

Writing and Setting Out the CV

After your name provide a brief **profile** on no more than four or five lines. This section should encapsulate who you are and what you've achieved. The objective of this section is to quickly crystallise what is likely to appeal to a potential employer, so focus on delivery and achievement.

Next is the detail around your **career history**. As with the profile, the objective of this section is to focus on what is likely to appeal to a potential employer, and try and quantify achievements wherever possible. Try and emulate the first of the three examples below:

A Sales Director who details...

Sales Director, ABC Plc, November 2003 to Present

- increased revenues by 15% from £20m to £23m
- increased market share by 7%
- won major new contracts from FTSE 100 companies to the value of £6m
- etc

...is more likely to gain attention than someone who details...

Sales Director, ABC Plc, November 2003 to Present

- increased revenues
- increased market share
- won major new contracts
- etc

...however, both will do better than someone who only details...

Sales Director, ABC Plc, November 2003 to Present

- an excellent communicator
- an inspiring and innovative leader
- a good motivator of staff
- etc

We understand that it is not always possible to quantify achievements as in the first example. However, when writing your career history, consider what is likely to excite your next employer. Try and write your CV with them in mind.

In addition, try to ensure that if a prospective employer simply reads about your last role, he will get the impression that you desire.

Begin with the most recent job first. State month and year of each role, explaining gaps.

Nov 1999 – Present Company name

Brief description of company, turnover, and what the company do. Only one line.

Position held:

Job title and reporting level of the role. E.g. Sales Director, reporting to CEO. Only one line.

Outline of Responsibilities:

- Specific tasks that were carried out
- Areas where your role influenced business direction, decisions etc
- Examples that illustrate your personal initiative, aptitude
- Tasks that involved team management, motivation etc
- Additional responsibilities that may be relevant

Achievements:

- Achievements, and impact of achievement on company
- Initiatives you implemented

Continue above format for previous roles, providing less detailed information as you look back further.

Education:

Detail in reverse order... last qualification first. Detail qualification, including grade, and when and where taken.

Languages:

State languages and proficiency.

Personal/contact details:

At the end state your address, email address, mobile and home numbers. Date of birth has become a sensitive subject since the new age discrimination laws, so it is your choice whether to include it. Our view is that it does provide a fuller picture to a client. We suggest including marital status and children (stating ages) and your interests, the latter no more than two or three lines.