[Full Name], [Field of Expertise]

[Home Address]

[Contact Number] • [Email Address]

**Profile**

**This section is your opportunity to explain who you are, and to convince the recruiter to get in touch. It is important to keep it brief, relevant, and to use key words. You should explain your experience and benefit to an employer, and it may also be worth mentioning how you engage with clients.**

E.g.

Having worked in the marketing industry for the last [number] of years, I have gained valuable experience in [area of expertise] working with organisations such as [organisation names], and have a particular wealth of knowledge and skill in [specific area].

My core strengths include, but are not limited to [categorise the areas in which you have worked/had exposure to and how this has benefitted certain organisations e.g. digital, content, SEO, PPC, web campaign pages, whitepapers, articles, videos, infographics, brochures, value propositions, case studies, presentations, blog posts etc.]

I am looking for my next opportunity within an [business type/industry] organisation, where I can bring real value and develop my skills further.  
  
  
**Achievements**

**If you have worked on specific projects with clients or campaigns this is a great place to highlight the success of these. Ensure that there are a wide range of keywords relating to your expertise. This will help to ensure that you are picked up by a recruiter on a search.**

E.g.

My important achievements include working alongside the [team name] team at [organisation] contributing to projects including [project name]. I was responsible for/organised [task] and increased [profit/other metric] by [£X/X%]. In my current and past roles I have been responsible for [e.g. digital marketing strategies, website management, SEO, PPC, social media, email, CRM, third party sales, affiliate marketing etc.]

**Work Experience**

**This part of your CV should be clear and succinct, and focus on the last five years of your career, or last three roles that are relevant to your field, in chronological order with the most recent at the top.**If it is not obvious, put a brief explanation of the sector that the organisation sits in/works with. You should highlight your key achievements, and use bullet points rather than lengthy descriptions. If you have worked on specific projects or with particular clients, list this here.

E.g.

[Job Title], [Company Name] [Location] [Sector]

[Date M/Y- Date M/Y]

Give a brief role overview and you may want to break the role down into particular areas to show your breadth of experience.

E.g.

**Responsibilities:**

* Account management and reporting
* Account delivery
* Project management
* Strategic and tactical planning

**Achievements:**

* Worked alongside [team] to produce [project]
* Implemented [change] which resulted in [benefit]
* Received an [award name] for [reason]

**Courses, Training & Education**

**This is your chance to talk about your qualifications, both academic and vocational. This is a particularly important section for those with less experience. You should give detail about what you studied, where and when, and list them in chronological order. If you have completed professional training and industry specific courses and qualifications detail these first with the relevance to your chosen field.**

E.g.

[Professional Qualifications/Courses/Associations/Memberships]

[Date M/Y– Date M/Y]

E.g. CIM Diploma

[University/College Name], [Location]

[Date M/Y– Date M/Y]

[Degree Class] [Degree Name] [Add any relevant degree content/modules e.g. dissertation]

[School/College Name], [Location]

[Date M/Y– Date M/Y]

A-levels:

• [Subject] – [Grade]

• [Subject] – [Grade]

• [Subject] – [Grade]

• [Subject] – [Grade]

GCSEs:

• [Number] GCSEs, grades [range], including Maths and English

**Hobbies and Interests**

**This section is not essential to include, but you may wish to depending on the role you are applying for. It can be a useful chance to show a little more of your personality. However, be warned this can be very subjective, ensure anything listed here reinforces your application and the idea that you’ll be the right fit for the role. If you don’t have any real relatable hobbies, it is probably best to omit this section.**

E.g.

Undertook a [course] in order to improve my [skill].

I organise a weekly [sport] game, manage bookings, transport and help to coach the team.

I have recently created and designed a content marketing guide, this includes audience engagement, idea generation and product research.