

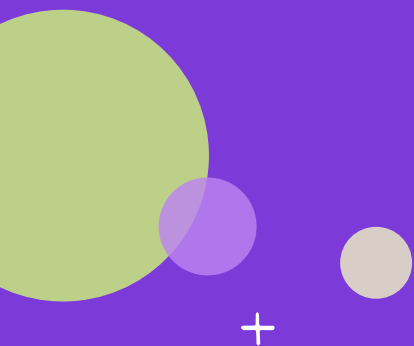
JobMagnet Career Coaching

Free CV Guide

How to create a convincing CV
that will get you an interview in
3 simple steps



**Only 2% of CVs make
it through the first
round. Find out how
yours makes it into
the top 2%.**



3 steps to a convincing CV

I'm glad you downloaded this CVguide. Together we will lay the foundation for your convincing application documents.

Did you know that it takes less than 10 seconds for a recruiter to decide if your resume will make it to the next round?

To secure your dream job in a competitive job market, you must stand out from the other job seekers. And in most cases, it all starts with your resume.

Most people find the process of creating one quite frustrating. But it doesn't have to be. In this guide, you'll find many valuable tips on how to create a compelling resume that will make you stand out from the crowd in a professional way.

Let's go ahead and get started. Good luck!

Ayse from Team JobMagnet



5 Truths about CVs

#1

Your resume is a marketing tool, not an autobiography.

#2

Your CV is about the employer's needs, not yours.

#3

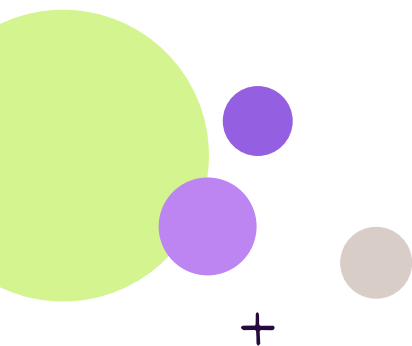
Your CV should be structured strategically, but in an accurate way.

#4

Your CV can be professional without looking boring.

#5

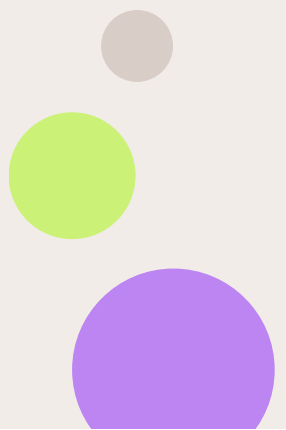
If something is missing or unclear, your CV will go straight to the rejection folder.



Step 1:

Think from an employer's perspective.

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Pretty to look at and legible

The layout and format of your resume are important because:

- Many companies use applicant management tools to process applications automatically. These search for keywords and need to work better with specific layouts.
- Hiring managers expect relevant information in an easy-to-read and standardized format. If you deviate too far from the norm, you risk your cv ending up in the B-folder. This is the pile they create when they come across an interesting application that needs to be double-checked. It's also the pile they usually don't check again.



Do's

- Concise information, no more than two pages
- Clean spelling and punctuation
- Bullet points
- Icons
- Links (e.g. to LinkedIn)
- Neutral colors



Dont's

- (Flashy) colors
- Bullet points with unusual shape
- Shaded areas
- Too playful fonts
- Too many different font sizes
- Irrelevant information

Step 2:

Understand the requirements.

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Understanding requirements

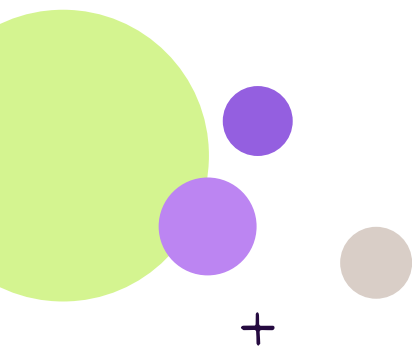
Most job ads sound more like marketing than a realistic job description. So how do you know if the job is really for you?

There are a few keywords that point to the core competencies expected. Below you'll find a list of the most common competencies employers seek today and their associated behaviors.

Be sure to include the keywords from the job description on your CV.

Typical examples of core competencies you'll find as keywords in job ads are:

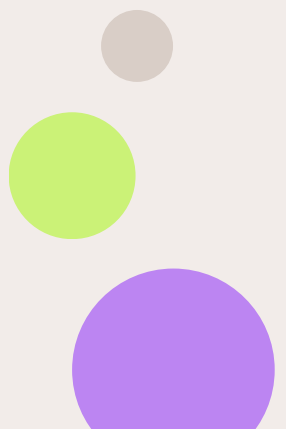
- Problem-solving ability
- Adaptability
- Reliability
- Communication
- Decision-making ability
- Motivation
- Prioritization
- Teamwork



Step 3:

Convince through added value.

