



**How good is your CV?  
Why are CVs rejected?  
Is your CV letting you down?**

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## What is a CV?

The Oxford Dictionary defines Curriculum Vitae as

“A brief account of one’s education, qualifications and previous occupations”

In today’s world it is much more than that

- Marketing tool
- Presentation package
- Selling tool
- Its objective is to get you an interview



## Consider hair shampoo

There used only to be one or two on supermarket shelves – easy to choose

Now there are whole aisles of them, depending on the texture of your hair, the colour, the thickness etc

How do you choose?

You will be drawn to the presentation, its packaging, what are the Ingredients (apple, beer, cucumber etc) and most of all, **what can it do for you?**

## A CV is no different

Subjective discussion about how a good CV should be prepared but everyone will agree that it should be:-

Well presented

Describe who you are

What you have done

Scale and scope of your experience

Your significant achievements

Prospective employer needs to be persuaded to read it, recognise what you have done and determine whether **your experience meets his requirement**

If it doesn't, you have failed and will not get an interview.



## **Presentation**

- ✓ Vital
- ✓ Initial scans will last only seconds  
Over 40% of CVs are tossed straight into the bin without more than a 7 second glance. (thecvclinic.com)
- ✓ Messy or difficult to read, it will not be read  
Neither too long or too short    Two pages of A4
- ✓ Recruiters scan looking for key words  
e.g. if the recruiter is a major retailer looking for a DC Manager, look for words such as Tesco, Sainsbury, ASDA, Morrisons, Boots
- ✓ Use bullet points
- ✓ Make it easy to attract the reader's interest
- ✓ White background
- ✓ MS Word - standard typefaces such as Arial, 10 or 11 points.
- ✓ Education, training unless relevant should be brief and at the end of the CV



- Many applicants rely on covering letter  
Unless employer has asked for one, they rarely get read
- Majority of CVs are unsuitable for the positions applied for  
Many are not fit for purpose
- Bespoke CV is most likely to be successful.  
Don't rely on a generic CV if you are applying for a specific vacancy

Many applicants do not refine their CV despite having specific information about the vacancy

- If using a generic CV to a recruitment consultancy, make it fully comprehensive.  
Consultant can match you to other positions being handled

### **Ask a friend to look at your CV**

- You may be surprised at their reaction and after the laughter has died down, you will get an honest, unbiased critique



## **Basic Outline**

Name and Contact details

Profile

Career Summary

Education & Qualifications



## Musts

### ✓ Full contact details

Name & Address	With post code
Telephone number	Mobile Number (preferred)
email address ( <u>essential</u> )	NB home email

### ✓ Include a personal profile - a short sell

### ✓ Neutral or in the first person

Do not write 'he did this', 'she did that' or 'Tom achieved...'

### ✓ Responsibilities & achievements - use active verbs and positive language. Include figures e.g. number of staff you managed, budget size

### ✓ Positive words:- implemented; achieved; saved

### ✓ Grammatical errors Always use Spell-check!

### ✓ Start with current employment and list in descending order Dates and employment should be clear and consistent

### ✓ All content is relevant

### ✓ Honest and factual

### ✓ Up to date



## Musts

Describe

- ✓ Your Job Title and what this means
- ✓ Employer's industry sector, nature of the business -  
consider hyperlinks to web sites
- ✓ Scale of the operation, such as turnover, number of employees etc.
- ✓ The scale and scope of your roles
- ✓ What you have done

