

# CV

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# The Basics

When writing a CV it's helpful to put yourself in the shoes of the recruiter. Although companies are often swamped by applications, it's challenging to find the right candidate for the position. CVs are often poorly structured or just don't showcase the transferable skills and experience that make a candidate appear relevant to the job.

## Make your CV Stand Out

- \* Employers are short of time and may only look at your CV for 30 seconds or less on their first glance so be clear and concise
- \* Aim to keep your CV to one page only although if you are a mature student with previous relevant experience, 2 pages is ok
- \* Build your professional brand – consider using a consistent style for your CV, cover letter, social and portfolio
- \* By tailoring your approach to the job you are applying for, you will be helping the employer to realize that you are the right candidate to interview!

## Think F.A.S.T

### A

#### Attention to detail

##### **Details matter!**

Spelling, structure, grammar font size etc – Spell check and Grammarly can help with this. Triple check this and print your CV of before sending to spot errors make sure it all lines up how you want it to.

### T

#### Target

##### **Tailor to the job role!**

You may need a few versions of your CV for different type of roles or you can use a profile to really tailor your CV for different jobs.

### F

#### Format

##### **Choose the right style!**

What kind of CV do you need for this role? Creative or Skills based or Traditional style or specific to a particular Industry?

### S

#### Summarise

##### **Get to the point!**

Short succinct paragraphs or bullets to outline your skills and experience. Show relevant experience and transferable skills most relevant first.

# What to Include

## Key Components for your CV

- Name  
(Include preferred pronouns)
- Contact details (you don't need your full address and postcode  
(County/City is sufficient)
- Social Media: Instagram, website, LinkedIn  
(any professional channel you want to showcase)
- Professional Profile
- Technical skills
- Education
- Experience
- Extra Curricular / Interests

## Optional Added Extras

- Exhibitions
- Projects
- Collaborations
- Competitions
- Volunteering
- Photo

# The Do's + Don'ts

## Things **to do** with your CV:

- \* Type your name in larger font (don't add "Curriculum Vitae, or CV)
- \* Use a clear sans serif font e.g. Tahoma, Verdana, Calibri no smaller than 10 font
- \* Put your contact details under your name at the top of the CV – make them easy to find
- \* Add a short, tailored Professional Profile at the top
- \* Add your education near the top while you are a student and fresh graduate – AUB is a selling point! Once you have a job after university, then you'll move education down and put your most recent job first
- \* Allow recruiters to share your CV – add a line about GDPR at the bottom of the page e.g. "This CV may be kept on file and distributed for employment purposes"

## Things **not to do** with your CV:

- \* Avoid tired "buzz words" such as "passionate" "detail oriented" "team player" and don't talk about skills without a context
- \* Avoid long chunks of text – break up with bullets or short paragraphs for short attention spans
- \* Don't write a list of jumbled skills – separate your creative / technical and "soft" skills" e.g. communication, teamwork, time management etc.
- \* Avoid tables rating your skills or "skills bars" – it just makes the things you are weaker at stand out!
- \* Avoid adding a photo, date of birth, full address (unless it's an acting / dance/ performer CV)
- \* Avoid listing all your educational qualifications out separately. Include your Degree, A levels or BTEC and write as '11 GCSEs grades A-C'.

# Your Professional Profile

## The Professional Profile

You don't have to add a profile to your CV although they can be useful in helping you to target your CV to job roles. Think about who you are sending the CV to – what could you highlight that would help you to really tailor your profile to the job / company?

## The structure for a Professional Profile

Who are you and what do you do?

What makes you different? What are can you highlight from your experience that would be relevant for the role?

What are you looking to do next?

“

*1.Final year Events Management undergraduate with experience in events co-ordination in the commercial sector. 2.Active committee member of the University RAG, with a track record of successfully engaging students in charity events raising £5,000 for charity. 3.Looking to move into a marketing role within the Voluntary Sector.*

”

# Your Experience

## Writing about your experience

Not all experience needs to be paid experience. Write about volunteering, shadowing, personal & uni projects, freelancing, commissions and part time work. Employers are interested in your experience; it doesn't always matter if it was paid or not.

