

# marketing

## cv notes.



### personal statement

This section should be specifically tailored to the job that you are applying for and state very clearly why you are applying for the post. Reassure the employer that you are the right candidate by giving evidence from past work experience, your examples should state how you have added value. Communication and creativity are two of the most highly valued traits among marketing recruiters.

### employment history

This is your opportunity to really highlight your tasks, achievements and responsibilities at a company. An employer wants to not only know what your role involved but also how you were able to add value. For example, if you were applying for a role in digital marketing, then any skills relating to data handling or analytics are likely to be highly valued. Always choose the most relevant achievements for the specific job you are applying to.

Your work history should be ordered in reverse chronological order with your most recent position first and then working backwards. Be careful that your experience does not sound too vague. Did your previous role involve B2C or B2B marketing, were you agency side or client side? List the most high-profile brands that you have marketed for, particularly if they are relevant to the job you're applying to.

### education

This is a way to demonstrate any additional training, courses or study that you have undertaken which is relevant to the position that you're applying for. This doesn't have to list everything but should highlight what you think are your most impressive and relevant credentials. A degree in marketing is not essential, but professional qualifications will help you stand out. In this fast moving industry, they also demonstrate that you have a commitment to continuing professional development.

### core skills

When selecting core skills, look at your previous roles for transferable and/or job-related skills. Transferable skills such as time or people management are sought after at any job level. Job related skills, such as developing marketing strategies and negotiating with clients are also highly valued. It is also important to note that marketing is a broad industry, so mention which channels (online, radio, press, etc.) you have experience with and the types of software you have used.

## references

Regarding your references, you don't have to include these on your CV, if you'd like to add a section at the bottom of your CV that says, 'references available upon request'. It's a good idea however to make sure your CV is no longer than two A4 sides.

## contact details

### Email Address:

Keep you email address simple and professional, preferably just your first and last name. Avoid nicknames or random words and numbers as it looks unprofessional.

### Telephone Number:

Make sure this is an update-to-date number, preferably your mobile number rather than your house number.

### Full Address and Post Code