

Crafting a Professional CV & Acing the Interview

MEMAN Youth Career Readiness Webinar

OLUGBENGA AWOMODU

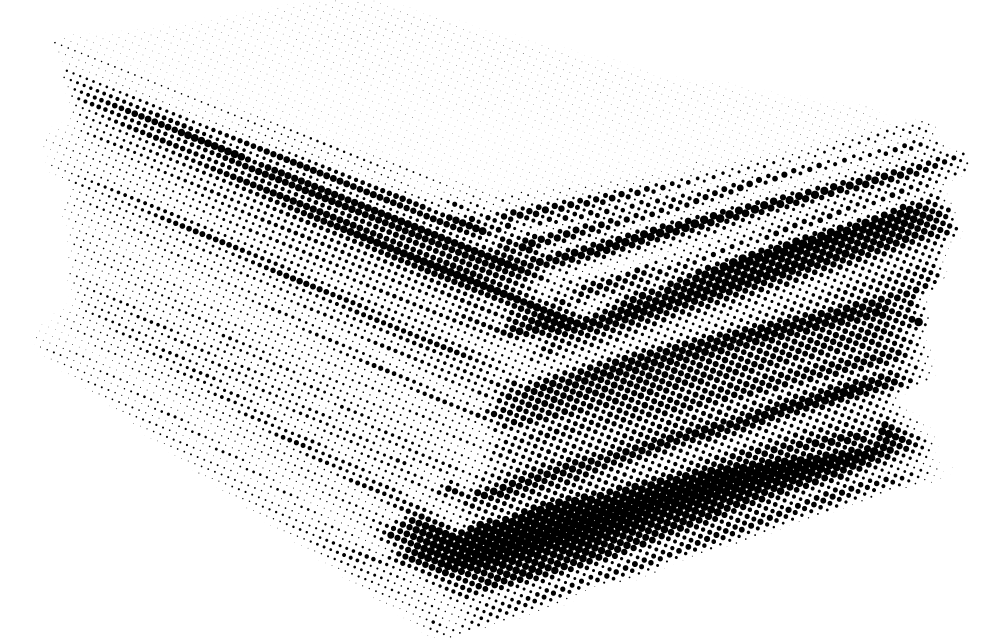
Lead Consultant, TweakCentric Solutions

25th September 2025



Why This Session Matters

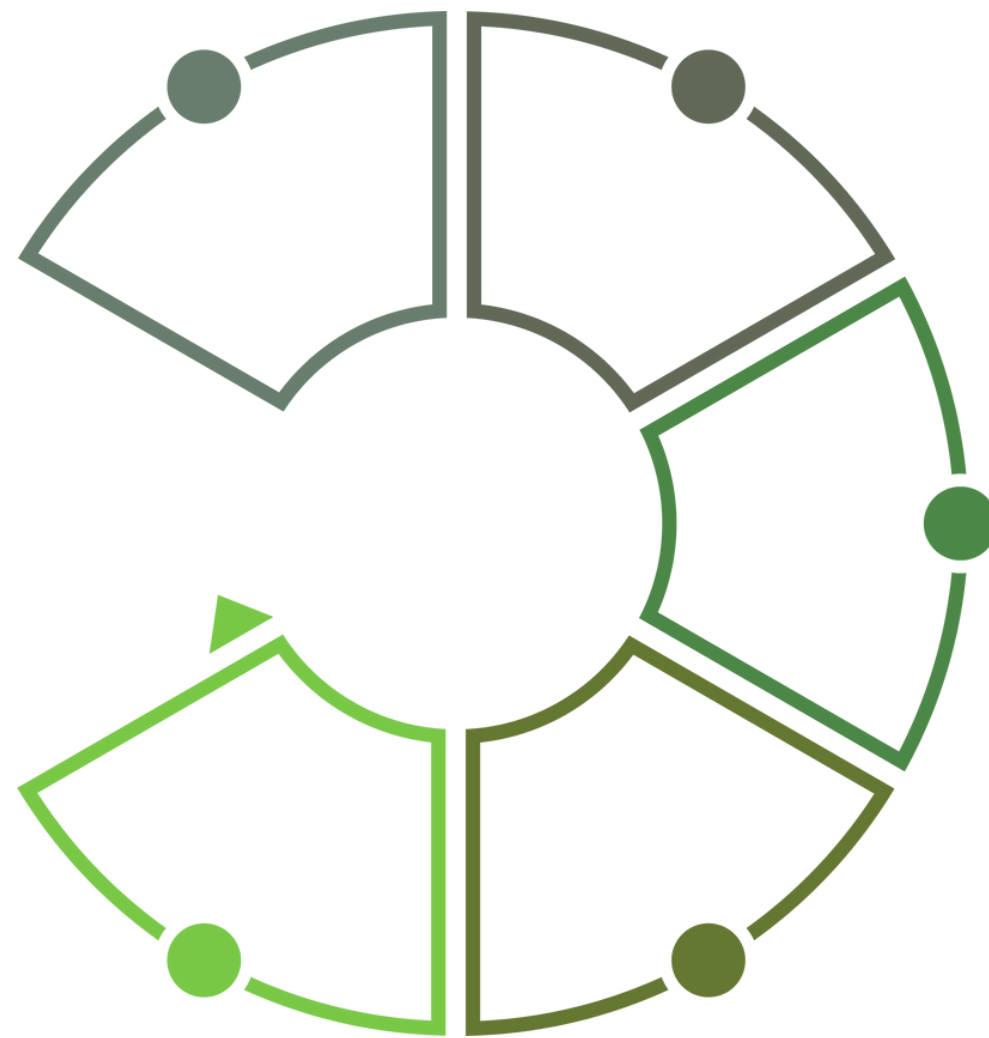
- Recruiters scan CVs in 6–8 seconds (eye-tracking research, 2024)
- Corporate job postings average 250+ applications (Jobscan 2025)
- 70–85% of jobs are filled via networking/referrals (Novoresume 2025; Zippia 2023)