- \* Generally, it is important to put your dates reverse chronologically, i.e. starting with most recent experience first.
- \* List dates, company name and job title in bold on one line, i.e.
- \* **May 2019- July 2019: BCP Seafront Catering Assistant**

Be concise - Use short paragraphs or bullets to describe your skills within the context of your experience

*“Think of Instagram – if you see a great picture with a succinct, short sentence it works. If it is a paragraph long you scroll through – the same with CVs.”*

- **Graduate Fashion Week**

## Put your most relevant experience high up on your CV

If you are applying for a role in Graphic Design and have done some work experience in a creative studio, but your most recent job was waitressing, put your studio experience first. Even if you were only shadowing or doing work experience, it provides evidence of your proactivity and interest in the field.

## Theme your experience

Use subheadings to break up your experience. E.g. *‘Design Experience’*. And if the rest of your experience is in retail or catering, you could call the other section “Customer Service Experience”



## Showcasing your experience

- \* Write what you did, not what your responsibilities were. Rather than: “The role required good communication skills” instead say;

*“Effectively communicated with colleagues, department representatives, suppliers” or “Maintained excellent relationships with key clients and stake holders”*

- \* Start your sentences with “*action verbs*”: i.e., “*developed*”, “*managed*”, “*identified*”, and “*negotiated*”.

Click [Here](#) for a list of action verbs to get started

- \* Where possible, try to quantify results. i.e. organised a charity fete which attracted 200 visitors and raised more than £500.
- \* Increased following on Instagram by 25% within a 6 month period

# Your Part Time Work Relevance

Should you include part time jobs on your CV?

Your part time work **IS** relevant. Perhaps not your duties, but the **SKILLS** you developed such as communication, teamwork and administration are transferable and hugely valued by employers, i.e.

*Worked effectively a team with kitchen and bar staff to ensure smooth running of restaurant*

*Remained calm during busy periods retaining high levels of customer service*

Lots of part time roles?

If you have had several part time jobs over the years you don't need to list them all. Think about the job you are applying for. To avoid repetition and to keep the CV relevant to the role you are applying to you could summarise:

## 2019-2022 Part time Customer Service Roles

- \* Held a variety of positions in retail sector for Primark, Next and Boots, efficiently managing my time alongside studies.
- \* Adapted quickly to new roles working in teams and building excellent relationships with colleagues. Used initiative to deal with problems as they arose, providing excellent customer service.

No previous part time roles?

Employers that recruit for part time positions unrelated to your degree discipline will be less interested in your academic achievements and more interested in any transferable skills you have gained from your course, extra-curricular activities and work experience.

To look at tips for how to write a part time job CV- **Go to Page 16** for more information



# English Language for CVs

## Use of personal pronouns

On CVs we generally don't use me, myself and I to describe our experience although you can use the first person in your profile.

Generally, it is best to avoid using "I" as it can become repetitive: e.g.



*I managed a team of ten people to reduce **our** business costs.*



*Managed a team of ten people to reduce business costs.*

The second example shows how the first-person narrative is used but the pronoun is omitted. This is the style of writing that should be used throughout the CV:

*"worked quickly under pressure, dealing with customer complaints with tact and diplomacy"*

*"Created a collection of recyclable dresses for London Fashion Week"*

The third person should be avoided. Although when writing an Artist Statement this can be expected, as a new creative or professional this can come across as inauthentic. Speak from who you are! E.g., do not write:

*"John is a 3D designer and Prop Maker"*

# Application Tracking System (ATS)

## What is ATS?

ATS are used by big companies or sites such as Total Jobs and LinkedIn to filter applications against job descriptions.

***75% of CVs never reach the recruiter as the ATS will reject it.***

The system can't read images, text boxes, tables, colours or different fonts- your CV will appear empty to the computer.

Have a simple version of your CV to send through to larger companies – keep your Creative CV for sending direct to small companies or to creative professionals.

More information about ATS [Here](#)

# Traditional CVs

Traditional CVs are between 1-2 pages long and generally do not include colours, images, logos or special formatting. They are usually used for jobs outside of the creative industries and when uploading your CV to sites such as Total Jobs, Indeed or LinkedIn to avoid your CV being rejected by an ATS. They usually include contact details, a profile and an overview of your education, skills, experience, volunteering and your interests.

