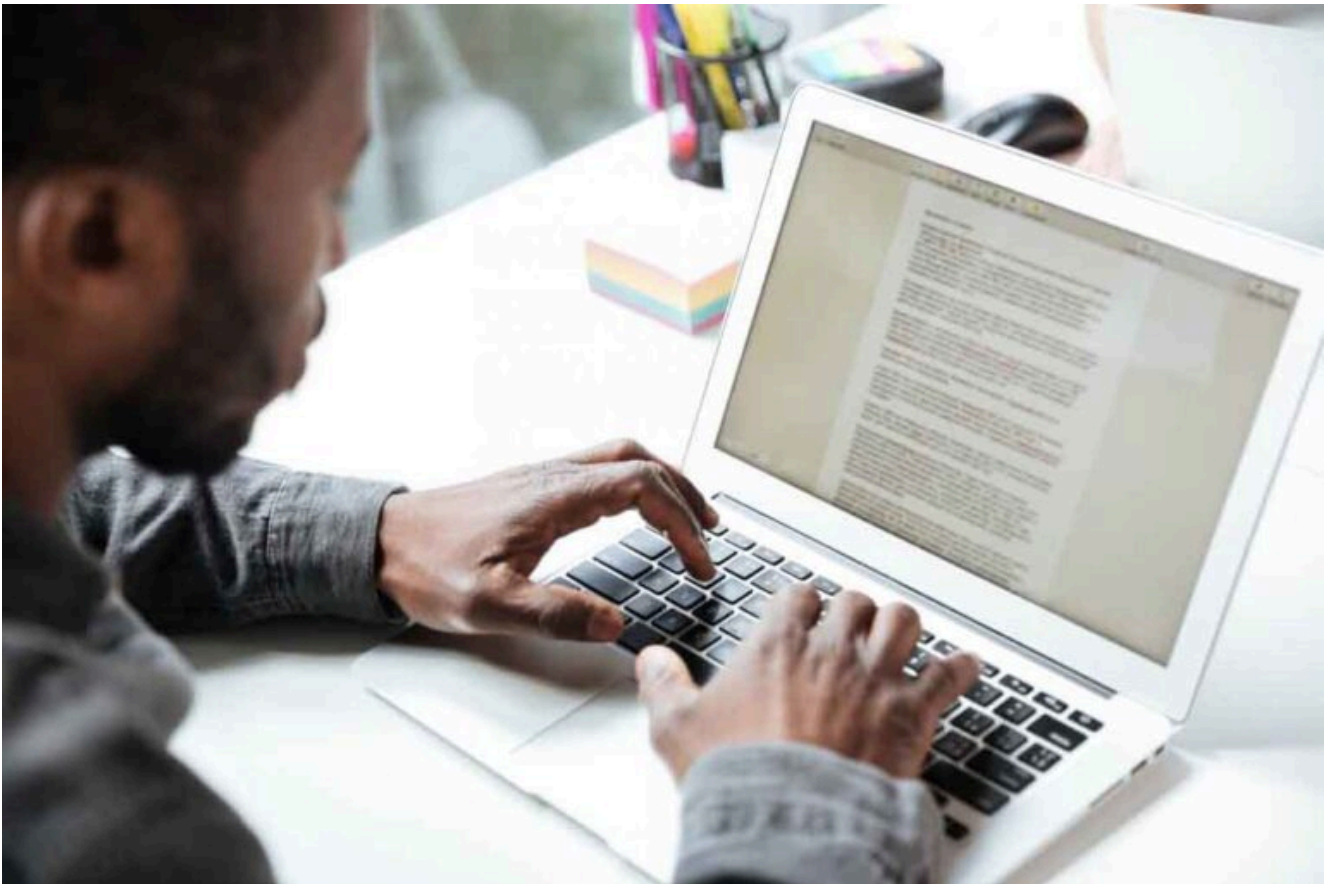


Crafting a Winning Resume to Secure Your Dream Job

Category: Capabilities, People and Organisation Improvement, Talent Acquisition

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Introduction

In today's competitive job market, a well-crafted CV (curriculum vitae) plays a pivotal role in capturing the attention of employers and securing your dream job. A carefully constructed resume showcases your skills, experiences, and accomplishments, acting as your personal marketing tool. At StreSERT Integrated, we understand the importance of a powerful CV that stands out from the crowd. In this comprehensive guide, we will walk you through the essential elements of effective CV writing, providing valuable insights and practical tips to help you create a winning

resume that outshines your competition.