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Show what you can do!

I recommend creating a "skills" or "expertise" section reasonably high up in your resume. This will ensure that you include the relevant keywords the applicant management tool may seek.

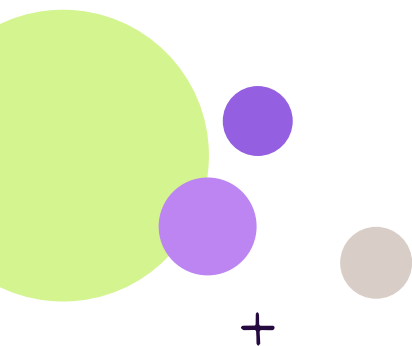
This section also gives the recruiter a straightforward and quick way to find the most relevant items at a glance. Below are a few examples, but please also look for the keywords in the job posting.

Examples:

Account Management
Agile Methods
Field Service
Operations Management
Accounting
Office Management
Controlling
Customer Operations
Business Development
Change Management
Channel Strategy
Community Management
Content Strategy
Data Analysis
Digital Marketing
Digital Media
Disciplinary Management
E-commerce
Purchasing
Email Marketing

Event Management
Excel
Forecasting
Functional Leadership
Leadership
Graphic Design
Hospitality
Health Management
Health Management
International Logistics
Internal Communication
International Markets
Investor Relations
Customer Relations
Communication
Cost Control
Crisis Management
Construction
Customer care
Customer loyalty

Warehouse Logistics
Legal
Market Research
Mergers & Acquisitions
Employee Development
Co-determination
NGO Labor
Human Resources
Human Resources
Development
Procurement
Project Management
Accounting
Recruiting
Research
Copywriting/Editing
Sales Management
Marketing Strategy
Sales
Negotiation
Auditing



Selling your experiences well

Most bullet points in resumes start with the same words. This can make your experience sound boring or passive.

Therefore, you should use powerful, active-sounding words that will make your resume more attractive to the reader.

Take inspiration from the following list and make your resume exciting and varied.

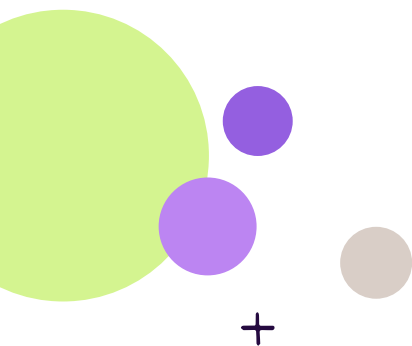
Remember: Be careful with worn-out buzzwords! It's better to do without them.

Examples:

Extension
Analysis
Instruction
Elaboration
Authorization
Automation
Budgeting
Conception
Control
Design
Maintenance
Diagnosis
Execution
Establishment
Formulation
Fulfillment

Extraction
Generation
Management
Implementation
Increase
Initiation
Introduction
Invention
Investigation
Support
Leadership
Modeling
Negotiation
Organization
Monitoring
Persuasion

Coordination
Planning
Production
Programming
Reduction
Reinforcement
Redesign
Refinement
Backup
Stabilization
Simplification
Strengthening
Transformation
Validation
Improvement



The key piece of your CV



Your experience and accomplishments are the core of your resume. In this section, you will provide evidence for the statements made in the "Summary" section.

Tip 1: Start with this part because the rest will come quickly.

Tip 2: Add objective performance indicators to your description to make your performance more concrete.

1

Good example:

- Lead development and research
- Screening and interviewing candidates for legal, real estate, banking and administrative positions

2

Excellent example:

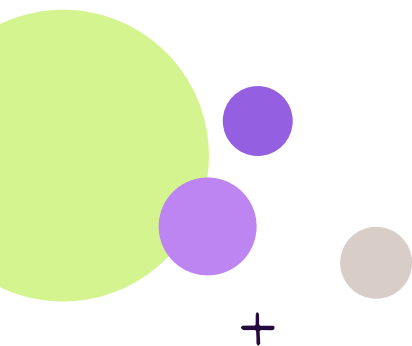
- Lead development and research (success rate of 1:x; industry benchmark is 1:x)
- Screening and interviewing candidates for legal, real estate, banking, and administrative positions (cNPS score of +56; average time-to-interview at 3 days)

Summary



- Ensure your CV is well structured, easy to read, and nice to look at.
- Connect the content of your CV with the requirements stated in the job advertisement.
- Make your added value clear. What skills do you bring to the table?
- Use powerful, active words that match the requirements of the job.

With the help of these points, your resume will make a strong impression at first glance and the probability of you making it to the round will increase immensely.



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