



CV Success Guide

Purpose

To help candidates create a professional, tailored CV that captures a recruiter's attention and increases their chances of securing an interview.

1. Tailor Your CV

Avoid sending the same CV for every application. Review the job description and highlight the skills, experience and achievements most relevant to the role.

2. Lead with a Strong Professional Summary

Use 3–5 lines to introduce who you are, your years of experience, key areas of expertise and the value you bring to an employer.

3. Showcase Achievements, Not Just Responsibilities

Employers want to see impact. Wherever possible, quantify your achievements.

Instead of:

- Managed a project team.

Try:

- Led a cross-functional team of 12 to successfully deliver a £3 million project on schedule.

4. Optimise for Applicant Tracking Systems (ATS)

Use keywords from the job description naturally throughout your CV. Avoid graphics, tables and complex formatting that may not be read correctly by ATS software.

5. Keep It Clear and Professional

- 2–3 pages maximum (where appropriate)
- Consistent formatting and fonts
- Professional email address
- No spelling or grammatical errors
- Reverse chronological work history

Recruiter's Checklist

Before you click Apply, ask yourself:

- | | |
|--|---|
| ☐ Is my CV tailored to this role? | ☐ Does my Professional Summary reflect this opportunity? |
| ☐ Have I highlighted measurable achievements? | ☐ Is my CV free from spelling and formatting errors? |
| ☐ Would I interview myself based on this CV? | |

Remember: Your CV doesn't get you the job - it gets you the interview. Make every page count.

