

# Utilita's TOP 10 Tips

## Writing your way to success

### 1. First impressions

CV writing can be daunting. They do require time and thought to ensure you showcase your talent. Simply updating an old version of your CV with your most recent role may not be enough to land you an interview, you should tailor your CV to each role you apply for. Your CV should say as much about your skills and experience as possible – it's a snippet of you, meant to interest the reader.

Hiring managers and recruiters receive lots of CVs, so it is important to stand out!

### 2. Content

Recruiters and hiring managers may use a job boards CV database facility to find candidates. By entering

key words relevant to their job, candidate's CV's will appear in order of best match. The ranking is defined by the number of times the key words are used throughout your CV, therefore it is important that you use industry related words not bespoke terminology to ensure your CV is near the top.

What you write on a CV is important, but if you describe yourself as creative or you are applying for a role which is about innovation and creativity, make sure you showcase this in the layout and design of your CV.

### 3. Layout

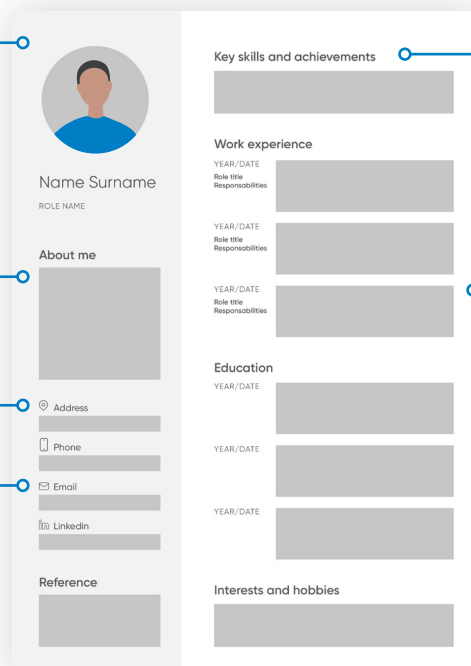
There are many CV formats you can use. Below is an example of a potential layout.

Your personal details should be clearly listed either at the top or on the side of the CV.

If the role requires you to drive add you hold a UK driving license.

You only need to put the area/city/town that you live in and not your full address.

The email address should be professional. You don't want to put people off with an inappropriate email address: anyjobplease@email.co.uk



Use font types and sizes that are easy to read. Using a style which may look good from your perspective may be hard for the reader to follow. For example:

*Can you read this?*

Use headers and logos of the company you worked for, if possible. See more on this under tip 6 about Work Experience on the next page.

## 4. Personal statement (about me)

This is your section to sell yourself and first impressions really do count.

- ✓ Avoid using me and I. Your personal statement should read as if someone has written it about you e.g.: "An ambitious and dedicated individual with a wealth of knowledge in the Finance Sector".
- ✓ It should be short and snappy whilst still giving an excellent impression of who you are.
- ✓ Tailor this to the job role you are applying for. If you know the employer values customer service highly, focus on the attributes which help you provide amazing customer service.

## 5. Key skills and achievements

Hiring managers will make three piles for CVs. The yes pile, the no pile and the maybe pile.

So cut to the chase and provide the clear, concise answers they are looking for. By whetting their appetite and encouraging them to read on, you should ultimately end up in the yes pile. For example:

### **We are looking for an experienced, qualified Accountant**

In this early section of your CV, if you have five years' experience as a qualified accountant, state:

### **5 years' experience as a qualified accountant** (name the qualification and when you gained this)

## 6. Work experience

This needs to be in reverse chronological order, starting from your current role. Use headers and logos of the company you worked for if possible. It will make your CV's stand out from the rest.

It's easier and more efficient to try to find specific types of errors systematically in your content. To help with this, please use the sheet below. Once you've completed the checklist and are happy that the content is error-free, please sign it and send it to your line manager.



**Job title**

**Company name**

**Duration (month/year – month/year)**

- ✓ A picture of a company speaks a thousand words. Sometimes people may not recognise the name but might recognise the company logo.
- ✓ Include points based on deliverables relevant to the role you are applying for and, if appropriate, include data to support this. For example, rather than stating reduced expenditure cost, you could say reduced expenditure cost by 25%, this add weight to the achievement.
- ✓ Quality over quantity. Don't list every single responsibility. Include only the most relevant or what you excelled at. Ensure the points mentioned in the key skills and experience section are covered here by adding examples.
- ✓ What did you achieve in these roles that you are proud of? Focus on your achievements and involvement instead of teamwork or collaboration. This is your chance to sell yourself not your teammates. Most people revert to WE when you need to focus on the I.



## 7. Education/Qualifications

This might seem a straightforward section to fill out, but there are still some do's and don'ts.

- ✓ Reverse chronological order with most recent first to oldest
- ✓ List each section in a clear and easy to read order:

### Award/qualification

#### Place of study

#### Duration of time

- ✓ Don't list every single GCSE and what grade you achieved. Instead note how many you have and the range of grades. For example:

#### High School

#### 10 GCSE's grade A-C

#### 1990 – 1995 – (Optional to include dates)

## 8. Interests and hobbies (optional)

This is a great way to give a bit of personality to your CV and an impression of who you are, this is a personal choice whether to add or not.

- ✓ Keep it professional. Remember you are still trying to impress them, so late-night raves are probably best left off.
- ✓ List any hobbies you have, do not put too much information. This should just be a conversation starter:

"I enjoy knitting, fundraising for charities and training for marathons."

## 9. References

There is no need to list your references on your CV.

A simple reference upon request written at the bottom is enough. It also ensures that your references information is kept safe and only disclosed when it needs to be.

## 10. Final tip

Remember this is showcasing you as an individual. You want to make sure you're in a league of your own when it comes to your CV. Don't put too much information on your CV or the reader will get bored. There are plenty of CV templates online and in Microsoft Word that you can adapt and use to bring your CV to life.

You could try something out the box and do a video version on your CV to really showcase your personality and creativity!

## Covering letter

If you are going to provide a cover letter in support of your application, ensure this is tailored to the role you are applying for. Your cover letter complements your resume by making it easy for the employer to see how your experience and interest connect to the position.

**We hope these hints and tips will help you create the perfect CV to showcase you as an individual.**

# Stand out & good luck!

