



How to write a CV

Many job seekers don't recognise the impact of technology on recruitment. What they did when they last looked for a job 5 years ago is repeated, but that fails to recognise 2 fundamentals:

1. CV's are now read on a computer screen, or....
2. They're read by a machine looking for key words and phrases.

It's also true that LinkedIn has changed the context into how CV's are read. Even the most traditional employers in East Sussex, West Sussex and Kent will now check you out on LinkedIn and Facebook for a little more insight about you and your personality.

The Way to a CV

This is all simple stuff. We have a template we're willing to share with any candidate. Remember, the CV's role is NOT to get you a job, but to get you an interview, so give the reader enough information to invite you along so you can give them more at the interview.

- **Your CV is no longer a paper document.** It'll be read on a screen, so you need to get enough info on the first screen to tempt the reader to scroll down. Don't put your full address, nor your date of birth, nor that you're married. Just your name at the top, and one line including your hometown and your contact details. **DON'T WASTE VALUABLE DISPLAY SPACE WITH UNNECESSARY DETAIL.**
- **Aim for 2 pages.** If it slips to 3, that's fine, but if you have 4 or more it implies you can't separate key facts from distracting detail.
- **The layout is critical.** Don't move the margins to the edge so you can squeeze more words in. And don't use a small font. Again, this suggests you may get lost in unimportant detail.

The order for your CV is:

1. **Personal Statement** - 5 lines of thoughtful and original copy by the person who knows you best of all. You.
 2. **Skills** - Your 5 or 6 top skills. Just say what they are. Don't justify them.
 3. **Recent Career Highlights** - 6 or so from the recent past. Quantify and date them.
 4. **Career** - Start with the most recent first and just a few brief lines about what you achieved. Don't bother with too much detail from the last century - it's a long time gone.
 5. **Education and Qualifications** - that can include school, college/university and work. You are still learning, or you should be, so you need to demonstrate it.
 6. **DON'T put "Interests". Favourites or Bucket List** is better. Yes, we know that's not what most people put, but you're here trying to get noticed and get an interview.
- **Choose a deliberate and modern font;** Best would be something like Calibri or Trebuchet.
 - **Choose a deliberate tone or voice;** Imagine a specific person you'd like to impress. Think about your audience. Your CV is an important piece of sales and marketing communication - it is not a legal document. Never, ever lie, but do show yourself in the best light.
 - **Think about Keywords and Phrases;** It's likely a machine will read your CV so make sure your CV is peppered with lots of keywords and phrases that people might use to search for somebody like you. This is really important. Let the machines do your dirty work for you.

Then get it out to us (although we won't use machines to do our reading for us), especially if you're looking for a job around East Sussex, West Sussex or Kent.

Also post it on CV Library, Monster, Reed and all the other websites that you use to hunt jobs.

Many recruiters will use those databases to find people just like you for the jobs they're working on.

After all of that, you need to sort out your **LinkedIn profile**. That's at least as important as your CV.

Download our "How To Construct Your LinkedIn Profile" PDF for the very latest help and advice from our own LinkedIn Guru - Martin Ellis.

Tel: 01424 830000

Email: info@rsegroup.agency

Registered office:

The Studio, The Johns Cross, The Johns Road, Robertsbridge,
East Sussex TN32 5JH

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