



—
COMMON
CV
MISTAKES
GUIDE
—

DID YOU KNOW?

**Recruiters and hiring managers only skim you
your CV for an average of 6-10 seconds and they
skim it in a Z pattern**

**That's all the time you have to impress them. While
this can be done, it's most definitely NOT done in the
Following CVs.**

**Let us start with the 3 common CV Template Mistakes
first then the Content Mistakes**

#1:

The “Too Creative” CV

ABOUT ME



CONTACT

someone@example.com

(212) 555-1234

www.example.com
New York City, NY



Education

UNC
Bachelor's Degree
Marketing &
Communications
2010

ACCOUNT MANAGER



SUMMARY

Accomplished and dynamic marketing professional with 9+ years of experience looking for opportunities in marketing and communications. Proven success building marketing and communications plans for clients.

EXPERIENCE

ACCOUNT MANAGER, **MARKET SQUARED**

(July 2013 – February 2018)

- Responsible for the management of clients and their marketing campaigns
- Talked with clients over the phone, via email, and on Skype
- Worked with marketing team to ensure all needs were covered for clients

SOCIAL MEDIA MANAGER, **MARKET SQUARED**

(May 2010 – July 2013)

- Responsible for all social media accounts including Facebook, Twitter, Instagram, and Pinterest
- Shared advertisements, articles, and videos to social channels

MARKETING INTERN, **MARKET SQUARED**

(May 2009 – September 2009)

- Assisted Marketing Director with all marketing needs
- Assisted Social Media Manager with social feeds

SKILLS



#1

What is wrong with a CV that is too creative?

IT'S DISTRACTING

It doesn't make it easy to scan and see what your skills and qualifications are

NOT "ATS" COMPLIANT

The Applicant Tracking System does not use those nicely designed templates you buy from websites. The ATS reads certain formats.

Buy the ATS guide along with 2 samples of an ATS CV compliant.

SCATTERED INFORMATION

The odd placement of different sections of information makes it even harder to know where the eye should land.

#2:

The “Too Much Text” CV

What’s wrong with a CV that’s got too much text?

OVERLOAD

There’s so much to read. Where do you start? This will definitely hurt your chances of a recruiter getting what they need from your CV to move you forward in the process. You don’t need to write everything.

BRAG BRAG BRAG

A CV with too much text makes you come off as a bragger who can’t edit themselves.

This CV will make you look way to salesy for a recruiter to want to call you for an interview

#3: The “Too Much Formatting” CV

OBJECTIVE

A professional, dedicated, and highly motivated **Marketing & Communications** Professional seeking acceptance in **MarketShared** team where I may utilize my knowledge, training, and skills to promote the company with dignity and respect.

SKILLS AND QUALIFICATIONS

- **Certifications:** Inbound Marketing (HubSpot)
- Efficient with computer and charting programs such as: MS Word, Mac, Excel, Outlook, PowerPoint
- Ability to multitask and adapt to diverse culture
- Efficient critical thinking and problem-solving skills
- **Bilingual** in English, French

EDUCATIONAL BACKGROUND

Bachelor's Degree, Marketing & Communications, UNC, Chapel Hill, North Carolina
10/2006-6/2010

- **Honors and Awards:** *GPA – 3.0*, Dean's List for Spring 2010

WORK EXPERIENCE

Market Squared, Account Manager

July 2013 – February 2018

- ✓ Responsible for the management of clients and their **marketing campaigns**
- ✓ Talked with clients over the **phone**, via **email**, and on **Skype**
- ✓ Worked with marketing team to ensure all needs were covered for clients

Market Squared, Social Media Manager

May 2010 – July 2013

- ✓ Responsible for all social media accounts including **Facebook, Twitter, Instagram, and Pinterest**
- ✓ Shared **advertisements, articles, and videos** to social channels

Market Squared, Marketing Intern

May 2009 – September 2009

- ✓ Assisted Marketing Director with all marketing needs
- ✓ Assisted Social Media Manager with social feeds

ADDITIONAL EXPERIENCE

Sugar and Ice, Scooper

June 2006 – September 2009

- ✓ Responsible for serving customers ice cream
- ✓ Stocked and served ice cream
- ✓ Cleaned tables and equipment

#3

What's wrong with a CV that's got too much Formatting and Headlines?

BUSY BUSY BUSY

This CV looks way too busy for a recruiter's eye to read easily. With so many things formatted to stand out, nothing stands out.

