Writing a CV for Digital Marketing Jobs Cheat Sheet

by Emma Lambert (Emma Lambert) via cheatography.com/120389/cs/21913/

Looking for expert advice?

If you would like one of clockworktTalent's digital marketing recruitment specialists to take a look at your CV and offer some real, honest advice to improve it- You can claim a free CV critique!

Every CV Needs...

1 simple font at size 10-11

Your full name

Address and contact details

Personal Profile

Skills & Tools

Professional Experience

Education & Training History

Interests & Hobbies

1 - Personal Profile Section

We recommend writing this as if you were telling your parents or your headteacher where you are in your professional career. A synopsis of your qualifications, achievements, core skills/strengths and ambitions. This could include your industry sectors, customer verticals, sales deals, where you've been published and more. Whatever it is, make sure it's relevant to the jobs you're applying for.

4 - Education & Training Section

Again chronological, most recent first… especially if you've had recent industry training or certifications. This demonstrates clearly that you're still learning, keeping up to date and pursuing personal development. Bold the qualifications you obtain, not where you studied or the institutions. The lengthier your career the less detail you need to provide about your education i.e. if you've had 20 years in the industry, please don't list out each and every O level you took. BUT of the flip side, if you're a relatively new entrant to the industry, list your education, all of it! Your 10 A* GCSEs are really interesting, especially if you didn't go to university. Or, if you did go to uni, mention it in your personal profile, so the expectation from the offset is positive!

Formatting tip: **Qualification, Grade** Institution (Date awarded) So, each of your

Live CV Formatting!

Video: http://youtu.be/i_FGebnBW_w

2 - Skills & Tools Section

Bullet-point your core skills. Next, add the tools you are accustomed to using in your job. This is an excellent way of showing a decision-maker how deep your experience goes.

Prompt:

-SEO
-Email Marketing
-Quick learner
-Fluent in Spanish
-Microsoft Office
-ScreamingFrog
-Google Analytics
-Google Search Console

5 - Interests & Hobbies Section

Here is your opportunity to show us who you are on a personal basis. If you can make it relevant to your career, great but actually it's also interesting just to find out a little about you. Employers are hiring individuals not just bums on seats! For instance, I will always remember one professional who collected Dolls Houses. She was great, we found her an awesome job and I will always remember her because of her unusual dollhouse collection!

3 - Professional Experience Section

So you've written a CV... now what?

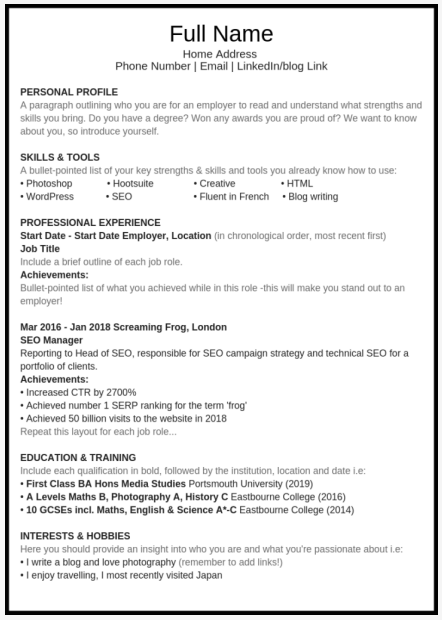
Save the document as: **Your Full Name - CV**

Save it as a PDF to 'fix' all formatting

Proof read your CV and proof read again!

Write a new, unique cover letter to send with your CV for each job application

FREE CV Template Download!



Full Name
Home Address
Phone Number | Email | LinkedIn/blog Link

PERSONAL PROFILE
A paragraph outlining who you are for an employer to read and understand what strengths and skills you bring. Do you have a degree? Won any awards you are proud of? We want to know about you, so introduce yourself.

