



CV Guide: **How to sell yourself professionally.**



How do you make a great CV **stand out** from the **rest** ?

In this guide we look at:

- 1) Tailoring your CV
- 2) CV layout
- 3) Content
- 4) Pre-empting questions
- 5) Proof reading

Tailor your CV

Avoid keeping your CV too general.

You may feel like a ‘one-size-fits-all’ approach saves you time, but if you haven’t adapted it to the industry and job sector you’re applying for, it’s unlikely to persuade the recruiter or employer that you’re committed to a career in that sector and that you’re the best fit for the job.

The more your CV resonates with the person reading it, the more chance there is of it going into the ‘Yes’ pile.

Emphasise your industry-relevant qualifications and experience throughout your CV and give prominence to these at the top, so the recruiter immediately gets an idea of your suitability over that of other candidates.

“Adapt it to the industry and job sector you're applying for”

Layout:

Hiring managers and consultants normally take a maximum of seven seconds to scan a CV. So, it's vital that it's clear, legible, and uses industry-standard formatting:

01 Keep your CV clean and uncluttered, with wide margins and generous spacing between sections.

02 Use the same font throughout; Calibri, Garamond, or Cambria all work well. Steer clear of anything too stylized, less is generally more here.

03 For a guide on font size, use 10–12 points for your body text, and a maximum of 16 for headings.

04 Avoid using capitals for entire words and embolden headings.

05 Don't reduce font size to fit more in. Your CV should be clear and readable. If you need another page, use one.

06 Number the pages if there are two or more.

Content:

Make sure your CV includes the following information. Include your work experience above your education so it is the first thing potential employers will read.

Contact Details:

Include your full name, email, mobile number and home address.

Work Experience:

Your experience should be listed in reverse order with your most recent role at the top.

Education & Qualifications:

All of your previous education should be listed. Place the most recent qualification at the top. Only mention specific modules if they're 100% relevant to the job you're applying for.

Interests:

Always try to be specific, as opposed to mentioning more general activities. This is your chance to provide a more complete picture of who you are and what you can contribute.

References:

It's not necessary to mention references available on request or include the names of any references. Employers assume that these will be available in the future.

Use your CV to answer employers' questions – before the interview

Employers don't have time to read between the lines, so the more you do to show how great you are for the job, the more chance you'll have of getting it.

Potential employers will ask themselves the following questions about you:

Can you do the job?



Will you require much training?



Do you suit their company culture and values?



Will you be a good investment and drive positive value for them?



Are you there for the long term?



What value will you bring to the team?

It's important you answer those questions within your CV. You need to make sure you show where your skills match their needs, and that you are fully up to the job.

then proofread again

It is so important to check your CV thoroughly for spelling and grammatical errors, as a mistake gives a bad impression and could even cost you the job.

A fresh pair of eyes can make all the difference when it comes to spotting any errors you may have missed when proof reading your own CV, so ask someone to doublecheck it for you.

Keep your CV up to date

Keep your CV updated even when you're not actively looking for jobs.

It will save you loads of time when you do begin your job hunt, and prevents you from forgetting important dates, details, projects and achievements.

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