

Land Your Next Role: CV, LinkedIn & Interview Mastery

Covering four pillars: **CV design**, **LinkedIn optimisation**, **role sourcing**, and **interview mastery** in an AI-influenced hiring landscape.

UAE Context

72% of UAE employees plan to seek a new role in 2026

Open to Moves

98% of regional professionals say they are open to new opportunities

UAE Experience

~40% of UAE employers still prefer or require local experience





Your CV Is your Marketing Tool

"Make it simple, make it memorable, make it inviting to look at, make it fun and easy to read."

Leo Burnett.

Recruiters Scan, Not Study

Most CVs fail not because candidates lack qualifications, but because they read like task lists rather than business value documents.

Six-Second Rule

A CV is judged in seconds - design and content must work together to sell the candidate.

Choosing the Right CV Format

Chronological

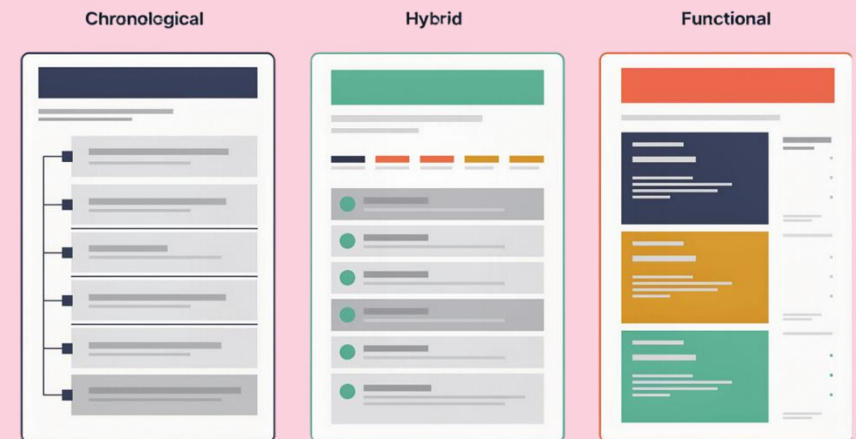
Best for candidates with work history closely aligned to the target role. Lists experience newest-first. Classic and ATS-friendly.

Hybrid

Skills and highlights first, followed by detailed work history. Increasingly the modern standard. ATS-compatible.

Functional

Emphasises skills over job history. Generally **not recommended** — can confuse ATS parsers and is least favoured by recruiters.



Core Content, Language & Bias

Every CV Must Include

- Name, mobile, email, current location
- Qualifications, certificates, education
- Work experience (max 10 years unless earlier roles are directly relevant)
- Skills and competencies (embed job-description keywords)
- Executive summary tailored to each role being applied for

Language & Bias Checks

- Cut generic filler: replace "hardworking" or "team player" with outcome statements
- Check mobile-friendly formatting, recruiters screen on phones
- Use "fluent" not "mother tongue" to avoid implying nationality
- Remove age, marital status, family info, and photos where not legally required
- Set spell-checker dialect deliberately (UK vs US English) one or the other

Turning Duties into Achievements: STAR

STAR framework = Situation, Task, Action, Result - converts routine duties into compelling, quantifiable achievement statements for both CVs and interviews.

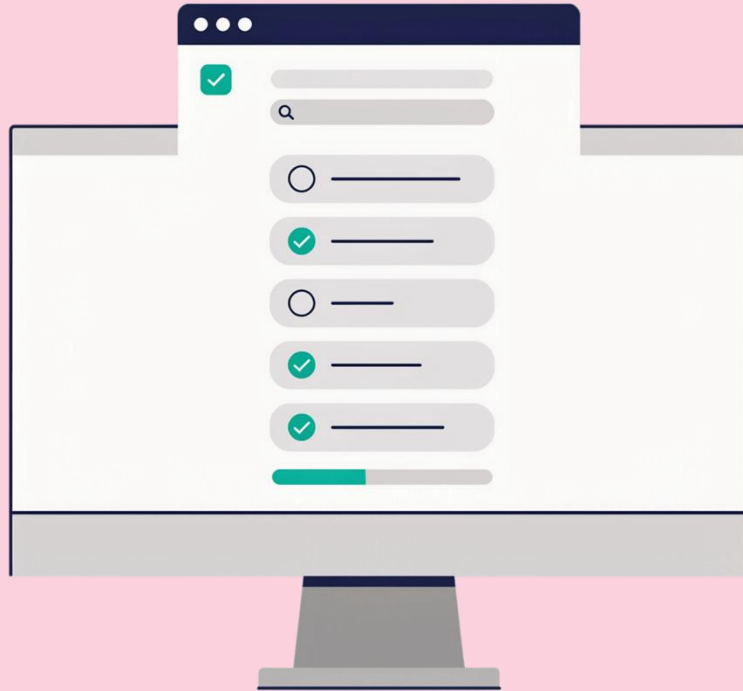
SOAR = Situation, Obstacle, Action, Result - functionally identical, useful for night-before interview prep.



Beating the ATS

Applicant Tracking Systems (ATS) collect, organise, and filter applicants automatically, often before a human ever sees your CV.

Leading platforms in 2026 include Greenhouse, Workday, Lever, SmartRecruiters, and Workable.



1 Tailor to each job description

Match CV keywords to the exact skills and terms in the posting. Use both long-form and acronym versions e.g., Human Resources (HR).

2 Use clean formatting

Avoid tables, multi-column layouts, headers/footers, graphics, icons, and photos in the CV body, many parsers misread or skip them entirely.

