



CV Style Comparison Exercise

The following exercise contains two CV examples created by Clementine Braeburn, a jobseeker who is fresh out of a digital marketing apprenticeship and looking to take the next step into a full-blown career.

The first CV was written in a bit of a rush, with no attention paid to styling the document, and as such is probably a bad choice for Clementine to send to prospective employers.

The second CV has had a lot more thought and effort put into the layout and style, and would be a great choice for Clementine to send out to prospective employers.

Your task is to take a look at the CVs and think of five reasons relating to the tone and layout of the CVs that would make the second CV a better choice for Clementine to send out! Once you've jotted down a few notes, take a look at the final page for answers!

CV 1:

Clementine Braeburn - My CV

I'm an enthusiastic and upbeat college graduate who has worked in digital marketing for a company called Orchard Marketing who are based in Appleshire not too far from where I live. I went to school and got 10 A* to C grade GCSE's. In Year 11 I got the best grade in the class for my GCSE Drama, which shows that I am a dedicated and expressive individual. Once I left school I then went into college where I studied Psychology and got a B grade. I also did Graphic Design and got a grade C which isn't quite as good but I still think I'm good at graphic design.

While I was at college I also worked for a grocery store called Fresh Pick and got promoted to team leader in January last year. After slightly less than a year working there I decided to quit because although the job was good it wasn't where I really see myself working forever so I managed to get an apprenticeship with Orchard Marketing agency because my mum is quite good friends with the manager there. I really enjoyed working for Orchard and they taught me a lot of useful things about marketing including using social media to promote things. I have used social media for ages so I know lots about Facebook and Twitter etc, but now I am a lot more conscious of audiences when I'm using it for digital marketing).

I think I would be a great fit for your organization because I've got 6 months experience working in digital marketing and I've really enjoyed my time doing it so far with Orchard and just want to do more and develop my career!!

I have also worked as a Team Leader at Fresh Pick Grocery Store, starting in January last year. As a team leader at Fresh Pick, I led a team of 4 workers and made sure they were all okay when they had problems. I also helped out around the store and think I really made a difference to how customers felt about shopping there. I had a few tricky customers on occasion and I used to deal with them as best I could, never getting angry or anything and just trying to make sure that they ended up satisfied with the service they received. I also helped out with the surprisingly crazy task of drawing up the monthly staff rota!

After my time at Fresh Pick, I then started as a digital marketing apprentice at Orchard Marketing in October last year. While I was there, I helped out the marketing team by writing drafts for email marketing campaigns (although they were always checked over by senior members of staff before they got sent out, they usually didn't have too many errors in them!). The main way I did this was by creating campaigns in Mailchimp, which is super easy to use, but I think I would be able to use the same skills I used for mailchimp in other email marketing programmes.

I also dealt with a lot of the social media for Orchard's brand accounts - this basically just entailed creating good content of the things that we were doing, and also responding to customer's enquiries. Before I was a Team Leader at Fresh Pick I also worked there for a little bit as a sales associate, where I helped to maintain a high standard of service for our customers and also assisted with processing stock and pulling in deliveries.

Thank you for considering my application.

CV 2:

Clementine Braeburn | Curriculum Vitae

Address: 78 Strawberry Road, Grapeton, Appleshire, AB12 ABC

Telephone: 01234 123456

Email: Clementine.Braeburn@emailaddress.co.uk

Professional profile

Enthusiastic and upbeat college graduate with a strong foundational knowledge of digital marketing and 6 months of industry experience working within a fast-paced digital marketing agency. I am well versed in a variety of digital marketing techniques including social media and content marketing, and also have some knowledge of conducting marketing campaigns via email marketing software.

Career Summary

October 2019 - Present: *Digital Marketing Apprentice at Orchard Marketing, Appleshire*

As a Digital Marketing Apprentice at Orchard Marketing, I was responsible for supporting the marketing team with the delivery of a number of high-profile marketing campaigns for important clients.

Key responsibilities:

- Drafting email marketing campaigns using Mailchimp
- Creating compelling social media posts and responding to customer queries on social media
- Creating content for social media channels including photos and videos of our client's products and services

January 2019 - September 2019 - Team Leader at Fresh Pick Groceries, Appleshire

As a team leader at Fresh Pick, I was responsible for ensuring that our customers received a high-quality service. I was also the main point of call for a team of 4 Sales Associates and dealt with any welfare concerns that they had.

Key responsibilities:

- Effectively managing daily tasks carried out by my team
- Dealing with customer enquiries
- Supporting the store manager in drawing up the monthly staff rota

March 2017 – December 2018 - Sales Associate at Fresh Pick Groceries, Appleshire

During my time as a Sales Associate at Fresh Pick, I helped to maintain a high standard of service for

The differences

Here are the main differences between the two CVs:

CV 1

- No obvious structure, so it's hard to locate specific information
- No contact details or address
- The bio is far too long and contains unnecessary information
- It's written very informally, with lots of text that would be of no interest to an employer
- There are a number of typos/spelling mistakes

CV 2

- Clearly structured
 - Name, address and contact details visible at the top
 - Bio is written concisely, and not too long.
 - Written in a formal style
 - Events ordered correctly, with all relevant information displayed clearly
 - A good length - shorter than two pages of A4
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