

HOW TO WRITE A CV

INTRODUCTION

Your CV is the most important introduction you will make to any potential employer. In most cases you will have no opportunity to meet the person responsible for recruiting so your CV is the best way to create a good impression and guarantee an invite to interview. CV's are used to highlight your established skills and your expertise. They will be used to assess how suitable you are for the role you've applied for and will be the one document referred to and passed around throughout the recruitment process, so they need to be brilliant! If you've not had much experience in writing an effective CV it can seem intimidating but following a few key steps and remembering to put in time to prepare the content will make all the difference. The style and how you write your CV needs to reflect your individual style. Keep it looking professional and try to avoid the use of too much colour or graphics (if in doubt print it out – is this how you want an employer to see your details for the first time?). Keep your CV personal, never share it and keep it updated for those urgent applications.

WRITING YOUR CV

- Personal details should be clearly marked at the top of your CV. Include all telephone numbers you can be reached on, email addresses that are active and you can access quickly and any other links to professional social networks i.e. LinkedIn.
- A personal profile should follow after your personal details. Keep it factual and relevant to the work you are looking for or the skills you have acquired.
- Key skills that are relevant to your job application should immediately follow your personal profile – you may need to change these depending on the positions you are applying for.
- Employment history should always start with your most recent employer's details – work backwards to show any potential employers what you have been doing and how you have developed since starting work.
- Dates of employment, the company name and job title should be included in each job you have had along with relevant duties. When explaining your role on paper it's best to show your duties in bullet format rather than telling a story in paragraphs. Save this for the interview.
- Refer to the key skills in job advertisements that have interested you – have you highlighted these skills in your employment history?
- Achievements should ideally be work related and should come towards the end of your job duties – these should be clearly highlighted to show potential employers that you are proud of an accomplishment. ** If highlighting your achievements on your CV make sure you have the detail to be able to back these statements up in an interview**
- Education should be kept simple - if applying for a position where specific qualifications/grades are essential to the role highlight them on your CV! It is not a requirement to add dates to your education history.
- Training courses attended and passed should also be explained in this section
- Hobbies and interests will come towards the end of your CV. Explanations are not needed in this section unless you feel they are particularly relevant to your job application. Be aware that this section can sometimes lend to the questions you will be asked in your interview so only list those hobbies and interests you are comfortable talking about in an interview.
- References can be listed with contact details or stated as "available on request".

DO

- Think about the font & display of your information. Do not mix fonts and try to keep to one size. The presentation of your CV counts towards the first impression any future employer will form of you!
- Keep your CV concise and to a maximum of 2 pages. Where this is not possible it is vital you ensure all information is relevant.
- Explain any gaps in employment – always!
- Print out and proof read, does your CV look and sound professional. Is it up to date?
- Is your CV relevant? Does it show you can do the job you're applying for?
- Ensure that your contact email is professional.
- Ensure that the contact phone numbers you use are current and have an appropriate voicemail - remember, first impressions count.

DON'T

- Use your CV to talk about your experience and achievements as if you were explaining them to an interviewer. You can add detail at interview stage, your CV should give a very clear overview of what you can do, have done and would like to do.
- Be tempted to overload your CV with graphics unless you are applying for a creative role. You want your experience to be what attracts the attention of any future employer.
- Use the same CV for every job you apply for. It may be necessary to have multiple versions of your CV tailored to specific roles.

COVERING LETTERS

- Use a covering letter to introduce your CV to the person reviewing CV's. Your letter can be adapted to sit well within an email and should have the same feel as your CV.
- Keep your writing style similar to how you have worded your CV.
- Use the same font and size of font.
- Make it personal to the company you are applying and to try to avoid opening your letter with "to whom it may concern" or "dear sirs" etc.
- Keep your covering letter to no more than one page – the main body of your letter should be no more than half an A4 page in length – any more and you risk telling a story again – save this for the interview.
- Include all your contact details on your letter.
- Understand the role you are applying for and make reference to the position in your covering letter. You want to make it clear as soon as possible which position you are applying for so any employer can objectively review your experience.
- Highlight points on your CV if these will add value to your application.
- Covering letters usually follow the format of personal details, introduction, application and finish. Don't over think your covering letter, keep it simple.
- If using your covering letter on an email just use the body of the letter, you do not need to include all contact details.



