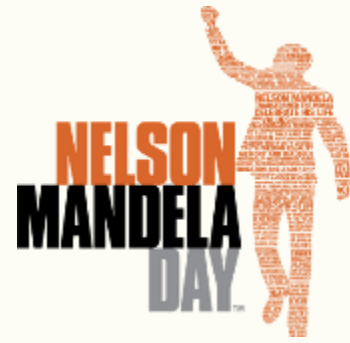
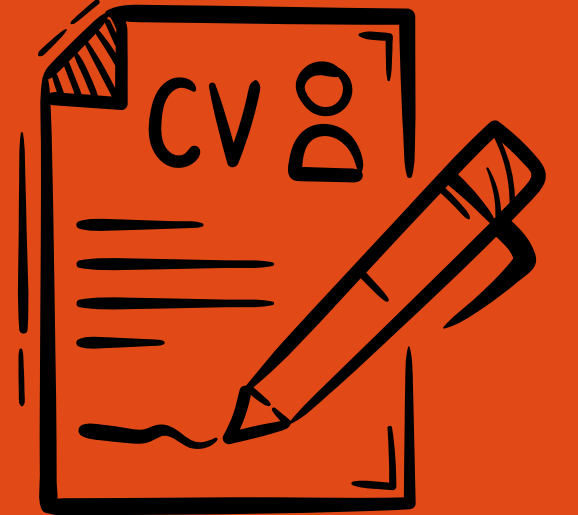




BEYOND THE CV

Career Readiness Webinar

HOSTED BY:



APPLY NOW



PROGRAMME

- 1 Welcome, Mandela Day purpose & how attendees will benefit
- 2 How to Prepare for Interviews That Lead to Job Offers
- 3 How to Find the Right Opportunities & Stand Out
- 4 How to Build a CV That Gets Interviews
- 5 What Hiring Managers Notice in the first 5 Minutes
- 6 Q&A
- 7 Darwin Academy
- 8 Closing Remarks & Next Steps

Introduction



Paul Kirby

CEO and founder of Darwin Recruitment
and Evoura



7 companies collectively trading the Engineering and Future Tech world in
UK, US, Germany, Holland, Switzerland & Scandinavia

All supported and largely delivered by a growing Resourcing
function in Durban – South Africa



