

## Your curriculum vitae

A CV has one single purpose, which is to radiate: "We need to see this person!". When you ask selectors how they read CVs, they'll usually say: "I read so many, I need 9 second at the most!".

There are many tips for writing a CV; this checklist will provide you with some tools. Keep in mind that you are a unique solution on your job market and that **the best/perfect/winning CV for you is the CV that brings you to the table of your potential employer**😊! Everyone has their own unique job market, do what works for you \*

### In general

- Maximum of two A4 pages. Note: the first page is decisive; and often the first half of it is seen on a tablet, laptop and smartphone. Start with your expertise.
- Make quick 'scannable' lists and use • or ○ in your enumeration (no blocks of text).
- Use 'keywords' from the job descriptions of your profession. Crucial for ATS (robot) CV selection (and LinkedIn).
- Focus on your last 10 years of work experience, that's who you are now. Experience before that can be short.
- **The eye is always drawn to the bottom and at the back of the enumeration rows and pages. Use this cleverly.**

Personal details - please note: omit the words 'name', 'address', 'e-mail' etc. from this list, not necessary -

- Photo, same professional, business-like, portrait photo *in appropriate clothing (depending on the job you're looking for)*, with a smile 😊as on your LinkedIn profile.
- First name and surname and possible title (official first names are not necessary).
- Street, house number, postal code and city can be typed on one line.
- Date of birth? Find out what works for you, with or without. With date, mention in full: November 23, 1963.
- Cell phone number, e-mail address with your own name (no 'fantasy name') and your *public LinkedIn address*.

### Profile

- *Visually* describe the solution you are on the job market. Include your strengths in a couple of lines.

### Work experience

- Describe your work experience anti-chronologically, meaning your last work experience first.
- Provide the employer's name in full, as the employer is now called, avoid abbreviations
- Context: briefly describe your employer, size, how many people work there, etc.
- Job title: use the job title that *is most common* in your field (this is not the title in your employment contract).
- Describe a gap in your CV briefly and positively, e.g. Orientation on the labour market or Time-out....
- Work experience: the most important thing in listings, concrete, with results, numbers, % - **numbers are magic!**

### Education

- Describe your education including the year and the *current* name of the institute.
- If you followed an important part-time study programme, please mention it *twice*. Once at the work experience section where you followed the study programme next to your job and also at the education section.

Language skills, for example: English: daily usage for twelve years: fluent business English since 2008

Side activities/interests/sports: Assess relevance and whether it emphasises your 9-second CV. **Adding sports is inviting!**

**\*Create your cv together**

From my experience I know that if you make your CV on your own, or only have your CV 'checked', you won't even get thirty percent of your full potential. That's because you think it's perfectly **normal** what you do in your work. You're 'unconsciously competent' in your profession. If you make your CV together with a buddy or a coach, you will become 'consciously competent', also on your CV which should radiate: "We need to see this person" in 9 seconds. If you want to find out everything you need to know about job application, go get your copy of [Jobmarketing 3.0](#), latest 30th edition July 2018 (only available in Dutch). Good luck! Aaltje Vincent, June 2019.