EXAMPLE

Your address here
Town
Postcode

Telephone number

Date of application

Private & Confidential

Contact name found on advertisement/job description

Job title or department

Address

Dear XXX

Why are you writing?

Either you've seen an advertisement: speculatively sending CV for positions within XXX:
recommended by...

Why are you suited to the role?

Use this space to expand on your CV. Confirm how your experience matches the requirements of the vacant position. If you have some of the skills required and lack certain others make reference to what you are willing to do to succeed in this role be it further education, part time college courses, on the job mentoring etc.

Re-confirm your interest in the role. Offer them the opportunity to call you if they have any immediate questions and include a contact number here.

End the letter with your name printed and signed.



PERSONAL DETAILS

Your Name
Address - Town - County - Postcode
Home telephone number
Mobile telephone number
Email address
LinkedIn profile details (if relevant)

<Insert text here>

PROFILE SKILLS

Use this space to confirm skills within the following areas;

- IT systems used and level of experience
- Bespoke CRM databases worked with
- Any other skills asked for by the employer in their job descriptions/advertisements.

EMPLOYMENT HISTORY

Dates of Employment – please check these dates before you send out your CV. If you have stated that you are presently employed by this company any interviewer will assume that you are still working. End this employment if you are currently out of work

Company Name

Job Title

<employer description>

Use this space to provide an explanation of the company you are working for. Focus on key facts to give an overview of who they are and what they do including the industry and position you hold within the company.

- Follow on any explanation with bullet points listing your day to day work responsibilities.
- Use facts to describe your current responsibilities such as number of calls managed in a customer service role, budgets or targets worked towards and how you delivered this.

ADDITIONAL WORK HISTORY

List any unpaid work experience or part time positions held whilst studying if you feel these will help any application you make to a potential employer. If this is your first CV then this section will not be required as you will use employment history to explain any seasonal work you have undertaken.

EDUCATION AND QUALIFICATIONS

School/College/University & Town
Qualifications achieved
References available on request

CV - Business Support

PERSONAL DETAILS

The Business & Technology Centre, Stevenage, Herts SG1 2DX

Home: 01438 310131

Mobile: 07.....

info@lawrencedeanrecruitment.co.uk

PROFILE

An efficient and organised administrator looking for a new position due to potential redundancy. I have extensive experience of supporting staff at varying levels including PA support at Director level along with full administrative management for a busy team of Project Coordinators. I am efficient and experienced in working to very tight deadlines often managing several key tasks at once. In my current role I have responsibility for mentoring and training one member of staff.

SKILLS

- Competent user of MS office programs – advanced level MS Word, Excel & PowerPoint
- Taking minutes at confidential Director level meetings
- Creating quotes and analysing data to complete tenders

EMPLOYMENT HISTORY

January 2001 – Present Day

A Company Limited

Administrator

A Company Ltd is a nationwide business working in the construction industry. I am solely responsible for providing all administrative support in the Stevenage office to a team of 7, including the Director. Duties include;

- Replying to all requests for information relating to current projects via email and in letter format
- Creating documents used to quote for new business
- Coordinating meetings held both internally and on site with external clients
- Managing senior management diaries and coordinating travel arrangements for off-site meetings
- Logging all tenders coming into the business and diarising deadlines using MS Outlook

July 1997 – December 2000
Another Company
Administration Assistant

- Assisted the Administrator with updating the company website with latest news
- Answered all incoming calls using a small Avaya switchboard
- Managed all postal services, including the allocation of post
- Assisted with the facilities management and created a directory of local suppliers with negotiated rates

ADDITIONAL WORK HISTORY

Whilst at University I volunteered at my local job centre to gain experience in the work-place. This was unpaid work for one summer and gave me an opportunity to support a very busy public sector office. I was in a customer facing role, processing claims for benefits, advising customers of available positions and assisting them with the process for applying for local employment.

