

CV Tips

Layout

Your CV should be 2 pages max. Keep the layout simple. If you're a designer ... design it! Put the most important information on the first page.

Employment history

Great candidates know how to focus on the most recent, most senior and most relevant aspects in their employment history. Don't waste space on minor skills and repetitions from the past. Your CV is about what you have to offer in the future. Only use your past record to justify your claims. Summarise the early stuff in your career and focus attention on whatever most powerfully justifies you in the role. Showcase the assets you have that make you a strong candidate: this can be knowledge, experience, results, opinions about your performance, character or working methods.

Get the tone right

Inaccurate claims and arrogance don't go down well. Keep the tone professional and clear. Make it feel like the comments are about you, rather than claims by you

Focus on results

Highlight your achievements. For example:

- Planned new sales initiative that achieved 180% of target and led to adoption of methods company wide.
- Cut print costs by 80% through replacing print based corporate materials with digital versions.
- Introduced SEO activities that increased website hits by 200%.

Check, check and check again

There's nothing worse than a typo on a CV. Use a spell-checker and double check. Then check again. Then get a friend or relative to check. Then check again.

Leave them wanting more

Don't tell them everything in the CV. Give them just enough detail to believe in what you have to offer. But leave them plenty to ask in the interview. This way you can set up the questions they are going to ask and give yourself time to prepare some cracking answers.

Want more advice?

Then get in touch by calling 020 7562 8282 or email us at info@adrem.uk.com