

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

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

Preparation task

Put the phrases in the correct groups.

Photography	Business Development Manager	Certificate in Presentation Skills	Degree in Marketing
Taekwondo	Professional blogger	Research Assistant	Sales Executive
Class B driving licence	Proficient knowledge of analytics software	Masters in Public Relations and Digital Marketing	Diploma in Innovation Design

Work experience	Education	Skills and Interests

Reading text: A CV

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 specialise in driving successful campaigns and excel in analysing their impact.
- I have experience launching digital billboards in places such as train stations and shopping centres.

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 monetise 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.

Tasks

Task 1

Are the sentences true or false?

	Answer	
1. It is a good idea to start with a short summary about you.	True	False
2. You should write your work history in order, with your most recent job at the end.	True	False
3. You should list all your responsibilities in detail.	True	False
4. You should give the full title of your qualifications, with the date you passed each one and the organisations that awarded them to you.	True	False
5. It is a good idea to include hobbies if they are relevant to the job.	True	False
6. Include references to support your application if you can.	True	False

Task 2

Put the words and phrases in order to make sentences.

1. roles. I have in various experience five years'
2. My involves working deadlines. role tight to
3. a create ability to I have successful campaigns. proven
4. digital in specialise I marketing.
5. in excel I impact analysis.
6. I of knowledge advanced statistics. have

Task 3

Write the correct form of the word in brackets.

1. I have a proven to deliver successful marketing campaigns. (able)
2. I am a strong (collaborate)
3. I have specialist of marketing. (know)
4. I use my in analytics to assess the success of campaigns. (expert)
5. I was for the overall social media strategy. (responsibility)
6. I played a key role in campaigns. (number)
7. I started to my blog through sponsored posts. (money)
8. I worked on several initiatives to boost customer..... (engage)

Discussion

Have you got a CV? Do you have any tips to share?

Answers

Preparation task

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

Task 1

1. True
2. False
3. False
4. True
5. True
6. True

Task 2

1. I have five years' experience in various roles.
2. My role involves working to tight deadlines.
3. I have a proven ability to create successful campaigns.
4. I specialise in digital marketing.
5. I excel in impact analysis.
6. I have advanced knowledge of statistics.

Task 3

1. ability
2. collaborator
3. knowledge
4. expertise
5. responsible
6. numerous
7. monetise / monetize
8. engagement