First impressions = CV + LinkedIn + Interview.

What Employers Want

Top 5 Priorities in Energy Transition:



1. Communication & teamwork
 - reports, collaboration
2. Problem-solving & critical thinking
 - structured approach
3. Digital literacy
 - Excel, Power BI, coding basics, AI
4. Integrity & HSE awareness
 - safety and ethics
5. Adaptability
 - learning in transition

CV = Your Marketing Flyer

1-page CV Structure:

- Contact info + LinkedIn URL
- Profile/Summary (3–4 lines, career headline)
- Education (achievements, projects)
- Experience (internships, NYSC, volunteering, projects)
- Skills (digital, technical, soft)
- Certifications (HSE, LinkedIn courses)

Tip: Tailor CV for each JD (keywords)



Common CV Mistakes



Avoid:

- Typos & grammar errors
- 4–5 page CVs (too long)
- Same CV for all roles (no tailoring)
- Irrelevant info (primary school awards, random hobbies)



Action Verbs & Numbers

How to Strengthen CV Points:

- Use action verbs: led, built, created, improved, achieved.
- Add numbers: %, ₦, time saved, team size.

Examples:

- Weak: 'Worked on project.' → Strong: 'Led 4-person team; built solar dryer; drying time ↓ 40%.'
- Weak: 'Responsible for sales.' → Strong: 'Generated ₦2.5M in 3 months via campus demos.'



Action Verbs & Numbers



Examples:

- *Improved sample accuracy and repeatability, reducing lab rejections and retests by 35% by promoting compliance with contractual and regulatory specifications, supporting successful third-party audits*
- *Delivered 3x higher engagement rates compared to standard geo-targeting and lifted in-store visits by over 30% for an automotive brand during peak campaign windows using Blis to target users based on proximity to competitor stores, malls, and high footfall areas*
- *Increased contextual relevance, leading to a 22% uplift in store footfall and a 3.5x ROAS on DOOH spend by executing a dynamic DOOH campaign triggered by real-time weather conditions, serving timely creatives in relevant locations*
- *Improved master data quality from 76% to 98% by creating and implementing a live data quality tracking report, analyzing missing data, and collaborating with the manufacturing team to update and verify crucial information*


LinkedIn = Your Online Shop Window

Profile Must-Haves:

- Photo: clear, friendly, professional
- Headline: Graduate | Aspiring Role | Skills/Tools
- About: Who I am → What I've done → What I want
- Featured: add 1–3 project items (links, PDFs)
- Experience/Education: highlight projects with quantified results
- Skills: add and pin Top 3
- Recommendations: request 2–3





