

CV EXAMPLE AND GUIDE

Create a winning CV. Be chosen



Failing to land the best jobs? Don't want to miss out?

The CV example and guidance on the following pages will help you if you're established in your career, in a senior specialist or leadership role, and are in job search mode.

Applying these proven tips to your CV, will enable you to better showcase your credentials at 100%.

A winning template. Pages 2 & 3 | How we did it. Page 4 | Overcoming blockers. Pages 5 - 8

FIRSTNAME SURNAME

Current Title (Optional)

City, Country



firstnamesurname@serviceprovider.com

+(X) XXXXX XXX XXXX

URL/LinkedIn/firstname_7

PROFILE

State your profession and perhaps level of seniority, and mention particular strengths or interests. Substantiate this by stating your headline experience and any notable facts, credentials, or qualifications. A profile gives you an ideal starting point to show how well-suited you are for the opportunity you are applying for.

How long? Ideally, two or three paragraphs, at most five lines. At a maximum, five paragraphs, eight lines. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse a lectus ut sem venenatis suscipit. In consequat nibh metus, et euismod lacus

CAREER HISTORY

Employer name 1

Job titles, dates

In this Model CV, we have provided examples of how you could describe your employer companies. So here's the first one: ABC Corp is a media company with TV Channels featuring broadcast news like News Today. The company employs 400 staff, has operations in 10 countries and has revenues of \$500m.

- You need to state the nature of your job, what you do and what you're responsible for. Do so quite succinctly, probably in two to four lines.
- Achievements and accomplishments over the last 5-10 years which are relevant to the job/s for which you're applying will carry the most weight.
- You may wish to state 3-5 achievements for your most recent jobs.
- Single-line bullet points are easier read and more punchy than two-line ones.
- Be aware that use of italics and underline often result in a CV looking messy.

Employer name 2

Job titles, dates

Armstrong & Wyn Partnership is a family law firm with offices across the East Coast. The business has 45 partners and a total staff over 200. The company's motto "Fair & Strong" is championed by staff at all levels.

- A temptation is to apply small text sizes when creating a CV, so that you can fit everything in however text sizes smaller than 10 point are hard to read. And if it's hard to read, it won't get read.
- A minimalistic style is likely to showcase you best.
- When making use of bullet points, single-line text is easier to read.
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- Nullam finibus libero sed lacus bibendum, a consequat nibh eleifend.

Employer name 3

Job titles, dates

TechStar Software develops and markets software for the hospitality and fast-food industries. Their apps cover end-to-end business needs: EPOS, Marketing, ERP, Supply Chain, Workforce Management and more.

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- Sed bibendum turpis a ullamcorper fermentum.

Employer name 4

Job titles, dates

Five Star Hotels Local & Global - today the group has 150+ hotels worldwide

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Employer name 5

Job titles, dates

Fun & Good Times was an events catering company.

- The further you go back, the less the need for detailed information, particularly if you are older.

Employer name 6

Job titles, dates

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EDUCATION AND PROFESSIONAL TRAINING

- Highest level qualification – University / Institution / Governing body – Date of study
- Second highest-level qualification/s – University / Institution / Governing body – Date of study Award 1 / Certification - Institution / Governing body – Date of study
- Award 2 / Certification - Institution / Governing body – Date of study
- Award 3 / Certification - Institution / Governing body – Date of study

INTERESTS

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How we did it...



In this example the Calibri font style has been applied to all text

FIRSTNAME SURNAME ←

Current Title ←

City, Country ←

firstnamesurname@serviceprovider.com +(X) XXXX ←

PROFILE ←

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- Use of italics and underline often result in a CV looking

- 18 point/Navy colour code #203354/Capitals
- 16 point/Navy colour code #203354/Bold
- 11 point/Regular text colour/black
- Light grey, 1point
- 16 point/Navy colour code #203354/Bold/Capitals



Unfamiliar with the term point? In the context of this example, it refers to text size.

- 11 point/Regular text colour/black
- 16 point/Navy colour code #203354/Bold/Capitals
- 14 point/Navy colour code #203354/Bold
- 11 point/Regular text colour/black
- 11 point/Regular text colour/black



The Calibri font style was applied to this CV example however you may wish to use other equally minimalist, easy to read fonts such as: Open Sans, Arial, Helvetica, PT Sans...

Common blockers...



YOUR PROFILE

Is your profile precis weak and meaningless?

Most people's profiles contain vague statements that anybody could say about themselves.

They're a waste of space!

So how can you create one with a purpose that adds meaningful value?

Firstly, a basic positioning of yourself:

Someone in a hiring seat expects you to include 3-5 lines stating your core industry and occupational skills, capabilities and strengths. Keeping it short and simple with two or three lines may suit you best.

