



gateway   
CAREER MANAGEMENT

## Gateway Guide CV Writing

Gateway Career Management is a team of career coaches and development specialists based in the South East.



## **GATEWAY GUIDE TO CV WRITING**

In 2010 your CV is one of the most important documents you will ever have to think about and write.

Irrespective of your career aims and aspirations, your achievements and transferable skills or your values and career needs, you are seeking a job role where you can obtain maximum satisfaction from a role that challenges you, an environment and culture where there is the opportunity to grow and progress, which meets your family needs, your lifestyle and your values, and which delivers the most achievable salary and benefits.

In today's job market writing your CV is also one of the most difficult things you have to do. The only aim is to get interviews. As you search for a job you may believe that your CV validates your existence. This is true. It is a marketing tool, and as such facilitates face to face presentation. It will assist you in making inroads into both the advertised and unadvertised job markets and in developing and utilising your network. It must stand out from the pack and provoke such interest and help you that you obtain interviews. Remember that interviewers use it as a comfort factor, as often to eliminate as to hire.

Creating your CV is therefore a key exercise. The process will assist you to fix in your mind your transferable skills, your most significant achievements and your related experience, captured depending upon your particular strategy and (s) of sector and job function.

A well constructed and focused CV which has impact and is professionally presented will open doors, help you to obtain meetings and interviews, and as important to control those interviews. Your CV must be clear, concise, effective and easy to read. Make it interesting, highlight the important points and achievements. Use short sentences, ensure the English is grammatically correct and of a good standard without spelling errors. Accuracy, layout and legibility – as well as content and style - are critical.

## TYPES OF CV

There are three main types of CV:

### **Chronological CV:**

This is the most common one you will need. It is easy to organise, has a standard format and demonstrates progression in your career. It may, however, highlight any instability, or gaps in your employment. It can also raise questions about your goals and aspirations and tends to mask achievements which can be buried in different jobs.

Recruitment consultants nowadays still tend to prefer to see a Chronological CV. That is because they are looking to track your recent job history and place you in a job quickly and this format allows a quick view. Bear in mind that they see up to 150 CV's a day and often will not have the time, or in some cases the desire to go over any one CV in great detail. They are paid by the clients for whom they work and not by you, the candidate.

### **Functional CV:**

This is quite different to the Chronological CV. It highlights your skills and achievements rather than just a chronology of events. It focuses on your past strengths under a number of headings or themes, and can be used to keep potential weaknesses (many job changes, recent post inferior to earlier jobs, experience not directly related to the post applied for), in the background.

The Functional CV allows the logical grouping of different achievements within areas of expertise. However, it can cause confusion or suspicion. It also has to change significantly according to the positions applied for.

Recruitment consultants are gradually becoming aware of and receptive of Functional CV's. If you are looking to make a complete career change or need to ensure that achievements from your early career appear on page one of your CV you should consider a Functional CV. However it is horses for courses and you may wish to seek professional advice.

### **One page CV:**

This is designed to gain attention, by highlighting and summarising your strengths, overall capabilities and achievements up-front. It is flexible and easily adaptable, and concentrates on achievements being benefits representing the ability to fill a need. It is a must for Senior Executives and anyone needed to make an impact quickly at the highest level.

## **WHAT SHOULD YOUR CV INCLUDE AND EXCLUDE?**

Your opening statement should be a summary of your overall professional capabilities.

### **You must:**

- Sell yourself as much and as far as you can.
- Focus on your skills and quantifiable achievements
- Tell the truth
- Use short punchy sentences and bring impact
- Use white space to enhance the layout
- Be as concise as you can, try not to exceed 2 pages
- Avoid personal pronouns
- Use action words and verbs and quantify achievements where you can
- Include only enough information to stimulate interest
- Avoid clichés, redundant statements and repetition
- Tailor your CV to the job you are aiming for - focus

### **Do not include:**

- Your date of birth and age
- Your marital status
- Your ethnic origin, race or religion
- Names and addresses of referees
- Your salary in any position you have held.
- Except in exceptional circumstances your leisure interests and affiliations.
- Your children.
- Your nationality.
- Your health.
- Your politics

## EXAMPLE PERSONAL PROFILES

### PERSONAL PROFILE

An exceptional business director and an inspirational leader with a unique mix of marketing, strategy & planning, operational and financial experience gained in companies including .....Managed budgets in excess of £60 million and delivered substantial revenues up to £450 million. Particular expertise in driving major infrastructure and organisational transformation programmes including complex integration and re-structuring projects. Successfully launched new service concepts on national scale. Innovative and self-motivated with a natural ability to build and mentor high-performance teams.

