



EXECUTIVE CV EXAMPLE

CV Template Example

To protect our commercial interests and because CVs vary according to individual requirements, we have only given an outline of our CV writing template to give our website visitors an idea of thought processes used and approaches adopted. We provide a useful narrative for creating an interview-Winning CV.

We write all CVs from scratch – all CVs are bespoke-written according to customer needs. **We are NOT a CV-editing service** because we give great attention to detail and actually think about an optimal CV strategy rather than just editing or re-formatting an existing CV. We pride ourselves in writing effective personal marketing documents for executives, professionals, technical professions and graduates.

Writing Bespoke Executive CVs

The structure and order of each CV will vary according to candidate needs, but we follow the same proven format for the first four sections of executive CVs. CVs are further customised using relevant CV headings.

- PERSONAL INFORMATION & CONTACT DETAILS** – getting the basic information correct!
- PERSONAL PROFILE & HEADLINE** - setting the agenda by focusing the CV towards targeted roles.
- EXPERIENCE, SKILLS & QUALITIES PROFILE** - profiles key achievements and core competencies.
- PROFESSIONAL EXPERIENCE** - includes wider achievements, projects and initiatives, etc.

The last three sections will be ordered differently depending on the candidate and CV strategy.

- TRAINING & DEVELOPMENT** – reinforcing experience, skills, expertise and achievements.
- EDUCATION ACHIEVEMENTS** – looking for evidence of higher academic and business achievements.
- OTHER ACHIEVEMENTS** – professional recognition through memberships and awards, etc.

PERSONAL INFORMATION & CONTACT DETAILS

Including name, correspondence address, email address and contact number.
May include other elements directly relevant to targeted job roles and clearly add value.

PERSONAL PROFILE & HEADLINE

The personal profile carefully positions and targets the candidate towards targeted job roles and can include various different aspects depending on the candidate. The idea is to get employers interested, create the right impression and persuade them to read on using an effective personal profile.

- **Headline:** To focus CVs according to target roles and core CV elements (grabs attention of recruiters).
- **Career Motivation:** Having a strong career motivation and a passion for something can benefit CVs.
- **Career Objective:** Being specific about the targeted role and showing the benefits of employing you!
- **Core Experience:** Summarising experience, background and areas of specialisation through job roles.
- **Core Expertise:** Areas of specialist knowledge, high-level skills and unique selling points of job seekers.



PERSONAL PROFILE – continued...

A personal profile will summarise to recruiters what a candidate is all about. A good profile will bring out key elements and successes to capture the recruiter's attention and persuade them to read on. **Please remember, candidates tend to have approximately 30 seconds to make an impression with recruiters!**

Our profiles could include any of the following for potential Senior Managers: Aggregating experience, highlighting main business background as well as key skills like strategy, business management, people management, financial management and leadership. Also, where necessary mentioning a proven track record, career progression, significant contributions, awards and evidence of high performance.

EXPERIENCE, SKILLS & QUALITIES PROFILE

One common weakness is candidates failing to tell recruiters exactly what they are good at. We always include a skills profile building core competencies relevant to targeted job roles, whilst highlighting key skills, areas of expertise, training and work experience. **This is all reinforced by profiling key achievements within this section to give further credibility and help differentiate candidates away from the competition.**

It is much more than just a list of skills and qualities because we use different ways of adding value to CVs and presenting the information. This makes it **easier for recruiters to find the information they are looking for** when scanning the CV as well as **giving a clear message by telling recruiters exactly what candidates are good at.**

Wherever possible, we will profile core achievements to add value to the CV by providing supporting evidence of experience, skills, expertise and professional qualities. To achieve this, we broadly focus on four key areas (core competencies) for executives and senior management.

- **Strategic Management and Strategy Development.**
- **Evidence of strong leadership qualities and potential.**
- **Financial management acumen and decision-making.**
- **Areas of specialisation or high-level expertise.**

PROFESSIONAL EXPERIENCE

Optimising work experience can be difficult when writing CVs, so we will clearly structure this section under simple customised headings and use employer information in an optimal format. We acknowledge business activities of each employer as well as summarising key elements for each role. We add value by presenting all information in a reader-friendly manner, so enabling recruiters to find the information they are looking for when scanning the CV.

We group together similar activities under discrete and relevant headings, whilst **always seeking to profile evidence of suitability and give credible examples of how candidates have applied their skills, expertise and experience in different job roles.** We also aim to profile achievements (career highlights), evidence of progression, senior management skills and a proven track record where candidates have made a wider (significant) contribution to an organisation.



PROFESSIONAL EXPERIENCE – continued...

Again we look to reinforce the core competencies as identified in the above Experience, Skills and Qualities Profile to show solid credibility for senior management. This includes evidence of leadership, strategic awareness, financial management acumen, effective business management, special projects and wider recognition (awards). Senior Managers may have also worked successfully in an **international business environment** and very often possess **considerable expertise within a particular business sector**.

We focus on the last 2-3 roles or last 10 years experience because this is most relevant to now! Employers need to know what candidates have done most recently, so we will look to build up credentials, examples and evidence of suitability for most recent roles. Older roles are summarised by focusing on achievements and key areas of responsibility. For the main roles, we require some fairly detailed information so we can help develop ideas and examples for you. Typical information requirements for most recent roles include:

Job Title:

Employer:

Location:

Dates:

Company Activities:

Job Description – Overview:

Areas of Expertise:

Achievements:

TRAINING & DEVELOPMENT

Employers look for evidence of wider learning, career development and overall potential. In particular, employers look for investment in training, professional qualifications, leadership and management effectiveness courses, skills development and any other company-specific training. It is very important to profile any relevant courses, professional skills training and use of technology systems and databases, etc.

This section reinforces any work experience, skills, expertise and achievements. Senior executives are likely to have completed several years of training, skills development, professional accreditation and management effectiveness courses to get to where they are. At Winning CV, we aim to capture the main aspects of training and development, specialist courses and profile areas of expertise relevant to targeted roles. Senior executives may have also mentored colleagues as well as passing on knowledge and expertise by planning and designing their own training initiatives, which can also be profiled here.

EDUCATION ACHIEVEMENTS

Education is important to show evidence of structured learning and overall future potential of executives. Often, executives have completed Masters or Leadership Programmes (i.e. MBA – Master of Business Administration) as part of their wider professional development and will want to show strong evidence of higher educational achievement in their CVs. Sometimes professional achievements far outweigh educational achievements, so there would be no need to go into great detail, unless there were specific areas of expertise or specialist knowledge directly relevant to targeted roles. We capture educational achievements in the most appropriate way to add value.



OTHER ACHIEVEMENTS

Aspects included within this section will help to clearly differentiate candidates as we look to profile wider evidence of achievement and recognition. This can include professional memberships, special awards and charity fundraising for instance.

- Professional Memberships
- Career Recognition / Awards
- Academic Recognition / Awards
- Charity Fundraising Projects
- Committee Membership
- Special Achievements / Awards

OTHER INFORMATION - OMITTED

Activities & Interests: These add no real value to executive CVs because other areas are profiled in detail.

Referees: Avoid including reference details or references available on request (clearly adds no value).

CONCLUSION

Executive CV writing is very subjective, making every CV different from the next! Whilst being unable to show our actual CV template for commercial reasons, we hope you can appreciate the considerations, approaches used and level of detail and attention given when creating an interview-Winning CV!

Why not invest in your career by getting your CV professionally-written by CV writing experts. Boost your job search, chances of securing interviews and overall career prospects, all for less than 1% of your annual salary.