

## It could be your CV that is holding you back!

What can be said about Recruitment that has not been covered many times before? Good question!

Sometimes we just need to be reminded of sticking to the basics, and we have a few tips that could go a long way in helping you make that first impression, a lasting one.

It goes without saying that spelling is paramount, there is nothing worse than receiving a CV that is filled with basic errors. Mistakes can easily be avoided if you take the time to read through your CV, and luckily for those that are busy, there are spellchecks - I highly recommend using them (although keep in mind that *bare* and *bear* are both correct in the spellcheck laws). Your CV layout / format is also very important, it must be easy to read and inviting, there are many free CV formats available both on the internet and MS Word to choose from.

We are lucky to live in a country where human rights are of a high priority, no discrimination is allowed, use that to your advantage. In New Zealand, most Employers are more concerned about your most current experience, so go back 10 years in history at the most, anything longer than that is not really relevant anymore, and could possibly give away your age before you have even had the chance to impress.

The same applies to age, race, gender, and whether or not you may be pregnant - legally, none of these 'labels' matter, however many people are subconsciously biased, so rather take away those biases' by removing that information.

We should not be judged by what we look like or how old we are, which brings me to my next suggestion - do not include a profile picture, unless you are considering a career in modelling or acting, as again - people will subconsciously judge you.

Generally speaking, no two jobs are exactly the same, so when applying for an advertised role that outlines "About You" / "Experience Required", look at your CV objectively and think about how you can adapt your CV to highlight your relevant skills.

An example would be if you have previously had a Sales Representative position, then changed careers to an HR Advisor, but realising that you prefer sales - adapt your CV to highlight your applicable experience. Obviously, you cannot make things up and it is not ethical to delete experience so rather focus on attracting the Recruiter to skills, experience etc. relating to the position that you are applying for.

Whether or not you are going to include a cover letter, take the time to think about why it is that you are applying for a specific role - what is it about that advert that makes you think "I want to work there?".

Many people just apply for a position (even if they do not qualify) in the hope that they will strike it lucky or apply out of sheer desperation. This not only wastes your time but also shows the recipient that you either have not given thought around the application, or even worse - not even read the advert. Not a good start. If you do include a cover letter, have a good look at the advert, how it relates to you, what it says about the company that you are applying to, and how you would be a good fit - research the company prior to applying and then sell yourself! Highlight your relevant experience, skills and qualifications and explain why you feel that you are the best fit to the organisation and role.

## Examples of CV formats:

**Full Name**  
 emailaddress@domain.com 0000 000 000 Suburb, State, Postcode

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**Key skills**

- Skill one
- Skill two
- Skill three
- Skill four
- Skill five
- Skill seven
- Skill eight

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**Education**

**Course or qualification**  
 From Institution Name  
 Completed YYYY

**Course or qualification**  
 From Institution Name  
 Completed YYYY

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**Summary**

This is your elevator pitch where you have just a few lines of text to sell yourself to a potential employer. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

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**Career history**

**Role Title at Company Name**  
 Month YYYY – Month YYYY

**Overview of role in 1 to 2 lines**

**Key responsibilities**

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

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**Role Title at Company Name**  
 Month YYYY – Month YYYY

**Overview of role in 1 to 2 lines**

**Key responsibilities**

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

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**Interests**

- Insert 2 to 3 interests

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**References**

Available upon request

**AR**  
**Alice Robinson**  
 CUSTOMER SERVICE MANAGER

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**PROFILE**

These few lines give the employer a quick overview of your skills and experience. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

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**WORK EXPERIENCE**

**ENTER JOB TITLE HERE**  
 Company Name (2010 – Present)

These few lines give the employer a quick overview of your skills and experience. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

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**ENTER JOB TITLE HERE**  
 Company Name (2008 – 2010)

These few lines give the employer a quick overview of your skills and experience. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

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**ENTER JOB TITLE HERE**  
 Company Name (2006 – 2008)

These few lines give the employer a quick overview of your skills and experience. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

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**EDUCATION**

**YOUR HIGHEST / RELEVANT**  
 Institution Name  
 2000 – 2002

**Social Recognition**

Creative Thinking

Judgement and Decision Making

Management and Leading Others

Team Management

Active Learning

Reading Comprehension

Enter Your Skills Here

Enter Your Skills Here

Enter Your Skills Here

**AR**  
**Alice Robinson**  
 CUSTOMER SERVICE MANAGER

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**SKILLS**

Microsoft Office

Photoshop

Web Design

Mac & PC Systems

Problem Solving

30 Hour Safety

Enter Your Skills Here

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**INTERESTS**

Enter Your Interests Here

Enter Your Interests Here

Enter Your Interests Here

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**REFERENCES**

**NAME**  
 Institution Name  
 123-456-7890  
 123-456-7890

**NAME**  
 Institution Name  
 123-456-7890  
 123-456-7890

**NAME**  
 Institution Name  
 123-456-7890  
 123-456-7890

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**WORK EXPERIENCE (CONTINUED)**

**ENTER JOB TITLE HERE**  
 Company Name (2010 – Present)

These few lines give the employer a quick overview of your skills and experience. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

---

**ENTER JOB TITLE HERE**  
 Company Name (2008 – 2010)

These few lines give the employer a quick overview of your skills and experience. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

---

**ENTER JOB TITLE HERE**  
 Company Name (2006 – 2008)

These few lines give the employer a quick overview of your skills and experience. Try to keep it brief and to the point. For some great examples of personal summaries, visit [this](#) to sell yourself in 25 words or less.

