



TOP TIPS FOR A STANDOUT CV



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Personal Information – Name, Address, etc

It's important to include the essentials like your name and phone number but you also don't want to overshare.

Do:

- Keep it short – just your name at the top of the page
- Include your address (or just the town if you don't want to give your full address) and contact details, preferably a mobile number and email address
- Add other useful information such as your notice period and if you drive / have your own transport

Don't:

- Include a photo of yourself or your date of birth – both can leave you open to discrimination
- Take off other personal details such as your National Insurance number passport number, marital status– you could be opening yourself up for identity theft and it's not necessary to include these

Example:

Wendy Bee
Aldershot, Hants
07123 456789
Wendy.bee@gmail.com
Notice period: 4 weeks
Full driving licence and own car

Profile
A 2012 graduate with commercial experience gained in customer focused roles both in retail and



Profile

It's a good idea to include a short profile at the start of your CV. This gives employers and recruiters an insight into what you're looking to achieve from your career.

Do:

- Include a summary about you – what are the key skills you've gained from your career
- Add a short sentence about what you're looking for from your career
- Keep it short and concise

Don't:

- Talk about anything too personal – this is about you and your career
- Write a big a block of text – employers/recruiters won't read it and you'll put them off
- Use too many acronyms that are specific to your industry – it can just confuse people

Example:

Profile

A 2012 graduate with commercial experience gained in customer focused roles both in retail and office environments. Now looking for a challenging and a varied role that will develop my natural relationship building skills along with my passion for technology.

Key Skills

Keyskills

Key skills are a great way to give the reader of your CV a flavour of your skills, experience, and personality.

Do:

- Include bullet points for a clearer layout
- Remember to list soft skills such as rapport building, active listening, team player, etc
- Also think about IT packages used or training taken but remember to keep it concise

Don't:

- Go on for too long – the last thing a recruiter or employer wants is a long list of skills that takes up an entire page! Keep to 8 – 10 key skills
- List EVERY single computer package you've used, summarise where possible

Example:

Key Skills

- Relationship building
- Team player
- Achieving targets
- Strong communication skills
- IT proficient in all MS Office packages as well as Adobe Photoshop & Illustrator and Sage
- Super user of Salesforce CRM
- CIPD Level 5
- First Aid at Work certificate valid until 2019

Work History

Work History

This is one of the most important features of your CV and what most employers / recruiters will look at in detail.

Do:

- Write your work experience in chronological order - start with your most recent job first
- Include job title, company name and dates you were employed
- Cover any gaps in employment with an explanation i.e. travelling, career break, unemployed and job seeking, etc
- If you're more experienced, just include the last 10 years of your career, adding a summary of your previous career i.e. company and job titles
- Keep the layout straightforward – an idea would be to include a short summary about the company, followed by responsibilities (using bullet points is a good idea) and list any achievements

Don't:

- Just copy the job spec you were given at interview – write out your responsibilities from your own perspective
- Give so much detail your CV ends up being 7 pages long (or longer!) – 2 or 3 pages should be sufficient; you want to keep the reader interested
- Include your reasons for leaving if they can't be explained in a sentence or less. If you've left a role for a complicated reason, it's better to discuss it in person / over the phone

Example:

Work History

July 2012 – present

Beehive Consultancy

Customer Service Advisor

Beehive Consultancy is a small business that offer search and consultancy services to other businesses.

- Answering calls and speaking to customers, informing them of our services
- Producing quotations, raising purchase orders and sending invoices
- Regularly providing updates to customers on new services
- Updating the CRM with customer details
- Producing reports using MS Excel at the request of the customer service manager
- Any other general administration required to support the wider team

Achievements:

- Awarded employee of the month in July 2014 due to outstanding customer service given to a loyal customer.
- Pitched idea for a new process to speed up raising purchase orders, which was then implemented and has improved productivity of overall team.

April 2010 – July 2012

Bee Technology

Customer Service Executive

Bee Technology develop specialised CRM and payroll software for the recruitment industry.

Education & Qualifications

It's important to acknowledge education and qualifications, they go hand in hand with a solid work history.

Do:

- Include school/college/university name and qualification taken
- List in chronological order starting with the most recent
- Remember to include any training courses or job relevant qualifications you have undertaken

Don't:

- List all your GCSE's by subject and grade – it's fine to just say "I achieved at grade's A* - C including Maths, English, Science and IT" or something to that effect
- Include every single module you took whilst studying for your degree UNLESS it's relevant to the role you're applying for
- Add addresses for schools/institutions. If it's necessary for referencing purposes, you'll be asked for this information – it just takes up space on your CV that could be best used for something else!

Example:

Education & Qualifications

2017 St Johns Ambulance

First Aid at Work Certificate valid until 2019

2016 Farnborough College of Technology

CIPD Level 5

2012 University of Southampton

BA (Hons) in Business Management – achieved 2:1

2009 Farnborough 6th Form

3 A Levels – English, Business Studies and Law

2007 Wavell School, Farnborough

11 GCSE's achieved at grades A* - C including: English, Science, Business Studies and IT.



Interests

This is your chance to show your future employer your personality and what interests you.

Do:

- Include your hobbies, interests and volunteer/charity work – this is your chance to give an employer an overview of what you're like as a person and what you get up to outside of work
- Give it some personality. Unlike the rest of your CV, here you can be slightly more informal
- Keep it appropriate, there are some things that should be kept private and as such shouldn't be included on your CV

Don't:

- Make your interests longer than anything else on your CV – keep it short and sweet!
- Include anything that's inappropriate or offensive. Remember it's prospective employers who will be seeing it

Example:

Interests & Hobbies

I enjoy salsa dancing and participating in amateur dramatics. I like to snowboard and adore travelling and I'm looking forward to seeing more of the world. I compete in marathons and recently climbed Mount Snowdon. I love cooking and like to try new recipes out on my friends and family.

A couple of final tips:

- Remember to spell check your CV!
- Ensure it flows well and is easy to read
- Choose a suitable font like Verdana or Calibri – no italics or fonts that make it difficult to read
- If you can, avoid using pictures/graphics or tables. It's much clearer to have all the information flow and if your CV goes across more than 2 pages – don't panic, it's ok if the information is relevant.
- Be mindful of your audience. When you're writing your CV, who is going to be reading it?

We hope you found this booklet helpful. Please do get in touch for any career advice and guidance, we'd be happy to help you.



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