

## Name

### Introductory paragraph

A few lines that sum up you as a candidate – include any relevant adjectives that describe you, your main skill set and career history. For example: “A dynamic and creative Brand Marketing specialist with a proven track record in building effective consumer brands across the marketing mix, with particular focus on delivering brand growth through CRM and online”

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### Career History

Include your current/most recent role first – it’s the one that potential employers are most interested in. If, however, this was a short-term contract or your previous role was more relevant, keep details of the most recent job brief and include more detail on the previous one. The key is to make sure everything that’s relevant **over the past 3-5 years** is on this first page – chances are a client won’t make it to page 2 unless they can see what they’re looking for on page 1.

A good way to lay out job details is as follows:

#### Company, Job Title, Date in Employment

Brief description of the company – product/service offered, global or UK, turnover etc.– don’t assume everyone will know the details.

#### Key responsibilities:

4 or 5 bullet points that detail what your job involved:

- keep it brief – it’s an overview of what you personally took responsibility for – 1 line per bullet only
- Keep it real – if you didn’t do it, don’t say you did – you’ll get caught out at interview
- Avoid management speak or internal jargon – remember this is your voice and you don’t want to sound like a walking job description
- If you had several jobs in the same company, list them first with relevant dates, then use the bullets to cover off the overall key responsibilities during your time there
- If you weren’t in this job very long, cut this down to 2 or 3 bullets, and add more to your previous job.

#### Key achievements

4 or 5 bullet points that detail what you personally achieved during your time in this job/company

- Include measurables – where you’ve contributed to profitability, business growth, margin, market share – say by how much and during what period
- Think about things you did that you’re really proud of – delivering a project ahead of schedule, taking the business into a new arena, introducing new processes
- Include anything about team development – highlight the size of the team you managed and any growth in team leadership over time
- Keep it simple - if you’ve only got two or three achievements of note, don’t feel you need to pad them out with other, more everyday stuff.

#### Previous role/company if relevant

Fill the rest of page one with your employment history over the past 5 years, laid out exactly as above; split the space as necessary – less responsibilities/achievements if you’ve had three jobs/companies, more if you’ve had only one. You may also need to re-order the responsibilities/achievements if there is a specific job that you’re applying for – bring the most relevant to the top of the list. We can hold multiple versions of your CV so this is no problem.

### **Career History Contd.**

An opportunity to clarify what you did more than five years ago – you need to include your career history, but it can be kept brief and simple.

If there are jobs that are relevant to your current search (e.g. junior marketing roles), include them (with dates), with just a couple of lines to summarise the company and the role.

If they are less relevant – just include the company, job title and dates, – no need to add detail.

e.g

BB Electricals, Marketing Assistant

May 2000 – May 2002

A high-pressure role supporting a busy marketing team in this leading Consumer Durables business, working on delivering marketing materials (particularly packaging and product graphics) on a number of high-profile product launches.

Somerset Leisure Centres, Temporary PA

Jan 1998 – Apr 2000

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### **Education and Training**

Clients are looking for the headlines – your degree, secondary qualifications and relevant professional qualifications. Organise them with the most recent first, and make sure you include any CIM qualifications/training/chartered status, details of your degree course, university and result (but NOT details of the individual modules/dissertation), A Levels and GCSEs/O Levels (including where you went to school). There is no need to include your A Level/GCSE grades unless they are either a) recent or b) worth noting (i.e. As and Bs) – stating '9 GCSEs grade A-C' is perfectly adequate.

Please note that you are not obliged to include dates on your education history, although it can be helpful for clients to know, for example, that you gained your CIM Chartered Marketer status in 2007. Otherwise it's up to you.

Re. training – include only those courses that are relevant to your career, e.g. strategic marketing, media training, management training, presentation skills, NLP courses etc. No-one cares that you have certificates in shorthand and first aid! Include only IT/software skills that are relevant, such as web software if you're an online candidate or Spaceman if you're a category marketer – it's pretty much a given that you can use MS Office.

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### **Further Information**

There is much debate about whether candidates should include their hobbies and interests on a CV – in our experience it's a useful way to inject some personality into what can be a fairly 'dry' document, and prompt affinity and informal discussion at interview. On this basis, it's important to include only things that are genuine hobbies and interests – there's always a risk that your interviewer will be a keen scuba diver and enquire after this hobby of yours, at which point you may have to admit you only went once in 2001.

Keep it simple – sports you enjoy, teams you represent, pastimes such as cooking for friends, organic gardening or classic cinema, activities such as golf or skiing that you persevere at with limited success. If you do charity work, are a school governor or spent a year after university volunteering at a school in Ecuador, say so here. We would advise avoiding open declarations of religious or political affiliation, and comedy one-liners can often fall flat, so don't try to be wacky.

Keep it to a single paragraph – it's no more than a 'by the way' postscript to your CV.

### **Personal Information**

This can go on a third page, because we will remove it before sending your CV out to potential employers.

Make sure you include:

Full address including postcode.

Mobile no.

Home no.

Email Address

There is no need to include your date of birth, marital status or any nationality/religion information – however if you are a non-EU passport holder please indicate your visa status.

### **Referees**

If you know who your professional referees are, include name, address, telephone and email here – like the information above, we will remove these details from the CV we sent to clients, and will NOT contact them ourselves without your permission. If preferred, you can just put 'references available on request'.

### **General Hints and Tips on writing a CV**

- Always create your CV in MSWord – our system will reject CVs sent in PDF format.
- Use Arial size 10 as your typeface, as this is the font we always use for CV formatting.
- Do not put information in tables, as these can be lost in the formatting process – keep it text only as laid out above. Likewise don't narrow the margins excessively, as we will put them back in and your layout will be lost.
- Don't include logos, images or photos - our formatting system will remove them.
- Write about yourself in the first person (I achieved this/my responsibilities included) – CVs written in the third person (Anna was responsible for) lack the personal touch and can be quite distracting to read.
- Check your spelling, grammar and punctuation - if your CV is badly written and presented it will end up in the bin. Consider clients' expectations – you are in marketing, thus expected to be a good communicator. The person reading your CV is likely to have some fairly high expectations, so take some time to do the job properly.
- If you want a second opinion, ask your consultant to give it the once-over – we all have a wealth of experience of reviewing CVs and are happy to give feedback.