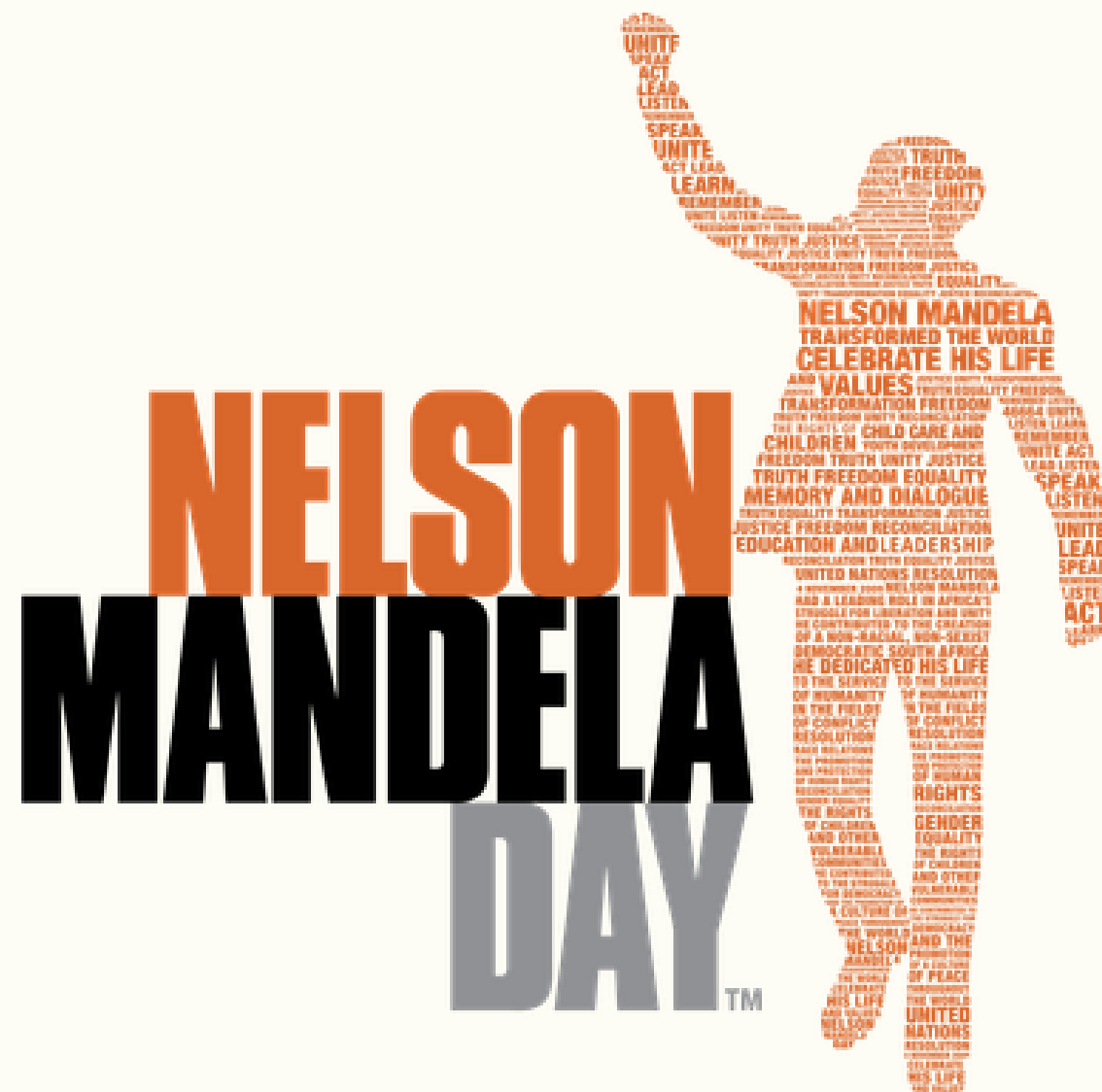
M O D E R A T O R

Adam Slade

MANAGING CLIENT PARTNER - SPACE

Adam is the manager and founder of Darwin Space - our Space and Satellite business unit here at Darwin Recruitment. We support businesses worldwide to find and hire the best people in the Space Industry. He's been at Darwin for almost a decade now, and about 4 years ago, he founded our Space Division, which has now evolved into what it is today.

Mandela Day – From Our Lens



Equality and Human Dignity

Mandela believed that every person deserves the opportunity to fulfil their potential. At Darwin, we share that belief. Beyond the CV is about recognising potential in people and creating opportunities based on ability, ambition and character, rather than simply what's written on a piece of paper.

Education

Mandela often spoke about education as one of the most powerful tools for changing lives. We want to build on the foundations already created through South Africa's schools, colleges and universities by providing training, coaching and career development that helps people grow beyond their first opportunity.

Unity in Diversity

South Africa is one of the most diverse countries in the world, and that diversity is reflected across our business. We believe different backgrounds, experiences and perspectives make stronger teams, better decisions and ultimately a better business.

Personal Responsibility

Mandela Day reminds us that positive change starts with individuals choosing to contribute. That principle is deeply embedded in our culture. Everyone at Darwin is trusted to take ownership, contribute to the success of the team and create opportunities through their own actions. As we often say, success is earned, not given.

Preparation Makes A Difference



Research beyond the website.

Look into recent news, projects, culture, and industry position - go past the home page.



Match role to experience.

Read the job description closely and align your background directly onto its requirements.



Prepare achievement examples

Have real examples ready that demonstrate impact, not just responsibilities.