Understanding the Purpose of a CV

Before delving into the intricacies of crafting an outstanding CV, it's crucial to understand its primary purpose. A CV serves as a personal marketing document designed to highlight your qualifications, experiences, and skills relevant to a specific job or industry. It enables potential employers to assess your suitability for a position and serves as your first impression in the hiring process. A well-structured and compelling CV should communicate your expertise and professional accomplishments clearly, captivating the reader's attention and generating interest in your candidacy.

Choosing the Right CV Format

The format of your CV significantly impacts its overall effectiveness. Depending on your industry and the specific job you are applying for, you can choose from several common formats:

Chronological resume

Summary

Financial Advisor with 7+ years of experience delivering financial/investment advisory services to high value clients. Proven success in managing multi-million dollar portfolios, driving profitability, and increasing ROI through skillful strategic planning, consulting, and financial advisory services.

Professional Experience

Wells Fargo Advisors – Houston, TX

Senior Financial Advisor, *August 2020–Present*

- Deliver financial advice to clients, proposing strategies to achieve short- and long-term objectives for investments, insurance, business and estate planning with minimal risk
- Develop, review, and optimize investment portfolios for 300+ high value clients with over \$190M AUM (Assets Under Management)
- Ensure maximum client satisfaction by providing exceptional and personalized service, enhancing client satisfaction ratings from 88% to 99.9% in less than 6 months

Suntrust Investment Services, Inc – New Orleans, LA

Financial Advisor, *July 2017–August 2020*

- Served as knowledgeable financial advisor to clients, managing an over \$20.75M investment portfolio of 90+ individual and corporate clients
- Devised and applied a new training and accountability program that increased productivity from #10 to #3 in the region in less than 2 year period
- Partnered with cross-functional teams in consulting with clients to provide asset management risk strategy and mitigation, which increased AUM by 50%

Maverick Capital Management – New Orleans, LA

Financial Advisor, *July 2014–August 2017*

- Served as the primary point of contact for over 15 clients
- Managed the portfolios of several major clients with over \$8.5M in total assets

EDUCATION

Louisiana State University

Baton Rouge, LA

Bachelor of Science in Business Administration,
(concentration: finance)

Honors: cum laude (GPA: 3.7/4.0)

May 2014

RELEVANT SKILLS

- Proficient in MS Office (Word, Excel, PowerPoint) Outlook, MS Project, Salesforce, TFS Project Management, and Webex
- Fluent in English, Spanish, and French

Chronological CV

This format presents your work history in reverse chronological order, starting with your most recent

experience. It is suitable for candidates with a consistent career progression and a solid work history.

Functional resume

Summary

Experience customer service representative with a proven track record of boosting month-to-month sales. Able to predict, evaluate, and meet the specific needs of customers while maintaining an efficient work schedule. Awarded "Employee of the Month" for consistently receiving positive customer feedback. Seeking to leverage my experience in customer service to fill a Sales Clerk position at Blarney's.

Relevant Skills

Customer Service

- Receive a +95% on customer service feedback surveys on a consistent basis by providing a friendly in-store environment
- Enhance the customer experience by providing quality assistance and in-depth product knowledge
- Educate customers on up-and-coming brands and the latest fashion trends

Sales

- Exceeded sales goals an average of 10% for 5 straight months
- Upsell customers through the recommendation of products that meet their specific needs
- Process 30+ customer transactions a day and factored sales, discounts, and promotions into the final price

Merchandising

- Restock and organize new shipments of inventory in a timely manner, cutting average of 2 days off the merchandising process
- Develop and create unique displays that attract customers to a desired product

Professional Experience

Ulta, Manhattan, NY
Sales Clerk
2016-2017

GAP, Albany, NY
Sales Representative
2014-2015

GAP, Albany, NY
Jr. Sales Representative
2012-2013

Education

Bachelor of Science in Business Administration (concentration: finance) Honors: cum laude (GPA: 3.7/4.0)
Louisiana State University, Baton Rouge, LA
May 2014

Functional CV

Ideal for those with limited work experience or frequent job changes, the functional format emphasizes skills, abilities, and achievements rather than focusing solely on the chronological work history.

Combination resume

Summary

A general bookkeeper with 8+ years of experience using both single-entry and double-entry systems for medium-sized businesses. Specialize in performing bookkeeping for multimillion-dollar companies. Possess expertise in numerous pieces of bookkeeping software. Identified and eliminated departmental inefficiencies to increase productivity by 15%.