EDUCATION AND QUALIFICATIONS

University of Hertfordshire, Hatfield

Degree in Business, 2:1 achieved

Stevenage Secondary School

- A Levels: Maths (A) and English (A)
- 7 GCSE's grade C and above achieved

References available on request

CV - Customer Service

PERSONAL DETAILS

The Business & Technology Centre, Stevenage, Herts SG1 2DX

Home: 01438 310131

Mobile: 07.....

info@lawrencedeanrecruitment.co.uk

PROFILE

A customer focused professional, confident dealing with people at all levels. All my roles have involved extensive internal and external customer contact, problem solving and complaint resolution. I have worked within both small teams and large contact centres within both inbound and outbound roles. Due to recent redundancy I am available immediately looking for both permanent and contract roles locally.

SKILLS

- Participated in short campaigns which require calls to be made in excess of 150 per day
- Targeted to meet service level requirements whilst working with national companies
- Confident communication skills
- Experienced SAP user

EMPLOYMENT HISTORY

May 2010 – April 2013

A Customer Service Company, Hatfield

Customer Service Advisor

- Answering all calls coming into the contact centre as part of a team of 10
- Resolving all issues relating to customer accounts, handling complaints and ensuring the correct procedure is followed
- Making changes to customer accounts, validating information and agreeing payment plans where needed
- Ensuring compliance is achieved when setting up direct debit payments and agreeing plans
- Setting call backs for customers with overdue activity on their accounts
- Targeted to achieve 5 payment plans per day

January 2001 – March 2010

Another Customer Service Company, Welwyn Garden City

Customer Advisor

- Answering calls received from external customers and internal employees
- Logging details of potential issues/requests for work onto SAP
- Making sure all requests are logged accurately to ensure effectiveness
- Scheduling engineers to attend site within an agreed time-frame
- Collate all works reports and close calls on SAP
- Generate invoices to be sent to customers for work carried out
- Answer calls giving feedback on service received and answering complaints
- Investigate errors in works carried out, contacting customers and updating them on the situation
- Producing reports for senior management on a daily basis
- Assisted with managing larger accounts handled by the advisors in the customer service department
- Assisted with the training of new staff members

TRAINING

2011 – Microsoft Excel – Advanced course

2010 – SAP super user

ADDITIONAL WORK HISTORY

Between March 2010 and May 2010 I was searching for employment and undertook several temporary assignments whilst doing this. A reference for this period can be obtained from Lawrence Dean Recruitment.

EDUCATION AND QUALIFICATIONS

Secondary School, Welwyn Garden City

5 GCSE's including Maths & English

References

Caroline Townley, Temporary Consultant – Lawrence Dean Recruitment

Team Manager, A Customer Service Company, Hatfield

HR Department, Another Customer Service Company, WGC

CV - Finance

PERSONAL DETAILS

The Business & Technology Centre, Stevenage, Herts SG1 2DX

Home: 01438 310131

Mobile: 07.....

info@lawrencedeanrecruitment.co.uk

PROFILE

Part-Qualified Accounts professional looking for a progressive opportunity within a local employer. I am happy to continue learning and take on additional responsibility to support the growth of a business and increase my own personal development. I have proven problem solving skills, excellent attention to detail and am quick to learn new tasks.

SKILLS

- Purchase Ledger, Sales Ledger, Credit Control, Bank Reconciliation and financial reporting experience
- Confident user of Oracle, Sage Line 50 & Quick Books
- Part-Qualified, currently studying final year CIMA

EMPLOYMENT HISTORY

February 2013 - Present

Lawrence Dean Recruitment, Stevenage

Temporary Finance Assistant

Whilst looking for permanent employment I am providing temporary help to A Head Office in Letchworth.

