

Stonor CV Guide

Mindset

You need to think like a salesperson. Don't think about what you want. Think about what your potential new employer wants. Throughout your job search try to get into the mindset of, "what do they want to hear?" and tailor your approach accordingly. This is as true of your CV/applications as it is your interviews.

Explain

Potential employers, and often recruiters may not have heard of your business. You need to ensure that you provide that info in your CV and/or your cover note. BOTH for what your company does and for what YOU do.

Keep it brief

Recruiters and employers look at a lot of CVs, they need to quickly be able to understand your skills and experience to ascertain if they're right for the job. 2 pages is plenty and you should avoid big blocks of text.

Tailor it

Find out as much as you can about the job you're applying for and alter your CV accordingly. Even go as far as reflecting this in your personal profile at the top of your CV. EG "After 6 years in client services I am keen to make a move into a client side roles as "....." and I feel my skills in "....." will allow me to make that transition easily..."

Picture

This is very subjective but in our experience, anything that differentiate you is a positive. So, if you're confident enough in your appearance and want to, by all means put a (small) photo on. But bear in mind it needs to look professional...

Spelling & Grammar

This is very important. We see so many CVs with spelling mistakes. "contentious" instead of conscientious", "manger" instead of "manager" and even "bummer" instead of BMW! – beware predictive text. Ask a friend to check – do not rely on recruiters, some can't even spell their own names...

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Font

Just make it clear, recruiters and employers don't care as long as it's easy to read.

Layout

The easier it is to read the better so just go for personal profile, skills and education followed by work experience and achievements in reverse chronological order.

Aesthetics

Much like the font, this doesn't really matter. You just want it to be as clear as possible, you need to get across as much info as you can in 10 seconds. Tip – use bullet points, don't waffle.

Hobbies & Interests

Again, like a picture this can be a big differentiator for you. So, assuming you have some hobbies, put them on there! It helps the recruiter/employer understand what you're like as a person. Sports captain? Done Tough Mudder? Help out a charity? Put it down. You'd be surprised how often this comes up at interview stage and helps break the ice. **AVOID LISTING TRAVEL AS A PASSION.**

Don't lie

it's really not worth it. By all means big yourself up, use positive phrases and put down everything that is good about you but don't go as far as making them up. We have had lots of people caught out both in terms of academics and experience.

Referees

These can be very useful, particularly when applying directly. If you can include a couple of people you respect definitely do so. Just remember to pre-warn them. – If you can get these onto the bottom of your LinkedIn all the better.