

## Curriculum vitae

A CV has one single purpose, which is to evoke: "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. Relevant experience before this period can be mentioned briefly.
- Colour: your picture and the logos (look at the section Work Experience) will add colour to your resume. It will have greater impact than just the use of a coloured block.
- 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. This is not necessary.

- Use the 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 are irrelevant. Mentioning your city will suffice.
- Date of birth? You can leave this out. Find out what works for you, with or without. With date, mention it in full: November 23th, 1963.
- Mobile phone number, email address with your own name (no 'fake name') and your *public LinkedIn-URL*.

### Profile

- *Visually* describe the solution you **are** on the job market. Do it in a way no one else would. 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. Use logos too! The brain processes images 60,000 times faster than text.
- Context: briefly describe your employer, size of the company, how many people work there, etc.
- Job title: use the job title that *is most common* in your field (this is not always the same as the title in your employment contract).
- Describe a gap in your CV briefly and positively, e.g. Orientation on the labour market, study and career reorientation, informal care or full-time parenting.
- Professional experience: mention the most important things in lists, concrete, with results, numbers and percentages – **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 empowers your 9-second CV. **Adding sports is inviting**, vitality is an asset!

### \* Never create your cv on your own

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. This craftsmanship will then not be mentioned on your CV. You're 'unconsciously competent' in your profession. If you make your CV together with a buddy or a coach, you will become 'consciously competent'. Your CV may then evoke: "We need to see this person" in 9 seconds.

If you want to know everything about job application, get your copy of [Jobmarketing 3.0 werkboek](#), 1<sup>st</sup> edition August 2020 (only available in Dutch).

Good luck!

Aaltje Vincent, May 2022