

## Curriculum vitae

A CV has one single purpose, which is to radiate: "We need to see this person!". When you ask recruiters how they read CVs, they'll usually say: "I read so many, I need 9 second at the most!".

There are many tips for writing a CV; this checklist will give you some tools. Keep in mind that you are a unique solution on your job market and that **the best/perfect/winning CV for you is the CV that brings you to the table of your potential employer** 😊! Everyone has their own unique job market, do what works for you.\*

### In general

- Maximum of two A4 pages. Note: the first page is decisive; and often the first half of it is seen on a tablet, laptop and smartphone. Start with your expertise.
- Make quick 'scannable' lists and use ● or ○ in your lists (no blocks of text).
- Use 'keywords' from the job descriptions of your profession. This is crucial for ATS (robot) CV selection (and LinkedIn).
- Focus on the last 10 years of your professional experience, that's who you are now. Experience before that can be mentioned briefly.
- **The eye is always drawn to the bottom and at the back of the lists and pages. Use this cleverly.**

### Personal details

Please note: omit the words 'name', 'address', 'e-mail' etc. from this list, not necessary.

- Photo, same professional, business-like, portrait photo *in appropriate clothing*, with a smile 😊 as on your LinkedIn profile.
- First name and surname and any title (official first names are not necessary).
- Street, house number, postal code and city can be typed on one line.
- Date of birth? Find out what works for you, with or without. With date, mention in full: November 23, 1963.
- Mobile phone number, e-mail address with your own name (no 'fake name') and your *public LinkedIn address*.

### Profile

- *Visually* describe the solution you are on the job market. Include your strengths in a couple of lines.

### Work experience

- Describe your work experience anti-chronologically, meaning your last work experience first.
- Provide the employer's name in full, as the employer is now called, avoid abbreviations
- Context: briefly describe your employer, size, how many people work there, etc.
- Job title: use the job title that *is most common* in your field (this is not the title in your employment contract).
- Describe a gap in your CV briefly and positively, e.g. Orientation on the labour market or Time-out....
- Professional experience: the most important things in lists, concrete, with results, numbers, % - **numbers are magic!**

## Education

- Describe your education including the year and the *current* name of the institute.
- If you followed an important part-time study programme, please mention it *twice*. Once at the work experience section where you followed the study programme next to your job and also at the education section.

Language skills, for example: English: daily use for twelve years: fluent business English since 2008

Side activities/interests/sports: Assess relevance and whether it emphasises your 9-second CV. **Adding sports is inviting!**

## \* Create your cv together

From my experience I know that if you make your CV on your own, or only have your CV 'checked', you won't even get thirty percent of your full potential. That's because you think it's perfectly **normal** what you do in your work. You're 'unconsciously competent' in your profession. If you make your CV together with a buddy or a coach, you will become 'consciously competent', also on your CV, which may then radiate: "We need to see this person" in 9 seconds.

If you want to know everything about job application, go get your copy of [Jobmarketing 3.0](#), latest 31<sup>st</sup> edition November 2019 (only available in Dutch).

Good luck!

Aaltje Vincent, August 2020.