Duties include;

- Assisting with month end procedures
- Coding invoices and entering them onto SAGE
- Reconciling monthly statements
- Processing employee expenses and reporting any errors found

September 2003 – January 2013

A Head Office, Hitchin

Accounts Assistant

A Head Office is a global provider of cosmetic products sold directly to retailers. My role sits within their UK head office providing all round financial support to UK based customers. Duties include;

- Creation of all Sales Invoices and Monthly Statements
- Credit Control
- Coding and entering Purchase Invoices onto SAGE
- Bank reconciliation
- Producing quarterly VAT Returns
- Accounts to Trial Balance

Due to company closure my role was made redundant

EDUCATION AND QUALIFICATIONS

Hatfield School, Hertfordshire
6 GCSE's grade B and above

University of Hatfield, Hertfordshire
CIMA – will complete in 2014

References available on request

CV - Human Resources

PERSONAL DETAILS

The Business & Technology Centre, Stevenage, Herts SG1 2DX

Home: 01438 310131

Mobile: 07.....

info@lawrencedeanrecruitment.co.uk

PROFILE

A part CIPD qualified HR Advisor with managerial experience. Experienced in saving businesses money through effective recruitment strategy design and implementation along with introducing new procedures saving over £500,000 through effective absence management and reporting. Due to redundancy I am looking for a similar level role within a dynamic and fast paced business.

SKILLS

- Over 10 years commercial experience within an HR environment
- Full HR exposure including recruitment, training, grievance & disciplinary, TUPE, maternity & paternity.
- Implemented new HR systems and processes to improve efficiency
- Currently studying towards CIPD qualification – will complete in 2015

EMPLOYMENT HISTORY

January 2003 - Present

August 2009 – Present

A Large Head Office, Hertfordshire

HR Advisor

On leaving education I was fortunate to secure a position in a progressive and growing company and worked in various roles from receptionist to my current position as HR Advisor where I manage a team of 2. I am now looking to leave this role due to a company merger and my role becoming redundant in December 2013.

- Providing full HR support and guidance to 200 employees and senior managers over 3 different sites
- Managing all recruitment, merger, acquisitions compliance and TUPE transfers
- Arranging and holding disciplinary meetings and agreeing outcomes with members of the management team
- Writing and updating processes in line with current legislation and ensuring these are implemented across the business

- Designing new training and induction processes
- Reporting directly to the HR Director on all HR activities

January 2007 – August 2009
HR Generalist

- Recruitment – interviewing, assessing and selecting new employees across all business areas
- Designing, attending and improving assessment centres for the graduate scheme
- Reviewing employee benefits and introducing a flexible benefits package
- Sending out offer letters to Director level employees
- Reviewing and amending terms and conditions after company merger
- Projects – employee engagement, effective absence management, cross training employees

October 2004 – January 2007
HR Administrator

- Working as part of a team of 4 responsible for full HR support to the business
- Recruitment – sending out interview confirmations, offer letters, referencing, credit checks
- Creating and maintaining employee records including absence reporting
- Logging and monitoring annual appraisals
- Taking minutes in grievance and disciplinary meetings

January 2003 – October 2004
Receptionist

- Front facing role, meeting and greeting customers

EDUCATION AND QUALIFICATIONS

North Hertfordshire College
CIPD – due to complete in 2015
2009 – CPP

Welwyn Garden City School
3 A Levels – Maths, English Literature and IT
11 GCSE's including Maths, English and Science

References available on request

CV - Marketing

PERSONAL DETAILS

The Business & Technology Centre, Stevenage, Herts SG1 2DX

Home: 01438 310131

Mobile: 07.....

info@lawrencedeanrecruitment.co.uk

PROFILE

A creative and customer focused Marketing professional with exposure to both hospitality and retail sectors. Innovative, deadline orientated and confident handling responsibility within pressurised environments. I bring a wealth of tailored marketing campaign knowledge both online and offline.

