

Acre - CV Writing

Common Approaches to avoid:

- Sectioning off skills or achievements outside the body of your career.

*Yes, the market wants to know what you learnt but they want to know **where in your career you applied it** and what the outcome was.*

- Listing your responsibilities as bullet points.

*This is not interesting. Underneath your 'Title', tell the reader **what you do from when you started in role, to now - x to y** – it's basically your responsibilities but summed up in one or 2 neat sentences. E.g. started as x took on y and now am at z.*

- Exceeding 2.5 pages

Clients look at multiple CV's regularly. Anything longer than this is a turn off. Also, it's not about overwhelming them with everything on paper all at once. It should be short 'hooks' that leave the client wanting more: A CV is an opportunity to secure a face to face meeting, which is where you elaborate on the 'hows' and demonstrate your soft skills.

- First person e.g. using 'I'

Keep it concise, bullet point punch – instead of I did this and I did that, adjectives sound better e.g. I achieved my target of £500k.

Or

Exceeded £500k target within 10 months.

- ...and using 'we'

*It's not always comfortable to be anything other than modest, plus we are taught to act as team member as part of our day to day roles. However, this is a competitive arena and a CV is about **YOU** and **YOUR** individual capabilities and achievements. You have 2 pages to sell **YOUR IMPACT**, not other people's achievements.*

A better way:

1. Write an **introductory paragraph**. 3-4 sentences on Past, Present and Future you – what kind of professional you think you are, where you are to date and most importantly, the bit people miss is **where you want to be heading**: set the scene for your reader before you are.
2. Use the whole space across the 2 pages (i.e. no columns, no borders, no pictures).

- Lead with **Career History** first
- Followed by **education & relevant** courses/qualifications only.
- 3. Keep this in chronological order, with dates on the right hand side.
 - a. Where there are gaps, refer the reader to 'see education' or explain that gap in 1 brief sentence.
 - b. If there is lots of movement on your CV, list a RFL (Reason for Leaving) i.e. *head hunted for next role:* or FTC if it was a contract. If it was extended tell the reader that e.g. *FTC extended to 12 months.* Put context around what has happened.
- 4. Underneath the Company Name, tell the reader what the company does in one brief sentence e.g.
 - a. Sector/audience/focus.
 - b. If you've been there some time & they've grown, indicate this: from x to where they were when you left/are now (y)
 - c. i.e. *B2B design agency focused on: 20 people in UK, now 100 people globally....* or something similar.

The magic ingredients:

1. List Skill

- Start by adding all of your relevant ones, then, when a job comes up, cut them down and only include the ones relevant to the Job Description
- i.e leave all other irrelevant skills when applying for an actual job, off of your CV, to keep it to 2 pages.

2. Then Evidence it

- Tangible & actual, not theoretical/academic - Where did you practically apply this skill? Detail the project/case study.

3. Followed by Impact measurement/achievement

- What was the outcome (% , £, new sectors etc)
- Who was impacted i.e. your **employer/client/society/shareholders/members?**
- **Quantify/Measure** your impact, on your CV where you can e.g. *resulting in £ monetary value or x lives improved or x new members.*