



CV WRITING

Key Points in CV Writing

- Your CV is your marketing tool. It tells who you are on paper in your absence
- Make your CV elegant and easy to read
- Proper formatting makes it easy for **ATS** to scan your CV
- Takes between 6 – 15 seconds for recruiters to review a CV for the purpose of consideration
- Tailor CV to job requirement as advertised
- Use clear and simple fonts and font size e.g Arial, Calibri, Times New Romans
- Avoid using calligraphic fonts
- CV is not just an artwork, avoid too much aesthetics/designs
- Remove irrelevant information
- Keep it short and concise but provide enough information to attract attention
- Match your CV design to the culture of the Organization you are applying to
- Save your CV in PDF Format except otherwise stated

CV Content

- **Contact Information:** Name, Address, E-mail, Social Media handles
- **Personal Statement:** Summary or Career Objective
- **Professional Experience:**
 - Begin with current and arrange chronologically in descending order
 - State Job Title, Name of Organization, reporting line, Date, Summary of job profile or achievements on role
- **Academic History:** Begin with highest qualification and arrange in descending order chronologically
- **Key Skills and Qualifications:** summarize with key words
- **Industry Awards:** List if applicable
- **Professional Certifications:** start with most recent and relevant to the job role
- Publications
- Professional Affiliations
- Conferences Attended
- Additional Training

CV Formatting

- One-inch margin on the left and on the right
- 1.0 – 1.15 line spacing in between sentences
- Select a **readable font** and **use same font throughout**, ensure the font size is readable
- Create a professional CV header
- Divide your CV into section
- Your section headings should be larger and bolder than other fonts
- There should be space in between sections

Types of CVs

Skill Based/Functional CV

- Emphasis is on skills & competencies
- Used by job seekers in creative industries, for career change
- Can be adopted by candidates with flaws or gaps in their career history
- Recruiters can perceive it as camouflage to hide something
- May not be scannable for ATS

Reverse Chronological CV

- Emphasis is on work experience & education
- Used by most professionals with quality work experience
- Professional & traditional in nature
- Easy to read and universally accepted

CV Formats – Skills Based



Thomas Blumenthal

Public Relations Specialist

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UK

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Phone 07366 124151

E-mail thomas.j.blumenthal@gmail.com

I am a results-driven King's College graduate in Journalism and Social Communication seeking to leverage two years of internship and freelancing PR experience with Newton Software Communications Team. Experienced in producing engaging online content ([see my portfolio here](#)) and press releases for tech start-ups and local IT companies. Non-profit blogger at www.pr-matters.wordpress.com. I am mainly interested in digital PR solutions including the automatization of customer relations via AI-based email campaigns and chatbots.

Skills Summary

RESEARCH

Able to work with many kinds of clients in a wide variety of fields. Excellent at researching clients' brands, industries, and markets very quickly and efficiently.

WRITING

Skilled at writing all types of Public Relations texts: press releases, blog posts, bulletins, emailing campaigns (outreach emails, sales emails, engagement emails). Able to produce up to 1,500 words of great, unique content on a daily basis.

CREATIVITY

Able to come up with innovative solutions to all types of problems and crises. Excellent in designing and implementing both ATL and BTL Public Relations and Marketing campaigns in collaboration with graphic designers and art directors.

SOCIAL MEDIA RELATIONS

Proficient at managing social media relations across all major social media platforms: Facebook, Twitter, Instagram, LinkedIn, Pinterest, Tumblr, Google+.

Experience

2018-09 - present **Public Relations Intern**
Adidas Originals, London, UK

2016-06 - 2017-08 **Office Assistant**
Ogilvy and Mather, London, UK

Education

2015-08 - 2018-05 **King's College, London, B.A. in Journalism and Social Communications**

Software

MS Office Suite



Wordpress



Adobe PS



InDesign



CV Formats – Reverse Chronological



James Cordon

Public Relations Consultant

Phone 0044 (0) 7777 777777

LinkedIn www.linkedin.com/in/zetyjamescordon

E-mail jamesxcordon@zety.com

Public Relations and Public Affairs Consultant with 5+ years of experience managing all stages of public relations and marketing communication. Highly skilled in developing and maintaining key relationships with major media outlets, improving social media strategy, PR writing, and event management. Seeking to deliver communications excellence at XYZ Power.

Experience

- 2015-07 - present** **Public Relations/Public Affairs Consultant**
U.S. Department of State
- Develop social media strategy (Twitter, Facebook, YouTube, LinkedIn, Flickr), including public engagement, brand messaging, monitoring news media and social media coverage.
 - Increased Twitter follower base from 100 to 20,000+ followers through celebrity-endorsement strategy.
 - Manage, support and cultivate key relationships with the media, consultants, political officials, and their press offices.
- 2015-01 - 2015-05** **Public Relations Associate**
Acme Corp
- Developed training materials and content for the campaign team of SAMHSA Children's Mental Health initiative to deliver SAMHSA sponsored training domestically.
 - Assisted with SAMHSA's KSOC-TV and Voice Awards strategic planning and operations.
 - Developed KSOC-TV promotional plans with targeted social media, listserv and promotional email messaging.
- 2014-09 - 2015-01** **Strategic Communications Specialist**
Office of State Senator John Doe
- Created a foundational political communication platform to strategically influence public knowledge, beliefs, and action on political matters.
 - Developed a political 'Style and Usage Guide' pertaining to social media, press and media engagement with constituents.

Education

- 2017 - present** **Master of Arts in Political Communications, Goldsmiths University of London**
- 2016** **Bachelor of Arts in Liberal Studies, Thomas Edison State University**

Volunteer Experience

- 2017 - 2018** **Renegade and Longton UK**
Brand Ambassador
- 2017 - 2018** **Democrats Abroad UK**
Black Caucus Social Media Coordinator

Skills

Media Relations	■■■■■
Event Management	■■■■■
PR Writing	■■■■■
Social Media Analysis	■■■■■

Software

Google Analytics	■■■■■
SalesForce Sales Cloud	■■■■■
MailChimp	■■■■■

Languages

Chinese	■■■■■
Working knowledge	■■■■■

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International Studies Concentration

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- Event Management: ●●●●●
- PR Writing: ●●●●●
- Social Media Analysis: ●●●●●

SOFTWARE

- Google Analytics: ●●●●●
- SalesForce Sales Cloud: ●●●●●
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LANGUAGES

- Chinese: ●●●●● Working knowledge

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Thank You

Adeyemi Ajayi, FCIPM

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