Acing The Interview

What candidates need to know - and what recruiters wish they'd hear more often





S P E A K E R

Norma Zibani

SENIOR DELIVERY CONSULTANT

I'm a Senior Delivery Consultant at Darwin Recruitment, specializing in industrial engineering and technical recruitment across the United States. I work closely with leading organizations to recruit field service technicians, applications engineers, service managers, and other highly skilled engineering professionals across industries including compressed air systems, HVAC, pumps, and rotating equipment.

Having reviewed hundreds of resumes and interviewed countless candidates, I've gained firsthand insight into what hiring managers are really looking for. I'm passionate about helping professionals showcase their experience, build confidence in interviews, and develop the skills they need to turn interviews into job offers.

Mastering Behavioural Questions



- Give specific examples, not general statements.
- Quantify impact wherever possible - numbers, percentages, timeframes

Questions Candidates Should Expect



"Tell me about yourself."



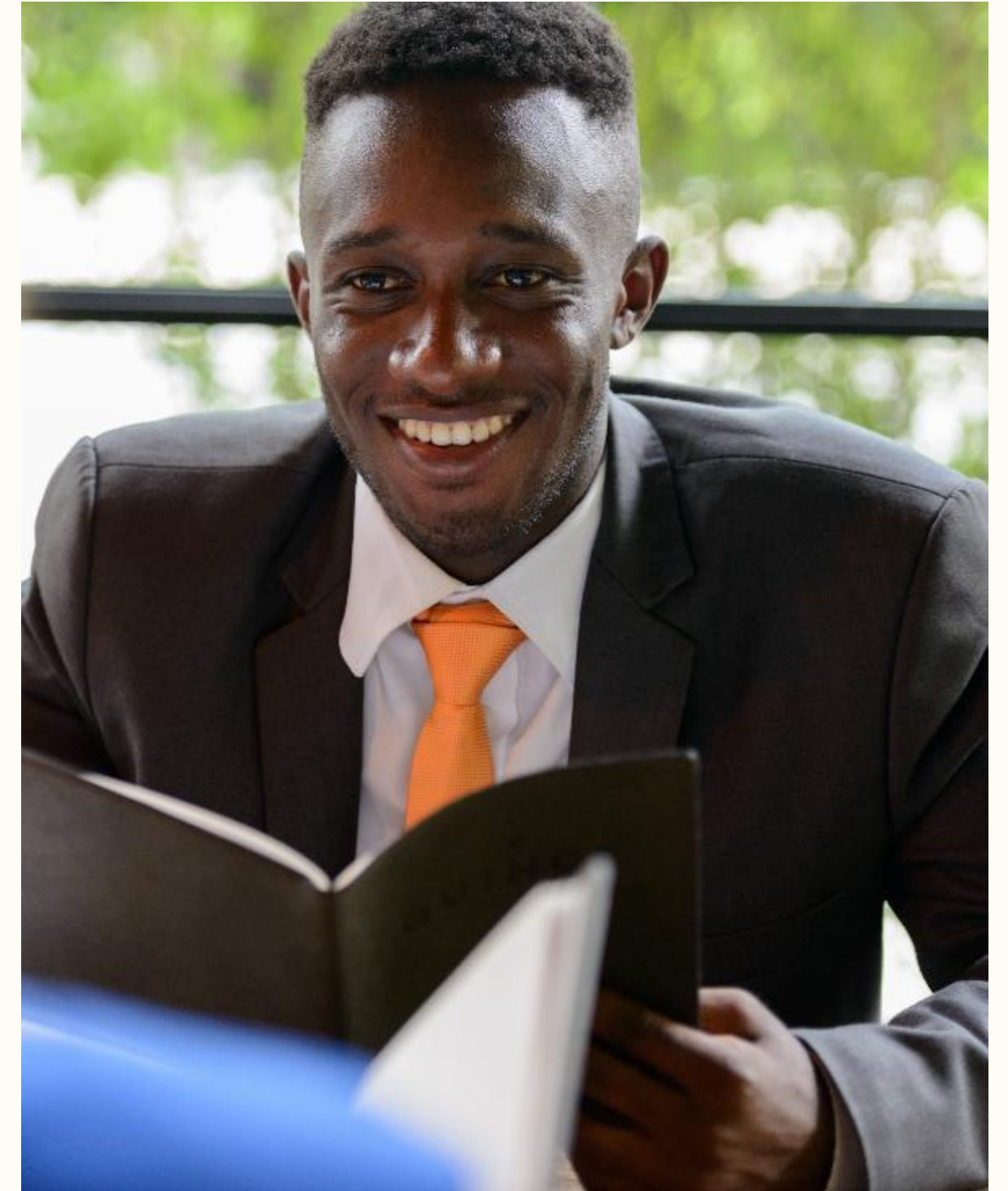
*"Tell me about a challenge
you faced."*



