



# THE APPLICATION

**ALWAYS TARGET THE APPLICATION** to the company and job you are applying for. Standard applications will be discarded right away!

- Only elaborate on what is relevant.
- Carefully read the job ad and consider how you want to solve the tasks.
- Research! The company, the business, etc.
- Focus on the recipient - not yourself.

**THE APPLICATION FOCUSES ON THE FUTURE:**

Explain how you want to apply your experiences and competencies in the company and the tasks.

**LAYOUT:**

- Max 1 page.
- Consider matching the layout in the cv.
- Must be easy to skim.
- Use space, headlines and short paragraphs.

**CULTURAL AND LANGUAGE SKILLS:**

Not being Danish should be used as an asset. Make sure to point out the cultural and social competences and your language skills as well as your international mindset.

**TONE OF VOICE:**

- Your tone must reflect who you are and also fit the recipient.
- Write reader friendly, short and directly.
- Be sure to use words you are sure the reader also knows
- Avoid clichés and formal phrases - they create distance.

**FOCUS ON YOUR STRENGTHS:** Exemplify your competencies and how you are suited to solve the tasks. Even though you don't meet the full list of wishes from the the company you might still be a good candidate.

**CONTACT INFO**

Write a catchy **TITLE**

**MOTIVATION:** A short and precise presentation of your motivation for this job, these tasks, and this particular company. Show that you have researched them. Focus on how you can add value to them so that they feel that you are specifically targeting them.

**HEADLINES:** By using headlines you can avoid making the application too text-heavy.

**MATCH THEIR WISHES:** This is the most important part! Focus on matching your competencies with the demands from the job ad. Don't comment on the demands you cannot fulfill. Describe your competencies in a way that the reader understands. Use examples. Don't write e.g. "I have a theoretical knowledge of branding" - INSTEAD write: "I have used my knowledge of branding in a project working with LEGO on international branding of new game boards".

**FOCUS ON THEM:** Focus on what you have to offer to the company - not what they can offer to you.

**PERSONAL COMPETENCIES:** Give the reader an insight of who you are as a person. Use examples. Danish companies also want to hire you for your personal competencies.

**ENDING:** Leave the reader with the feeling that you really want this job, and that you want to elaborate at an interview.

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**Engineer in intelligent reliable systems with passion for water and electrical systems**

Hearing about the great work you do at MacArtney (among others from Peter Hansen, who works as a ROTV technician in the Workshop), and also having worked on my bachelor's thesis in your indoor testing pool, I got to know MacArtney and the projects you are working on.

I am really impressed with your activity and accomplishments, and I believe my international mindset and competences can add value to the team. Designing, testing and implementing electronics equipment are some of the responsibilities I can conduct with success.

**Educated in electronics design, automation, and software development**  
Your needs and my education are a great match!  
When it comes to control, design, and automation products, my university programme focuses on intelligent control systems for robotics and industry while including reliability engineering. It goes deep into different control methods, but perhaps most relevant to MacArtney is my knowledge about electronics design, advanced control engineering, fault detection and reliability engineering which I put into practice in e.g. my master's thesis. More generally, my studies have also included automation, general and underwater robotics, and programming, giving me a good basis for project design and execution, which will be useful in this job.  
Focus on design, modelling, and control of underwater vehicles have been part of both my bachelor's and master's, and since the projects were programmed in C#, C, C++ and Python, you will also get an experienced programmer. In my research assistant job, I used my communication and precision skills to make sure everything was processed accurately and correct, when I published a paper on underwater robotics and design of a new controller for the VideoRay Pro 4 based on my bachelor's thesis.

**Experienced project leader and programming nerd**  
You will get a pragmatic project manager. I have proactively taken responsibility and managed projects and hectic deadlines both in my studies and in my work as Project Coordinator in R&D LifeCraft Electronics at Viking Life-Saving Equipment. Balancing both my studies, student jobs and volunteer jobs, I am used to working in a fast pace. I am experienced with the maritime standards and building hardware/software for that challenging environment. At Viking, I independently worked on finding the best solutions, at times with external suppliers. Some of my responsibilities involved ensuring that technical requirements were fully met, and I also worked on testing both in-house and in offshore sea trials.  
Further programming experience comes from working for Samey automation centre in Iceland, with programming PLC, HMI and Fanuc robots for many different industrial applications. Bringing the above together, you will get an experienced engineer with fresh theoretical and practical skills to help develop and deliver the best technical solutions at MacArtney.

**Efficient and reliable**  
In terms of personality and working style, I ultimately make sure that what needs to get done, is done. I am driven, independent and analytical in my work as well as an adaptable team player, and with my international background, I will easily fit in to your international culture.  
I'm the kind of guy who always helps and act as technical support if needed. As a service-minded and customer-centric person, I always made sure that everything ran smoothly in my job at Old Irish Pub, while I, colleagues, and customers had a nice time. I value having a friendly and humorous relationship with my colleagues.

You will get an employee who finds the tasks interesting and challenging, and who contributes to a fun and dynamic environment.

I would be very happy to discuss this further and I look forward to hearing from you.

Sincerely,  
Vilmar Haraldsson

**STRUCTURE:** This application is based on the "you - we - I" structure:

**YOU** Is about them. Show that you understand the company and the tasks.

**WE** Is about the two of you together. What could happen if they hired you?

**I** Is about you and your personality in relation to the job. Should be brief.