## References

References are no longer needed as employers ask for them if they are interested in offering you a job. There are GDPR issues in adding contact details of your referees on a document that is shared in multiple places.

# Creative CVs

A creative CV is designed to reflect a candidate's creative talent using graphics, infographics and illustrations. Unlike traditional CVs it's an opportunity to demonstrate your design skill and give a flavour of your creativity.

The important thing is to find a balance between your creativity and providing clear, well-structured and well expressed information about you and your talents!

When to use a creative CV

When applying for jobs in the creative industries, particularly within Advertising, Marketing, Graphic Design, Illustration, Design, Photography & Fashion a creative CV is generally expected.

There are a variety of CV styles that you can look at for inspiration but remember that this is your document, and it should be individual to you.

You can check out some CV ideas on [Pinterest](#), [Canva](#) [inspiring resumes](#) & [Guru](#)

Specific formatting for certain creative industries

Fine Art, Acting, Dance, Costume and Film & Make-Up in Theatre and Film may demand a different approach as you will be expected to list your credits. Refer if unsure to your course tutors for further details on this. Some CV tips for different fields: [Acting](#), [Film & TV](#), [Fine Art](#)

# Types of CV

## What should my creative CV include?

Creative CVs should include the same information as a traditional CV but specific consideration should be taken when selecting colours, typography and the layout of sections. Prioritise what you will include on your CV so it doesn't exceed 1 or absolute maximum 2 pages.

### *Exhibitions + Shows*

When listing exhibitions, give details of dates, name of exhibition, gallery and location.

### *Awards + Scholarships*

If you have any particular awards, have won funding or any competitions here is the place to write about it. Keep the description to a short sentence only.

### *Collections, Commissions + Projects*

Give dates, title of work, name of collection or project and location. Include details of any funding that you secured.

## Saving + sending

Save your CV in a PDF format and ensure that any portfolio you are keen to link downloads quickly. Attach your CV to a cover letter email or insert it onto the online application.

Save the CV with your full Name not "CV1"!

## Adapting a Creative CV for a non-creative role

If you have a creative CV but have decided to apply for a job that demands a more traditional approach, such as Account Management in Marketing or social media, you will need to adapt your CV to tailor it. Instead of showcasing the Illustration Skills, instead it is important to underline any transferable skills. In the case of Bibi, she runs an Instagram account for her own freelance illustration business so she promotes this experience on her CV, being sure to tailor the content of her CV to the Job Description.

*Below is an example of an illustration graduate who is building a “portfolio CV” working as a freelance illustrator but alongside this she would like to apply for a job in social media marketing.*

**Below you can also see a job description, a copy of her Illustration creative CV and how she has adapted her CV for this Social media job.**

### Marketing & Social Media Assistant

#### JOB DESCRIPTION:

At Lunch we help over 1,000,000 parents a week find amazing things to do with their families. Inspiring them through our social media channels, email and website with fun ideas to get out and about. We have a strong social following including 650,000+ Facebook followers!

We are looking for a Social Media Assistant to join our online web brand. The successful candidate will have social media running through their veins and be passionate about helping to grow our brand on social channels. We are particularly interested in someone who loves to write and / or has knowledge of Adobe, photoshop and InDesign with an interest in creating video content for our channels.

The role will primarily be to support the management of our social media feeds by sourcing and creating relevant content to drive engagement with our audience across Facebook, Instagram and Twitter.

#### KEY REQUIREMENTS:

- \* Great knowledge of social media platforms
- \* Ability to Identify and react to relevant, emerging topics and create relevant written content for our blogs
- \* Knowledge of Adobe and / or other online design tools such as Photoshop, InDesign and/ or Illustrator
- \* Able to plan ahead
- \* Excellent written and verbal communication skills
- \* Be able to collaborate with different department
- \* Attention to detail is a must

Think about the employer you are applying to. Is a creative CV required?