*"Why are you looking to
leave your current role?"*



*"Why do you want to work
here?"*



Common Mistakes Recruiters See



Not preparing examples



Speaking negatively about previous employers



Giving vague or overly long answers



Failing to ask thoughtful questions



Not demonstrating enthusiasm

5 Avoidable Mistakes - Every one of these is fully within a candidate's control.

How To Leave a Lasting Impression



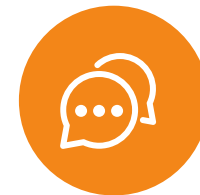
Build Rapport

Connect genuinely with the interviewer, not just answer questions.



Show Real Interest

Demonstrate you've engaged with the company, not just applied to it.



Communicate Clearly

Confident, concise answers land better than long, hedged ones.



Follow Up Professionally

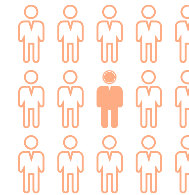
A timely, thoughtful note keeps you top of mind.

Insider Recruiter Advice



What hiring managers discuss afterwards

Post-interview conversations focus as much on fit and communication as on technical answers.



What makes a candidate stand out

Enthusiasm, curiosity, and clear thinking can outweigh a thinner technical résumé.



The small details that matter

Punctuality, tone, and how you treat everyone you meet all feed into the final decision.



How to Find the Right Opportunities & Stand Out

A practical guide to targeting the right roles, building your presence, and getting noticed for the right reasons





S P E A K E R

Lungelo Nkosi

SENIOR DELIVERY CONSULTANT

Lungelo partners with organizations across the EMEA and USA markets, connecting exceptional contract talent with leading businesses delivering complex CPQ, Billing, and Product & Technology transformation projects. He works closely with clients and consultants to build high-performing teams that drive digital transformation.

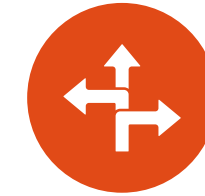
Lungelo believes successful recruitment goes beyond technical expertise, focusing on long-term partnerships, cultural alignment, and delivering an outstanding experience for both clients and candidates.

Know What You're Looking For



Target Relevant Roles

Focus applications on positions that genuinely match your skills, level, and goals.



Get Clear On Direction

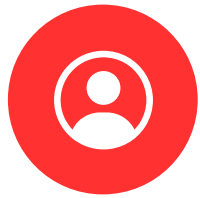
Know the industry, seniority, and type of work you actually want before you apply.



Quality over Quantity

A handful of well-matched applications outforms a mass of untargeted ones.

Build Your Personal Brand



Polish Your Profile

A clear photo and strong headline make the first impression before anyone reads further.



Write a Keyword-Rich Summary

Mirror the language of roles you want so you surface in recruiter searches.



Stay Active and Visible

Keep job board profiles current and engage with content in your field.



Showcase Your Achievements

Highlight results and impact, not the responsibilities, across your platforms.



Stand Out During The Recruitment Process

-  Respond promptly to messages and interview requests
-  Follow up professionally after every stage
-  Follow instructions and details precisely - they're being noticed
-  Stay consistent in tone and professionalism throughout



**Small details,
big impact.**

Consistency across every
touchpoint is what
recruiters remember.