3 Use standard headings and file format

Use "Work Experience," "Education" etc. Save as **.docx** or a PDF as requested. Use Jobscan to test keyword match before submitting.

AI Resume Tools & Smart Cautions

Jobscan

Scores CV-to-job-description match; also optimises LinkedIn profiles

Teal

Pipeline view across multiple active job searches

Kickresume

GPT-powered first drafts and interview practice tools

Resume Worded

Scores and adapts LinkedIn profile content into CVs

Canva AI

Generates tailored bullet points from pasted CV text and job description

LinkedIn Build a Resume

ATS-compliant CV built directly from profile data



Recruiters increasingly report that AI-written applications are detectable. Use AI to draft and structure, but retain your authentic voice, specific stories, and STAR-based quantified detail.

Also monitor target companies' own careers pages directly, as roles are often posted there before major job boards.

Building a High-Performing LinkedIn Profile

LinkedIn has over **722 million profiles** across 200 countries. A completed profile consistently outperforms an incomplete one across every visibility metric.

9x

More Connection Requests

Profiles with a photo vs. without

21x

More Profile Views

With photo vs. without

5x

More Connection Requests

Fully completed work experience section

17x

More Profile Views

Profiles listing five or more skills



Optimising Every Profile Section

High-Impact Sections

- **Headline:** Most heavily weighted field for search indexing, describe the role held, previously held, or aspired to
- **About:** Write in first person; hook in the first two lines (98% never click "see more")
- **Industry field:** Selecting accurately alone generates 9x more views
- **Volunteering:** Increases views by 6x, include the official organisation name

Often Overlooked

- **Featured section:** Pin your CV, portfolio, or presentation directly to your profile
- **Open to Work:** LinkedIn states this correlates with more job offers and InMail approaches
- **Custom URL:** Edit to a clean, memorable format via "Edit public profile & URL"
- **Recommendations:** Give to receive, offer endorsements first to generate reciprocal support
- **Accomplishments:** Publications, patents, courses, projects, honours, languages

Writing for Two Audiences: Human & Algorithm

Every LinkedIn profile has two audiences: **humans** who scan and skip, and LinkedIn's **indexing machine** that reads every word. Most job seekers optimise only for humans, and miss the algorithm that decides whether a human ever sees the profile at all.

LinkedIn has shifted from a relationship graph to an **interest/topic graph** that rewards demonstrated topic authority over follower count.

01

Count keywords, not sentences

Check that your About section contains the literal words a recruiter would type into a search bar, not clever synonyms. Repetition helps discoverability.

02

Build at least two contact routes

LinkedIn's Contact Info tab is visible only to connections. Add contact details in your About section, a pinned education entry, or your current role description.

The Hidden Job Market & 2026 Tactics

Up to **75% of roles** are filled through referrals, internal promotions, or private searches before being publicly advertised. Accessing this market requires deliberate networking.



Map Your Network

Identify 15–20 contacts, former colleagues, classmates, mentors and explicitly inform them of your search.



Depth Over Breadth

Target five companies deeply. Apply within hours of a posting going live and follow up within three days.



Informational Interviews

Conduct 15–20 minute conversations with professionals at target companies to learn about upcoming needs before roles are posted.



Monitor Careers Pages

Many companies post roles on their own careers page before major job boards. Use free page-change-monitoring tools to surface openings early.



AI Video Interviews & On-Demand Preparation

Platforms such as **HireVue** conduct automated 24/7 voice or video interviews, transcribing and scoring responses before a human recruiter reviews the shortlist. These systems are explicitly built to detect scripted or AI-generated answers.

Prepare 5 - 7 STAR Stories

Cover themes: conflict, ambiguity, leadership, failure, and measurable impact. Practise each answer aloud until it fits within 60–90 seconds.

Technical Readiness

Quiet space, front-facing light, webcam at eye level, stable connection, all notifications disabled.

AI Assistant Risk

Using live AI-answer tools during a recorded interview risks detection by anti-LLM safeguards and outright disqualification. Use AI only for advance practice.



Interview Stage-by-Stage

1

Recruiter Screen

"Tell me about yourself," gap analysis vs. job description, ask about process and next steps.

2

Hiring Manager

Reference specific company projects, tie quantified achievements to stated responsibilities, connect the role to a career goal.

3

Final Round

Ask about team growth, performance measurement, and role evolution. Build a "greatest hits" bank of 5 reusable STAR stories covering 90% of behavioural questions.

4

The Close

Confirm rapport, address hesitation directly ("Is there anything in my background that gives you pause?"), and explicitly state your interest. **Avoid** asking "Any reasons you wouldn't hire me?"

For in-person interviews: open posture, moderate eye contact, active listening cues, deliberate pacing, and a firm handshake. The best-performing candidates are not the most qualified, they are the **most prepared**.

Consistency + Authenticity + Technical Optimisation

The unifying message across all four pillars: the same STAR-based, quantified achievements should appear across your **CV**, **LinkedIn profile**, and **interview answers**.

The same keyword strategy that beats an ATS also strengthens LinkedIn's algorithmic visibility.



CV

Market yourself. Quantify everything. Beat the ATS with clean formatting and tailored keywords.



LinkedIn

Write for two audiences. Hook in two lines. Build keyword authority, not just connections.



Sourcing

Access the hidden market. Go deep on five targets. Monitor careers pages. Network early.



Interview

Prepare STAR stories. Research deeply. Close with confidence. Use AI only for practice.



In a UAE market where the vast majority of professionals are actively considering a move, differentiation through a well-optimised, human, and evidence-based personal brand is the clearest competitive advantage available.