Relevant Skills

Finance

- Performed financial calculations such as amounts due, interest charges, balances, discounts, equity, and principal for a multimillion-dollar company.

Organization

- Checked figures, postings, and documents for correct entry, mathematical accuracy, and proper codes.
- Performed general office duties such as filing, answering telephones, and handling routine correspondence.

Professional Experience

General Bookkeeper

Franklin & Rodgers Business Solutions

Scottsdale, AZ

September 2012 - Present

- Accessed computerized financial information to answer general questions as well as those related to specific accounts.
- Accessed computerized financial information to answer general questions as well as those related to specific accounts.

Administrative Assistant Bookkeeper

Patton Group

Tempe, AZ

June 2010 - August 2012

- Operated computers programmed with accounting software to record, store, and analyze information.
- Operated 10-key calculators, typewriters, and copy machines to perform calculations and produce documents.

Education

B.S. Accounting

Wilhem University, Phoenix, AZ | 2010

A.S. Accounting

Wilhem University, Phoenix, AZ | 2008

Combination CV

As the name suggests, this format combines elements of both chronological and functional CVs. It highlights your skills

and achievements while maintaining a coherent work history section.

When selecting the most appropriate CV format, consider your background, industry standards, and the job requirements. Choose a format that effectively presents your qualifications and aligns with the expectations of potential employers.

Crafting an Attention-Grabbing CV

First Name Last Name

Professional Title

Professional Summary or Objective

✉ firstname.lastname@novoresume.com

📞 Phone Nr.

📍 City, Country

🌐 Personal Website/Blog

📱 Relevant Social Media Handles

Personal Information

Begin your CV with your full name, professional title, and up-to-date contact information. This includes your phone number, email address, and, optionally, links to your professional social media profiles (e.g., LinkedIn).

Personal profile statement

I am a highly organised, dedicated and diplomatic Human Resources Officer, with a proven ability to improve working environments and a commitment to employee welfare. Sensitive to employee concerns, I possess strong interpersonal skills, demonstrating the utmost discretion and integrity when dealing with confidential information. I am also proficient in business, reflected in familiarity with payroll systems and employment law.

Professional Summary

A compelling professional summary succinctly captures your key strengths, achievements, and career goals. It provides a brief overview of your professional profile and acts as a hook to grab the reader's attention. Tailor your professional summary

to align with the specific job you are targeting, emphasizing your unique value proposition.

1 CLEAR & CONSISTENT LAYOUT
Job title
Company name & location
Bullet points

2 KEY ACHIEVEMENT
Structured with CAR formula
& numbered achievement.

3 CV ACTION WORDS

4 KEY NUMBERS

Experience

11.2018 - present
Customer Service Supervisor
Senco Systems, Birmingham

- Provided multi-channel support for 100,000+ customer accounts across the England and Wales.
- Exceeded complaints resolution satisfaction metric of 90% achieving 95%+ for all resolved issues.
- Resolved 90% of calls at FPOC, exceeding set target of 75%.
- Updated customer information on CRM in accordance with GDPR requirements.

Key achievement. Solved long-running issue of excessive call-wait times by changing shift structure. Reduced wait time to five minutes average.

09.2015 - 06.2018
Customer Service Advisor
Northcar Ltd, Birmingham

- Provided telephone support for 50,000+ accounts across the the Midlands.
- Achieved average call time of five minutes, exceeding corporate target of nine minutes.
- Received four formal written customer compliments for delivering outstanding service.
- Developed in-depth knowledge of Northcars's products and services.

Work Experience

In this section, detail your relevant work experience, starting with your most recent position. Include the company name, job title, dates of employment, and a concise description of your responsibilities and accomplishments. Focus on quantifiable achievements whenever possible, using metrics and figures to demonstrate your impact.

Education

- **BSc Marketing, First Class** – The University – 2020
Dissertation: What Happens When Former Titans of Industry Lose Their Edge?
Modules studied in: Brand Identity, Digital Marketing, PR & Communications, Market Research, Making Effective Marketing Decisions, Marketing Software Tools, Marketing Analytics
- **Foundation Certificate in Marketing, Level 3** – CIM – 2020
Modules studied in: Marketing Principles & Effective Communications in Real World Practice
- **A Levels, 3 A*-B** – The Local College – 2017
English Literature, English Language, Business Studies
- **GCSEs, 11 A*-B** – The Local College – 2017
Achieved A*- B in subjects including: Maths, Science, IT, English Literature & Language

Education and Qualifications

List your educational background, starting with the highest level of education attained. Include the institution name,

degree earned, field of study, and graduation year. Additionally, mention any relevant certifications, training programs, or professional development courses that enhance your qualifications.

