

How to structure your CV

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All contact details, including personal e-mail, mobile number and address. Do not take half a page for this information.

This is a summary of the rest of the CV; 'I am a... with experience in...' Not woolly adjectives such as 'I am a dynamic, driven, team player...'

STICK TO THE FACTS

Do not need months unless a short period

This is the key content of your CV - use bullet points. Responsibilities are important, but achievements more so and also consider significant projects.

Remember to always align your experience to the requirements of the job*

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Profile
A highly successful sales and marketing professional with an exceptional track record and extensive experience of achieving consistent and sustained above-market growth through sales, margins and brand objectives. Have worked with some of the finest consumer goods companies and brands and have had Strategic International Country Manager responsibility for one of the largest multinational corporations in the world.

2000 to 2009 **General Manager - N Ireland** **ABC Ltd**

Was part of the largest merger activities in the world. Appointed in 2000 to manage the N Ireland distribution network - and to reposition and reorganise the primary brands in Northern Ireland following the two market leading positions after several years of declining sales.

- Promoted to General Manager to more fully reflect the wider scope of the role as the corporate head of ABC in NI with full P&L accountability and responsibility for setting and achieving strategic five year annual plans.
- Selected to take on additional responsibility for the marketing function and management of a team of marketing professionals responsible for all marketing, advertising & media, PR and sponsorship activity - a budget of over £1.5 million.
- Designed, delivered and implemented a significant change process and restructuring of the NI operation in 2007 to more effectively manage costs in response to the rapidly changing industry environment. Reduced the team from 12 to 8.

• Identified and motivated the team to achieve in 2008 the second highest ever volume performance and record profit performance for NI - despite dealing with the uncertainty created by the proposed takeover of the company by £70 bn and operating in the worst UK industry conditions of the post-war period.

- Worked in very close partnership with ABC Group to introduce widget X to the NI Market. Built relationships with main board directors in both companies.
- Delivered industry leading levels of customer satisfaction which were also consistently better than the levels achieved by ABC in the rest of the UK market.
- Achieved sales growth of ABC products of over 100% since 2000 in a consistently declining market that contracted by -15% during the period.
- Gross sales increase in 2008 recorded £2.00M.
- Worked in very close partnership with ABC Group to introduce widget Y to the NI Market. Built relationships with main board directors in both companies.
- Delivered industry leading levels of customer satisfaction which were also consistently better than the levels achieved by ABC in the rest of the UK market.
- Achieved sales growth of ABC products of over 100% since 2000 in a consistently declining market

Job title and company name. Most recent first.

Short summary of the company - What it does, size and scale. This helps put your role in context.

Don't be afraid to write 2/3 lines or each bullet point to give some detail.

First page should be the most relevant to the employer.



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For multiple roles in same company. Elevate summary and company name up and list job titles below as per this layout.

Early career/junior roles can be dealt with in one or two lines or with a summary paragraph, if required.

List date, qualification and awarding body.

Do not list references unless asked.

1997 - 1999	National Account Controller	XYZ Ltd						
<p>Responsible for the national account controller role for the XYZ Ltd business, covering all aspects of the national account controller role.</p> <ul style="list-style-type: none"> Promoted to National Account Controller in April 1997 with additional responsibility for all ABC Business supporting the XYZ Business Unit - primarily distribution, finance, business planning and credit control. Set the team to re-establish Wedget 4 as a successful leader of the XYZ Business Unit in June 1997, a position it has since held consistently and successfully retained. Selected to take on additional responsibility for the marketing function and management of a team of marketing professionals responsible for all marketing, advertising & media, PR and sponsorship activity - a budget of over £1.5 million. Designed, delivered and implemented a significant change process and restructuring of the XYZ Business Unit in 2007 to more effectively manage costs in response to the rapidly changing industry environment. Reduced the team from 12 to 6. Created and motivated the team to achieve in 2008 the second highest ever volume performance and record profit performance for XYZ - despite dealing with the uncertainty created by the proposed takeover of the company by XYZ plc and operating in the worst UK industry conditions of the post-war period. Worked in very close partnership with ABC Group to introduce Wedget 4 to the XYZ Market. Built relationships with senior board members in both companies. 								
1995 - 1997	National Account Manager	ONM Ltd						
<p>Responsible for the national account manager role for the ONM Ltd business, covering all aspects of the national account manager role.</p> <ul style="list-style-type: none"> Worked with XYZ distributor to address declining Wedget 4 sales trend. Identified, proposed internally and secured senior management approval for fundamental strategy. Designed, established and managed ONM Ltd direct sales operation from January 1996 resulting in sales to market - individuals, cash & carry, on and off trade retail. 								
<p>Training and Education</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 15%; text-align: center;">1994</td> <td style="width: 45%; text-align: center;">Bachelor of Business Administration (MBA) University of Ulster at Jordanstown</td> <td style="width: 40%;"></td> </tr> <tr> <td style="text-align: center;">1988</td> <td style="text-align: center;">BSc (Hons) Business Studies</td> <td style="text-align: right;">Queen's University of Belfast</td> </tr> </table>			1994	Bachelor of Business Administration (MBA) University of Ulster at Jordanstown		1988	BSc (Hons) Business Studies	Queen's University of Belfast
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<p style="text-align: center;">References available on request</p>								

Same again for previous roles.

Less detail is needed for early career. Do not repeat or detail less relevant experience.

No need to list modules, marks or dissertation title, unless relevant or remarkable!

Interest/hobbies not necessary, but if you must and have space to go for it, however keep them interesting; no socialising with friends, long walks and cooking!

*If you struggle to compile the key content under each job; try searching online for job adverts and use the content of these for guidance. Also remember the P.A.R. method, which should help you structure your bullet points by talking about the Problem or challenge you faced, listing the Actions you took or process you went through and finally advising of the Result.