

JOBASAURUS PRESENTS: THE ULTIMATE GUIDE TO CV WRITING

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Land More Interviews with a Skills-First CV

At Jobasaurus, we believe that your skills should speak louder than your job titles. Whether you're breaking into a new industry, climbing the ladder, or returning to work, your CV is your personal marketing document, and it needs to make an instant impact.

Here's how to write a CV that gets noticed and gets results.

1. Start with a Skills-First Mindset Traditional CVs focus on job history - we flip that. Recruiters today want to know what you can do, not just where you've been.

What to do:

- Create a Skills Summary at the top of your CV.
- Highlight 6-10 hard and soft skills that are directly relevant to the roles you're applying for.
- Back each skill with context: tools used, impact created, or situations where you excelled.

Tip from Jobasaurus: Use keywords from job ads – recruiters often scan for them using software.

2. Nail the Personal Statement This is your elevator pitch. In 3–4 lines, explain who you are, what you bring, and what you're aiming for.

Example: "Results-driven digital marketer with 4+ years of experience in SEO, paid media, and data analytics. Skilled in driving measurable growth and crafting strategies that convert.

Now seeking a new challenge in a fast-paced e-commerce environment." Tip: Tailor this section to each job. It shows effort and relevance.

3. Structure Your Experience Around Achievements, Not Duties Employers don't want a list of tasks. They want to know what you've achieved and how you made a difference.

Use the STAR method:

- Situation
- Task
- Action
- Result

Instead of: "Managed social media accounts.

" Say: "Grew Instagram followers by 60% in 6 months by launching a weekly content series and optimising post timings

." Tip: Use strong action verbs like "led," "created," "boosted," "analysed," "streamlined."

4. Include a Dedicated Skills Section

Separate from your experience, add a Skills & Tools section. This is especially useful for ATS (Applicant Tracking Systems).

Skills & Tools:

SEO, Google Analytics, HubSpot, Email Marketing, Copywriting, Canva, SEMrush, CRM platforms

Tip: Include certifications or courses here too, especially if you're switching industries.

5. Education and Training

If you're early in your career, this section might come first. For others, place it after your experience.

What to include:

- Degree(s) or qualifications
- Dates and institutions
- Relevant training, short courses, and certifications

Tip: Highlight only relevant education. Your 'Intro to Theatre Arts' module probably isn't needed for a finance role.

6. Keep It Clean, Concise and Customised

Formatting matters. A clean, well-structured CV is easier to read, and more likely to be read.

Do:

- Stick to 1–2 pages
- Use bullet points, consistent fonts, and plenty of space
- Save as a PDF to preserve layout

Don't:

- Use fancy graphics or headshots (unless you're in a creative industry)
- Include unnecessary personal info (age, marital status, full address)

Tip: Every job application deserves a tailored CV. Small tweak = big difference.

7. Review, Refresh, Repeat

A great CV evolves. Keep it updated regularly so you're always ready for new opportunities.

Checklist before sending:

- Spelling and grammar checked?
- Tailored to the job?
- Backed up with data and results?
- Easy to skim in 6 seconds?

Final Thought from Jobasaurus Your CV is more than a summary – it's a story of where you've been, what you can do, and where you're going.

At Jobasaurus, we champion skills-first hiring because we know talent doesn't always follow a traditional path. When you craft your CV with a focus on what you bring to the table, you help employers see the real you, and that's the first step to getting hired.

Want more tips? Check out our free templates, advice, and the latest on skills-first hiring.