Networking Creates Opportunities



Build genuine relationships

Real Connections, not transactional ones, are what people remember and act on.



Unlock hidden opportunities

Many roles are filled through referrals before they're advertised.



Learn from industry insiders

Conversations with the right people often reveal insights no job listing can provide.



How to Build a CV That Gets Interviews



S P E A K E R

Daniel Butler

HEAD OF QUANTUM

As the Head of Quantum, Daniel works in close partnership with some of the world's leading quantum computing businesses, helping them to find top, niche talent in the industry.

Your CV is your chance to make the best first impression of yourself to a possible employer, and Daniel has been in this game for more than a decade so you can trust that he knows exactly what your CV needs to get you your next interview.

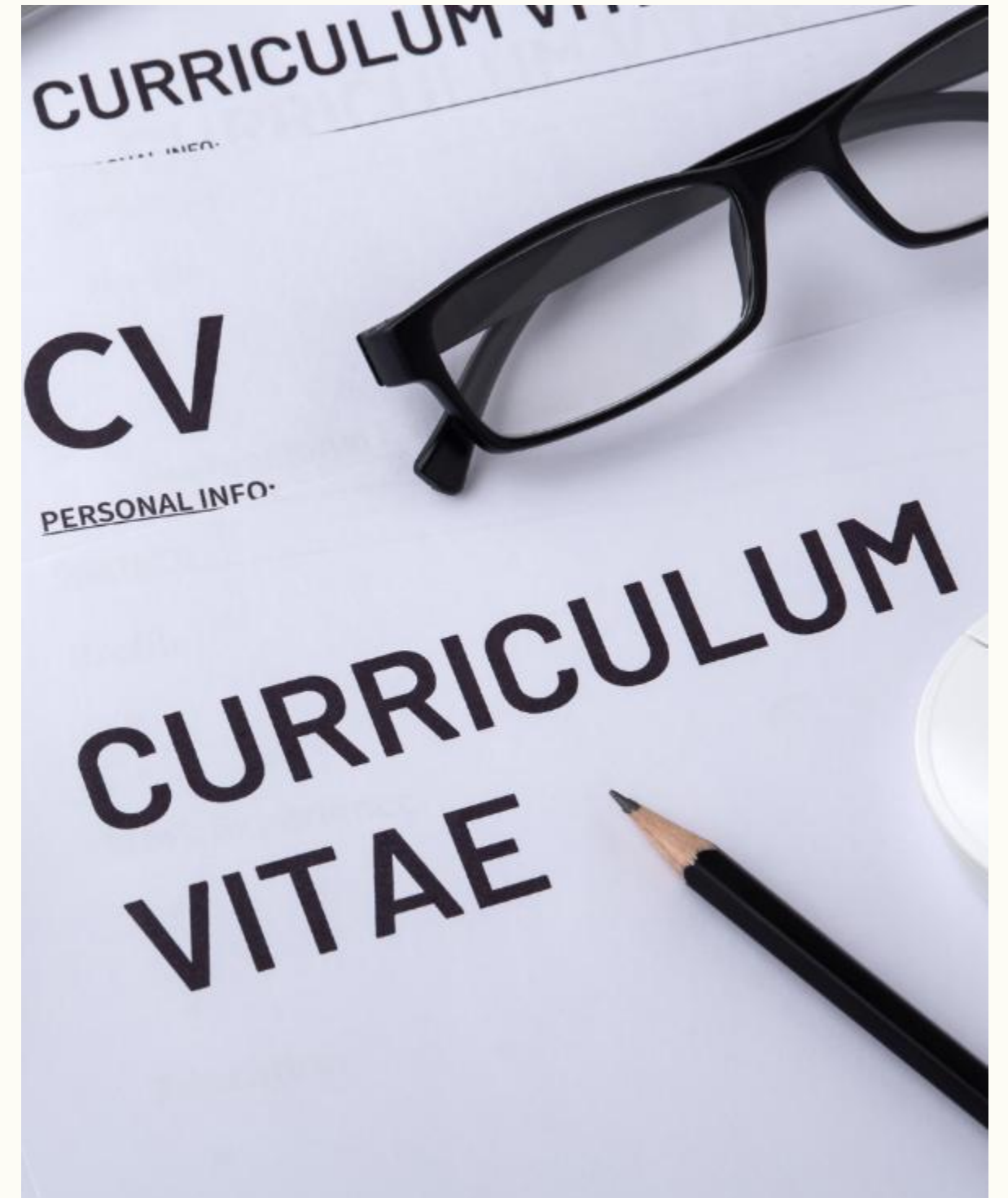
What Is A CV For?