SKILLS

Design Tools

After Effects Premiere Pro Final Cut Pro Photoshop Illustrator Bridge Lightroom

InDesign Audition 3DS Max Maya

Computer Skills

Java C Python HTML CSS MS Suite Windows Linux OS Mac

Skills and Proficiencies

Highlight your key skills and proficiencies that are directly relevant to the job you are applying for. These can include technical skills, software proficiency, foreign languages, and any other specialized expertise that sets you apart from other candidates. Utilize bullet points for easy readability.

Awards

2016 Salesperson of the Year Award (Johnson & Associates)

- In recognition for achieving 193% of annual target; nearest competitor achieved 102%

2016 Top Performer Award Quarter 4 (Johnson & Associates)

- In recognition for achieving 127% of quarterly target (nearest competitor achieved 97%)

2015 Salesperson of the Year Award (Barnaby Scone Consultants)

- In recognition for consistently exceeding every quarterly target

Achievements and Awards

Dedicate a section to showcase notable achievements, awards, or recognition you have received throughout your career. Highlighting these accomplishments demonstrates your exceptional abilities and further establishes your credibility. Consider including the following:

1. **Professional Achievements:** Outline significant milestones or projects you have successfully completed. Describe the challenges you faced, the actions you took, and the positive outcomes achieved. Use specific and measurable results to quantify your impact.
2. **Industry Recognition:** If you have received accolades, certifications, or honors within your industry, include them in this section. These endorsements validate your expertise and demonstrate your commitment to excellence.
3. **Leadership Roles:** If you have held leadership positions,

mention them here. Describe your responsibilities and the impact you had on team performance, such as leading successful initiatives, improving efficiency, or fostering a collaborative work environment.

4. **Publications or Presentations:** If you have authored articles, research papers, or made presentations at conferences or industry events, highlight them in this section. These contributions showcase your thought leadership and ability to effectively communicate complex ideas.

Additional Sections (Optional)

Depending on the nature of your experience and the job you are applying for, you may choose to include additional sections to further enhance your CV:

- **Professional Affiliations:** If you are a member of relevant professional associations, mention them in this section. It demonstrates your commitment to staying updated with industry trends and networking with peers.
- **Volunteer Work:** If you have contributed your skills and time to volunteering or community involvement, include a section highlighting these experiences. Volunteer work showcases your altruism, leadership abilities, and dedication to making a positive impact.
- **References:** You can either provide references directly on your CV or state that they are available upon request. Ensure you have obtained permission from your references beforehand and provide their full contact information, including their professional title, company, phone number, and email address.

CV Writing Best Practices

To maximize the effectiveness of your CV, keep the following best practices in mind:

- **Tailor Each CV:** Customize your CV for each job application to highlight the most relevant skills and experiences. Carefully review the job description and incorporate keywords and phrases that align with the role.
- **Proofread and Edit:** Thoroughly proofread your CV to eliminate any grammatical errors, typos, or inconsistencies. Ensure the formatting is consistent and visually appealing. Consider seeking a second opinion from a trusted colleague or mentor.
- **Be Concise:** While providing comprehensive details, strive to keep your CV concise and focused. Avoid lengthy paragraphs and opt for bullet points to enhance readability. Aim for a CV length of one to two pages, unless specifically requested otherwise.
- **Use Action Verbs:** Begin each bullet point in the work experience section with an action verb to convey proactivity and accomplishment. For example, instead of saying “Responsible for project management,” use “Managed cross-functional projects to achieve X results.”
- **Consider Visual Enhancements:** Visual elements, such as infographics or diagrams, can enhance the visual appeal and organization of your CV. For instance, you could include a timeline showcasing career progression or a skills matrix to highlight your proficiency levels.

Remember, creating an exceptional CV requires time, effort, and attention to detail. Continuously update and refine your CV as you gain new experiences and accomplishments. By implementing the strategies outlined in this guide, you can craft a powerful CV that distinguishes you from the competition, increases your chances of securing interviews, and ultimately helps you land your dream job.

At StreSERT Integrated, we specialize in providing professional CV writing services that optimize your chances of

success. Contact us today to get started on creating a
standout CV that propels your career forward.