

Writing and effective CV

Personal Development for HSBC

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Table of Contents

Contents

1 Introduction	2
2 Do's and Don'ts for a CV	2
3 Pro tips	4
4 Link with Interviewing	6
5 Conclusion	7

1 Introduction

The Role of a CV



Are CVs still useful?

Research from testgorilla.com among recruiters shows that:

- 56% said that CVs were effective
- 38% said that CVs were not effective
- 6% were unsure

2 Do's and Don'ts for a CV

What Makes a Good CV

A. Clear Structure and Formatting

- Use a clean, professional layout with clearly defined sections (e.g., Contact Information, Education, Work Experience, Skills, Certifications, etc.).
- Use bullet points to make information easy to scan.
- Stick to one or two fonts and use consistent formatting (e.g., bold for section headings).

B. Tailored Content

- Customize your CV for each job application by highlighting relevant experience and skills that match the job description.
- Use keywords from the job posting to help your CV pass through Applicant Tracking Systems (ATS).

C. Concise and Focused Information

- Keep your CV concise—ideally one to two pages, depending on your experience level.
- Focus on achievements and outcomes rather than just listing duties (e.g., “Increased sales by 20%” rather than “Responsible for sales”).
- Use quantifiable metrics wherever possible to demonstrate impact.

D. Strong Personal Statement

- Include a short personal statement or career objective at the top that summarizes your professional background and career goals.
- Make it specific to the job you’re applying for, demonstrating why you’re a good fit.

E. Relevant Skills and Experience

- Highlight relevant skills, both technical and soft skills, that are applicable to the job.
- Include any certifications or courses that are relevant to the position.
- Ensure your work experience is relevant to the job, with the most recent experience listed first.

F. Proofreading and Attention to Detail

- Ensure there are no typos or grammatical errors.
- Double-check all dates and details for accuracy.
- Use consistent formatting, such as dates aligned in the same position throughout the CV.

What Makes a Bad CV

A. Poor Formatting

- Using overly complex or cluttered layouts that make the CV hard to read.
- Inconsistent formatting, such as varying fonts, colors, and text sizes.

B. Generic Content

- Submitting the same CV for every job application without tailoring it to the specific role.
- Using vague language without highlighting specific achievements (e.g., “Worked on various projects” instead of detailing the nature and impact of the projects).

C. Too Much or Too Little Information

- Including irrelevant information, such as unrelated work experience or hobbies that don’t add value.
- Overloading the CV with too much detail, making it hard to skim for relevant information.
- Conversely, providing too little information, such as omitting key responsibilities or achievements in past roles.

D. Lack of Focus

- A CV that lacks a clear focus or objective, leaving the employer unsure about your career goals.
- Including too many different job types or industries, which can make you appear unfocused.

E. Overused Clichés

- Using clichés or buzzwords like “team player,” “hard worker,” or “problem solver” without backing them up with evidence.
- Including phrases like “references available upon request,” which are now considered outdated and unnecessary.

F. Errors and Inaccuracies

- Spelling or grammatical errors, which can suggest a lack of attention to detail.
- Incorrect or inconsistent dates, which can raise questions about the accuracy of your information.

3 Pro tips

Key Learnings From Data

- A. Resumes with a LinkedIn profile have 71% higher callback rates
- B. Keywords are key — 51% of CVs miss keywords
- C. Measurable metrics improve interview rates — only 26% of CV include those

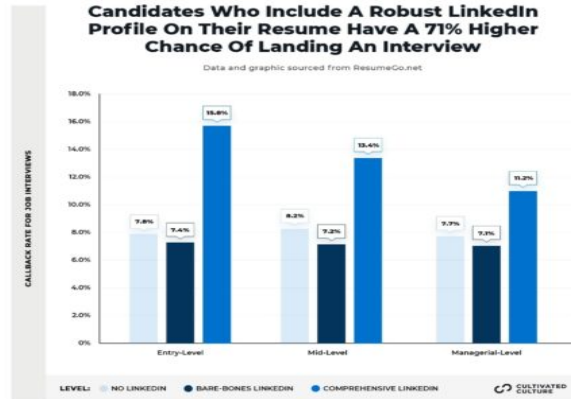


Figure 1: Adding a link to an empty LinkedIn profile is worse than none, and the advantage decreases with seniority

- D. The ideal CV is between 500 and 600 words — 77% of CVs fell outside this range
- E. Fluffy content, buzzwords, clicés, etc. decrease interview rates — 51% of CVs failed this

— source: [CultivatedCulture.com](https://cultivatedculture.com)

Add a LinkedIn profile

Keywords are key

- Many recruiters use LinkedIn and filter on keywords. Applicant tracking systems use keywords to filter skills and experience, sometimes even matched automatically to the JD
- job descriptions include on average 37 keywords, add them in your bespoke CV.

