

How to write a great CV



Love them or hate them, without being there in person, your CV has to do your talking for you. It's not a full technical manual – it's a sales tool. So if that means re-writing yours for different job applications, do it.

You need to recognise immediately what you have to offer and how you are going to make a real and positive impact on their business. Your CV needs to be clear and simple to understand. In particular, you need to focus on:

Profile Start your cv with a profile of you as a person – your technical skills are covered later. Get the reader excited – make them want to meet you.

Ability vs achievements This very much depends on the type of job you're looking for. If you're looking for freelance work, it's best to focus on your skills – make it easy for the reader to see that you can do exactly what they need doing. However if it's permanent work you're after you need to show what you've achieved, as well as what you can do. Your potential employer needs to be convinced that you're going to add real value to their business.

Style & format

First impressions are paramount – rightly or wrongly the reader can be adversely affected if the cv isn't both clear to read and pleasurable to look at. Don't try and be clever, choose a simple typeface and size and keep it constant throughout. By all means highlight key headings, but don't overdo it. And keep it to two pages!



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