



the right talent for the right agency

## The agencybods guidelines to writing the perfect CV

Please see the corresponding document 'The perfect CV' for an example of what to include in sections A –G.

### A – Your Profile

Your profile should be a summary of what you've done and what you can offer.

Keep it short & concise (3 or 4 lines) and include as many industry buzzwords as you can. Avoid stock phrases and subjective statements e.g. I'm a helpful team player, as this could describe anybody and everyone.

### B – Your Key Skills

This is a factual list of your key achievements, and successes you have had for your clients – whether you are a creative or on the client service side. Again use key words and don't be subjective.

### C – Your employment history

Employers spend more time looking at this than anything else! It's a good idea to explain what your employer does and for who.

Don't forget to mention who your clients were/are, what you do for them and what result you get for them.

Dates – always put the month and year you started/finished each job. An employer could read 2007-2008 as 1 day or 12 months!

Always go into more detail relating to your current/recent jobs and use less detail the older the job – this will help you stick to the recommended two pages if you've been working a long time!

### D – Your education

Always state qualifications in chronological order (last first).

University name, location, course title and grade. Don't put the university's or school's address – very dull!

### E – Professional Qualifications

If you have professional qualifications, it's a good idea to highlight them by putting them in their own section as they often get lost under 'education'. You could also use this to highlight those industry awards!

## **F – Other skills/achievements**

A big one for creatives. List your software skills here. It's also a good idea to give an idea of how proficient you are e.g. expert, moderate or beginner.

## **G - Hobbies and interests**

To be honest, most recruiters are not that interested! However, it can be helpful if your hobby or interest is genuinely a help to their business – e.g. you love power boat racing and the company you are applying to happens to have a power boat manufacturing client. However, never blag it here – you will more than likely be asked about it!

## **Top tips**

**A CV should be a short factual account of your career – a tool to get you the interview**

**You have 7 seconds to make a visual impression**

### **Do's**

- Tailor your CV for specific industries/roles
- Check spelling, grammar and formatting – there is just no excuse for mistakes or sloppy presentation!
- Keep to 2 pages of A4
- Put your employment history in chronological order – last first. Your latest job is the most interesting to an employer – not what you did when you were 16!
- Explain any gaps in dates – e.g. travelling/having a family – unexplained dates are a worry to employers (e.g. where you in prison?!)
- Put on your contact details – obvious, but you'd be surprised how many people forget to do this
- Use a professional sounding email address in your contacts – 'sexy\_girl@' or 'boozybob@' are very off-putting and don't sound like you can be taken seriously.

### **Don'ts**

- Don't use non-universal software to produce your CV. The first person in the recruitment process is unlikely to use a Mac or have design software – they won't be able to open it!

- **Don't use abbreviations for tasks/department/clients or 'internal talk' – if a recruiter hasn't worked in your business or role...how are they meant to know what you mean?**
- **Don't use your job spec to explain what your role was – an employer wants to know what you've done, not what you should have been doing!**
- **Don't use stock phrases that don't differentiate you – e.g. 'team player' 'good with people' – this is your time to show your flair and individualism**
- **Don't bother using space for references. Employers will have their own procedures for this.**