



DESIGNING YOUR CV

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Creating a CV is a big task. Your CV is essentially your personal marketing document, helping you to tell prospective employers what you have to offer and how you can add value to their business. So you should plan on giving plenty of time to it. Think of it as your business case or business pitch.

Does it tell people that you are any good at your job?

Does it help you stand out from your competition?

Does it describe your unique selling points?

01 CV LENGTH

Firstly lets talk about CV length. No recruiter has the time to read through page upon page of your career history. They are likely only going to take a couple of seconds on your CV before deciding to move on to the next one or read yours further. The generally accepted length is 2 pages, possibly pushing to 3 for someone working in Tech as a freelancer on lots of different contracts

Should you include your entire career history?

It is important to show the last 10 years, however for you early career, particularly if still relevant, you could consider including one line per role with the company and job title. Alternatively you could describe what you did in a short paragraph.

And don't try to cheat by making the font size super small. So no lower than 10 or 10.5..

02 LAYOUT OF YOUR CV

With regard the layout of your CV , you should use a neat, simple format with lots of white space. 80% of jobs are built within an Applicant Tracking System (ATS) and it is the ATS that determines if you get through, by doing the first screen of all candidates. Most ATS are not advanced enough to handle sophisticated formatting, so avoid using tables or text boxes or any other type of design or logos. Ensure you don't put any key info in the header or footer. And avoid using photos as some ATS will reject straight off the bat. So the simpler the format the better.

03 PERSONAL DETAILS

Personal Details include your name, your phone number, address and email. Ensure your email is professional with no funny nicknames. Also you don't need to have your full address, just city or where you want to work. Note that a lot of recruiters use city to search. Also include a hyperlink to your LinkedIn profile and include information on any work visas. These are the only personal details you need to include.



04 EXECUTIVE SUMMARY/PERSONAL STATEMENT

In this section you will create your business case or elevator pitch. Put yourself in the mind of your potential future employer.

- Why are they hiring you?
- What are the deliverables?

Then think about your strengths, your expertise and your differentiators.

- What do I have that others don't have?
- What's my brand?
- What's my unique selling point?

This section should be a concise, memorable synopsis of you, enticing the recruiter to read on. You should also include your job title. This is a super-efficient way of linking you to the role in the mind of the recruiter. Here is an example of the first line of an Executive Summary: Revenue-generating investment banker with 18 years' experience at JP Morgan, Dubai, extensive expertise in project finance and an exceptional network of senior contacts across the MENA region. If you are returning to work following a career break, you don't need to apologize for it. Simply include it in the last line in your Executive Summary. Example: Following a planned career break I am now seeking to return to an executive marketing post in oil and gas sector.



05 KEY SKILLS

These are your specific areas of knowledge. Include what is relevant to your target role and refer to them in the body of your CV. What sort of skills is the company looking for? Ensure they are backed up with tangible evidence in your professional work experience section and don't waste space with generic, basic skills. Remember not to use a table. Use three columns of bullet points instead.

06 PROFESSIONAL WORK EXPERIENCE

This section is about providing sufficient evidence that you can do the job. Do not simply list your responsibilities. Instead bring your experience to life by telling the story of what you were hired to do and how you added value. Make sure it is solution-oriented, listing the business problems you have solved and the positive results you have achieved.

For each role you should include the following:

- Company name, job title on the left of the page and dates to the right.
- Company overview: scope and context unless it is a well-known company.
- Role overview: Focus on achievements and successes, including as many facts and figures as possible.

If returning following a career break, it's fine to simply include the dates of the Planned Career Break to explain why there is a gap in your work experience. If you wish to mention what you did, make sure it is relevant to your target role.



07 EDUCATION & PROFESSIONAL DEVELOPMENT

Hiring managers care more about your work experience as you move further in to your career. So keep it simple and just include the dates you graduated. For professional development be strategic and only mention any relevant training courses. Including a team training day you did 6 years ago probably isn't adding any value.

08 ADDITIONAL INFO

Here you can include relevant IT skills, languages you are fluent in etc. But only include skills you are good at! The Personal Interests section is the place where you can show a bit of personality. This is also a place where you can add some detail on career break activities. Show competency in areas related to your target role such as running events, positions of leadership in voluntary organisations etc. Also list any active interests like running marathons or mountain climbing which demonstrate resilience, stamina and commitment. Avoid listing passive interests like reading or movies.

Finally ensure there are no typos. Check spelling and grammar again and again and ensure consistency in font and spacing.
CONGRATULATIONS ON DESIGNING A WINNING CV!



WorkJuggle

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WorkJuggle connects highly skilled professionals with flexible work, contract or remote work.

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