

# TAILOR YOUR CV TO GET TO THE TOP

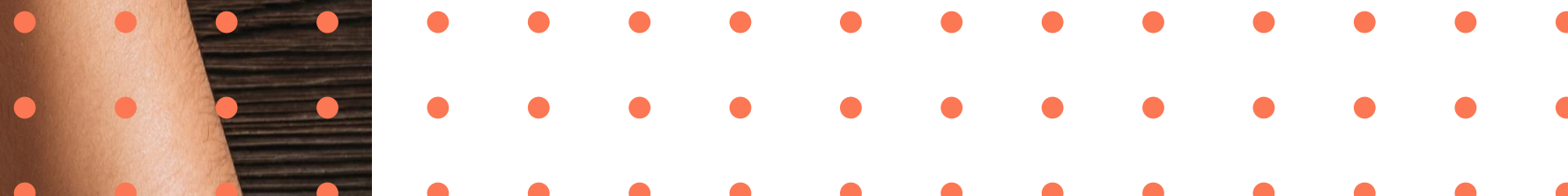
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Prepared & presented by

J a n z e l l e K o t z e

# What do you mean by 'tailor'?

- **Tailor:** tweak, adjust, or alter slightly
- **Goal:** make your CV more consistent with the job description to increase your chances of securing an interview.



# How do I tailor my CV?

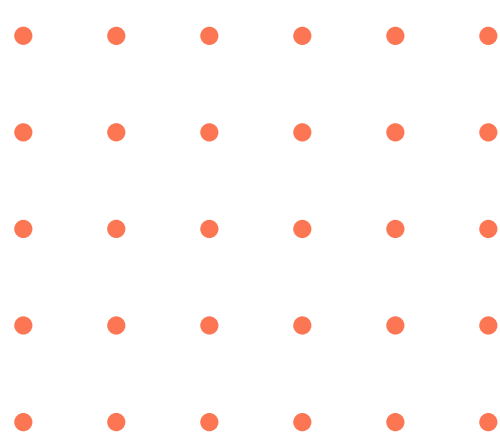
## 1. Roles below your name

- Remove least relevant and incorporate role title

*Before*



*After*





## 2. Profile or Professional/Career Summary

- Remove least relevant and incorporate qualifications and characteristics from the job description

### *Before*

#### PROFILE

A creative, motivated and self-driven professional with extensive experience in the fine arts and customer service. A demonstrable history of being a fast learner with an impeccable work ethic, always looking to go the extra mile and hone existing capabilities while acquiring new proficiencies. Aptly certified in AgilePM and Change Management Foundation with PRINCE2 on a practitioner-level, a sure-fire candidate for a new, challenging role within the project sector. Eager to contribute existing expertise towards a forward-thinking, reputable organisation that values continued process optimisation, professional development and maximising opportunities for growth.

### *After*

#### PROFILE

A meticulous, organised, and engaging professional with extensive experience of communicating effectively across cross-functional teams including senior management, with an impeccable work ethic, always looking to go the extra mile & hone existing capabilities while acquiring new proficiencies. Aptly certified in AgilePM and Change Management Foundation with PRINCE2 on a practitioner-level, a sure-fire candidate for a new, challenging role within the project sector. Eager to contribute existing expertise towards a forward-thinking, reputable organisation that is consciously inclusive and that believes diversity of thought and experience provides the platform of innovation & creativity.

## 3. Skills

- Remove least relevant and incorporate skills from the job description

### *Before*

#### SKILLS

##### Hard Skills

- Stakeholder Engagement
- Project Documentation
- Change Management
- Project Management
- Project Coordinating
- Event Management
- Staff Management
- Risk Management
- Photography

##### Soft Skills

- Methodical Approach
- Flexible & Adaptable
- Time Management
- Analytical Thinking
- Customer Service
- Problem-Solving
- Deadline-Driven
- Communication
- Organisation

##### Technical Skills

- Microsoft Excel
- Microsoft Word
- Microsoft Teams
- Microsoft Outlook
- Microsoft PowerPoint
- Adobe Photoshop
- Adobe Illustrator

### *After*

#### SKILLS

##### Hard Skills

- Stakeholder Engagement
- Reporting & Documentation
- Change Management
- Project Management
- Project Coordinating
- Monitoring Activities
- Staff Management
- Risk Management
- Photography

##### Soft Skills

- Methodical Approach
- Flexible & Adaptable
- Time Management
- Analytical Thinking
- Customer Service
- Problem-Solving
- Deadline-Driven
- Communication
- Organisation

##### Technical Skills

- Microsoft Office Suite:  
Microsoft Excel  
Microsoft Word  
Microsoft Teams  
Microsoft Outlook  
Microsoft PowerPoint
- Photoshop & Illustrator
- PowerBI (Basic)
- Daptiv (Basic)



# And now, your CV is tailored toward the job description.

## JANE SMITH

PMO Analyst | Junior Project Manager | Project Coordinator

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### PROFILE

A meticulous, organised, and engaging professional with extensive experience of communicating effectively across cross-functional teams including senior management, with an impeccable work ethic, always looking to go the extra mile & hone existing capabilities while acquiring new proficiencies. Aptly certified in AgilePM and Change Management Foundation with PRINCE2 on a practitioner-level and eager to pursue certifications in Managing Successful Programmes (MSP), a sure-fire candidate for a new, challenging role within the project sector. Eager to contribute existing expertise towards a forward-thinking, reputable organisation that is consciously inclusive and that believes diversity of thought and experience provides the platform of innovation & creativity.

