

From Good to Excellent: Optimizing Your CV for Grant Applications

In cooperation with the Research Support

Objective

This workshop provides theoretical insights and practical skills to craft impactful academic CVs tailored to diverse reviewer audiences and contexts. By attending this workshop, you will:

- become familiar with key principles from communication science that help you use your CV as a strategic tool tailored to specific audiences,
- strengthen your practical skills in crafting persuasive and impactful CVs,
- actively adapt and refine your CV supported by feedback from peers.

Description

What communication principles make a CV persuasive to reviewers?

Strategically used, CVs powerfully demonstrate excellence and highlight qualities that influence grant decisions. Even with restrictive templates, applicants often underestimate how much they can curate to showcase their experience, activities, and skills. To boost their chances in a competitive funding landscape, applicants should actively optimize their CVs using targeted strategies.

- Revisiting concepts from strategic communication that are essential for crafting a superb CV
- Editing CVs to improve readability and support how readers process information cognitively
- Structuring and highlighting information to pursue a targeted communication strategy
- Curating and growing a modular “master CV” that can be swiftly adapted to a variety of different audiences and communication situations
- Tackling style and formatting issues that are essential for creating a CV that exploits the effectiveness of design elements
- Working with CV templates provided by grant providers

Methodology

Expert input, plenary discussions and exchange in a virtual collaboration space, individual work in virtual teams

Conditions

Workshop participants must bring an extended academic CV that they are willing to share and modify during the workshop. This CV should contain extensive information about applicants' academic and professional experiences and mobility (research / teaching / service) as well as competencies, awards, etc.

If applicable, participants may also bring information about specific calls for third-party funded grants that they intend to apply for in the near future.

Trainer



Bettina Maria Heiss, Ph.D.
Research Support, Goethe University, Frankfurt

- Serves as the Liaison Officer for National Research Funding and Early Career Researchers at Goethe University's Research Support
- Began her career as a grant-writing consultant at Heidelberg Research Service in 2013 after working as a postdoctoral researcher at Heidelberg University's Max-Weber-Institute of Sociology
- Received her Ph.D. in Organizational Communication from the Annenberg School for Communication and Journalism at the University of Southern California, Los Angeles, in 2010
- Worked as an experiential learning facilitator at USC's Marshall School of Business from 2004 to 2008



Research
Service Center

Organizational Information

Language / Format	English / Online
Target group	Advanced Doctoral Candidates and Postdocs (R2/R3) from all faculties
Date	Wednesday, 3 February 2027, 10:00 – 17:00
Registration	For registration click here