

MODULE 3 –TIPS TO CV WRITING

Your CV is a personal marketing document used to sell yourself to potential employers. It should tell them about you, your **professional history, your skills, abilities and achievements**. It should highlight **why you're the best person for the job**. Your CV is a sample of your work and it has to pass the 15 second test (recruiters receive hundreds of CVs every day). It should follow a clear, concise structure and be maximum 1 or 2 pages. Use positive language when detailing your achievements and results. Keep in mind that formatting your CV is equally as important as the content. Last but not least, tailor your CV to each job application.

What to include in your CV?

- **Name and contact details**
- **Personal profile - present what you have to offer, what is the value that you can bring to the employer and your career goal**
- **Key skills – most relevant to the position**
- **Work or project experience: start with the latest one**
 - **Add what you solved, not what you did**
 - **Prove your experience by giving tangible examples**
 - **Write down your achievement and accomplishments**
- **Education and qualifications - like your experience section, your education should be listed in reverse chronological order. Include the name of the institutions and the dates you were there, followed by the qualifications and grades you achieved.**

If you're unsure of how to write your CV, it's worth downloading a few CV templates to familiarise yourself.

Video CV

The video CV is on the rise as candidates are looking for ever more innovative ways to help them stand out to employers and differentiate themselves from the competition.

If you use it well, it will enhance applications by providing employers with more insight into what you can offer, an added level of dynamism and effectively act as the first part of the interview process – your introduction.

What makes a successful video CV?

- Keep it short and sweet - under two-three minutes
- Be creative but professional - dress as you would if you were going for an interview
- Make sure your back drop is clear from clutter or anything that could give you a bad first impression.
- Don't talk too fast or slow and remember to make eye contact.
- Develop it with a structure beginning, middle and end
- Script it before you begin and don't read from your notes
- Introduce yourself clearly, explain why you've created the clip and tell the viewer why you're the right person for the job
- Give your contact details at the end of the video
- Ensure you get some objective, honest feedback before you send it to an employer
- Make sure the video is clear, well lit and in focus

When to use a video CV?

You can use a video CV in different ways depending on the sort of job you're going for. If you're interested in journalism or media roles, you might use the video CV to showcase your on-camera skills.

If you're targeting the creative professions, you can demonstrate your presentation skills and show more about your personality. If you believe you have something unique to offer and can communicate this on film, you should definitely go for this option.