LinkedIn = Your Online Shop Window

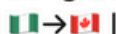


Grow Connect Convert


Let's create a marketing strategy that delivers results for your business

hello@tweakcentric.ca

Gbenga Awomodu, CM, PMP®  


Strategic Marketing Consultant | I Help Brands Tell Better Stories & Drive Results |  | TweakCentric Solutions

London, Ontario, Canada · [Contact info](#)



[Book a Free Consultation](#) 

20,142 followers · 500+ connections


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 BrainStation

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OLUSEYI KOFOWOROLA · 1st

Cloud Engineer | Solutions Architect | AI/MLOps | Cloud Security & Governance

I am pleased to recommend Gbenga Awomodu, a highly skilled Marketing Communications Advisor, Content Strategist, and Project Manager. Gbenga's exceptional work ethic, innovative thinking, and unmatched attention to detail set him apart. He consistently delivers impactful results through strategic planning, precise execution, and effective collaboration with stakeholders. His expertise in managing complex projects and crafting compelling content makes him an invaluable asset to any organization. I wholeheartedly endorse Gbenga for his professionalism and unwavering commitment to excellence.





Adesuwa Olamiju MSc, PMP · 1st

Managing Partner@Redgrey | Project Management | Process improvement | Personal Finance Enthusiast | My goal is to build sustainable enterprises through robust systems and empowered teams



I met Gbenga in my University days and even though he has grown in many ways, his core values are still intact. Gbenga is excellence-oriented, delightful, brilliant and very passionate. I also consider him a good team player. I don't think there is anything he cannot do when he sets his mind to it. I highly recommend him.

[Show all 22 received →](#)

LinkedIn = Your Online Shop Window



Tanmoy Saha ✓ (He/Him) · 2nd
Director, Technical Recruiting @ Peloton | HR, Talent Acquisition
Chappaqua, New York, United States · [Contact info](#)
8,669 followers · 500+ connections

 Peloton Interactive
 Vanderbilt University

About



I was born in Bangladesh, grew up in New York City and went to school in Nashville, TN (Vanderbilt). I am super Desi when it comes to Cricket and Bollywood. I love to read and travel. I circumnavigated the world to more than 45 countries. I volunteer regularly and am passionate about social good and technology.

Currently, I am working to grow Peloton and disrupt the fitness industry. My job is to find and hire the current and future bad-asses in the technology industry.



I love my job! I hang out with a lot of tech nerds. I am a tech and political geek myself. I tried to pick up programming (Python) but not sure if I can do that for my career. I regularly attend tech meetups and I know a lot of powerful people in the tech industry.

I do not like pushy people. If you are nice, I will go out of my way to help you. I like to treat people with respect. I enjoy helping people and I love to learn about new technologies... Story of my life :)

Countries I traveled:
Argentina, Bahamas, Bangladesh, Brazil, Belgium, China, Cuba, Colombia, Egypt, England, France, Germany, Guatemala, Hong Kong, India, Ireland, Italy, Indonesia, Japan, Mauritius, Morocco, Namibia, Scotland, St. Lucia, South Africa, Spain, Switzerland, Thailand, The Netherlands, Turkey, UAE, Uganda, Viet Nam, Zambia and Zimbabwe :)





Magdalena Wozniczka-Mleczo ✓ · 3rd
Hiring Top Talent to join Cisco :)
Cracow Metropolitan Area · [Contact info](#)
500+ connections


 Cisco
 Cracow University of Economics

About

Human beings are outnumbered by Internet devices. To manage it all we need a new era of networking technology, the Network. Intuitive. And I love the fact that Cisco produces software and solutions that have an impact on everyone's lives. It's our chance to contribute to Cisco's success in introducing cutting edge technology to the market. I can do it by hiring top talent into Cisco Customer Experience (CX) in EMEAR.

I specialise in IT recruitment for global companies. I have experience in the whole recruitment cycle, talent acquisition, client management, career development and assessment centres. With my ability to build strong relationships, great communication skills, passion for candidate care and years of experience in sourcing, I succeed in attracting and hiring great talent.



Damilare Odueso · 2nd
Founder | Digital Business Strategist | Growth Expert | Solutions Architect | Digital Transformation Expert | ECOWAS Youth Ambassador
Nigeria · [Contact info](#)
[Bank & Fintech Partnership](#) 
4,728 followers · 500+ connections

About


Growing up, I would dismantle every toy/game/gadget at sight in an attempt to understand how and why they work the way they do and rebuild to full functionality. Just like everything in life, I succeeded at some and lost others. My broken toys were not enough to stop me, rather, I approached my next "experiment" with lessons from the failed ones to ensure success. I would attribute my greatest wins to my extremely inquisitive nature which enables me to understand what exists and opportunities to reinvent and recreate.