SKILLS

- Professional Diploma in Marketing
- Marketing and CRM experience
- Ability to build superior customer relationships
- Advanced MS Office skills & various CRM databases
- Advanced Social Media awareness

EMPLOYMENT HISTORY

January 2005 – Present day

A Marketing Company

Marketing & CRM Executive

A Marketing Company specialises in increasing brand awareness of hospitality businesses through website creation, SEO, social media and effective CRM management. In my role as a Marketing and CRM Assistant I am responsible for promoting our own business through these effective methods. I report directly to the Marketing Director and have exposure to all aspects of a successful and demanding marketing environment. Duties include;

- Assisting Marketing Executives with developing ideas for national brand awareness campaigns including researching relevant markets and industry competitors
- Creating, managing and delivering the market plan and budget for the business
- Managing full marketing campaigns, analysing the effectiveness and improving future campaigns
- Creating content used across all platforms to promote the company
- Creating, ordering and managing stock of all promotional items used by internal teams

- Writing internal agendas confirming schedule of campaigns and meetings required to finalise arrangements
- Updating the website with current news and testimonials for successful campaigns
- Managing the internal database for all external clients

After redundancy from Another Marketing Company I took time off between November 2004 and January 2005 to enjoy the Christmas period.

February 2002 – November 2004
Another Marketing Company
Marketing Administrator

Another Marketing Company are a small design agency focusing on the retail sector. Duties include;

- Processing internal sales orders for marketing material
- Updating CRM database with change of details for external accounts
- Coordinating direct mail campaigns
- First point of contact for the marketing department

ADDITIONAL WORK HISTORY

In my spare time I volunteer my skills to friends and family and assist with their own websites and social media profiles. Some of my work can be viewed at www.lawrencedeanrecruitment.co.uk and I am also able to provide testimonials from work completed and used in a professional manner.

TRAINING

How to boost your business through Social Media
Website creation
Using Linked In to promote your business

EDUCATION AND QUALIFICATIONS

University, Manchester
Degree in Marketing – 2.2
Topics included; Brand creation and promotion, Social Media, Statistics, Web design, SEO

College, Hertfordshire
Secondary School, Hertfordshire
2 A Levels
7 GCSE's

References available on request

CV - Sales

PERSONAL DETAILS

The Business & Technology Centre, Stevenage, Herts SG1 2DX

Home: 01438 310131

Mobile: 07.....

info@lawrencedeanrecruitment.co.uk

PROFILE

An ambitious, professional and determined sales professional with over 5 years experience in B2B and the drive to succeed in competitive markets. In 4 years I have progressed from a successful telesales advisor to managing national accounts with revenues in excess of £250,000 per annum. I am now seeking a role that will provide an opportunity to continue managing accounts with an element of new business development.

SKILLS

- Proven business developer – bringing in 130% of my target in 2012
- Trusted Account Manager – growing vital business accounts by 125% year on year
- Confident presenting to senior manager and procurement teams
- Excellent communicator and team player

EMPLOYMENT HISTORY

August 2009 – Present Day

A Sales Company Limited, Hertfordshire

August 2010 – Present

National Account Manager

A Sales Company specialise in providing a full facilities management service to both SME and blue chip companies. Accounts range from several individual businesses that require an outsourced facilities management service to larger companies that require a full in-house service, responsible for maintaining the premises as well as reducing costs. Duties include;

- Managing a portfolio of 90 contracts in the Hertfordshire area
- Identifying opportunities for maximising business in companies expanding/relocating/moving to the area
- Conducting site visits on a weekly basis to review service and plan actions and review targets achieved
- Recruitment of various personnel needed to fulfil the contract requirements

- Negotiating with businesses to secure best prices and agree preferential rates that can be used across the contract portfolio
- Targeted to achieve £250,000 profit for 2012, achieved by 125%

August 2009 – August 2010
New Business Advisor

- Arranging site visits for National Account Managers – targeted to a minimum of 2 per week
- Making on average 100 outbound calls per day to achieve leads/appointments required
- Managing the relationship between companies who don't require the on-site presence and coordinating works that need completing
- Preparing key information to be used in new business presentations

August 2008 – August 2009
An Insurance Company
Telesales Advisor

- Working in an outbound call centre environment, making approximately 200 calls per day to achieve weekly sales targets
- Identifying new business opportunities by validating information held and passing to Sales Advisors to close

TRAINING

- Effective telephone questioning
- Engaging with the customer
- Selling for success
- Developing existing accounts

EDUCATION AND QUALIFICATIONS

North Herts College, Hertfordshire
BTEC Business and Management

Secondary School, Hertfordshire
5 GCSE's obtained, grade D and above

References available on request