# Types of CV

Example: **Illustration Creative CV**

**Bibi Alvarez**  
 ✧ **ILLUSTRATOR** ✧  
 07357 343428  
[linkedin.com/in/bibialvarez](https://www.linkedin.com/in/bibialvarez)  
[bibi.alvarez@gmail.com](mailto:bibi.alvarez@gmail.com)  
 bibialvarezdesign.com  
 Bournemouth, Dorset: Willing to relocate

Recent Illustration graduate from Arts University Bournemouth with a fascination for digital illustration. I love to use lively colours and combine block shapes with line work. My images are rooted in narrative, and I have experience in making images for both fiction and non-fiction children's picture books, working alongside authors and working with publishers building strong collaborative relationships. In 2020, I was shortlisted for the Cheltenham Illustration Award Prize and won best Portfolio 2019 at the Walker books upcoming Illustrator Awards. I am always willing to apply my work to a variety of contexts and excited to tackle new subjects that will push my visual language.

**Education**  
 2019 - June 2022 ~ Arts University Bournemouth BA (Hons) Illustration  
 2018- 2019 ~ Arts University Bournemouth Art Foundation: Distinction.  
 2015 - 2018~ John Hargreeves College 3 A Levels & an EPQ: A\* - B  
 2011- 2014~ Harmour Oak School 10 GCSE'S: A\* - B.

**Creative Skills**  
 Drawing | InDesign | Photoshop | Procreate for iPad | Animation

**Design & Illustration Experience**

**2019 – Present Bibi Alvarez Design** **Business Owner / Illustrator**

- \* Set up my own freelance design business offering illustration and design commissions to a range of clients
- \* Designed branding and managed social media presence to promote the business
- \* Built and maintained excellent relationships with clients, meeting deadlines and producing work to a high standard. Produced book and album covers, working collaboratively with author and small publishing house, Inspirational books

**2021 Macmillan Books, Live Brief (University Project)** **Illustrator**

- \* Produced a series of illustrations for a new title aimed at improving wellbeing
- \* Agreed brief with client and worked collaboratively to brainstorm ideas with colleagues
- \* Worked against tight deadlines, receiving feedback and making necessary amendments
- \* Pitched final ideas to panel and in front of peers, my work was selected as the winning entry

**Part time Work experience**

**May 2019 - July 2019: BCP Seafront Catering Assistant**

- Worked effectively as part of a small busy team during the peak holiday season.
- Adapted quickly to different roles providing excellent customer service.
- A challenging role which developed my communication skills when dealing with any customer complaints on behalf of the supervisor who was often between sites

**Volunteering**

**August 2017 British Heart Foundation Sales Volunteer**

- Supported a small team at a charity shop. Used creativity to improve the window display, worked the till and assisted customers

**Awards & Exhibitions**  
 Cheltenham Illustration Award - Shortlisted 2022.  
 Walker Books Upcoming Illustrator Award Best Portfolio 2021.  
 Exhibited at Poole Lighthouse.  
 Published in AUB's BUMF

References on request

This CV may be kept on file and distributed for employment purposes

Keep a creative CV on one page (Font no less than 10)

Profile tailored to illustration

Seperate creative/technical skills

Theme your experience

Include part time jobs - focus on transferable skills

Short sufficient bullet points work best

Include volunteering

Add a flavour of creativity

Include a GDPR statement







# Types of CV

Example: Illustration Creative CV adapted for a social media role

## Contact

 [linkedin.com/in/bibialvarez](https://www.linkedin.com/in/bibialvarez)  
 @bibialvarezdesign  
 @bibialvarezdesign

**Phone**  
 07945858569  
**Email**  
 bibialvarez@gmail.com  
**Address**  
 Dorset (Willing to relocate)

## Education

2022 BA (Hons.) Illustration 2:1  
 2019 Art Foundation: Distinction  
 Arts University Bournemouth  
 2018 A Levels: English A, Art A, History C  
 2016 GCSE's 10 grades A\* - B  
 John Hargreeves College

## Expertise

- Social Media Analytics, Instagram, Facebook & TikTok
- Canva
- Photoshop
- Indesign
- Procreate for iPad
- Animation

## Awards & Exhibitions

- Cheltenham Illustration Award Shortlisted 2021
- Walker Books Upcoming Illustrator Award Best Portfolio 2020
- Exhibited at Poole Lighthouse & AUB Gallery

## Bibi Alvarez

### Social Media & Content Creator

Recent Illustration graduate from Arts University Bournemouth with experience successfully growing my Instagram and TikTok channels to more than 2000 followers in the last year. I love to design playful and engaging content using my illustration and motion graphic skills. I've balanced my studies alongside editing the university magazine and part time roles in fast paced environments. A creative thinker and strong team player, I thrive in creative teams and am excited and focused on developing a career within branding and marketing.