SKILLS & TOOLS
A bullet-pointed list of your key strengths & skills and tools you already know how to use:
• Photoshop • Hootsuite • Creative • HTML
• WordPress • SEO • Fluent in French • Blog writing

PROFESSIONAL EXPERIENCE
Start Date - Start Date Employer, Location (in chronological order, most recent first)
Job Title
Include a brief outline of each job role.
Achievements:
Bullet-pointed list of what you achieved while in this role -this will make you stand out to an employer!

Mar 2016 - Jan 2018 Screaming Frog, London
SEO Manager
Reporting to Head of SEO, responsible for SEO campaign strategy and technical SEO for a portfolio of clients.
Achievements:
• Increased CTR by 2700%
• Achieved number 1 SERP ranking for the term 'frog'
• Achieved 50 billion visits to the website in 2018
Repeat this layout for each job role...

EDUCATION & TRAINING
Include each qualification in bold, followed by the institution, location and date i.e:
• **First Class BA Hons Media Studies** Portsmouth University (2019)
• **A Levels Maths B, Photography A, History C** Eastbourne College (2016)
• **10 GCSEs incl. Maths, English & Science A*-C** Eastbourne College (2014)

INTERESTS & HOBBIES
Here you should provide an insight into who you are and what you're passionate about i.e:
• I write a blog and love photography (remember to add links!)
• I enjoy travelling, I most recently visited Japan

Download your free CV template!

FAQ's

qualifications should look like this:

-SEO Training Course, Pass brightonSEO (2020)
-BA (Hons) Media Studies, 1st Class Degree Portsmouth University (2016)
-9 GCSEs incl. Maths, English & Science, A-C London School (1999)

This is a chronological listing of all the work you've undertaken. Identify the employer, the dates and the job titles you've held. We want the most recent first otherwise I'll get bored wading through your early newspaper rounds and 6 weeks work experience at the local nursery. Hit us with your most recent work. Hopefully, it'll be really relevant for the job your applying to and I'll be hungry to read more! If you've been promoted within one company, separate these out with dates. It's a good thing to showcase to a potential employer. You then want to briefly outline your responsibilities and list your achievements. These can include: budgets, client wins, industry verticals, where content has been published or reporting on KPIs, CTR, ROI, audience reach, engagement, conversions, ranking and campaign traffic.

Formatting should look like this:

Start Date - End Date Employer, Location
Job Title
Include a brief outline of each job role here.
Achievements:

i.e.
Jan 2015 - Aug 2018 Googler, London
Senior SEO Manager
Include a brief outline of each job role here.
Achievements:

Why do I need a CV?

> Ultimately, you need a CV to showcase your skills and experience. To show the reader what you can do, what you've learned, what skills you have, what tools you can use and of course what you can achieve if given the opportunity. You need a great CV to differentiate yourself from everyone else's application. Job seeking and career progression are competitive and a good job is hard to get. You need to be ready from the get-go.

What is a CV?

> The definition of Curriculum Vitae according to Wikipedia is a summary of academic and professional history and achievements. According to the Oxford dictionary, it's a noun. A brief account of a person's education, qualifications, and previous occupations, typically sent with a job application.

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Published 3rd March, 2020.
Last updated 5th March, 2020.

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FAQ's (cont)

When will I need a CV?

> It's highly likely you will need an up to date and accurate CV when applying for any job. You'll either be asked to complete an online application (on which, you can cut and paste many elements from your CV). Or, you will be asked to submit a CV and cover letter. You may need a CV for an internal promotion, for HR/line management to ensure you have obtained the level of experience they require for the role you will be undertaking. Run your own business? You may need your CV for your insurance provider or investors.

Common CV Mistakes

- Not written in chronological order
- Having inaccurate information or lies featured
- Titling it as 'CV' or 'Curriculum Vitae', we know it's your CV, don't label it
- Poor spelling
- Using an inappropriate email address
- Always account for the gaps between employment
- Too much focus on design instead of content
- An inconsistent tone of voice

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