

# Canidate Resources

## The perfect CV

Firstly, there are different views on exactly what makes a perfect CV. However, this guide will ensure that you are not rejected on 1st glance. Please do feel free to express yourself and be innovative, as your CV is an opportunity to stand out from the crowd!

Your CV is an introduction and an employer's 1st impression of yourself. It will either get you an interview or could mean you're rejected from the process.

**So get the basics right!**

## Attention to detail

Triple check for spelling mistakes and poor grammar. The CV needs to look clean, consistent and demonstrate to an employer that thought and effort has gone into its construction. It is the client's first impression of you, so you want to make it a good one.

## Formatting

Your CV must also be visually appealing. The choice of font and layout can instantly draw or detract a client from your experience. Bullet points are much more impactful than large paragraphs of text. Keep it concise; a 2 page CV with clear evidence of your career is much better than a 5 page description of each and every role.

## Impact

What is going to set your CV apart from everyone else? Impact. Highlighting your key successes and achievements makes for a more interesting read than a reinterpretation of your job description. The more facts and figures you can include will demonstrate what singles you out over your competition. This is the most common mistake with CV's we receive. Make sure your brilliance is as tangible as possible!

## Tailoring

Even as a specialist in your field, you don't want to be too generic with your CV. Tailor your CV for different sectors/roles/companies and draw out the most relevant skills and experiences you have for each role you apply for.

## Contact Information

Include your full telephone number, email and postal address, making sure everything's correct and up to date. Adding your LinkedIn handle is also beneficial.

## Personal Profile

Make your profile clear and concise, no more than 200-250 words. Let the employer know the sort of person you are, what you are looking for/direction you are looking to move your career in, what you have to offer and what makes you stand out. This is a short, sharp piece of text to engage with the employer and make them want to read further.

## Company profile

Include a brief overview of your current employer to give an indication into the sector, size and scale of the business.

## Key Achievements

Make sure you're achievements are qualified & tangible. Avoid generic statements and always back it up with figures. This makes your CV clear, concise and impactful and demonstrates your successes with real world examples. This will make your CV stand out from the crowd.

## Interests

This is a chance to provide a little insight into who you are and will help to show you fit the company culturally. It is also a chance to demonstrate your passion for a sector beyond just words. For example, if I'm a recruiter and recruit into the digital sector I can put digital marketing into my interests section. It shows it's a genuine interest/passion!

## Education

Show your most recent education at the top and work backwards. If you have a degree you don't need to include A-Levels unless they are particularly impressive or relevant. Do highlight Masters, PhD's, MBA's as these will make you stand out from other applicants.

## Responsibilities

Take the time to reflect on the role you perform and the role you are applying for. Make your current experience as relevant as possible, however, be honest as they will go through your experience in detail at interview.

## References

If you're at the beginning of your career, adding references from an internship may help add credibility to your CV. Otherwise, just add "available on request".

**Phil Jobs**  
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Highly educated recruitment specialist, with over a decade of experience recruiting perm, contract & executive talent into all areas of the digital sector. Experienced leader, managing a large P&L and responsible for the hiring, development and success of teams up to 20. Looking for the next career challenge, ideally within an exciting start-up but open to exciting client-side moves.

**Education**  
M.A., Digital Recruitment, University of Life, 2000

**Employment History**  
RedCat Digital, Feb 2000 – Present  
RedCat Digital is a leading digital recruitment agency, founded in 2000 with offices in Old Street. The agency offers freelance, contract and executive retained search services for leading brands, start-ups, agencies & media owners.  
Feb 2000 – Present Job Title reporting to MD

**Responsibilities**

- Business Development, targeting and securing relationships with new clients.
- Key Account Management.
- Building contact network in digital sector.
- Networking – organising and attending niche events.
- Team management, advanced sales training and personal development.

**Key Achievements**

- Secured PSL status for Sky, BT, Lego, Burberry and Amazon.
- Generated revenue in excess of £5million; over 237% to target in the last financial year.
- Developed unique editorial solution for leading media owner which has been in place for 10 years.
- Pitched and won the exclusive project to build the 4G Product & Proposition team.
- Placed over 2269 candidates to date.

**Interests**  
Football, Digital Recruitment, Technology. Enrolled on Google AdWords Course, qualified in 2017.

**References**  
My Boss – careers@RedCat-Digital.com