

A CV

Learn how to write a curriculum vitae, often called a CV in the UK or résumé in American English, to practice and improve your writing skills.

Preparation

Put the phrases in the correct groups.

Phrases	Groups
Professional blogger	Work experience
Degree in Marketing	
Business Development Manager	
Research Assistant	
Sales Executive	Education
Proficient Knowledge of analytics software	
Photography	
Certificate in Presentation Skills	
Class B driving license	Skills and Interests
Diploma in Innovation Design	
Masters in Public Relations and Digital Marketing	
Taekwondo	

Reading Text

Maria Jones Digital Marketing Specialist

Profile

I have five years' experience in various digital marketing roles. I have a proven ability to create successful marketing campaigns in line with brand identity and values. I am a strong collaborator with outstanding communication skills, and have comprehensive experience of using my specialist knowledge and expertise in analytics for a wide variety of marketing initiatives.

Employment History

June 2017 – present

Digital Marketing Specialist for Zinco, a global insurance start-up

- My role involves working to tight deadlines to design, create and launch marketing campaigns via social media.

- I have developed advanced knowledge of a range of social media platforms and digital marketing tools.
- I specialize in driving successful campaigns and excel in analysing their impact.
- I have experience launching digital billboards in places such as train stations and shopping centers.

Sept 2016 – June 2017

Creative break from employment to travel and blog

- I travelled through 12 countries, met several professional bloggers and started my own travel blog.
- I built up a community of followers and started to monetize my blog through sponsored posts.

May 2014 – Aug 2016

Digital Marketing Assistant, Krunch Ltd

- Responsibility for overall social media strategy and regular posting on key channels.
- I played a key role in numerous campaigns to boost engagement with our brand.
- I also supported three product launches.

Education

2014 Diploma in Digital Marketing, Leeds Beckett University, UK

2012 A-levels (Psychology, English, Art & Design), Leeds City College, UK

Skills and Interests

Competent WordPress developer

Skilled in Adobe InDesign and Adobe Illustrator

Advanced Spanish (C1)

Intermediate German (B1)

Photography

Travel

References

Available on request

Tips

1. Start with a short profile to show who you are and what you offer.
2. List your employment history, starting with the present.
3. Explain any gaps, for example time spent travelling or having children.

4. Use bullet points for your main responsibilities and experience in each role. Choose the aspects of your previous jobs that are most relevant to the new job you are applying for.
5. Then give your educational background. List the relevant qualifications that you have, starting with the most recent. Include the title of your qualification, where you studied and the date you successfully completed it.
6. Consider putting Education above Employment if you don't have a lot of work experience yet.
7. List other experience or interests you may have if they are relevant to the job.
8. If you have someone who could support your application, add their contact details or say *References available on request* at the end.

