

## Business focus

### First impressions count; CV top tips

Angelina Andrews and Lisa Jarvis from Permanent Solutions Direct Ltd, recruitment specialists based in Henfield, give some sound advice on writing a good CV.

A CV is your own personal advertisement, when written and presented well it is a very powerful marketing tool. An important fact to remember is that a CV is purely designed to get you an interview, it is then down to you to secure the job!

Listed below are some helpful do's and don'ts to assist you when writing your CV.

#### Do:

- 1 Produce your CV on good quality white paper using a standard business font such as Times New Roman and keeping the main body of text to size 12. Use bold instead of underline, and always black ink. Ensure sufficient spacing between paragraphs. Keep your CV to two pages – three pages as an absolute maximum.
- 1 The first page should start with your name and a summary of your educational and

professional qualifications and any relevant training courses.

- 1 At the bottom of your final page is where you will list your personal details such as home address, telephone number and email address.
- 1 You should then detail your employment history in reverse chronological order, clearly listing dates, and if you have held several posts within the same organisation you will need to break these down separately.

### 'Don't use a personal email address that may convey the wrong image; for example hotlips@...'

- 1 Use strong action words, describe achievements and not tasks, quantify results if possible in terms of financial, production or award terms where applicable.
- 1 Write your CV in the third party, but not using your name, and avoid using "I".
- 1 Check your spelling and grammar, and then double check!

#### Don't:

- 1 You do not need to give your CV the title "CV" or "Curriculum Vitae", just your name at the top.

- 1 Do not use slang or jargon that is specific to your industry, this may not be clear to a recruiter.
- 1 Photos are NOT necessary on a CV!
- 1 Avoid non essential personal information such as marital status, number of children, state of health, religious or political beliefs, height and weight.
- 1 Do not use a personal email address that may convey the wrong image for example 'hotlips@...'
- 1 Reasons for leaving previous companies are not relevant at this stage and salary information doesn't need to be included.
- 1 You don't need to include details of referees on a CV, it will take up valuable space, that information can be provided later.
- 1 Only talk about hobbies and interests if they have some relevance to the job, or are unusual and you could inspire your interviewer when talking about the subject.
- 1 Avoid the "So what" factor associated with "I enjoy going to the gym, socialising and reading" when what you really mean is that

all you are fit for at the end of the day is curling up in front of the TV with a bar of chocolate and a glass of wine!

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