Starting my career in Human Resources seemed like a mismatch at first given my B.Sc. in Computer Science. However, I immediately recognised the opportunity it presented, to understand the most important asset of any organisation; the people. I was privileged to harness diverse views and opinions to create solutions that foster productivity.



I landed on a gold mine when I attended my first Design Thinking workshop and saw the need to combine my knowledge of people and systems with my desire for problem-solving. I enjoy applying human-centered design and design thinking principles to create innovative solutions and business models geared towards growth.

You will find me observing how people meet their daily needs, obsessing over changing consumer sentiments, and analysing disruptive business models in a bid to create ventures with a positive impact on people, organisations, and society at large.

LinkedIn = Your Online Shop Window



Gary Pope · 2nd
Co-Founder, Kids Industries and The League
London, England, United Kingdom · [Contact info](#)
5,763 followers · 500+ connections



About

I used to be a school teacher. I loved it but back then the pay made taking the bus to work prohibitive. So I became a learning experience designer for a change management consultancy. We won Disney as a client and I realised the family market was where my heart lay. Kids Industries was born.

We're a brilliant team of researchers, strategists, creatives and developers that deliver projects for businesses that wish to connect with the family market and we do it globally; from our offices in London and Cape Town.

We do three things: Insight, Strategy and Creative.


We deliver qualitative and quantitative research to develop concise, insight-led strategy and then hand over to our activation team implement. We are the only full-service marketing firm in the world that only works within the family market. And over the last 20 years we've become the globally recognised experts.

We create new products and services - both digital and physical, apps, websites, integrated communications campaigns, training programmes, consumer immersion and just about anything that a client might need to connect with the family market.


We've built TV Channels, Digital Platforms, re-branded iconic brands, designed the inside of cruise ships, and built family-focused hotels. We've developed new cereal brands, made cartoons and found out just about anything you'd like to know about children and their families right around the world.

We're proud to call GSK, Disney, Mattel, WWF, Save The Children, DHX, TUI, Pepsico, Kellogg, Manchester City FC, The English Cricket Board, Amazon, ICC as some of our clients.


Specialties: Digital, Children and the Family. Creative Thinking. Marketing Strategy and Implementation. Training. New Product Development.



Velocity Global
Compliantly hire, pay, and manage talent in 185+ countries



Fernando Parada (He/Him) · 2nd
Technical Sourcing & Recruiting Professional
Tucson, Arizona, United States · [Contact info](#)
8,766 followers · 500+ connections




About


At the end of the day, my job involves people. We're complicated, we're always changing, we have millions of things going on in our lives, and changing jobs is ALWAYS a big decision. Lately, I've been working to grow Datadog with some really great people, and I want to make sure it's right for you too.

That, to me, means transparency, it means being an advocate for you to get what you want, and it means creating a real partnership.



There's a real person behind this profile, too! In my free time you might find me: bouldering, hiking, eating hot pot, playing guitar & ukelele, listening to audio books and podcasts about history, political science, and economics, scrolling through Reddit, or playing video or tabletop games with friends!

```
1 message = ("I am a Python newb  
2 trying to learn the basics")  
3 print(message)
```

 **Top skills**
Sourcing · Technical Recruiting · Greenhouse Software · Lever Recruiting Software · LinkedIn Recruiter



Ee-Leen Chong (L.I.O.N) · 3rd
Learning & Development | Career Coaching | Executive Coaching | Talent Assessment & Development | LION | Open Networker
Singapore, Singapore · [Contact info](#)
500+ connections

 IBFSG - The Institute of Banking & Finance Singapore
 National University of Singapore

About

L.I.O.N. | No IDK | LinkedIn Open Networker | LBFalumni | SkyHighTower

Adventure, and being part of a big vision - is what gets me up in the morning to get to work. I enjoy trying out new ideas and experiences and bring that part of me into what I create as a career coach and trainer.

Helping others become better leaders, make successful transitions and create their dream careers through my coaching / workshops is my way of changing the world - one person at a time. Making that difference to someone else is what makes my day.

I also design and deliver experiential learning programs in talent and leadership development, career management and organisational development for MNC, government and non-profit clients.