“LESS IS MORE”

NOT ENOUGH INFO

While this CV has less text, it's not giving us the right information. It's too light and not giving a good sense of what this person's experience is. You need to quantify your experience using measurable results.

CONTENT MISTAKES

#1 Biggest Mistake: Having a General CV

Your CV should be positioned to one role one.

A general CV will not lead you anywhere

#2:

Typos

The biggest mistake by far is typos. Research analyzed a set of 10,000 CVs and found that 70% of them had at least one typo. Of these 10,000, less than 20% landed the interview using the flawed resume

#3:

Your CV does not Include Relevant Keywords

Many recruiters rely on applicant tracking systems to screen applicants automatically. These systems search for relevant keywords within a resume, so if your resume doesn't contain the right ones, it might not even make it to the step when it's reviewed by a human.

"Most people don't know about applicant tracking systems and the importance those systems play in the job hunt. "I constantly coach people about the importance of adding keywords in their CVs. Adding relevant keywords will give you a higher overall score, and your resume will have a better chance of being reviewed by the HR team."

#4:

You're Using the Same CV for Every Job Application

The biggest red flag I see while reviewing CVs is that people are sending the same resumes out for every job application. Instead, you need to tailor your CV for this one job at this one company. That means your CV is less about you and more about the company's needs.

Look at the job description, and make your CV skills and work experience sections fit with the description as best as you can.

Use keywords to guide which of your unique accomplishments and projects you include on your CV. Cut out anything that is not relevant to the position. This thoughtful trimming and expanding will show that you are not a one-size-fits-all candidate: you're the right fit for this specific job.

#5:

Your CV Doesn't Highlight Your Accomplishments

The biggest mistake that I see is providing job duties instead of accomplishment-based metrics. People will list a ton of bullets on their resume filled with information of what you would see in a job description, but no details on how that person impacted the organization through their achievements.”

Recruiters are more interested in your results than a laundry list of your past job responsibilities.

#6:

Your CV Includes Too Much (Irrelevant) Information

Another huge mistake that I see all the time is overall too much information on the document. Pages and pages full of every job and every duty ever performed is a sure way to have your resume passed over. The manager or recruiter is only spending a few seconds scanning over the document, so the information must be impactful and value-packed.

This goes back to tailoring your CV to the specific job you are applying for — trim the fat so that everything on the page is relevant to the job you want.

#7:

You Have an Unprofessional Email Address

Everything on your CV should be professional, including your email contact information.

One of the deadly sins associated with resume writing is having an unprofessional email. Before applying for a job, make sure to set up a professional email address that only contains either your name, initials or digits, and generally steer clear of anything that might be considered questionable. Otherwise, your CV will likely end up in the bin.

#8:

Your CV Doesn't Explain Gaps in Employment

We tend to think of long periods of unemployment as red flags, but since millions of jobs have been displaced due to the pandemic, these gaps are more common. If you have experienced unemployment this year due to pandemic-related closures, or at any point in your career, you are not alone. In your CV and your cover letter, be honest about gaps in employment.

In addition to explaining why you have employment gaps, you should also highlight any skills, experience and knowledge you gained during your period of unemployment.

If you developed skills as a caretaker, gained experience volunteering in your community or completed online coursework to advance your skills and become a more desirable candidate, make sure to include that in your application.

#9:

Your CV Omits Information or Has Inconsistent Information

Basic information like previous job titles and dates of employment should be consistent between your resume, CV and online profiles on job search sites like LinkedIn. At best, inconsistencies make it seem like you have poor attention to detail, and at worst, it can seem dishonest. The same is true if you omit this kind of information. Remember, you don't need to list your full employment experience on your CV, especially if you're at the mid-point or later in your career, so if you're self-conscious about some aspect of a job, it's better to leave it off entirely than to selectively omit details.

Write A Killer CV Today

That Lands You Interviews!

My Process and Strategy goes as follows:

1. Private one-on-one working session.
2. Ask you questions to unlock your value and potential.
3. Analyze and understand your Skills.
4. Advise you on your next Career Move.
5. Build your CV strategy from scratch that tells a career story about you optimized with the right skills that match the role you want to apply for.
6. Your CV will highlight your **personal brand, value proposition,** and your **unique selling points** telling recruiters and hiring managers why they should hire you and what experience and skills you have that will help solve their company problems.

Ready to take charge of your career, move to the next level, and build a Killer CV?

Check the CV Packages section on the website to see which professional level you fit.