For example

### **CAREER**

**1995- 2007**

**T Jones Ltd**

**Warehouse Manager**

- Managed Warehouse Operations

**What does that tell the recruiter about you?**





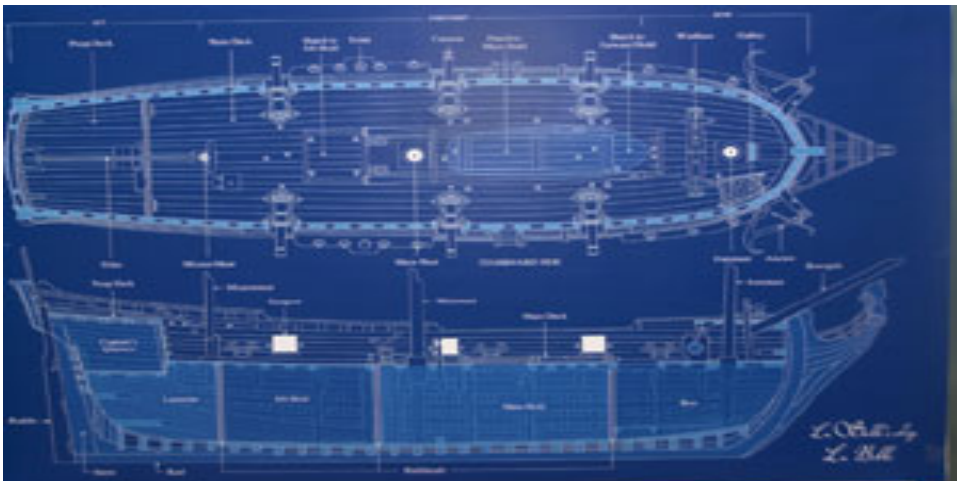
## Must Nots

- X **Do not** apply for inappropriate positions  
If the same name keeps cropping up time and time again  
a Recruitment Consultant will ignore the application
- X **Do not** leave any area for doubt, such as time gaps
- X **Do not** include referees
- X **Do not** use abbreviations or jargon
- X **Do not** date the CV
- X **Do not** mention salaries
- X **Do not** put irrelevant personal details first
- X **Do not** list education first
- X **Do not** list irrelevant education  
e.g. if you have a degree ...Upton School, 6 CSE 15 years ago??
- X **Do not** lie
- X **Do not** state reason for leaving
- X **Do not** use fancy colours or flashing symbols
- X **Do not** have silly rhymes on your answerphone
- X **Do not** include photographs – unless requested to do so
- X **Do not** use a humorous email

## Summary

- ❑ A CV is a marketing tool
- ❑ It is a presentation package
- ❑ It is a Selling tool
- ❑ Its purpose is to get you an interview

Be confident and positive about your abilities  
Shout about your achievements



If you don't have a plan, you won't  
arrive at your destination

Does your CV grab the reader's attention?  
Will it get you an interview?

What does a good CV look like?

## A BAD EXAMPLE

John Smith 15 The Coppice Maidwell NN10 7DG Phone: (01858 465957) 378722 Mobile: 07766 66173

**PROFESSIONAL MEMBERSHIP** The Institute of Management The Institute for Supervision and Management The Institute of Export

**PERSONAL ACHIEVEMENTS** Managing a training programme that has won a national training award in 2005. Chairman of the South Midlands & North Oxfordshire Branch of The Institute of Export from 1996 to 1998. Vice-Chairman of the South Midlands & North Oxfordshire Branch of The Institute of Export from 1995 to 1996. Hon. Branch Secretary of the South Midlands & North Oxfordshire Branch of The Institute of Export from 1992 to 1995. Winner of the national Special Event prize in 1993 sponsored by Maersk Line.

**QUALIFICATIONS** I have been involved negotiating contracts with national companies, managing Warehouse, stock control and administration staff. Managing very successful training programmes that have won a national training award, plus account management and tender management. I managed International trade, sales, marketing and stock management. I.P.R. and excise suspended goods. Domestic and international freight management. Management of purchasing consumable products. C.F.S.P. and deferment account management. International Shipping and Importation document for hazardous and non hazardous goods, Letters of Credit, Bills of Exchange, A.A.Ds, W8s and preference documents. Exhibition design and management for both The U.K. and overseas. International sales and agency management. First line I.T. support. Budget control, recruitment, training and retention of staff. I have over quarter of century of experience within the import and export field, I have moved whole factories contents from the U.K. to Eire, Personal effects from the U.K to Australia and the U.S.A. Boat engines from U.S.A. to Italy. I have on when asked, assisted U.K. Customs & Excise help train a number of the staff in matter concerning excise movement and I given expert evidence to stop fraud.

**EDUCATION** 1998 Institute of Management Diploma. Passed with Distinction and Merit 1997 Dangerous Goods Certificate - C.A.A. Approved 98% pass mark. 1996 Institute of Supervision and Management Diploma. Pass with Merit 1982 English Literature and Language O Level. 1978 Certificate in Business Studies. Passed with Merit 1977 English Language O level. 1976 Commerce O level. 1976 Geography O level. 1976 Mathematics O level.