Let's simplify things here, your CV is a record of your academic and professional history, but also a tool that allows you to display this history in the best way possible. If you look at it from a recruitment perspective, it's your product.



To gain interest from prospect clients, your 'product' needs to draw attention, look better than other products, match what clients need, highlight the positives, and create no doubt or concern.

Today we're going to look at how you can build a CV that gets an interview.



CV Structure

- 1 Firstly, it needs to look good - this creates a positive, professional impression
- 2 Needs clear, concise headings and layout; not messy and looking like an essay
- 3 Name and details at the top (full name, location, contact details)
- 4 Some like to use a short introduction to what your background is (personal choice)
- 5 Educational background
- 6 Professional background
- 7 Qualifications, certifications, publications, events participated in, awards etc.
- 8 Languages
- 9 Skill sets (technical, equipment used etc.)

All of the above need to be in order of most recent at the top – your current role needs to be seen first for example

Professional Experience



Job title, company name, location, dates of service (accurate and correct) - if different roles in the same business, include the dates for these roles and changes



Description of role - this should include a clear, 'to the point' explanation of your tasks and responsibilities (can be bullet points or a description)



Include credible, relevant achievements



Skills used, tech-stack, tools, methods etc...

ATS Optimisation

Equally as important as the aesthetic side of your CV.



ATS

Applicant
Tracking System



Can your experience and skills be easily extracted and identified by technology and AI?



Clearly listed skills, experience, qualifications, educational backgrounds



Most businesses and recruiters use an ATS system that helps select the ideal candidate – if your CV is too 'wordy', an ATS can struggle to pick up the required information

Common Mistakes

- ❌ Too long - 3 pages maximum
- ❌ Speaking in 3rd person!!!
- ❌ Spelling and grammar errors - this is a non-negotiable
- ❌ Unprofessional or unusual photos
- ❌ Company logos - this looks terrible
- ❌ Inaccurate data
- ❌ Too much information, especially for older roles that are irrelevant now



Personal Interests & Information



No harm in including some information about your interests – as long as they can't impact you negatively



Worth Including

Listing sports, what you enjoy, hobbies, are all positives



Best Avoided

Avoid anything political or controversial.

CV Example

A layout that puts the structure principles into practice.

What To Notice



Clean, well-spaced headings that are easy to scan



Contact details and current role visible immediately



Experience ordered with the most recent first



No clutter - every line earns its place

ERIC WILLIAMS

Leeds, UK • 07890 123456 • king.williams@contact.com

LinkedIn: linkedin.com/in/erickwilliamsample

Instagram: @sophienails_123

SKILLS

- **Project Coordination & Planning:** Coordinated store initiatives, contributing to a 15% increase in campaign efficiency.
- **Team Leadership & Collaboration:** Managed and trained a team of 10+ staff.
- **Communication & Stakeholder Engagement:** Acted as the main point of contact between staff and management.
- **Organisation & Time Management:** Consistently met deadlines in a fast-paced environment.
- **Problem-Solving & Decision-Making:** Reduced complaints by 25%.
- **Data Tracking & Reporting:** Identified trends that contributed to a 10% increase in weekly sales.
- **Digital & Administrative Skills:** Experienced in Microsoft Excel, Word, and scheduling systems.

