

## EFFECTIVE CV BRANDING

**Ensure the following is included in your CV – it is all about effective branding of your skills so that your CV stands out from the rest. (Don't be modest!)**

- On the first page include your - **Personal Details, Education and Qualifications/Courses**. Include a detailed **Skills Summary**, outlining your core competencies and technical skills with a comment about your ability in each. This is key to your CV and your personal branding..
- Ensure you describe each competency outlining your ability and knowledge in each
- Start your work history on the 2<sup>nd</sup> page ensuring all dates on your CV are correct. List the Company Name, your Position/Title and include the months worked in each position with start and end dates
- Reasons for leaving should be included after each position
- List the key purpose of the position and bullet point your key areas of responsibility
- Outline your key achievements
- List your Referees (specifically they must be who you reported to, their title and contact details)

### Skills Summary Examples

**This gives you the opportunity to brand your skills - list your specific core competency/skill details when completing your CV and ensure you highlight the length of time and breath of expertise in this area in a couple of sentences. Keep it on 1 page! There are some specific examples outlined below.**

<b>Senior Accountant</b>	A Chartered Accountant with over 10 years of expertise specialising in ...
<b>Industry knowledge</b>	A proven background over 5 years expertise working in the legal profession etc
<b>People Management</b>	Managed and lead teams from 8-20. Responsible for all Human Resource issues, training of new staff, staff appraisals, staff disciplinary action and recruitment and induction of new staff.
<b>Project Management</b>	Extensive expertise in Project Management from setting of objectives and management of expenditure to monitoring progress and evaluation and review of outcomes. Used to managing Project budgets up to \$250,000.
<b>Administration</b>	A professional administrator with and in depth knowledge of working with the corporate business services environment.
<b>PA</b>	A highly professional PA with over 10 years of expertise working at Partner level within the Legal Industry.
<b>Key Account Management</b>	Management of SME and corporate accounts, from sales planning, client visits, budgeting and forecasting, new business development.