



'one internship, infinite opportunities'

SEO
London

What makes a strong SEO intern?

- Preparation
- 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
- Strong academic reference



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What qualities will SEO be looking for in your CV and at interview?

- Do I like you? Do you have a personality, opinions?
- 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 I-B 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?
- Do you show an interest in the business world and current affairs?
- Will you give back?

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



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Preparing your CV - What *should* you do?

- Prepare before you put your CV together:
 - Do research on SEO and the banks, the role(s) that interest you.
 - Speak to friends/associates who have done internships
- Be yourself and pitch yourself appropriately – be consistent with your cover-letter
- Ensure it demonstrates the qualities I-Bankers are looking for (discussed above)
- Follow instructions provided by SEO or by banks (ESPECIALLY with online applications)
- Keep it to one page (!!!) and have a simple structure (no paragraphs please!) – name, contact details, dob, education, work experience, interests and achievements, additional skills (see template)
- Use consistent tense
- 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)
- Spell/grammar check



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Preparing your cover letter

- Think of it as a way to frame and position your CV to be attractive to SEO or a specific bank.
- You will 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
 - Paragraph three: Why would you be great candidate for the SEO programme

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CV & Cover Letter Bin-Proofing

Definition: Avoiding catastrophic errors that make SEO throw your CV in the bin, and that will make recruiters give you a "black mark".

- **Do not have any of the following formatting:**
 - Multiple page CVs
 - Dynamic summaries or objectives on the top of your CV, motto
 - Fancy fonts (Arial/Times New Roman ok. Anything swirly or multi-coloured not ok)
- **Do not make the following content mistakes:**
 - Poor spelling, punctuation, and grammar errors
 - Inaccurate or untrue information
 - Obviously the content of a cover letter you used for another company and forgetting to change the company name.
 - 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 – this will seem lazy.
 - Silly/inappropriate e-mail address (i.e. hot_guy@gmail.com). Create a professional one
 - 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!!**





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What next?

- Make an (online) application asap!
 - Please visit the website www.seo-london.org for more details
 - **Deadline for all summer programmes is 15th December 2008**, apply early as applications are reviewed on a rolling basis
- Start your preparation
 - SEO interviews will be held in January and February 2009 for summer programmes
 - For the First Year Fast Track you will be invited based on the quality of your CV and cover letter
- Summer scheme candidates will be assessed in three ways
 - Banking - Numeracy test / Business case presentation / Interview
 - Technology – Numeracy and programming aptitude tests / Group exercise / Interview
 - Corporate law – Verbal reasoning test / Commercial problem / Interview