



Alter

your trajectory

Career Trajectory Series

3. How to write a winning CV



At Alternatives we connect with precision the best with the best, and all the time with unrelenting integrity, passion and expertise.

To help you on your career journey, we have developed the **Alternatives Trajectory Toolkit**. Whether you are simply planning or reviewing your career; taking an initial look at potential opportunities; applying for a specific role or actively interviewing, we have tips and insights to share with you, accumulated by our team, over many years.

In our **Career Trajectory** series we share:

1. How to plan your career

2. Evolving marketing competencies and how to build them

3. **How to write a winning cv**

4. How to succeed at interview

5. How to prepare for a competency based interview

And of course, you can contact our **specialist talent team** at any time to advise you along the way. They are industry and talent specialists of standing, who recognise the complex and rapidly evolving world of marketing, digital, and customer focused careers. They can advise, and at times challenge you. They will go the extra mile to ALTER your trajectory.

We hope you find these insights useful and we look forward to hearing from you.

From all of the team at Alternatives



How to Write a Winning CV

What is a good CV?

Your CV is designed to summarise and sell your (relevant) story, to get you the interview and the role you want. It's critical to take the time to build it, adapt it and get it right.

It must be professional yet succinct and easy to read. Keep it tight, ensure it flows well, use straightforward but professional language and avoid industry acronyms. Be succinct. We think 2-3 pages is best; 3 pages at a maximum.

Do not just keep adding a new paragraph to your CV every time you change role and hope this will do the job of selling you. Your latest experiences have evolved you as a professional and the combination of your latest skills with earlier ones may have taken you to a different place. Re-look at the totality of your CV when you are applying for a new role.

Also, give more weight to your recent roles and avoid repetition of experience.

Avoid simply writing out your job description. Your CV needs to highlight where you have brought value to your current role, how you have delivered change, what commercial achievements you have had or specific results you have delivered.

It sounds obvious, but your CV must be relevant to the position for which you are applying. Take the time with each application to adapt your CV to meet the criteria of the position you are applying for. Ensure that key skills, words and language featured in the job description feature in your CV.

It must be accurate.

It must be accurate. This goes without saying clients do follow up with references and educational checks. Where you have gaps, explain them briefly in the CV if you can, so you remove any guesswork on behalf of the client. E.g. took 6 months out to mind a sick parent/ child.

Suggested CV Structure

1. Personal Details
2. Personal Profile
3. Key skills (transferable)
4. Career to date
5. Education
6. Interests
7. References/Testimonials

1. Personal Details

Name, address, contact details. There's no obligation to put in details such as marital status, but you can if you wish or feel it's relevant.

2. Personal Profile

Start with a personal profile of 3-4 lines which reflects you and what you have to offer, showcasing your relevant experience & competencies. It should be told in your voice, using engaging, yet professional language.



3. Key skills

It may be useful to highlight transferable skills, when moving sectors or changing jobs significantly. Examples:

- Strategy Development/Implementation
- Product Development/Road Maps/Launches
- International Marketing/Global Sales
- Team Management/Development

4. Career to date (Our suggestion- but different formats work)

- Feature your company, your role title, the exact period of time (include months) you worked there.
- It can be useful to provide top line information on your company, particularly if you're with a less-known or overseas organisation, without divulging confidential or sensitive information.
- Highlight your top three to four key areas of responsibility in your past roles. Avoid writing out your full job description.
- Highlight beneath them the key achievements in each position that you have owned. This is critical. Separating them out means that your achievements stand out to the reader, who may have to read lots of CVs to determine a short list. Your achievements should be very commercial, very results oriented. Achievements should be factual, measurable and quantifiable. How did you make a difference? Demonstrate how you drove market share, sales volume or value, profit.
- Bring out what YOU owned in your role

5. Education: Be precise

Education: Be precise. Future employers can request copies of educational certificates. Keep it relevant. Add in relevant additional skills gained / company courses etc.

6. Interests

Keep it real and ideally relevant. If you don't feel these will add to your CV, then don't put them in- it's not a must have. Avoid jokey comments in this section as it may polarise.

7. References

Offer referees upon request. Do however check that your referees will give you a good reference. Ask them what they would say and use the opportunity to address any concerns they might have. Ensure your referees are as recent as possible.



Contact us

We hope you find these career insights useful. For further guidance on how to plan your marketing career, contact our specialist team at Alternatives.

Call us on **+3531 6618889** or email us at **hello@alternatives.ie**
We look forward to hearing from you.

From all of the team at Alternatives



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