### Design & Social Media Experience

2019 - present *Bibi Alvarez Designs* Business Owner

- Established a freelance business managing a range of clients
- Designed branding and manage social media presence, building successful channels on Instagram & TikTok
- Researched target audience and used analytics when scheduling posts, developed video content for YouTube channel to drive traffic
- Produce work to a high standard against tight deadlines.
- Produced book and album covers, working collaboratively with author and publishing house

2021 *Macmillan Publishing, Live Brief (University Project)* Illustrator

- Produced a series of illustrations for a new book
- Agreed brief with client and worked collaboratively to brainstorm ideas with colleagues
- Worked against tight deadlines, receiving feedback and making necessary amendments
- Pitched final ideas to employer panel and in front of peers
- My work was selected as the winning entry, receiving an Award

### Customer Service Experience

07/19-09/19 *Bournemouth Council - Seafront* Catering Assistant

- Supported a small, busy team during the peak holiday season
- Adapted quickly to different roles providing excellent customer service
- Developed strong communication skills when dealing with customer complaints on behalf of the supervisor who was often between sites

### Volunteering

08/2017 *British Heart Foundation* Volunteer Retail Assistant

- Supported a small team at a charity shop. Used creativity to improve the window display, worked the till and assisted customers with enquiries

### Extra- Curricular activities

10/2020 -06/22 *BUMF Magazine* Committee Member & Editor

- Worked as part of committee to co-ordinate publication of the University magazine
- Met with team on a weekly basis to contribute ideas, decide on content and edit the magazine.
- Developed leadership skills to keep the team motivated on track against print deadlines as well as excellent attention to detail.
- Demonstrated high levels of commitment keeping the magazine running through COVID and alongside university studies.

This CV may be kept on file and distributed for employment purposes

Tailor your profile to the job.

Add your social media channels

Focus on relevant aspects of your experience

Keep info about awards but lower on CV

Use action verbs to start your bullet points

This section is important for underlining transferable skills

\*\* For additional CV examples click [HERE](#)

# Part Time Job CV

Tips on tailoring your CV for a part time job

## Profile:

If you have previous relevant experience related to the role then mention it in your profile and state that you are looking for part time work – if you want to work in retail then say so!

*“Arts University Bournemouth Fashion student with proven ability to provide excellent customer service while working on a busy customer queries desk in Tesco. Strong team skills shown when running group projects and strong time management abilities. Looking for a part time fashion retail position.”*

## Education:

Keep this short - state you are at AUB and give the degree title. Do not list all of the modules. Give brief information about your college and secondary education.

## Interests:

By providing a short explanation of your interests/hobbies employers can pick up on any transferable skills that could be useful for the role. It also gives the employer something extra to ask you about at interview.

## Experience:

When you write about your experience think about the roles you are going for. The skills you choose to emphasise will depend on the role. For bar work, shop work and retail the focus will be on the following skills:



# Types of CV

## Communications skills

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- \* Ability to adapt your communication style when working with different people
- \* Ability to handle customer complaints with tact and diplomacy
- \* Being patient and understanding

## Teamwork

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- \* Collaborating with kitchen and bar staff to ensure smooth running of a restaurant
- \* Working as part of a sales team to meet targets
- \* Participating in meetings, offering support

## Working effectively under pressure

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- \* Ability to remain calm during busy periods retaining high levels of customer service
- \* Using good judgement when dealing with challenging situations at work (i.e. aggressive or drunken behaviour)

## Using Own initiative – problem solving

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- \* Ability to deal with issues alone however, able to draw on the support of colleagues or a manager when necessary

## Social media & IT

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- \* Using social media – understanding twitter, Facebook etc. ability to write engaging content
- \* For admin tasks – level of competence of Microsoft Packages, Adobe etc.

# Multimedia CV

## Video CVs

Video CVs are an alternative way of grabbing the employers attention. You might like to add it when approaching companies in addition to your CV – you could be introducing yourself and why you are interested in the role/company.

