



HOW TO Create a killer CV

YOU'VE GOT 7 SECONDS TO MAKE AN
IMPRESSION. MAKE IT COUNT.



DOs and DON'Ts

The format of your CV is high on the list of what to get right. A messy, badly laid out CV can put a recruiter or hiring manager off from the start. Remember, like it or not, **your CV will be judged within 7 seconds**, so really ensure your information is clean, clear, concise and well laid out. Get it right and you'll be on track to land that interview and be on your way to being hired for your next role!

TOP TIPS

Keep it clean A good CV is well laid out with plenty of white space and careful use of headings and bullet points. Let the CV breathe!

Keep it clear Use a minimum font size of 11 points. Too small and it will be hard to read and put recruiters off. Choose a clean and simple, standard font. Arial, Helvetica or Avenir are great modern fonts, while Times New Roman, Cambria or Georgia have a more classic feel. Set font sizes and styles and don't veer. Keep it simple, using bold for headlines and standard style bullet points. Don't overuse formatting. Decide if you are writing in the first or third person – and keep it consistent throughout.

Be concise Keep language and copy tight. This is not your life story. Make it punchy and to the point, no waffling. Try to keep it to 2 pages and don't fall into the trap of simply adding roles onto an existing CV. It's better to start again from scratch considering what you want to say about your past that helps create the best picture of where you are today.

Be specific This is one of the most important things to do when applying for roles. Each time you apply for a role, your CV should be tailored accordingly using keywords. Make sure your responsibilities and achievements align to the job you are applying for. This can be time consuming but is the most worthwhile time spent.

Make every word count Most recent roles can have more details, then summarise the early jobs. If you are a career returner or have jobs that you did in the past that are more relevant for the job you are applying to, you might want to consider a functional CV

Be personal Unless it's a direct apply CV, always include a cover email or cover note. This is your chance to stand out, get your relevant skills and experience across, and your motivations for applying for this role, and share why you are a good fit (you can't get this across in a CV). As well as show your personality. This can make or break an application.

DEFINITE DON'Ts

DON'T send a pdf as Applicant Tracking Systems can't read them.

DON'T use a photo, unless it's relevant to the role.

DON'T include your postal address or DOB.

DON'T art design your CV unless you applying for a creative role

DON'T apply to anything and everything. Invest in time applying to the roles that really count.



Find out more about ATS and why it's important to understand them in our [BLOG](#)

YOUR CV TEMPLATE

Katy Fridman [Insert name, not CV]

Email: email@email.com

LinkedIn address:

Tel: 01353 723 902 Mob: 01234 567 891

Personal Profile

This is a snapshot of who you are, your experience and skills and what you are looking for in your next role. Hone this every time and make it specific to the role and the company that you are applying for. This will help the person reviewing the CV get a sense of who you are and what you are all about. Use the job description, job advert and company website to help you to match their tone and style to give them what they're looking for.

Key skills

This is where you share any specific skills or expertise at a glance. This can include soft skills, technical skills and expertise and can also be a great place to get your keywords in. Fill this with any key skills related to your work.

Employment history

From MM/YY – To MM/YY Company Name, Location (not address) Job Title

Write a short (one line) explanation here as to what the company does. It is not always clear from the name of a company what they do!

Key Responsibilities:

Enter the key areas you were responsible in a clear, concise list of bullet points – take notice of the order you write in – most relevant first for the job you are applying to. Make sure you always tailor this to reflect the job that you are applying for and be selective about what you include.

Achievements:

·Include metrics & results to show how you added value and had an impact in this role. e.g. increased revenue by X, Grew Instagram following by X%, from X no. of followers to X.

You can combine Responsibilities and Achievements if you choose, as long as both are included. Repeat this to cover all your employment, giving more content to the most recent roles or the ones that you have most relevant experience for. You can summarise the further back you go. If your early roles are not relevant then just list them in bullet format

Had a career break? Insert it in the relevant place chronologically with 'Planned Career Break' You can include any relevant stuff you did during this time that you think would support you in a job application but make it relevant. Plus, any projects or training that you did during this time.

Education, Training & Professional Development

Working on the same basis as you did for your Employment History, enter information as follows (most recent, working backwards):

University/College Name, Location (not address)

Name of Degree / Course/ Placement

Grade / Result

Use bullet points again, to outline any specific achievements. You could break your studies down into modules/projects/dissertation subjects. Include any other areas of responsibility you took on whilst in Education – Student Ambassador, Fundraising projects, Committee involvement, etc.

Repeat this format to cover all areas of education

Additional Information

·Use this section to document anything that has not already been mentioned

·– Are you proficient in a particular software system?

·– Can you speak any foreign languages?

·– Do you hold a professional membership status?

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If you have an interest outside work that is a passion hobby or you feel is relevant to your career, then include it here. If it is not relevant – leave it out.

References

References are available on request. This is all you need to write.

Do not provide information on your Referees until you are asked to do so.

Note: If you've taken a long career break / pivoted in your career, or have had patchy recent employment, for example if after having children you've been doing less senior roles etc, then you should use a functional or skills based CV.