

YOUR GUIDE TO CREATING A WINNING CV

Thanks for signing up to receive my FREE guide to creating a winning CV.



I'm Nel & I started my business because I want to live in a world where everyone is able to fulfil their potential. I focus on supporting and preparing people to get the job they deserve. And I do this in three ways - CV writing, interview preparation and career coaching. I'm able to turn your experience and knowledge into compelling stories, succinct responses and give you the confidence you need to succeed.

So, without further ado, let's get you started...

Did you know that on average, a recruiter spends just SIX SECONDS reviewing a CV? Let's make yours stand out so that you get the role you deserve!

What is a CV?

It's a document that outlines your career history, skills, experience, achievements and education. It should contain your contact details so future employers are able to reach you.

Depending on your experience, the ideal length of a CV is 1-2 pages although if you are applying for an academic, technical or research based role, you may want to stretch to 3 pages to include all necessary information.

Why is a good CV important?

Your CV is your tool for making a strong first impression, it exists to get you an interview or to introduce you to potential employers. It should clearly summarise your strengths and experiences. If you are using it to apply for a specific role, your CV should clearly align to the key words used in the job description.

What does this guide do?

This guide uses the template that I use for writing my client's CV. You can use it to create your own by following the template and my tips & hints.

The basics

I use a clear, minimal font (Calibri) in font size 10-12 so that the information can be read by an automated Applicant Tracking System (ATS). Many large organisations will use an ATS to sift applications before your CV is even seen by a human being.

Begin with your **contact details** (you don't need to add your address, your date of birth or a photo).

NAME email address @outlook.com phone no. (put hyperlink to LinkedIn [profile](#) if you have one)

Then add a **personal statement**. Consider this your introduction & an answer to why you are the best person for the job. Keep it concise and remember to tailor it to reflect the job you are applying for. Use keywords from the job description in this section.

PERSONAL STATEMENT e.g.

Builds relationships with key stakeholders to influence and collaborate effectively. Ability to organise people and processes in order to achieve objectives and lead the successful execution of a project. Excels in prioritising tasks, identifying improvements and creating solutions that provide value to the business and customers. Enjoys coaching and leading teams and other colleagues and strives to role model an organisations values and behaviours at all times.

DEMONSTRATE YOUR STRENGTHS AND EXPERIENCE

Make sure you're aligning this section to the role you are applying for – again, use words included in the job advert & description. Add in some metrics and / or evidence to make your strengths 'come to life'. Consider these two examples:

- *Great at leading & motivating large teams*

vs.

- *Led an operational department of 300 travel agents through a leadership team of 7. Increased employee satisfaction by 18% over a 12 month period.*

CAREER HIGHLIGHTS

Or if you have recently finished or are still in education use *I m Most Proud Of*.

- *Use bullet points using a headline and then detail. Remember to include results e.g.*
- *Finalist and overall winner of Smiths Employee of the Year – This acknowledged my effort and ownership of the Workplace Sustainability project, I was one of over eight submissions.*

ORDER YOUR CONTENT LOGICALLY

Start with your most recent roles and work chronologically. You don't need to include every job you've ever had nor do you need to include all the responsibilities in each role. The further back you go, the less information you need. Always highlight the most relevant experience that matches the role you're going for.

CAREER SUMMARY

Remember to add a description of the company to give context - the interviewer may not know who you work for.

Role title Dates from – to Company name

Short summary of role e.g.

Operations Manager with additional accountability for leading online optimisation. Responsibility for 30 Support Agents managed through 3 Team Manager direct reports. Overall goal to drive customer online adoption utilising our technology platforms & streamlining internal ways of working.

Add 3-5 bullet points to detail what the role entailed / was responsible for & where possible, quantify what you did e.g. add some metrics or evidence to support your achievements.

Repeat this section for previous roles. If you have been in employment for 10+ years you do **NOT** need to list every job you've had or every role you've had in one organisation. You can summarise your history if necessary e.g.

2003 - 2013 - ABC Travel Agency

I spent ten years at ABC progressing through a variety of roles from Travel Agent to Regional Sales Manager. Highlights included winning Agent of the Year in 2005 for converting the most sales, leading a new system implementation project in 2010 which decreased new starter time to competency by 23% and securing the Regional Sales Manager role in 2011.

EDUCATION & TRAINING

Use the same chronological format for your education / training - most recent first. Remember to include any relevant work based training and accreditations.

Name of accreditation or certification, date awarded and institution attended e.g.

BA(hons) 2:1 Hospitality & Event Management 2001 – Strathclyde University, Glasgow

No need to list every A Level or GCSE unless it is your first job application

PERSONAL INTERESTS

Finally, add a short summary of what you do outside of work - I like to think of this section as your chance to show you are a human being and can spark conversations during your interview process.

Detail what you do in your spare time and the benefits / why e.g.

I enjoy playing football and have spent the last 8 years with a local club. I have held the Captain's position for the past 3 seasons and enjoy the responsibility this gives me.

FINALLY

Look at the formatting of your document, is there enough 'white space' and does the page break fall at the end of one section rather than in the middle? Use spelling and grammar checks to ensure a professional presentation.

ALWAYS tailor your CV for the role you are applying for. Read the job description and edit your CV to highlight the skills they are looking for. This will keep your CV relevant to the company & role.

If you've found this guide helpful, or would like to know more about working with me, you can follow me on Instagram and Facebook and can join my private Facebook group - The Career Collective - designed to support people like you!



The Career Collective

CAREER COACHING | INTERVIEW PREPARATION | CV WRITING

@nel_flint_careercoach

Nel Flint

NAME [email address @outlook.com](#) phone no. (put hyperlink to LinkedIn profile if you have one)

PERSONAL STATEMENT e.g.

A passionate, adaptable and experienced individual with experience

Builds relationships with key stakeholders to influence and collaborate effectively. Ability to organise people and processes in order to achieve objectives and lead the successful execution of a project. Excels in prioritising tasks, identifying improvements and creating solutions that provide value to the business and customers. Enjoys coaching and leading teams and other colleagues and strives to role model an organisations values and behaviours at all times.

SKILLS AND EXPERIENCE:

- (list them here)

CAREER HIGHLIGHTS or if in education use I'm Most Proud Of:

- **Use bullet points using a headline** and then detail. Remember to include results e.g.
- **Finalist and overall winner of xxxx** – This acknowledged my effort and ownership of the xyz project, I was one of over eight submissions.

CAREER SUMMARY

Role title	Dates from – to	Company name
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*Description of company *remember the interviewer may not know!.*

Short summary of role e.g. Operations Manager with additional accountability for leading online optimisation. Responsibility for 30 Support Agents managed through 3 Team Manager direct reports. Overall goal to drive customer online adoption utilising our technology platforms & streamlining internal ways of working.

- Bullet point key responsibilities and achievements
- Include results where applicable e.g. Introduced a new way of working which resulted in a 25% decrease in costs and 15% increase in customer satisfaction

Next role here	Dates from – to	Company name
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Short summary of role e.g. Operations Manager with additional accountability for leading online optimisation. Responsibility for 30 Support Agents managed through 3 Team Manager direct reports. Overall goal to drive customer online adoption utilising our technology platforms & streamlining internal ways of working.

- Bullet point key responsibilities and achievements

Next role here

Dates from – to

Company name

Short summary of role e.g. *Operations Manager with additional accountability for leading online optimisation. Responsibility for 30 Support Agents managed through 3 Team Manager direct reports. Overall goal to drive customer online adoption utilising our technology platforms & streamlining internal ways of working.*

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