I thrive on ambiguity and variety, and when I'm not standing before a crowd imparting skills, I enjoy coaching people to that 'aha' moment in their lives and organizing career events for a social enterprise.


KEY AREAS:


- DiSC ®
- Hogan Certified
- Hogan 360
- HBDI® Assessment
- Motivators Assessment™
- SDI (Strength Deployment Inventory®)
- Social Styles® (Bolton & Bolton)
- Career Coaching
- Career Development
- Career Management
- Career Transition
- Career E-Branding
- Executive Coaching
- Learning Design
- Leadership Selection, Assessment & Development
- Talent Assessment & Development
- Organisational Development
- Outplacement
- Training & Development
- Workshop Facilitation / Training Delivery


Cultures/Regions/Geographies I've Worked With
APAC / Europe / Global
- Australia, China, France, Germany, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, Thailand, Vietnam, UK, USA

Connect with Me

#leenloveslife | #LBFalumni | #SkyHighTower | L.I.O.N. | LinkedIn Open Networker | No IDK | No Spam

 **Top skills**
Workshop Facilitation · Coaching · Leadership Development · Resume Writing

Profile language 
English

Public profile & URL 
www.linkedin.com/in/olugbenga-awomodu

LinkedIn = Your Online Shop Window

Visibility & Job Signals:

- Custom URL: linkedin.com/in/firstname-lastname
- Open To: recruiters only (avoid green banner)
- Creator Mode: optional, add hashtags (#energy, #Excel, #HSE)

Engagement:

- Weekly: comment insightfully on 3–5 posts
- Monthly: post 1 reflection (project, webinar takeaway)
- Alumni: connect with 5 peers/professionals monthly



Fact: Sharing certificates on LinkedIn ↑ job attainment by ~6%.

Preparing for Interviews

Interview Prep Checklist:

- Research company (values, projects, recent news)
- Practice STAR answers (Situation → Task → Action → Result)
- Prepare 2–3 examples: teamwork, leadership, adaptability
- Dress neatly, arrive early, listen carefully
- Ask 1–2 smart questions: 'What skills do successful trainees develop in year 1?'

STAR Mini-Guide:

Situation → Task → Action → Result
(keep to 60–90s/story).



CAR Model in Action



CONTEXT

The client couldn't determine if optimizing for the website alone would drive more conversions or optimizing for the website + offline channels.



ACTION

Developed a two-cell test on Meta to test for incrementality for a Father's Day campaign, with each test having distinct optimizations to check which of them drives the most conversions.



RESULT

Drove over \$1 Million in incremental sales within one month, over 10,500 incremental sales, and 4x ROAS

- Drove over \$1 Million (10,500 volume) in incremental sales and 4x ROAS for a Father's Day campaign within a month by implementing a two-cell test on Meta to inform efficient media spend

There had been a relatively high level of inefficiency in the deployment of POS machines across the country

1. Introduced a viability exercise prior to deployment of devices
2. Shared report with business heads showing the performance of newly deployed terminals under their respective coverage areas
3. Aligned with the business heads and their managers to drive next steps

Increased POS efficiency ratio from 56% to 93% within two years

- Increased POS efficiency ratio from 56% to 93% within two years by implementing a pre-deployment viability audit and aligning with business heads to ensure optimal distribution of POS machines to only qualified outlets

Common Interview Mistakes



Avoid:

- Over-rehearsed/robotic answers
- Negativity about schools/companies
- Not asking questions



Do Instead:

- Be specific, positive, curious
- Show adaptability through mini-stories



Career-Readiness Toolkit



3 Pillars of Readiness:

CV = marketing flyer
(clear, tailored,
achievement-based)

LinkedIn = shop
window (visible,
engaged, credible)

Interview = audition
(story-driven,
confident)

Action Steps This Week:

- Update CV
- Share webinar reflection on LinkedIn
- Record 2-min 'Tell me about yourself' video

Inspiration for the Future

“Every opportunity you pursue—internship, volunteering, or even this webinar—adds a line to your story. Be intentional, and step forward as if you already belong in the professional world.”



Gbenga Awomodu, CM, PMP®
Strategic Marketing Consultant | I
Help Brands Tell Better Stories & Driv...



Thank You!

Olugbenga Awomodu

Email: gbenga@tweakmycontent.com

LinkedIn: [olugbenga awomodu](#)