



A GUIDE TO CREATING YOUR CV



Halecroft Recruitment
Executive Search & Selection

CREATING YOUR CV

Once you have an idea about what types of roles you want to apply for and the types of organisations you may approach, the next step is to present or market yourself to them. Developing effective marketing tools is essential and a good CV is imperative to your search. Other tools such as completing application forms, cover letters, selecting the right references are also important and are covered in the booklet [Making an Application](#). All the tools together will support you in the process of marketing yourself to prospective employers.

The CV is a significant tool in your arsenal. It should be carefully planned, well-written, 2 or 3 pages long and tailored to the opportunity you are applying for. The aim of a CV is to get you noticed and selected for the first stage of the recruitment process. Therefore your CV should communicate:

- What you have done
- How well you have done it
- What you can contribute to their success

Your CV should reflect you as accurately as possible. You should have a master copy of your CV and use this to tailor a version to emphasise the most relevant skills, knowledge and experience for each role. Each job you apply for will have different requirements and your application should reflect these.

The overall appearance and user-friendliness of your CV should be a top priority. Within the first few seconds of glancing at a CV the reader will have formed a positive or negative impression about you and your qualifications. Consider spacing, headlines, underlining, capitals, margins and paragraphs. You want your CV to stand out from the crowd so think about how you might do this. Generally, the most visually impressive CVs are carefully laid out, symmetrical, have lots of space and have an ordered, organised but relaxed feel to the document.

CV TYPES

There are two main style of CV, a chronological CV and a functional CV, which recruiters expect to see when someone applies for a role.

A [chronological CV](#) is the most common type of CV used by job seekers. It presents a statement of your work history starting with the most recent employment and working back. It allows recruiters to quickly see where you have worked and the positions you held.

A [functional CV](#) is mainly used by career changers, re-entry people and students. It gives a statement of accomplishments arranged according to the functional skills involved. To create this format, you need to identify all the skills used in your jobs, assignments, special projects etc.



CV WRITING

There are no specific rules for designing and creating a CV. The following guidelines will help you organise your thoughts and in writing a visually impressive CV.

DO:

1. Highlight achievements by describing tangible results and using quantifiable language wherever possible
2. Use positive language in describing your achievements
3. Use abbreviations, technical or professional jargon only where relevant to the role
4. Eliminate any information that does not support your goal
5. If you have had several years' experience, focus on the more recent roles. You can summarise earlier experience briefly describing your functions there
6. Mention the following only if they apply to the role: - foreign languages (only where fluent at business level), membership of professional bodies, business and educational honours, published articles in related fields
7. Keep sentences short, paragraphs succinct. Use concise language
8. Use indentations and bullet points to good effect
9. Avoid elaborate, vague jargon. Use simple terms
10. Proof read. Check for typos, grammatical errors
11. Be honest. Recruiters will ask you questions based on this information

DON'T:

1. Attach photographs
2. Mention problems or disabilities
3. Include salary information, unless the advert has expressly requested it
4. Show full addresses of prior employers
5. Include hobbies or interests that do not relate to the role

A photograph of three business professionals (two men and one woman) in an office setting, smiling and looking towards the camera. They are dressed in business attire. The image is partially obscured by a white diagonal shape on the left side of the page.

CV CONTENT

As a general rule, a CV should include four sections:

- Personal information
- Education and Training
- Work Experience
- Additional Information and Skills

PERSONAL INFORMATION

- Full name & contact details – home address, email, telephone numbers
- Profile – this is a short statement of who you are, key skills and experience, what type of role you want. Keep this section positive and personal

EDUCATION AND TRAINING

- Add the name of establishment, dates, qualifications and grade from secondary school onwards
- Add any postgraduate or professional qualifications
- Add in any training courses relevant to the role
- Consider one section for education and a separate section for training

WORK EXPERIENCE

- Summary of career history – dates, positions, employer
- Start with most recent employer and work back
- Briefly describe the employer – industry, size, turnover



- Brief details of each role, emphasise achievements
- For the most recent role, bullet point 3-5 key achievements. Substantiate with figures where possible. Highlight strengths and use positive and action words
- Give detailed information for last 10 years and summarise any other experience unless directly relevant to role
- Do not leave any unexplained gaps

ADDITIONAL INFORMATION AND SKILLS

- Languages if appropriate
- Driving licence if applicable
- Hobbies and interests – see the note on hobbies and interests in [Making an Application](#) booklet

You can consider additional sections which are appropriate. For example, if you have many impressive accomplishments you could highlight the best three in a Major Achievements section on the first page, and include other accomplishments with each role. There are no right or wrongs.

CV SERIES

You can engage the services of a professional CV writer to create your CV. This can be a wise investment. If you choose to have your CV created by a professional, be sure that you understand what you are getting for your money. Check if you will have one to one communication with the CV writer.

GENERAL CV WRITING ADVICE

There are no rights or wrongs as the CV is a personal document. You are presenting yourself, your personality and character. Remember presentation and content are crucial. You want to make an impact and a positive impression to ensure the reader gives your CV their attention.

Personalise the headings so they are appropriate to you e.g. Professional Affiliations.

- Do not rush your CV
- Get a second opinion
- Regularly review it and make sure it is working for you



USEFUL WORDS FOR CV'S

Accomplished	Conducted	Formulated	Obtained	Solved
Accrued	Constructed	Forecasted	Operated	Specified
Achieved	Consolidated	Generated	Optimised	Stabilised
Acquired	Co-ordinated	Headed	Outlined	Streamline
Administered	Decreased	Highlighted	Performed	Strengthened
Advised	Defined	Identified	Piloted	Suggested
Analysed	Demonstrated	Implemented	Planned	Supervised
Arranged	Designed	Improved	Prepared	Supported
Assessed	Developed	Increased	Presented	Surveyed
Audited	Devised	Installed	Prevented	Shortened
Averted	Directed	Instructed	Processed	Traced
Attained	Documented	Interpreted	Produced	Trained
Anticipated	Eliminated	Introduced	Recommended	Transferred
Broadened	Employed	Led	Reduced	Transformed
Budgeted	Encouraged	Liaised	Refined	Tested
Built	Enhanced	Maintained	Replaced	Undertook
Calculated	Established	Managed	Represented	Utilised
Captured	Estimated	Maximised	Resolved	Uncovered
Changed	Evaluated	Minimised	Restored	Visited
Collated	Exceeded	Modified	Saved	Validated
Compiled	Executed	Monitored	Secured	Verified
Completed	Extracted	Marketed	Selected	Wrote
Controlled	Facilitated	Negotiated	Simplified	Widened
Centralised	Formed	Overcome	Serviced	Won