

```
port brand_vision from Talent
```

```
values = brand_vision.findall('values')
```

```
values.append('we give a damn')
```

```
Talent = 'forward on recruitment'
```

```
gent_of_change.txt"
```

```
relative (world of recruitment,
```

```
def Talent_cares (people):
```

```
people = candidates or contractors
```

```
people == 'colleagues':
```

```
print('Talent cares about', people, 'as individuals', '!')
```

```
return Talent_beliefs
```

```
belief in Talent_beliefs:
```

```
print(belief)
```

```
power of potential
```

```
power of people
```

```
power of technology to change the world
```

```
>>>
```

```
Talent_beliefs.append('being different')
```

```
print(Talent_beliefs), 'is the way to progress')
```

```
Talent is about
```

```
Talent is about recruitment:
```

```
Talent is about people
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Talent is about
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Talent is about
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Talent is about
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Talent is about
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Talent is about
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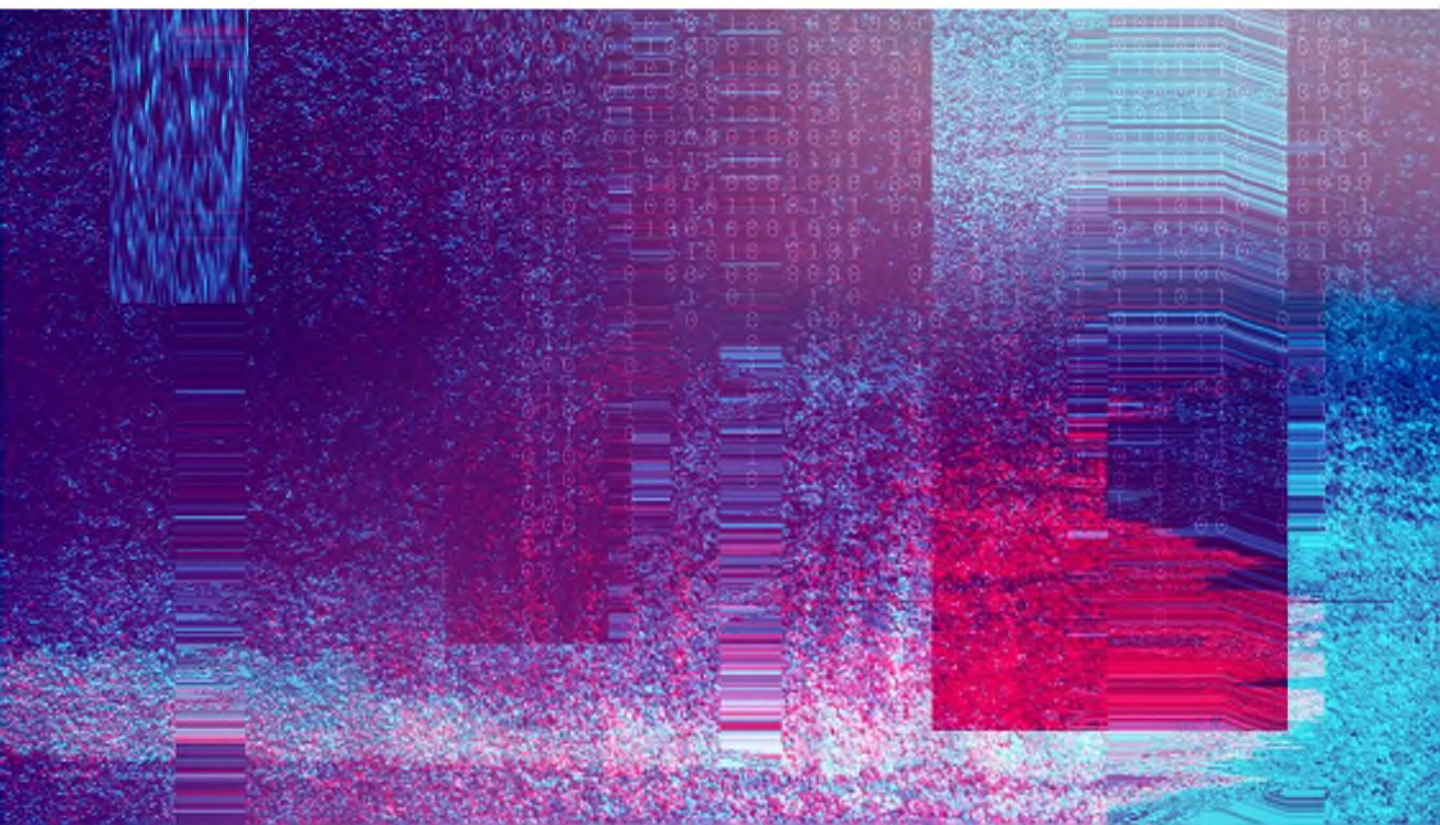
```
Talent is about
```

How to write your best resume

Tips & tricks to optimise your CV

