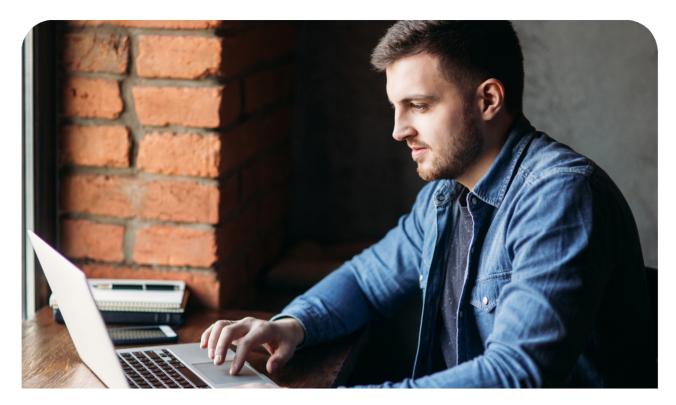**logical**
Recruitment
Partners

The Ultimate Guide to Creating a Killer CV

Presented by
Logical Recruitment Partners

The Ultimate Guide to Creating a Killer CV

When it comes to landing your dream job, your CV (or résumé, depending on where you are) is your first impression. For Gen Z, who've grown up in the digital age and are entering the workforce during rapidly changing times, creating a standout CV is more important than ever.

But what makes a CV great? Whether you're applying for your first job or making a career move, let's break down the essentials to help you craft a killer CV that gets noticed.

1 Keep it clean and simple

First things first: **design matters**. A cluttered CV is a no-go. Recruiters spend an average of 6-7 seconds scanning a CV, so make sure yours is clean, professional, and easy to read.

- **Use a modern**, **readable font** like Arial or Calibri, size 10-12.
- **Stick to a clear structure:** sections like Contact Info, Education, Work Experience, Skills, and Hobbies (optional).
- **Avoid graphics** or overly complex layouts unless you're in a creative field.

Pro tip: Use bullet points for your achievements and responsibilities. This makes it easy for hiring managers to skim through your experience quickly.

2 Keep it clean and simple

A generic CV might work, but a tailored one is much better. Each job is unique, and your CV should reflect that.

- **Read the job description carefully** and highlight key skills or qualifications the company is seeking.
- **Match your skills and experience** with what the employer is looking for, and showcase relevant achievements.
- If you've done any freelance or volunteer work, mention it if it's related to the role.

Pro tip: For each job, save a copy of your CV that's customised for that position. This not only shows you're a perfect fit but also helps you stand out from candidates sending generic CVs.

3 Show Off Your Skills (and Make Them Relevant)

Employers want to know what you bring to the table, so **skills are crucial**. Here's how to stand out:

- **List hard skills** (technical skills) that are relevant to the job (e.g., coding, digital marketing, data analysis).
- **Include soft skills** like teamwork, communication, problem-solving, but don't just list them—**give examples** of how you've used them.

For instance, instead of just saying *"Teamwork,"* say: *"Collaborated with a team of 4 to design a social media marketing strategy that increased engagement by 20% in 3 months."*

Pro tip: Many companies use software to scan CVs for keywords. Make sure you include the keywords mentioned in the job description to pass this initial screening.

4 Highlight Achievements, Not Just Responsibilities

Listing your job responsibilities is fine, but it's **your achievements** that will make you stand out.

- Instead of saying *"Worked on social media posts,"* try *"Increased Instagram followers by 30% within 6 months through targeted content creation."*
- **Wherever possible, use numbers and metrics** to show the impact you made. This turns boring job descriptions into exciting achievements that demonstrate your value.

Pro tip: If you don't have much job experience yet, don't worry. Highlight achievements from school projects, internships, or any side gigs you've worked on.

5 Keep It Short and Sweet

As a rule of thumb, **your CV should be no longer than one page**—especially if you're just starting out. Focus on quality, not quantity. Keep only the most relevant experiences and achievements.

- If you have lots of experience, prioritise the most recent and relevant jobs.
- Leave out irrelevant jobs, unless they demonstrate key skills (e.g., communication or leadership).

Pro tip: Avoid including personal details like your photo, age, or home address unless required. Stick to your name, phone number, email, and LinkedIn profile.

6 Education Matters (But Keep It Simple)

As a Gen Z candidate, you might still be in school or have recently graduated. Don't worry about lacking work experience—your education can still make a great impact!

- List your highest degree first and **include any honors, relevant coursework, or projects.**
- If you've taken online courses or gained certifications (e.g., Coursera, Google Certifications), include those as well.

Pro tip: If you don't have much work experience, focus on academic projects, volunteer work, or internships where you've gained transferable skills.

7 Don't Forget Your Personal Brand

We live in the age of personal branding, so why not use your CV to reflect yours?

- Include your **LinkedIn profile** or a link to a **portfolio website** where recruiters can learn more about you.
- Use a **professional email address** (avoid anything like partyanimal123@gmail.com).
- Make sure your **social media accounts** are employer-friendly if they're public.

Pro tip: Personal branding is more than just social media—it's about showing employers who you are and what you stand for. Be authentic in how you present yourself.

8 Double-Check Everything

Before you hit send, **proofread** your CV for any typos, grammatical errors, or formatting mistakes. A clean, error-free CV shows attention to detail.

- **Ask a friend or mentor** to review it for you.
- Double-check that your contact information is correct—especially your email and phone number!

Pro tip: Save your CV as a PDF to ensure that the formatting stays intact when you submit it.