- Insert 2 to 3 key responsibilities

**Achievements**

- Insert 2 to 3 achievements

## Examples of Cover Letters:

123 Hollywood Road  
 Toronto  
 M5T 1G5  
 Mobile | 077 866 8666  
 Email | sally.green@integrity1.com

Please a variety of contact details.  
 Please use your preferred contact details  
 you check your answer phone, your email  
 or your website

20 March 2011

Mr Smith  
 Human Resources  
 Company XYZ  
 Private Bag 66  
 WASTINGS, G12 3D

Dear Mr Smith

I wish to apply for the position of Marketing Assistant as advertised in the TradeMe website on 20th March 2011.

During my two years of study towards my Diploma in Marketing I worked part time in a Marketing Co-ordinator position for a locally based nationwide wholesaler and importer of sporting goods. The position gave me the opportunity to develop promotional material for retailers and the print media. I found I enjoyed developing promotional material and working as part of a team. The work was stimulating and challenging and rewarding particularly when products sold well and retailers commented on the quality of the advertising material.

Please find enclosed my curriculum vitae. I would welcome an opportunity to meet and discuss my application with you in detail. I look forward to hearing from you.

Yours sincerely

*Sally Green*

Use 'Track Integrity' you know the difference name  
 Use 'Track Integrity' you only know the difference of the previous message

Please sign your letter

Sally Green

Nona Chaturje  
 710-2880 Eglinton Avenue East  
 Scarborough ON M1K3P7  
 Ph: 416-750-7969  
 Email: nonachaturje75@gmail.com

Ms. Kyla Kelly  
 Director, Child and Family Development  
 YMC.A of Greater Toronto

Dear Ms. Kelly,

I am writing to apply for the position of Registered Early Childhood Educator at your childcare. I am a dedicated and qualified Early Childhood Educator with a passion for children's learning and care and experienced working with infants to preschool environments.

I have a commitment to providing exceptional care to children. As a supervisor Early Childhood teacher it is important to ensure that children receive the emotional security in absence of their parents. To facilitate this support I communicate with children frequently and support them according to their needs and ages. I have worked in varying childcare environments which has enabled me to develop the skills and qualifications needed to excel as an early childhood teacher. This is reflected in the excellent feedback regarding my performance as a trainee teacher from my supervising associate teacher. I am very eager to work with YMCA as it is the great work place that includes diversity, social inclusion and make a difference in the lives of individual and health of the community.

I believe that I would be a valuable addition to the team at your childcare centre and I am confident to help kids learn in a fun, creative and safe environment, and contribute to their growth and wellbeing. My resume is attached and I look forward to discuss the position with you further.

Yours sincerely,

Nona Chaturje

Armita Job  
 121 Spruce Avenue  
 Anytown, NS 12345  
 900-123-4567  
 armita@armita.com

February 11, 2010

Anytown Hospital  
 456 Pine Avenue  
 Anytown, NS S0S 9S9

Dear Irma Kluff,

I am delighted with the opportunity to apply for the pediatric nursing position advertised on your hospital's website. My experience and education fit perfectly your qualifications.

Having earned my BSN degree from Anytown University in 2004, I have worked for Anytown General for the past five years in the pediatric care unit, a 25-bed facility. Working closely with physicians, fellow nurses, and patients' families, I strive to provide the best possible care for our patients.

Intuitive in fast-paced environments and my attention to detail and multi-tasking abilities allow me to perform my duties with excellence. Please see my resume I have enclosed that mentions you, in that I have received many perfect scores in job evaluations. My passion is cultivating caring and supportive relationships with my patients and their families.

May we discuss further my qualifications and experience and how I would contribute to Anytown Hospital? Please feel free to contact me at your earliest convenience at 900-123-4567.

My resume is enclosed. Thank you for your sincere consideration. I look forward to hearing from you.

Yours,  
 Armita Job

**Lastly:** check, check and re-check your CV and cover letter before hitting that "Apply Now" button.



## **About the author**

### **Liane Davies**

Liane has extensive experience in Customer Centricity with a background in International Sales, Marketing, Business Development and HR/Recruitment. At Integrity1 Liane is responsible for Talent Acquisition internally and Payroll/HR Recruitment for our Clients. Liane also forms part of the Sales Team assisting with Business Development.