

**Full Name**

**Technology | Transformation | Digital** (Use three key words to describe what kind of professional you are.)

**City | Phone number | Email | LinkedIn profile URL**

**PROFESSIONAL SUMMARY**

In 50 to 150 words, describe your applicable experience and skills. Focus on what you can offer the employer and tailor this summary for each job you apply for. This summary should prove your value and help to differentiate you. Use keywords from the job description so that an applicant tracking system can find a match.

**Example**: "Experienced [Job Title] with [X] years in [industry]. Proficient in [key skills]. Demonstrated ability to [achievement]. Looking to leverage my expertise to contribute to [Company] in [specific way]."

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| --- | --- | --- | --- |
| **SYSTEMS** | **TECHNICAL SKILLS** | **SOFT SKILLS** | **COMPETENCIES** |
| * Word * Powerpoint * WordPress * Salesforce | * Technical writing * Content marketing * Lead nurturing * UX Design | * Communication * Creative * Problem-Solving * Leadership. | * Communication * Analytical * Relationship management * Creative problem solver |

List the systems, skills and competencies that are most relevant to the job you are applying for. Use keywords from the job description here too.

**ACHIEVEMENTS**

List your key career achievements, supported by facts, statistics or links. Keep in mind, this is a summary to grab interest by demonstrating you can successfully add value to an organisation**.** Add action verbs like "Led," "Improved," and "Enhanced" to give the content more punch. Try to frame the achievement in "STAR" method (Situation, Task, Action, Result) to help frame these achievements.

• 500% traffic increase (XYZ Organisation)

An increase of 500% in traffic year-on-year.

Staff leadership of a team of ten.

• Won the Marketing Excellence Award 2021 (XYZ Organisation)

United and motivated a team of five. Customer service scores increased 55% year-on-year.

• Increased leads by 40% year-on-year (XYZ Organisation)

Designed and executed a lead nurturing campaign to support the sales team.

• Created winning pitch for large client deal (XYZ Organisation)

Secured a three-year contract with a key client.

**WORK EXPERIENCE**

(This should be listed in reverse order, beginning with the most recent. Include employer names, and some context around what the organisation does, its size and the role of your team. Then cover your position and primary responsibilities.

Quantify your accomplishments and remember to use verbs such as “managed” or “oversaw” to demonstrate your experience.

We advise not to leave gaps in your work experience. If you took a year out, carried out an interim assignment, or travelled for six months, say so.)

**Job title, XYZ Organisation (July 2020 – Present)**

Brief overview of your role and organisation

• Key responsibilities 6-8 bullet points aligning with role requirements

**Job title, XYZ Organisation (June 2015 – June 2020)**

Brief overview of your role and organisation

• Key responsibilities 6-8 bullet points aligning with role requirements

**Job title, XYZ Organisation (January 2014 – May 2015)**

(For any non-relevant roles from 8-10+ years ago, only title and organisation details should be enough)

**EDUCATION & QUALIFICATIONS**

(Keep it concise by listing the qualification obtained, year of completion, the institution’s name and a one-sentence summary.)

Bachelor of Business (Marketing), ABC University (December 2013)

Developed a solid foundation in marketing thinking and strategies to drive organisational growth and performance.

SEO course, XYZ Institution (July 2015)

Gained specialist Search Engine Optimisation (SEO) expertise.

**REFERENCES**

References available upon request.

(Do not need to provide referee’s details on CV.)

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**Additional Tip:**

* **Formatting the template document:**  Please ensure that you remove the header, footer and the highlighted tips when making your final version.
* **Tailor for Each Role:** Customize their CV for each job application by emphasizing skills and achievements most relevant to the specific position.
* **Optimize for ATS:** Use keywords from the job description, especially in the Professional Summary, Skills, and Work Experience sections. This will help the CV pass through Applicant Tracking Systems (ATS) for certain organisation.
* **Use Action Verbs:** Strong action verbs make the CV more dynamic. For example, instead of "Responsible for managing a team," say "Led a team of [number] to [specific outcome]."
* **Keep Formatting Simple:** Use a clear font like Arial or Calibri, avoid excessive formatting (graphics, tables), and keep the document easy to read. This is particularly important when passing through ATS systems.
* **Focus on Achievements:** For each role listed in work experience, You should include measurable achievements rather than a list of duties. For example: “Increased sales by 30%” is stronger than “Responsible for sales.”
* **Proofread:** Ensure there are no grammatical errors, typos, or inconsistencies in formatting (e.g., date formats or bullet point styles).