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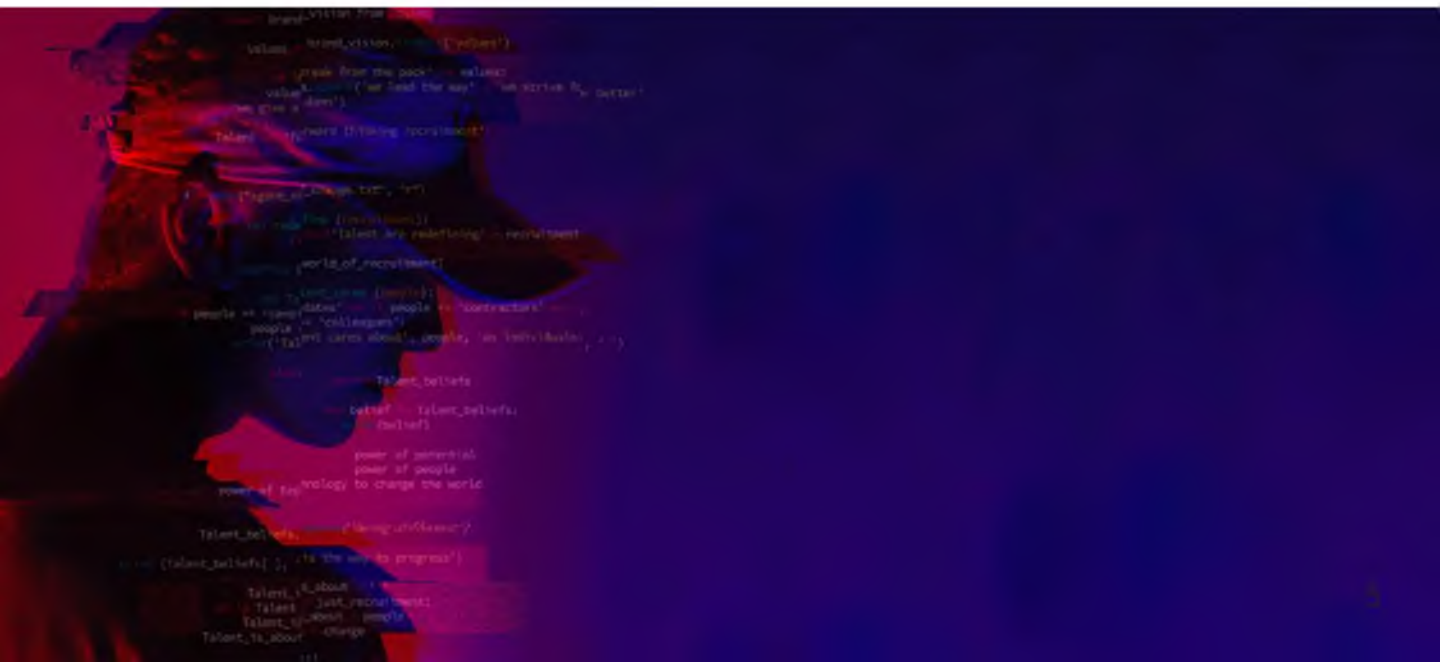


Make an **impression.**

Did you know that you have only six seconds to impress a recruiter with your resume and be offered an interview?

This is what career specialist The Ladder found in a study of recruiter decision-making, highlighting that the most important aspect of how to write a CV is being able to impress in the time it takes to draw a deep breath.

So as the vital seconds tick by, what are the features of a resume that are able to freeze the hands of time and capture the attention of a potential employer? Read on to find out...



Create a logical structure.

With recruiters taking such a brief look at your CV, it is essential that they are able to access vital information immediately.

// Make a good first impression. Talent CRM consultant, Rosie Willson's advice? "First impressions count. Make sure your CV is structured logically and succinctly, with your contact details clearly (and correctly) listed at the top of the page. It is also good to ensure your LinkedIn profile reflects the same information in your CV as many hiring managers will cross check your CV with your LinkedIn profile."

// List the basics. Hiring managers need to be able to easily pull out your name, where you currently work and how long you've been there, your previous job and any formal education that you have.

