

We recommend you start with a **bold statement** that outlines your purpose. You can include some key skills and characteristics, some experiences and what job you are interested in.

4 Job Street
Career City, County Career
CC3 3PU

Sample Traditional CV for Management Roles

JOSEPH SMITH

Telephone: 0113 396659
Mobile: 07769 075599
Email: j.smith@hotmail.com

Make sure you include up to date contact details, including your address and telephone number.

If you include an email, make sure it is a **professional** one

Personal Profile

Accomplished, senior marketing professional with 23 years' leadership experience in marketing, advertising and new business development, including New Business Start-ups. Seeking for opportunities of Director of Sales and Marketing in and around London.

Key Skills and Competencies

- Proven leadership and management abilities
- Ability to develop strategic relationships with clients
- Strong knowledge of sales, marketing, communications and design
- Demonstrated ability to drive forward sales and increase revenue

Highlight some of your key **skills** and **competencies** here. Refer to the person specification and job description to see what they are looking out for.

Career History

May 2009 - present

Go through your career history in reverse chronological order, starting with the most recent first. Quickly explain your key responsibilities and **duties**, and highlight your main **achievements**.

Travis Group, Director of Sales & Marketing

Responsible for sales, marketing and business development, managing a £35 million budget. Introduced new key clients for promotional advertising, including Panasung and Samsonic. Managed and developed a team of four. Interfaced with media, acting as a company spokesperson, and developed strategic relationships with members of the press.

Key achievements:

- Increased customer based by 47% through loyalty marketing
- Expedited 64% growth in advertising sales in a 3 year period
- Developed a CRM data mining system to profile customer data for targeted advertising

Sept 2006 – May 2009

Remember, responsibilities and duties are your **everyday** work. Achievements are things you have created, built, designed, sold or initiated. They are things **unique** to you.

Winterbourne Health, Head of Marketing

Developed sales, marketing and operations infrastructure for a health and fitness centre. Recruited and managed a sales team of five. Was personally responsible for campaigns and promotions, and initiated a new revenue stream through an innovative fitness programme.

Key achievements:

- Increased sales revenue by 35% and referrals by 20% with the new programme
- Grew business by £1.2M in the first year, and on-going 10% annual growth
- Won 'Best Design Award' based on promotional literature and brochures
- Led team to smash targets by more than 40%, and won a holiday in South Africa in 3rd year with company.

When you are writing about your work history, try and use a shortened version of the STAR technique. What was the situation, what did you do, and what was the outcome?

Use the person specification and the job description to find out the exact skills and qualities they are looking for. Use these to tailor your CV to the job you are applying for.

Sample Traditional CV for Management Roles

The CV is clear and easy to read. Make sure you neatly align all of your text, keep using the same font and size throughout. If you are not sure how – try our template.

July 2000 – Sept 2006

Do not leave any gaps in your CV – all of your employment and education should run on from one another. If you have any gaps employers become suspicious.

Shoppers Paradise, Director of Marketing

Developed marketing, advertising and promotions for the largest supermarkets in Ireland. Monitored and planned a £2.5M marketing budget. Managed three advertising agency staff and team of three marketing professionals.

Key achievements:

- Maximised revenue by £125M over six-year period through successful, prestigious events
- Increased customer foot-fall by over 50% in first year through new marketing campaign
- Initiated loyalty-based promotion resulting in over 80% of take-up from shops

Aug 1997 – July 2000

This CV shows clear career progression through each role taken. Try and do the same in your CV.

R&B Advertising, Creative Director

Overview of creative plan for advertising, marketing and PR agency. Developed marketing programmes for a variety of business-to-business clients.

Key Achievements:

- Expanded client base by 78% in three years by consistently delivering goal-surpassing marketing results and ensuring 100% client satisfaction
- Closed new accounts as a member of business-development team, including a £1.8M win with TK Maxx and a £1.5 win with Homebase
- Received commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services.

Education and Qualifications

1996 - 1997

London School of Business and Finance
MSc in Marketing
Distinction

Go through your education, starting with the most recent first. You should put on your degree classification, as most companies want to see this.

1993 – 1996

Manchester Metropolitan University
Media and Cultural Studies
2:1

You may want to include your A Levels and the number of GCSEs you got.

Additional Skills

Languages
ICT

Fluent in French and German
OCR Level 1&2 Web Design,
Competent with Adobe Suite & Microsoft Suite
Confident with Apple Mac & Windows OS

Most companies want someone who is IT savvy, so if you are good with computers – say so!

Highlight any professional qualifications that you have as well. Employers are keen to find out that you have progressed your career.

Personal Interests

Climbing, Fell Walking, Reading, Technology, Mountain Biking, Tennis & Badminton, Rugby, Football

Portfolio and references are available on request
Open to relocation

You can choose to leave your references off, and state that they are available on request. This is a good option if your current employer does not know you are looking for another position.

If you are open to move city or town, say so!!