### BACKGROUND

A senior director with six years current experience of change management in the public sector, most recently as a consultant. Key skills include:

- *consistent ability to identify cost savings*
- *strong commercial acumen and full computer literacy*
- *high aptitude to motivate others to achieve quality objectives*
- *proven ability to present and communicate effectively at board level*
- *self-driven approach to initiating and implementing change*

### PERSONAL PROFILE

A dynamic and self-driven senior Sales professional with over 15 years Sales and Account management experience and proven success selling enterprise service solutions and software applications principally to large corporate clients. Key expertise in Solutions sales and in operating from board level with strong customer-sensitive, profit-driven approach. Highly experienced in working with and selling to with multinational organisations.

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### SUMMARY

*An experienced and innovative manager who has led a multi-skilled team through difficult and changing times with inspirational and influential leadership.*

*Top quality presentation and sales skills have resulted in the successful marketing of the company's products against strong competition, particularly over the last few years.*

*Excellent man management and problem solving abilities, coupled with a strong desire to work in a "get things right" environment and the aptitude to motivate others, are the strengths which have been called on most in the past three years.*

## **PERSONAL PROFILE**

Highly commercial, self-driven Senior Marketer and Business Leader with P&L responsibility and experience of generating profitable growth through integrated direct response and insight led programs in 'blue-chip' environments as well as 'start-ups'. Combines exceptional analytical skills with impressive creativity to deliver successful strategic and marketing plans that range from start up budgets to numerous campaigns in excess of £10mil executed in B2C and B2B markets across all channels in UK and internationally. Experienced developer of multi-functional teams under both direct and indirect management. Key skills include:

## EXAMPLES OF ACHIEVEMENTS

The following examples of achievements should give you food for thought. Note how they have been written. They use action verbs, have impact and have been quantified. Wherever possible there is a numerical result, improvement or outcome of some type. Your achievements should also answer the question "So what?" wherever possible.

Remember there is a large difference between describing yourself based purely on mundane and boring Job Responsibilities and selling yourself strongly on the basis of compelling quantified Achievements.

- **Established business unit (which encompassed sales, marketing and new product development) to target new group of customers. Grew revenue from \$1.8 million in 1994 to \$4.6 million.**
- **Targetted SE Asia and achieved revenues of over \$100,000 in first year, by personal visits to 5 countries. Organised and held seminars to promote products and generate awareness within client base, and established relationships with local selling agents.**
- **Accurately identified and analysed organisational strengths and weaknesses. Formulated a clear development strategy to reinforce the strengths and eradicate the weaknesses: in the following two years the profitability was increased by 35% and 46% respectively.**
- **Negotiated with 3<sup>rd</sup> parties for distribution rights for electronic files, which created a business now worth \$1 million.**
- **Successfully managed a £250m portfolio of unit trusts as custodian and trustee.**
- **Developed a new system for generating sales leads which was adopted throughout the group, resulting in a 35% improvement in sales performance with the same number of sales executives.**
- ***Successfully helped reduce audit fees from over £30k to under £10k.***
- **Helped deliver £58m bottom line turnaround for .....in just one year; driving innovative strategies that increased turnover by over 13% to more than £392m and reversed loss making position into profit for first time since its de-merger.**
- ***Project managed each individual business system and personally designed, developed and implemented the financial accounting, grain trading and seed systems.***

- **On the strength of reputation as a firm yet caring leader, put in charge of low morale team of 30 medical and support personnel: improved effectiveness and discipline through developing good team spirit, motivating and bonding the group together.**
- **Created a new Housing Association and developed the structural, contractual and procedural arrangements to transfer 7 local authority homes, creating an annual saving of £1.3m.**