

Creating An Effective CV

Your CV is a crucial part of the job application process and it is vital that you 'sell yourself' from the outset.

A CV is often the only medium used to get an interview so it is imperative that it reflects your key skills and experience and catches the attention of the reader.

A good CV is one of your most valuable assets.

Your CV must demonstrate what you can offer, how you have benefited other organisations and your key achievements.

A CV should summarise your education, background, employment, training and voluntary experience, special skills and any other information that you feel is relevant.

Above all for a CV to be effective it must stand out from the rest!

CV Checklist

- Your full name
- Address & post code
- Telephone/Email contact details
- Personal profile (optional)
- Skills & knowledge
- Work experience
- Achievements (qualified where possible)
- Training & Development
- Education (quote your highest level first)
- Leisure interests (if they are appropriate and relevant)
- Does the CV reflect the requirements of the job

What Should Your CV Include?

Personal Details

Full name and address and contact telephone number and mobile number (including area codes), your date of birth, marital status and whether or not you hold a driving licence (you do not need to include any convictions)



Personal Profile

This is optional but should show brief information about your personality, characteristics and your strengths, written in the third party. Examples are included within your workbook.

Employment History

Always list your employment in reverse chronological order over the last 10 years. If you have only worked for 1 company, break it down showing each position held within the company or major projects dealt with. Make sure you include job title, reporting structure, name of organisation, type of business, city and dates of employment (do not confuse your CV by being over specific with dates – month and year are sufficient). Include reasons for moving to your next role.

List your responsibilities and achievements; the most important first, remember to elaborate on those areas that are particularly relevant to the position you are applying to.

Education

List your highest achievement first stating qualification and grade, subject, dates and educational establishment. Continue with other qualifications down to senior school level.

Skills

Use this section to highlight any skills or training undertaken that is relevant to the position for which you are applying. State the level of your skills where possible.

Professional Memberships

Mention any relevant professional memberships as well as any contributions made to professional organisations.

Hobbies (extracurricular activities)

This should be brief and show your interests away from the work environment. They should be relevant – do not put socialising/reading/drinking etc.

References

You must ensure that you have prior permission from your chosen referees to include their names and contact details (Data Protection). Two references are adequate, you should include your current or last employer, or alternatively you could use your college lecturer if you have recently finished education.



Personal Profiles - Examples

Ensure your personal profile says what is special about you. Include your skills, experience and attitude to work.

- An enthusiastic, self motivated individual who always strives to achieve a very high standard in whatever is undertaken. Offers the ability to motivate others, proven leadership abilities within a team environment, extensive experience and understanding of the importance of others.
- A conscientious, punctual and hardworking person capable of working alone or within a group. Licensed to drive Lansing Electric Trucks, Pendulum Cranes and Pedestrian Controlled Flat Bed Trucks and seeking a job requiring specialised driving skills.
- A highly qualified experienced electrical and electronic engineer with computer literacy skills and able to work on his own initiative. A good team member with multi-levelled communication skills.
- A hardworking, conscientious individual with a comprehensive knowledge of manufacturing processes. Flexible abilities and a positive attitude towards the working environment. Working for a major international company has given an understanding to provide employers with the highest levels of service and loyalty. Can contribute very effectively as part of a team but can deliver quality work working alone, using initiative. Willing to undertake any training required.
- A highly committed and successful manager experienced in industrial problem solving, who has produced creative solutions and implemented them in both factory and laboratory environments. An effective communicator who enjoys working with people in teams.
- Experienced in prototype engine and component tests including durability testing.
- Fully experienced in faultfinding, repair and maintenance of transfer machines on busy production lines.
- Experienced Spot Welder, welding gas and CO2 welding operations.
- Experienced in the use of Schematic diagrams, working diagrams and specification sheets.
- A multi skilled Maintenance Engineer experienced in faultfinding, repair and maintenance or core blowing machines including installations and commissioning.



Do Not Include:

- Your state of health
- Salary details (unless specifically requested)
- Photographs
- Actual names and addresses of referees (without prior agreement with referee – Data Protection)

When in Doubt Ask Yourself:

- Is the information relevant to your career objective (goal)
- Will the information be of interest to the employer?
- Is this the kind of message you want people to receive about you?

Suggestions to start drafting your CV:

- Capture everything that seems relevant. Don't worry if it seems a lot – you can edit it later.
- Leave writing the profile until last. You can't summarise the essence of your CV until you have finished it.
- To give your achievements maximum impact, write the outcome first, followed by how you did it. For example:

Improved organisation communication by introducing team-briefing sessions.

Rather than:

Introduced team briefing sessions and improved organisational communication

- When describing your work responsibilities, use verbs that convey the actions you took
- Use Power Words – see examples on next page
- Do not leave gaps in your career history because this raises questions about what you were doing.



- Give each position the appropriate amount of space. This usually means writing most about your most recent position, but it could mean a previous one if it is more relevant to your career objective. One line may be enough for jobs 15-20 years ago. You may want to group together your early career or a series of temporary jobs.

Examples of Power Words

Action Words

Using Initiative	Solving Problems	Managing Situations	Achieving Targets
Bought	Advised	Appointed	Accomplished
Built	Analysed	Appraised	Achieved
Created	Combined	Approved	Completed
Designed	Cut	Controlled	Conducted
Engineered	Examined	Developed	Delivered
Forecast	Identified	Directed	Demonstrated
Formed	Investigated	Drove	Exceeded
Generated	Reduced	Employed	Improved
Improvised	Reorganised	Guided	Increased
Initiated	Resolved	Headed	Obtained
Instigated	Revised	Inspired	Produced
Launched	Solved	Led	Promoted
Originated	Streamlined	Managed	Secured
Pioneered	Trimmed	Ran	Selected

Generic Power Words

Commitment	Logical
Communicator	Motivated
Dynamic	Outgoing
Energetic	Persuasive
Experienced	Reliable
Initiative	Self-starter
Innovative	Skilled
Intelligent	Sociable
Leader or Leadership	Team Player



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Ask Yourself:

- Does it create immediate visual impact?
- Is it tailored to meet the requirements of the job?
- Is it clear?
- Is it well organised and clearly structured?
- Is it an accurate summary of you and your work?
- Does it reflect the level at which you operate?
- Is it appropriate for your career objectives?
- Is it obvious what you are offering?
- Is it appealing?
- Does it include any unnecessary words or phrases?
- Is it professional? – wacky CV's do not impress

Checklist

- Use a maximum of two pages
- Use good quality A4 paper (although e-mail is often preferred)
- Use white paper, not cream or coloured
- Do not bind your CV – it is difficult to file
- Print on one side of the paper only. Information on the back can be missed
- Use matching paper for your covering letter
- Adopt a clear, uncluttered layout with plenty of 'white space' on the paper
- Choose a typeface and a font that is easy to read
- Check all spelling and grammar for mistakes

It is important to feel good about your CV as it will help you to feel good about yourself so take the time to review it and rewrite parts where necessary. Don't send it out until you would be happy receiving it.

