the City is structured
 - “All you need to know about the City” (Chris Stokes)
 - Recent economic history
 - “Too Big to Fail” (Andrew Ross Sorkin)
 - “The Big Short” (Michael Lewis)
 - “The End of Wall Street” (Roger Lowenstein)
 - “All the Devils are Here” (Bethany McLean)
 - Historic perspective
 - “Liar’s Poker” (Michael Lewis)
 - “Barbarians at the Gate” (Bryan Burrough, John Helyar)



Commercial Awareness cont...



■ Current Market Reading

– What you need to know

- Facts – current issues, background, etc.
- Opinion – your take on the story, wider relevance to what is happening
- Legal dimension – for those interested in Law

– Sources

- (Online) business sections of broadsheet papers (Times, Guardian, Telegraph)
- Financial Times – front pages, Lex column, Companies & Markets headlines
- The Economist
- Bloomberg, Reuters (for those interested in Markets)
- The Lawyer, Legal Week, Lawyer2B, Roll on Friday, etc (for those interested in Law)

– Read the business commentary/editor columns to help develop ‘your’ opinion

Why should SEO choose YOU?

- Do I like you? Do you have a personality, opinions?
- Do you show an interest in the business world and current affairs?
- Do you pay careful attention to detail? Can I trust you with clients and big deals someday?
- Are you prepared? Can you explain why you are (a) interested in working in a particular business and (b) why you think you will be successful in that business?
- Are you bright? Do you have sound analytic and quantitative skills? Do you demonstrate good decision making skills?
- Are you creative? Are you adaptable?
- Are you someone who is action orientated? Do you have drive? Are you willing to go that extra yard?
- Are you a team player? Can you listen and can you persuade? Will you network?
- Will you give back?

To help prepare yourself please visit <http://www.seo-london.com/>

Curriculum Vitae (CV)



- Prepare before you put your CV together:
 - Do your research on what competencies are relevant for your first choice industry
 - Check CVs of friends/family who have done internships
- Be yourself and pitch yourself appropriately – be consistent with your cover-letter
- Specifically follow instructions provided by SEO or partner firms (ESPECIALLY with online applications)
- Have a coherent, simple structure (no paragraphs please!)
 - One page for most programmes, two pages for Law
- Use consistent tense
- List your overall grade/expected grade (ALL applicants)
 - List your 1st year uni subjects and grades (Law & PS applicants)
- Look it over with a “fresh pair of eyes”. Have someone else proofread and give feedback/check errors
- Keep a copy (so you know WHY you applied and WHAT you wrote)
- Use spell check!!!
- SEO will review and improve your CV if edits are required!

Maydup Nayim

4 Alias Drive, Basing Road, London NW2 3HD

Phone: 07777 777 777

E-mail: maydupnavim@hotmail.com

Education and Qualifications

Sep 2010 – Jun 2013

King's College London

BEng degree in Chemical Engineering
Predicted degree class: Upper Second
Achieved grade in Year 2: Upper Second

Sep 2003 – Jun 2010

The Latymer School, London

A-levels: Chemistry (A), Mathematics (A), Physics (A)
GCSEs: 9 grades A*- C with English (A), Mathematics (A*)
Awarded the Trotman Scholarship for outstanding achievement through school

Work Experience

Jun – Sep 2011

Royal Bank of Canada - Capital Markets

Summer Intern (12 weeks)

- Increased knowledge of fixed income and equity trading systems
- Learned basics of fundamental and technical share price analysis
- Helped produce morning market summaries for the trading teams on a daily basis and created system to automate report creation

Jul – Aug 2010

KEP Engineering Design plc

Intern (6 weeks)

- Gained exposure to engineering design, from conceptualisation to eventual construction
- Liaised between Autocad design, mechanical, electrical and process engineering teams for a semi-conductor project

Aug 2009

Youth Leadership Training Camp

Co-ordinator (2 weeks)

- Was one of six co-ordinators for a camp for 60 high school students
- Responsible for arranging transport, accommodation and sporting activities for the two week camp

Positions of Responsibility

2011 - Present

Kings College Finance Society – Treasurer – Managed society accounts regularly and solely responsible for sourcing sponsorship for events

2010 - Present

University of London Rugby Team – Captain – Organised tournaments, led the team on the field and in team meetings. Also responsible for team selection

2009 – 2010

Head Boy, The Latymer School, London

Interests and Achievements

2011

Goldman Sachs Global Leaders Award

2010

Weekly Volunteer at the AVE award (Youth Action Volunteer Award for achievements in the community). Volunteered for an organisation called 'Kith and Kids' which designs and facilitates a play scheme for children with learning disabilities

2010

Ticket Sales representative for King's College Indian Society's Annual Theatrical Production with over 800 attendees

2008

Duke of Edinburgh Gold Award

Skills and Other Interests

Languages

Native English speaker, business fluent in German, basic French

Finance

Member of the King's College Investment Society. Active follower of commodity market trends and recently read "Finance in Your World"

Sport

Represent King's College in inter-collegiate basketball, Secretary of King's College Badminton Club

Drama

Appeared in a popular soap with Colin Firth. By being involved in productions, had the opportunity to meet new people and enhance self confidence.

IT

Familiar with Microsoft Office suite of applications. Also frequent user of the Internet.

References

Available on request

Preparing your cover letter

- Think of it as a way to frame and position your CV to be attractive to SEO or a specific firm.
- You should not have a summary or objectives on the top of a CV for investment banking, so use the cover-letter as a guide to the most important features of your CV.
- Each cover letter should be different, so always keep a copy and check over who you wrote it to!
- Be specific and concrete – your cover letter is your opportunity to paint a very visual picture of who you are, what motivates you, what your successes are, etc. Let us see you in action!
- Make sure that cover letter has a structure as you would any essay
 - Paragraph one: Why you are interested in the industry
 - Paragraph two: Why you are interested in the division to which you are applying (where relevant)
 - Paragraph three: Why would you be great candidate for the SEO programme

CV & cover letter *bin-proofing*

■ FORMATTING ERRORS:

- Multiple page CVs
- Dynamic summaries or objectives on the top of your CV
- Fancy fonts (Arial/Times New Roman ok.)
- Anything *swirly* or **multi-coloured** not ok!

■ CONTENT ERRORS:

- Poor spelling, punctuation, and grammar errors
- Inaccurate or untrue information
- Forgetting to change the company name on a previously used cover letter!
- Incorrect dates on your CV (there is a background check, so make sure it's right!)
- Misspelling contact person's name
- Inconsistent tenses
- Negative comments about past work experience/colleagues
- Procrastination – if you leave CVs and cover-letters to the last minute, you WILL make mistakes!
- Silly/inappropriate e-mail address (i.e cutie_pie@gmail.com).
- Wrong or outdated phone number
- Writing in TEXT speak, **U NO WAT I MEAN?**

- If you do not receive a favourable response, do not send a rude e-mail or leave a rude phone message. Recruiters have good memories!!



What next?

- Make an (online) application ASAP – **all admissions are on a rolling basis!**
 - Please visit the website www.seo-london.com for more details
 - Register online with SEO London so we can keep you posted about next steps
 - Join us on social media
 - facebook.com/SEOLondonInfo
 - Twitter@SEOLondonInfo
 - LinkedIn ‘SEO London’
- SEO interviews will begin in October for all programmes
- Start your preparation
 - Ensure you are commercially aware
 - Practice numerical and verbal reasoning tests
 - Practice interview questions

