

Prestige Pointers:

Job searching is competitive so to help you secure the role you really want you should invest time in creating an impressive document, a CV is an article, a PR piece on 'you'

A CV represents you before you have the chance to do so in person (at interview), therefore it needs to be a great representation of you, and it should be capturing, clear, concise, informative and interesting. A good CV will increase your chance of an interview!

Questions we often get asked:

1. **How many pages should a CV be?** There is no official rule however, our advice is that a 2 page document is ideal but if you are unable to capture and consolidate your key experiences then use a 3rd page but do not exceed 3 pages.
2. **Do I need a personal profile on my CV?** Yes this is your point of introduction to the reader and should be powerful, interesting and should capture your key person traits and experience.
3. **Should my education come before my employment history?** This will depend on the criteria of the role you are applying for and your education profile. E.g. if a degree is essential and you have one then ensure your education is on the first page. If you do not have a degree but have experience that strongly matches the search criteria of the employer then ensure the first page is your work history and position your education on the 2nd page / last page.
4. **Should I include personal interests/hobbies?** Yes, this information helps the reader gain an understanding of your personality, often you may have something in common with the interviewer which can be a great topic of conversation.
5. **Do I need to include reference contact details?** No these can be provided to a prospective employer or employment agency on request. If you have space you can add a recommendation quote at the tail of your CV (perhaps one you have received on LinkedIn)

Key Tips:

- Ensure the opening paragraph (likely to be your personal profile) is capturing
- Tailor your CV to the position you are applying for
- Utilise the job description of the position you are applying for to help you qualify the relevant content
- Do not add photo's to your CV
- Do not use colour or blocks of colour (expensive to print)
- Spell check the document
- Ask someone else to proof read the document for you
- Write your CV in the first person, but try to lose as many of the 'I's as possible
- Do not add to a CV you wrote the last time you were job searching, create a fresh document
- Do not list personal details e.g. DOB, Marital Status, Children, Pets etc.

Examples of adding value to a fact/task:

1. Created campaigns, implemented and monitored them, resulting in a 5% conversion rate
2. Initiated a new direct marketing strategy and increased new memberships by 38% year on year
3. Implemented customer satisfaction survey, customer retention improved by 17% from previous year
4. Worked in a team of 4 that developed a digital marketing strategy, achieving 20% growth in website sales
5. Conduct 50 outbound calls per day with a call to contact ratio of 5:1 and a contact to sale ratio of 2:1
6. Exceeded sales target for 3 consecutive years running: 112%, 124%, 133% (hit annual target by month 9)