

CV WRITING TIPS

Remember the three I's when writing your CV:

- **Impress** – discuss work experience, duties, achievements, academics, exam track record and promotions
- **Inform**- relevant knowledge and experience in your sector of interest
- **Inspire** – excite the reader, 'sell' your skills

Where do you start?

- Think of yourself as a **BRAND**
- Make a long list of your experience, your achievements, your academics, your employment
- Prioritise what you think is most important
- Ask yourself what you are proud of?
- Examples of where you 'add value'
- Prepare the CV using the Impress, Inform, Inspire format.
- Market yourself to potential employers by creating a personal brand

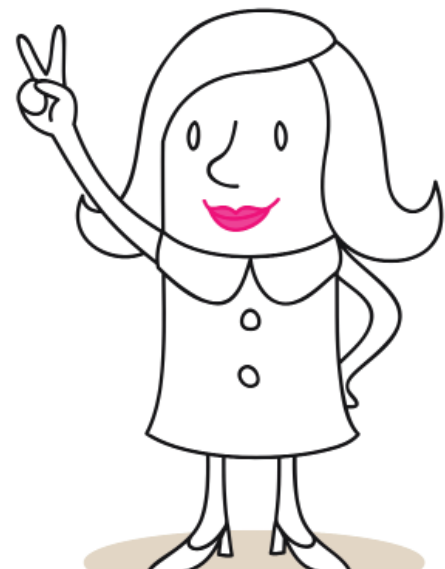


CV Must – Haves

- **Return On Investment:** show measurable results, when possible be specific
- **Visually appealing:** Use example CV's and Templates to make your CV look professional
- **Error-free:** Double-check spelling and grammar
- **Avoid using the word “I”**
- **Concise:** keep sentences short and use bullet points

CV – How much detail

- CV Length – limit your CV to two A4 size pages
- Reflect on specific aspects of your role. Looking at classified ads for examples or even the CV of a recently hired person.
 - Job titles
 - Departments
 - Organisation and dimensions
 - Sectors
- Include any gaps in employment, mention volunteer work (if any)
- Back and white CV's are acceptable



- Include hobbies and interests related to the role, e.g. Including any sports as a hobby could also emphasize that you know how to work well in a team
- References – you may include them but it is not mandatory

Common CV Pitfalls

- Unprofessionalism
- Careless mistakes – e.g. spelling and grammar
- Irrelevance and fluff
- Vagueness
- Misrepresentation
- Pictures
- Overkills
- Underwhelming
- Long winded sentences
- Editorialising
- Too much personal information



After Sending Your CV

- You could follow up by phone in one to two weeks:
 - Keep it short and professional
 - Practice what you'll say
 - Ask for an interview
 - Briefly recap your qualifications
 - Be politely persistent

For further advice on Apprenticeships roles speak to our Apprenticeship Recruitment team on 0121 707 0550 or email us on info@apprenticeshiprecruitment.co.uk.