You could also do a video of you talking through a piece of work on your portfolio. [www.loom.com](http://www.loom.com) gives a free video link functionality which is easy to use and the link opens quickly for the reader. Not all employers will be receptive to a video CV but some will so it could be useful to add as an addition to your digital / paper CV.

- \* Keep the video less than 2 minutes
- \* Write down what you would like to say and learn it
- \* Plan the location of your video carefully
- \* Beginning-Start by introducing yourself, explaining why you have created the video and why you are the right person for the job
- \* Middle- Talk about your unique selling points, relevant skills and experience.
- \* End-At the end summarise what you have told the employer and reiterate why you are the right person for the role.

Here are some tips from [www.inspiringinterns.com](http://www.inspiringinterns.com)

## 3D CVs

If you really want to reach out to a company and do something different, you could think about other formats such as 3D Cvs. Check out this resource for ideas 3D CVs

## Skills Based/Functional CV

A “Skills Based CV” differs from the more traditional “Chronological CV”. It allows you to show how the skills and knowledge you have gained so far can be transferred to a different type of role. They can be useful for a number of scenarios:

- \* You have very little work experience or relevant work experience
- \* You are changing career direction
- \* You have gaps in your education or work experience.
- \* You are applying for part-time jobs that may not be relevant to your degree or previous work history
- \* You have too much work experience to keep your CV to 2 pages and often the tasks or skills have been the same in each job role
- \* You are re-entering the work place after a period of time

Instead of putting an emphasis on the companies you have worked at, a Skills Based CV allows you to summarise your experience under a selection of selected skills. This is useful as it enables you to really target your CV to the job. It helps the employer to see how the skills you have gained in a different industry / role are relevant to the role.

For example, if a person is studying Photography but is interested in applying for an NHS Management Scheme, it might be difficult for the employer to see the connection in a traditional chronological CV. However, a Skills Based CV will allow you to show the employer that actually your photography degree involved a large element of proactivity, project management organisation, and leadership in co-ordinating and leading on photo shoots.

# Types of CV

Tips for putting together a Functional / Skills Based CV

A functional CV would have the same sections as a Chronological CV only that you would have a substantial “Skills Section” and then just a list of your previous employment in the experience / employment section.

## 1

### Profile and Skills

## 2

### Employment, voluntary work, Education & Interests

- \* Before writing your CV take a look at some job descriptions of roles you are interested in. Underline the key skills they are looking for and use the same headings (approx. 5)
- \* Write a profile introducing yourself and 3 key achievements with your objective (see profile section)
- \* Give examples of how you have developed this skill in your voluntary work/hobby/ part time work/ education or previous work experience.
- \* Then list your employment / voluntary work etc. but give brief details of your responsibilities.

# Academic CV



Academic CVs can be long documents but it is important to stress that employers will not necessarily be impressed by everything you have done; instead they want to know which of your achievements are relevant to the job they are trying to fill.

Help the employer by targeting your experience to the institution and role you are applying for. The majority of academic CVs are built around the three pillars of research, teaching and administration. Use these headings and sub headings such as Teaching, Research, Funding, Publications, and Awards to break up experience. This will enable the employer to skim through your CV more easily.



Look at the role carefully – is it mostly research based or is the largest element going to be teaching, programme co-ordination or pastoral care of students?

Get the most relevant information near the front of the page. If the role is mostly teaching then put that experience before you list all your research and publications



It is important to illustrate the right research focus. If you are applying for a job where you will be writing bids then show how your research ties in with the employer's.

Highlight any help you've given your department (paid or unpaid) – demonstrating, open days, schools events, organising study groups or seminars



## Format for academic CVs

An Academic CV should be in reverse chronological order and depending on experience can be several pages in length (anything from 2 – 40 pages!) however 4-5 pages is usually the average length.

Ensure that your name is on every page and number the pages of the document. Examples of Academic CVs can be found by looking online and at **Vitae** and **Jobs.ac.uk**



AUB FUTURES



STUDENT SERVICES

**Instagram / @aubfutures**  
**1:1 Bookings / MyAUB-Bookings**  
**Facebook / @careersAUB**  
**Email / careers@aub.ac.uk**  
**Jobs + Events / aub.jobteaser.com**

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