PROFESSIONAL SUMMARY

Detail-oriented retail supervisor transitioning into project coordination after 6 years in retail management. Led teams, managed operations, and delivered results under pressure, including a 20% increase in team productivity and reduced operational delays. Recently completed project management training and eager to apply strong organisational, communication, and planning skills in a project-focused environment.

WORK HISTORY

Retail Supervisor, 03/2021 - 04/2026

CityStyle Retail - Leeds, UK

- Managed daily operations for a high-traffic retail store, supervising a team of 12 staff and maintaining service standards across 300+ weekly customer interactions.
- Led 6 seasonal promotional campaigns that increased monthly sales by 15% and helped exceed quarterly revenue targets.
- Delivered structured onboarding and coaching for 10+ employees, contributing to a 20% improvement in team productivity over 12 months.
- Streamlined stock management and scheduling processes, reducing operational delays by 25% and improving workflow efficiency across daily operations.

Retail Assistant, 06/2019 - 02/2021

TrendMart - Leeds, UK

- Delivered high-quality customer service to 100+ customers daily in a fast-paced retail environment, contributing to positive customer feedback and repeat business.
- Supported inventory management and organised 500+ stock items weekly, helping maintain accurate stock levels and efficient replenishment.
- Assisted in visual merchandising and store setup for 10+ seasonal promotions, contributing to improved product visibility and increased customer engagement.

EDUCATION

Level 3 Diploma: Business Management, 09/2017 - 06/2019

Leeds City College - Leeds, UK

RELEVANT TRAINING

Project Management Fundamentals (Online Course), Google Career Certificates
Completed: January 2026

- Learned project planning, risk management, and workflow coordination.
- Completed practical case studies simulating real project scenarios.
- Developed understanding of timelines, deliverables, and stakeholder communication.

Another Example

A different layout, the same underlying principles.

Same principle, different layout



There's no single correct template - consistency matters more than format



Headings and sections are still clearly separated



Skills and qualifications remain easy to extract at a glance.

ANNA WRIGHT

✉ wright.anna@email.com
☎ 07700 900123
📍 Manchester UK
in linkedin.com/in/wrightanna123

SKILLS

- Team leadership
- Performance coaching
- Call centre KPI monitoring
- Customer escalation management
- Workforce management systems
- Quality assurance
- Conflict resolution
- Problem-solving

ADDITIONAL TRAINING

- Leadership and Team Management Training, Institute of Customer Service, 2022
- Conflict Resolution and Customer Escalation Handling, BrightCall Training Programme, 2021

LANGUAGES

English

Native

Spanish

Upper intermediate (B2)

French

Intermediate (B1)

Polish

Intermediate (B1)

PROFESSIONAL SUMMARY

Results-driven call centre team leader with 7+ years of experience in high-volume customer service operations. Led teams of up to 18 agents while improving customer satisfaction by 22% and reducing average handling time by 14%. Coached agents, managed performance metrics, and resolved complex escalations while maintaining service-level targets.

WORK HISTORY

Call Centre Team Leader. BrightCall Services

March 2022 - March 2026 | Manchester, UK

- Led a team of 18 customer service advisors handling over 2,500 inbound calls weekly, ensuring effective call management.
- Increased team customer satisfaction score from 82% to 90% within 12 months.
- Reduced average handling time by 14% through targeted coaching and workflow improvements.
- Conducted monthly performance reviews and training sessions, resulting in a 17% increase in agent productivity.
- Managed escalated customer complaints, achieving a first-contact resolution rate above 88% to enhance customer experience.
- Collaborated with operations managers to optimise shift scheduling and meet 95% service level targets.

Senior Customer Service Advisor. ConnectDirect Ltd

June 2019 - February 2022 | Manchester, UK

- Handled 70+ customer interactions per day across phone and email channels.
- Maintained a 96% quality assurance score across customer service audits.
- Supported team leaders in onboarding and training 10 new customer service agents.
- Resolved high-priority complaints, achieving a 92% resolution rate on first contact.
- Consistently ranked among the top 10% of advisors for customer satisfaction.