**EMPLOYMENT** Sept 2006 to Present LJ Construction Tender management and contract specification control. 2006 to Sept 2006 Account Manager - Baseline Consulting. Managing accounts promoting Management and I.T. Training. 2004-Dec Training Services Manager, Nortec Training Limited 2005 Managing all training staff employed and sub-contracted, providing assessment and training for candidates all over England; managing 29 sub-contracted L.G.V. D.S.A. approved training schools and one national motoring school; controlling training budgets allocated by commercial sales, European Social fund, Learning Skills council and Job Centre Plus contracts for government funded programmes. 1998- 2004 Exel Europe Limited Promoted to Bond, Stock and Administration Manager, Managing the Customs and Excise Bond in Banbury, relating to control, holding and movement of customs and excise suspended goods. Managing client, site, customer and C&E relationships on a face to face basis. Managing a 260,000 sq. foot warehousing complex. Management of all staff in the Operational, Bond and stock control administration departments. Bond and Administration Manager. Managing the Customs and Excise Bond in Banbury, Auditing the Customs and Excise Bond in Worcester, setting up and staff recruitment for Exels Excise Bond in Doncaster. Management of Computer systems relating to control, holding and movement of customs and excise suspended goods. Managing client, site, customer and C&E relationships on a face to face basis. 1996-1998 Distribution Controller, Shipley Europe Limited Managing the Export shipping and importation for the warehouse administration departments in The United Kingdom, France and Germany, plus the management of the consolidation of European warehouses in France and Germany into on Euro hub in The Netherlands. 1988-1996 Export Shipping Manager, Menvier (E.E.) Limited Managing three locations Bristol. Banbury and Leeds, plus over a six year period working two weeks of the year in Germany Importing and Exporting . International sales and Agency management. Exhibition design and management for the U.K. and overseas. 1988-1988 Export Shipping Manager, Lesme Limited. Managing the Export shipping and warehouse administration departments. 1984-1988 Export Controller, H. Bronnley & Co. Ltd Controlling all international movements, International sales and Agency management. Exhibition design for the U.K. 1976-1984 Automotive Products PLC. Promoted to Export Section Leader (1980 to 1984) Promoted to Export Liaison clerk (1977 to 1980) Export Clerk (1976 to 1977).

## A GOOD EXAMPLE

### John Smith

9 Bucknalls Lane  
Watford  
WD25 9XX

Tel: 01858 465957      Mobile: 07766 661730      email; john@johnsmith.co.uk

### PERSONAL PROFILE

An experienced supply chain professional working at Director level with a proven track record in troubleshooting, strategic development, management of supply chain operations and logistics processes, who is commercially focused, with a range of balanced complementary skills and a flexible approach to work.

Good interpersonal skills enabling communication across all levels

A lateral thinker with a structured and tenacious approach to problem solving, objectives and responsibilities, with an appetite for change and results delivery.

### KEY SKILLS

Innovative with an instinct for problem solving  
Expert in start up, closure & outsourcing projects  
Cost reduction & efficiency programmes

Change management specialist  
Proven negotiator  
People management skills

### CAREER SUMMARY

#### 2004 - present

**Cantillon (UK) Ltd** (Manufacturer of Automotive Components) [www.cantillon.co.uk](http://www.cantillon.co.uk)  
**European Supply Chain Director**  
**Responsible for Europe & India**

- Report jointly to the Managing Director Europe & Vice President of Operations
- Formulate and implement the supply chain strategy for the multiple European sites and the Indian operation
- Develop synergistic processes and procedures across Global and European sites
- Implement the personnel structure to meet current and future business requirements
- Develop a robust forecasting system to support European/ Global requirements
- Implement SAP through the Purchasing, Planning and Distribution departments across all sites simultaneously
- Develop planning and scheduling routines to enhance material and finished goods flow
- Review the European Distribution Centre, advising business opportunities for increasing service to our customers

#### Key Achievements include

- Identified and achieved savings in excess of £5m pa.
- Restructured and developed £1.2bn turnover business achieving growth in profits of 20% p.a. over 2 years to £400m p.a. whilst improving customer service and retention levels.

#### 1997 - 2004

**Cumfy Footwear Ltd** (Supplier of footwear to M&S) [www.cumfy.com](http://www.cumfy.com)  
**Supply Chain Director**

- Responsible for the management and strategic direction of the groups supply chain, including group procurement, reporting to Managing Director. Full Budget & P + L responsibility
- Responsibilities included Inbound and Outbound logistics - freight, duty, contractor sourcing and negotiations and Warehousing and Transport operations.

