

Top 10 CV Basics

When it comes to writing a CV there's no one size fits all approach and if you have the time, we'd suggest tailoring a CV to the role and company that you are applying for.

There are still some handy hints and tips that can be applied in most instances and give a good checklist to make sure you're on the right path:

- 1. Length:** Keep your CV to 2-3 pages – for many this may sound simple and an obvious point but as your experience spans into 10 years+ it can be easier said than done.
- 2. Contact Information:** Ensure your name and contact details are at the start of the CV. You are in marketing – this is your main call to action if you want someone to respond to so make it clearly visible.
- 3. Reverse chronological order:** It's likely that your most recent job is most relevant so you want to make get that information across to the reader as soon as possible. In some instances when you may have been doing temporary or unrelated work more recently in this case title this section "Relevant Experience" to enable you to bring it to the top of the CV.
- 4. Employer Description:** Not everyone will know who your employers are or what they do. A short sentence explaining the nature of your employers business possibly including details of size in terms of turnover, market-share, number of employees and target market helps the recipient to contextualise your experience.
- 5. Tangible Value:** A common omission on a CV. Many CVs are lists of responsibilities and not a mention of tangible achievements. It's easy to say "this is what I was supposed to do" but what your new employer wants to see is what you achieved and how that could be of value to them.
- 6. Bulleted Information:** Bullets and lists are more consumable than long text blocks. You need to make your CV clear and visually appealing. In general bulleted lists are much more effective than paragraphs. The exception to this could be for some copy based roles although there could be other sections in a CV to demonstrate strengths in writing.
- 7. Education Selection:** The recency and relevance of the achievement to the role will impact how much to include here. For more senior appointments Degree onwards will suffice. Earlier in your career a quantity of GCSEs listed as A*-C / 4-9 or the relevant parameters will suffice rather than individual subjects. At A-Level, degree and beyond then the subjects and grades are worth noting but grades in each year and modules generally aren't necessary.
- 8. Software, Technology & Achievements:** Shout about software and programs but only those that are relevant or at a relatively advanced level. By all means show experience of tools such as GA4, semrush, Hubspot, HTML, Excel, etc but you're lifeguard certification is less likely to add value to your application.
- 9. Simple Format:** Be conscious if you are aiming to make yourself stand out that content and readability are usually more important than graphics and. Some CV's will also be processed through digital technology which can struggle with complex formatting.

10. Proofreading: Copy check your CV not just for spelling and grammar but for technical jargon and uncommon abbreviations too. Ask someone else to have a read over it and see if it makes sense to them. Your CV might be viewed by someone in HR who may not have the same level of knowledge and you want them to buy in to you too.

There are many more tips that MET Marketing can provide. If you'd like more follow the above steps and send us your CV to hello@metmarketing.co.uk. One of our consultants will get in touch and we can let you know of anything further we'd recommend for you personally.