EDUCATION

Diploma of Higher Education - Customer Service Management
Manchester College - Manchester

2016 - 2018



What Hiring Managers Notice in the First Five Minutes

From the CV scan to the first handshake - the signals that shape a
decision early





GUEST SPEAKER

Geoffrey Knapp

DELIVERY LEAD

I began my recruitment career in 2010 with one of the UK's largest healthcare recruitment agencies, progressing through leadership roles including Team Leader, Regional Manager and Group Operations Manager. After relocating to South Africa to oversee an offshore operation, I continued leading recruitment operations, business growth and high-performing teams.

In 2025, I joined Darwin Recruitment to establish and lead our South African office, growing the team from six to more than 35 people. Building high-performance cultures and developing future leaders remain at the heart of what I do.

The CV Stage

5 – 10
seconds

is how long it
takes a hiring
manager to
decide whether to
progress a CV to
the next stage.



Average Time CV Is
Looked At



AI



Opening Intro and
Paragraph and Keywords



Punctuation



Relevancy for Role

The Hiring Process



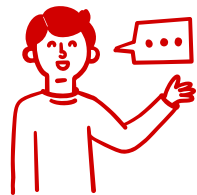
1st Impressions



**What Makes Good First
Impression**



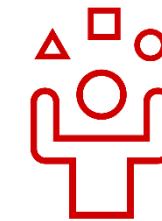
Negative 1st Impressions



**Answering Questions
Directly + Clearly**



Skills- Match up to CV



Demonstration of Skills

YOUR QUESTIONS EXPERT ANSWERS



GUEST SPEAKER

Danny Arnold

INTERNAL RECRUITER

I am Dan the Internal Recruiter here at Darwin, With 12 years of experience in recruitment I believe that forging strong connections and relationships with candidates and stakeholders alike is key to running a smooth and successful process, I have always thrived in working closely with candidates to help them in securing roles that matches their skills and qualities, I want to make sure that anyone who enters a process with Darwin Recruitment has the best possible experience from start to finish. Internally I build strong relationships with stakeholders and team leaders to fully understand their team's needs and requirements and match this up to candidates. So If you are an experienced Recruitment Consultant looking to take your career to the next step then please reach out directly for an informal chat.



Introducing the Darwin Talent Academy

Calling All Graduates With 12 Months or Less Work Experience

- 4-week Recruitment Training programme
- Solid Career Pathway
- 10K starting Salary with a Pathway to earn more within less than 12 months
- Market leading Uncapped Commission (20K per month OTE)



Why Darwin Recruitment?



"I saw a great opportunity for career progression & I will continue choosing Darwin due to the work culture and unlimited opportunities."

Lungelo Nkosi
SENIOR DELIVERY CONSULTANT

"I choose Darwin because it combines a great culture with genuine opportunity for progression and excellent earning potential. It's a place where hard work is recognized, and there are clear opportunities to develop both personally and professionally."

Norma Zibani
SENIOR DELIVERY CONSULTANT





Our People



Benefits & Awards



20 Days Annual
Leave



Medical Insurance



Monthly Awards



Trip to the UK

NEXT STEPS

Thank you for joining Beyond the CV.
Look out for our follow-up email after today's webinar. It will include:

Beyond the CV Career Toolkit

Access practical career resources, guides and templates designed to support your job search and career development.

Certificate of Participation

Complete a short online form to receive your personalised Certificate of Participation.

Darwin Academy

Visit the Beyond the CV page for more information about Darwin Academy. You'll be able to submit your questions, and we'll continue to share Academy news, updates and resources there.

What you'll find in the Beyond the CV Toolkit:

- ✓ The Interview Preparation Blueprint
- ✓ The Career Decision Matrix
- ✓ Personal Brand Checklist
- ✓ Job Search Guide
- ✓ CV Success Guide
- 🔗 Link to receive your Certification of Participation.

THANK YOU

