



Developing you marketing strategy

- Cover letters and CVs -

Your marketing strategy

Do I need creative writing for a cover letter? Should I write my CV in chronological or reverse chronological order? Find out what key employer concerns are, highlight your strengths, and manage to get an invitation for the job interview.

Workshop Style

Short lectures, group discussions, presentations as well as application writing exercises in teams characterize this workshop. There will be enough time for individual tutoring and feedback.

Participants

Bring along your notebook and a typical job advertisement – something for which you would realistically like to apply!

The trainer

The workshop trainer, a German-American coach for business skills, studied in the U.S. and Germany. He has specialized on personal marketing strategies, effective presentations, negotiation, and cross-cultural communication skills and offers his services as career advisor for professionals, MBA Programs and international companies.