— source: cultivatedculture.com

Measureable Metrics

Measureable metrics make the difference.
compare:

- “responsible for sales”

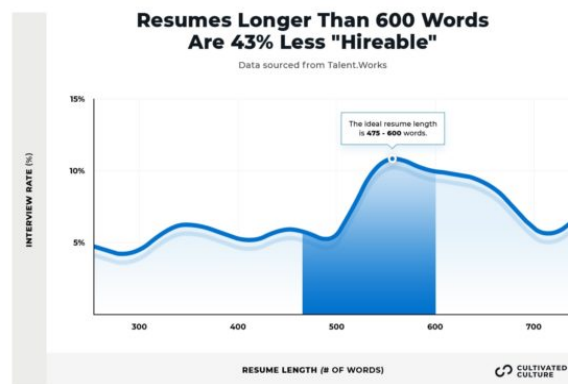
- “increased sales with 10%”

example: the ResyMatch algorithm filters for CVs with at least 5 measurable metrics.

The X-Y-Z Resume Bullet Formula

Accomplished [X: result] as measured by [Y: metric], by doing [Z: action].

The ideal length of a CV is 500 to 600 words



500 to 600 words

is ideal— source: cultivatedculture.com

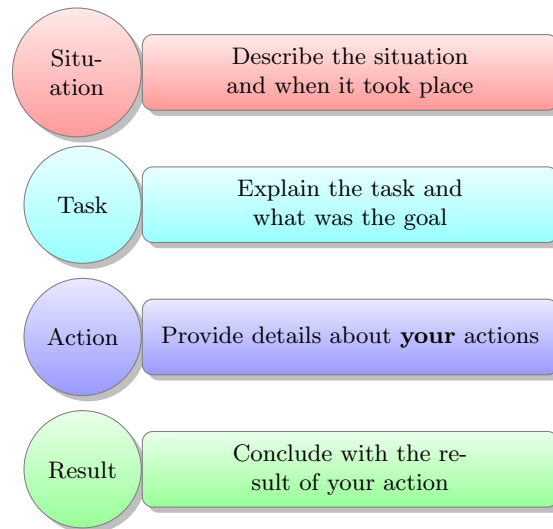
General Tips

- Keep It Updated:** Regularly update your CV with new experiences, skills, and certifications.
- Be Honest:** Ensure that all the information you provide is truthful and accurate.
- Contact Information:** Include up-to-date contact details and make sure your LinkedIn profile (if provided) is also current.
- do network:** mentioning a common previous employer increases callback rates

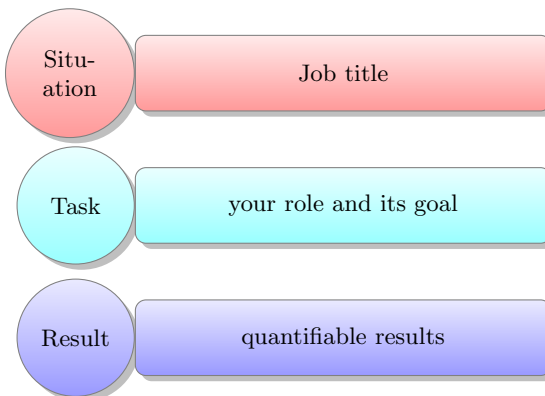
By following these guidelines, you can create a CV that effectively showcases your qualifications and makes a strong impression on potential employers.

4 Link with Interviewing

The STAR model



How to link your CV to the STAR model



The CV is formatted as

5 Conclusion

Conclusion

By following these guidelines, you can create a CV that effectively showcases your qualifications and makes a strong impression on potential employers.

Key Takeways:

- Include an email address, phone number, and LinkedIn profile on your resume
- Add relevant keywords and experience from the job description into your resume
- Use measurable metrics to illustrate your contributions

- Avoid fluff, acronyms, and clichés when writing your resume – use bullet points
- Never ever lie

Nomenclature

JD Job Description