Secondly, tailoring your CV:

Especially if you're applying for a job in an area or of a type which is new to you. You could state in your profile: my target opportunity is "ABC". The ABC representing the job title/type for which you are applying and in stating that this is your target opportunity, is likely to align you just a little bit more with that different job type.

Thirdly, there's further scope to tailor your CV:

The norm is to outline your industry and occupational experience and what you could do, is rather than saying:

- I have experience in the ABC industry.

Is to state instead, state:

- I have experience, familiarity and interests in the ABC industry, and areas of DEF, EFG, HIJ, KLM and XYZ

The DEF, EFG, HIJ, KLM and XYZ being areas that align with the job type/s that you're applying for, in which you have interests to work in and to which you can genuinely bring some cross-transferable skills.

Fourthly, including other people's statements

Rather than say you're brilliant, high in energy, a good people person etc., you could instead say how other people have described you or include a sentence or two from a testimonial.

Any such comments need to align well with the priorities of your target job type.

How others describe you can be interpreted as being more convincing.

If you were to use this approach, you'd probably combine it with some basic self-positioning, i.e. stating your industry and occupational credentials.

Common blockers...



YOUR CAREER HISTORY

Job titles

Will it be clear to the reader what you do?

Often employers give people obscure titles, which, whilst having meaning in their company, may lack broader recognition and understanding. If this applies to you, consider changing your job title so that it is more broadly understood whilst not being in any way misleading.

Your employers' lines of business...

Will they be familiar with your company's line of business? If not, your profile will lack context and relevance to the reader. So include a two or three-line description of your employers' lines of business.

Responsibilities and achievements.

Include both.

- Employers really want to know what you did and, importantly, accomplished.
- The best CVs are those which include achievements with facts and figures.
- Your emphasis should be on the positive.

Where appropriate, show the scope and scale of responsibilities are commensurate with the job you're applying for.

Without facts and figures, your CV will be non-descript and more likely to get rejected.

A one page CV?

They can work OK for first or second jobbers, for people aged up to 27. However, once you're established in your career, in a professional, semi-professional or leadership role, then a one-page CV won't allow you to properly showcase your credentials and the depth of what you have to offer.

Common blockers...



LESS IS MORE...

Too much information, and none of it gets read! Is your CV heavy on the eye?

Below left an example of a CV that's heavy on the eye. It's hard to read? In contrast to the one on the right that has plenty of white space.

The CV on the right is more likely to get read, appreciated and more likely to meet with success.

FIRSTNAME SURNAME
+XX XXX XXXX XXXX XXXX@firstname.surname@abc.com | London

Profile
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Employment History

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Month XXXX - Month XXXX	Growth Company Unicorn	GMT Product Specialist EMEA
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FIRSTNAME SURNAME
Current Title (Optional)
City, Country

firstname.surname@serviceprovider.com +XX XXXXX XXX XXXX URL/LinkedIn/firstname_7

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- Nullam finibus libero sed lacus bibendum, a consequat nibh eleifend.

Once established in your career, you'll probably add your most recent job to your last CV! And it gets longer each year. So how can you cut it down?

- What you've done in the last 10 years is most important, particularly the last 5.
- Aged 40+, you can probably reduce the quantity of your earlier career history details.
- Rank your information on a scale of 1-5 based on importance. Consider cutting out the least important.
- Look for two lines long sentences, and work out if you can re-word them onto a single line.
- You can delete headlines like "Profile" in particular and "Education" and save a line, or two. It will be obvious to the reader that it's your profile, and similarly your education when you state your degree.

If you feel your age is counting against you, you can disguise your age by replacing some of your early employment details by presenting them in a different way! For example: "Prior to XXXX (year), I commenced my career as an XYZ". There are pros and cons to this.

Common blockers...



NAILING IT...

Education and training

How much information do you give, and where should you place them? It depends on context and relevance. Once established in your career, employers expect to see your educational details at the back of your CV. The older you are, the less there is a need for detailed educational information compared to younger people. If you're an MBA or MSc you may wish to state this after your name or consider building them into your profile/

Photo or no photo

If you've got a really good one, then you may wish to include one. You probably won't get many brownie points for a good photo. Conversely one that's negatively perceived may see you excluded or otherwise commence into an interview process on a weak footing. YES or NO... they're not mandatory.

Hobbies and interests

Most employers like to see someone having interests outside of work. Hobbies and interests can bring personality to your CV and, in some situations, substantiate your credentials.

Place them at the end of your CV if you do choose to include them.

Often best kept to just one line. Unless there's a relevance to the job in which case you may wish to say more, perhaps 2 or 3 lines.

References available on request.

This statement is a waste of space! When they want them, they'll ask for them.

And finally....

Get someone to check it. Save it to a PDF. Documents look better in PDF format than in other file formats.

Applying the tips here to your CV, will enable you to position yourself as a five star candidate and to find a better job faster.

Be chosen.