### CERTIFICATIONS

August 2021 <b>Change Management Foundation</b> APMG International	July 2021 <b>PRINCE2 Practitioner</b> PeopleCert on behalf of AXELOS
August 2021 <b>AgilePM Foundation</b> APMG International	March 2021 <b>PRINCE2 Foundation</b> PeopleCert on behalf of AXELOS

### EDUCATION

2021   <b>ITonlinelearning Ltd.</b> Project Management Programme	2020   <b>Bermuda Triangle University</b> Bachelor of Arts (BA) in Fine Art [Upper Second Class Honours]	2014   <b>John Doe Sixth Form</b> A-Levels
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### SKILLS

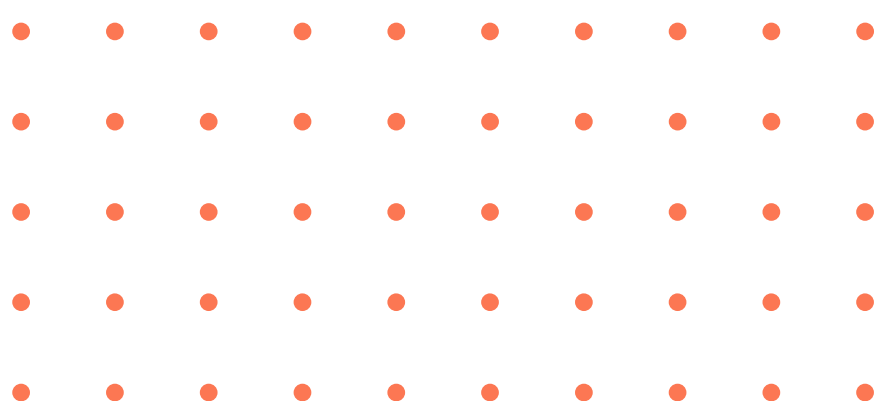
<b>Hard Skills</b> <ul style="list-style-type: none"> <li>Stakeholder Engagement</li> <li>Reporting &amp; Documentation</li> <li>Change Management</li> <li>Project Management</li> <li>Project Coordinating</li> <li>Monitoring Activities</li> <li>Staff Management</li> <li>Risk Management</li> <li>Photography</li> </ul>	<b>Soft Skills</b> <ul style="list-style-type: none"> <li>Methodical Approach</li> <li>Flexible &amp; Adaptable</li> <li>Time Management</li> <li>Analytical Thinking</li> <li>Customer Service</li> <li>Problem-Solving</li> <li>Deadline-Driven</li> <li>Communication</li> <li>Organisation</li> </ul>	<b>Technical Skills</b> <ul style="list-style-type: none"> <li>Microsoft Office Suite:                             <ul style="list-style-type: none"> <li>Microsoft Excel</li> <li>Microsoft Word</li> <li>Microsoft Teams</li> <li>Microsoft Outlook</li> <li>Microsoft PowerPoint</li> </ul> </li> <li>Photoshop &amp; Illustrator</li> <li>PowerBI (Basic)</li> <li>Daptiv (Basic)</li> </ul>
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### WORK EXPERIENCE

August 2018 – March 2020  
**Crew Member** Company Name

Duties and Responsibilities:

- Answered general customer queries regarding food or specials, resolving these efficiently and providing excellent customer service so as to increase customer retention rates



# Why should I tailor my CV?

- The **Applicant Tracking System** (ATS): software used by recruiters to automate/streamline recruitment
- **Helps companies manage** large volumes of CVs & applications, filters CVs according to keywords & qualifications
- Applicants that tailor their CVs are **30% more likely** to secure an interview, **over 90%** of large corporations use an ATS.





# How do I make my CV ATS-friendly?

Each ATS is different, and most are customisable to suit every organisation's needs. Here are some general tips –

## **Use long- and short-forms**

- E.g.: Bachelor of Arts (BA)

## **Use standard section headlines**

- E.g.: Work Experience

## **Submit your CV as a Word document**

Keywords: Keywords: Microsoft Dynamics CRM, Dynamics CRM, 2011, 2013, 2015, 2016, 365, Dynamics, Microsoft, Customer, Sales, Engagement, Marketing, Customer Engagement, D365, 365, Dynamics365, Microsoft Dynamics 365, Microsoft Dynamics 365 CE, Microsoft Dynamics 365 Customer Engagement, Microsoft Gold Partner, Consultant, Implementation, Analyst, Techno Functional, Dorset, Bournemouth, Portsmouth, Plymouth, Exeter, London, Leister, Birmingham, Kent, Brighton, Eastbourne, Cambridge, Oxford, Coventry, Derby, Nottingham, Peterborough.



# What if you're making a speculative application?

## Research

## Translate

## CV

*A dedicated team, passionate about psychological therapy & the changes it can bring to people's lives. On a mission to make therapy accessible.*

*Enable people to become the best version of themselves.*

*Envisage a world where mental health is just as much about prevention as cure.*

*Quality sets them apart.*

*Focused on creating modern therapy for modern lives.*

Looking to be part of a dedicated team that's passionate about psychological therapy & the improvements it can bring to people's lives through enabling them to become the best version of themselves.

Contribute toward a quality company focused on creating modern therapy for modern lives, and a company that wants to make therapy accessible because I believe mental health is just as much about prevention as cure.



**WE'D LIKE TO TAKE THIS OPPORTUNITY TO  
OPEN THE FLOOR TO ANY QUESTIONS YOU  
MIGHT HAVE BEFORE WE CLOSE OFF.**



# THANK YOU

✔ Accredited courses

✔ Flexible Finance Options

✔ Full Career Support

✔ Job Guarantee

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Kent, ME10 5BB

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