#### Key Achievements include

- Site closure (workforce 600+) - organisation of closure and disposal of stock, raw materials, plant and machinery.
- Formulation of detailed contingency plans for all sites
- Strategic review of UK operations successfully completed
- Achieved transfer of business to new premises of circa 200k sq ft on schedule & budget
- Achieved savings in excess of £1m pa
- Saved 3% on annual operational budget of £1.8m
- Introduced "One Stop" Call Centre, handling in excess of 500 calls per day
- Development of support systems for new corporate clothing operation with 350% growth

**1989 – 1997**

**The Big Red Lion Company  
Head Of Supply Chain**

(Food Wholesaler) [www.BRL.co.uk](http://www.BRL.co.uk)

Responsible for the strategic direction and management of UK distribution (spend circa £30 million), multi site operation with 5 main sites, in excess of 1million square feet of warehousing, responsible for 360 staff in multiple sites, covering administration, customer services, order management, supply chain finance team, inventory control, planning, plus a major specialised packaging unit.

**Key Achievements include**

- Achieved and maintained high levels of customer service at lowest sustainable cost. (OTIF 79% increased to 99.5%)
- Integration of distribution operations, systems, and staff following major acquisitions - significant savings in excess of £0.5m achieved.
- Management of major rail freight operation, maximising usage and cost effectiveness.
- Contract negotiations, implementation and management.
- Initiatives with major retailers e.g. JS intermediates.
- ITT preparation and evaluation.
- Implementation of Bluetrack pallet control system
- Achievement of substantial operational savings (Saved circa £5m pa).
- Project management, including Promix supply chain systems implementation.
- Leadership of award winning project teams.
- Specification, project management and implementation of distribution software
- Design of new high bay Distribution Centre; project managed warehouse move
- Introduction of bar coding applications and data transmission on vehicle fleet
- Customer facing role. Established individual delivery systems for key accounts
- Reduction of despatch time from five days to next day

**1987-1989**

(Third Party Logistics) [www.salvesen.com](http://www.salvesen.com)

**Christian Salvesen**

**Distribution Centre General Manager**

- Managing a Sainsbury account with success measured in terms of generating £1.5 million additional revenue and improved service in accordance with budgetary constraints
- Co-ordinating a fleet of 125 tractor units and 200 trailers with 150 permanent drivers and 50 agency staff
- Developing and implementing driver and management development programmes and reducing the number of drivers required

**QUALIFICATIONS & PROFESSIONAL MEMBERSHIPS**

MSc in Logistics (Cranfield)

BSc in Logistics (2:1) Loughborough University

CPC

Chartered Institute of Purchasing and Supply

CIPS

Charter Member Institute of Logistics and Transport

CMILT

**PERSONAL DETAILS**

Excellent health

Enjoy sport (ski-ing, golf, tennis), cooking, travelling, music



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Market Harborough  
LE16 7XA**

**0845 474 1732**

**07766 661730**

**[info@jlc-solutions.co.uk](mailto:info@jlc-solutions.co.uk)**

**[www.jlc-solutions.co.uk](http://www.jlc-solutions.co.uk)**

## HOW GOOD IS YOUR CV?

Score 1  
point

Questions to ask yourself		Yes	No
1	Is your CV two pages or less and is it on a plain white background		
2	Does it have bullet points		
3	Does it have a standard typefaces such as Arial, 10 or 11 points		
4	Is it written in Word and have you used Spell-Check		
5	Is education & training at the end of the CV and have you left out irrelevant education		
6	Is it a bespoke CV		
7	Does it include your Name & Address at the top		
8	Does it include Post Code		
9	Does it include phone numbers with STD codes		
10	Does it include your email address		
11	Is there a Personal Profile		
12	Are your responsibilities recorded		
13	Are your achievements recorded		
14	Have you used positive words - implemented; achieved; saved		
15	Do you start with current employment and list in descending order		
16	Are the dates of employment clear and consistent, with no unexplained time gaps		
17	Have you recorded Job Titles and what they mean		
18	Have you described the employer's industry sector, nature of business - with hyperlinks		
19	Do you describe the scale of the operation, such as turnover, number of employees etc.		
20	Do you describe the scale and scope of your roles e.g. number of staff you managed, budget size		
21	Have you used key words e.g. Tesco, Sainsbury		
22	Is all the content relevant		
23	Is the CV honest and factual and is it up to date		
24	Is the position you are applying for appropriate to your experience and within your level of competence		
25	Have you left out referees		
26	Have you made sure you have not used abbreviations or jargon		
27	Have you left out references to salaries		
28	Have you left out irrelevant personal details e.g. names of children		
29	Have you left out your reasons for leaving		
30	Have you made sure you do not have a silly email address		
		Total	
		Difference	

How would you rate your score? Does your CV grab the reader's attention? Will it get you an interview?

Terry Abra

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