

Network Marketing CV Guide

Producing the ideal CV is a subjective issue. Whilst there's no right and wrong answer there are some simple rules that will help you to produce a document that is both functional and interesting. Always remember that your CV is the most critical document in your search for a job, more important than the covering letter. It is the first opportunity for a potential employer to get to know you. First impressions count so it needs to be good.

To create a good CV you'll need to consider the following:

- Audience
- Structure
- Content
- Length
- Presentation

Audience

It is critical to be conscious of the reader who will be making a decision on whether you are invited to first interview. In most instances it will be the recruiting manager however there are still some companies in which HR have the responsibility for the first sift.

If a Line Manager is reading your CV they will want to see recent and relevant work experience. If HR have responsibility they may be using a scoring process whereby you will have to state specific marketing skills on the CV to be considered. For each you must ensure that the information they need is easily understandable and logically presented.

Structure

The structure to a CV can be very simple. You are not trying to confuse the reader so try and make it as simple as possible. Try using the following headers:

- Personal Details
- Education
- Experience
- Company Profile
- Position
- Additional Information
- Personal Details

Content

Personal Details

- Name
- Address including postcode
- Contact numbers including mobile number
- Email address
- Date of Birth



34 Albion Place | Leeds | LS1 6JH | T 0113 246 9605 | E leeds@networkmarketingjobs.com

1st Floor | South Central | 11 Peter Street | Manchester | M2 5QR | T 0161 839 8399 | E manchester@networkmarketingjobs.com

Education

Put qualifications in reverse chronological order – i.e. your most recent qualification first. This is likely to be your most relevant qualification and so should be the one they read first. Do not put qualifications going as far back as GCSE/O'level but don't detail each one, a number will do for example '8 GCSE's'.

Believe it or not – this should have only taken you about half of the first page. Now the main part of the CV.

Experience

There are many different views on structuring this element of the CV however we firmly recommend providing information in reverse chronological order showing your most recent first. This 'relevant and recent' rule applies throughout the CV.

It is vital you communicate clearly the company you worked for, your job title and the dates you were employed.

For example:

Employer :	Network Marketing
Position :	Recruitment Consultant
Dates :	6/98 to Present

Company Profile

Don't assume that the reader will know your current company or understand its relevance to their market place. Provide a brief one-line explanation of the company including size, product or service and the area that you work in.

Position

Explain the level of the position and what the reporting lines are. Describe the key responsibilities of the position. Use this area to highlight the key competencies that will be of interest to the reader. Although we would usually advise against using 'buzz words' it is essential that you spell out the disciplines within marketing that you have been involved in. Don't assume that the reader will know.

Detail key achievements during your time with the company. These will demonstrate that you are a commercially focussed marketer who understands the impact of marketing on the business as a whole.

Repeat this process only with previous roles that are highly relevant to the application. For roles not demonstrating skills relevant to the application summarise in one line to save space.

Additional Information

Round off the CV with a couple of lines explaining your personal interests/hobbies. This is important as it may demonstrate how you could fit into their marketing team.

Length

In an ideal world a CV should be only around 2 pages. Any recruiter with a pile of CVs to look through will initially glance at the first couple of pages of each CV to find proof that the candidate has the relevant skills. Any information that forces the CV to be longer than two

pages should be about your interests and activities or additional skills not covered in the main body of the CV.

Presentation

- Choose a clear type face/font
- Make effective use of **bold**, *italics* and underline but don't overcomplicate the document. Be consistent throughout.
- Remember that the CV will most likely be downloaded from an email so use a well-recognised package such as Word.
- Salary and Benefit details can be left to the covering letter.
- It is not enough to demonstrate the relevance of your experience in the covering letter – this should be done in the CV.
- No need to put references on – these will be requested and followed up once an offer is made.

Final Checks

- Read your CV carefully checking spelling, punctuation and grammar. Ask a third party to check it; they will probably spot errors that you don't. A common area for mistakes is dates.
- Do a final check on layout.
- Try emailing the document to yourself to check that it prints in the required format.

We hope this provides clear guidelines regarding your CV however, once registered with Network Marketing we will be delighted to offer you additional constructive advice wherever necessary.