// Create a visual hierarchy. Place the most important information at the top of your CV as it will give the hiring manager an instant idea of whether you are suitable for a position, and may influence whether they toss your application aside right away or read further.

// Consider a career highlights section. Talent's Sales and Business Development Recruitment Specialist, Thomas Mackenzie, suggests "creating a career highlights section. I suggest placing this above your experience early in your CV." It will draw the hiring manager's eye to the achievements that you are most proud of, giving them a reason to hire you right off the bat!

Tailor your CV to the **job description.**

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If you really want to impress a recruiter, you need to ensure your CV is tailored to the position you're applying for.

// Fit your career objective to the role's requirements. Your objective and personal summary are one of the first things a recruiter will see on your CV, so tailoring them is an easy way to ensure you address the requirements of the vacancy right off the bat. Phrase your objective to make it apparent that the position in question is the answer to achieving your career goals.

// Demonstrate that you are the ideal candidate. Likewise, use your personal summary to highlight all the qualities that make you a good candidate in an easy-to-read bulleted list.

// Rearrange your resume. You should also make sure to place the information relevant to the role in the most visible position, rather than allowing it to be hidden by irrelevant experience. Look at the requirements of the vacancy and rearrange your resume until the most important experience, skills and qualifications you have stand out above the rest.

// Keep it relevant. Talent Senior Candidate Manager Scarlett Cooke's advice is to "set your CV out with a section titled 'relevant experience' and another titled 'other experience'. If it isn't relevant, you can still include it but just keep it very brief. "



Tell a story with your experience.

Your potential employer will dedicate significant attention to the employment experience section of your CV, so it should provide them with a good insight into how your professional experience makes you the ideal candidate.

// Create a structure. You should structure this section in reverse chronological order, whereby your most recent role is listed first.

// Mention your impact. Alongside stating the basics, such as the company name, your role and the dates you were employed there, you should also mention specific

examples of how you made an impact – be it projects you worked on or changes you implemented.

// Provide context. You should not only list your skills and past successes, but also provide context that builds character. When done well, prospective employers are left with an impression of the person they're looking to hire or interview, rather than just a wall of text.

This context can be anything from producing tangible results for previous employers to customer feedback that indicates a job well done. Use your CV to tell a story and really put your best foot forward.



Focus on outcomes.



When writing a stellar CV, highlighting your achievements in previous roles is paramount. Mackenzie explains that “whilst responsibilities are important in providing some context to what you did in your role, hiring managers are most interested in outcomes you delivered in your position”.

Things like quota achievement, cost savings to the business, projects completed (and their impact), awards won, KPI attainment, etc. are all worthy achievements to note in your resume.

So how do you go about featuring these? Here are some examples to help you craft your perfect CV:

Sales Associate:

- // Cold called 20+ potential clients on a daily basis, with a conversion rate of 30% to meetings booked
- // Hit and exceeded all sales KPIs by 30%+ in 2019
- // Won x new clients in Q4 2020, the highest new logo acquisition in the company for the same period

Customer Service:

- // Maintained customer satisfaction rate of 95% for 2020
- // Solved average of 30 tickets on a daily basis
- // Customer retention of 80%



Set the scene.

Context matters, so make sure to be specific. It's the key to helping you stand out amongst the thousands of others in the talent pool.

Mackenzie's advice? "If you hit 120% of your revenue target then record this achievement but remember to provide context. 120% of \$100.00 doesn't sound as impressive as 120% of \$1,000,000.00. If you don't provide the corresponding revenue number, the reader will be left to make their own assumptions."

Willson also affirms the importance of providing detail as "real life examples will show the hiring manager that you have had previous success in a similar role, which can be a way to separate yourself from other applicants."

Highlight your qualifications.

You want to keep your qualifications section concise.

Include a short summary of the courses you have completed in reverse chronological order. If you're a recent graduate and don't have much in the way of professional experience yet, you may want to downplay your lack of an employment history. You can do this by putting that information last, and placing details about your skills and qualifications in a more prominent position.



Don't forget the humble brag.

This is one of the few times it's ok to brag, so don't be shy! According to Mackenzie, "the hiring manager will be looking to hire the best person for the role, so you want to ensure they realise that person is you."

His advice? "I personally recommend keeping a separate 'brag sheet' which is an ongoing list of all the achievements that you can reference before interviews/build into custom CV's (picking the best achievement for the role in question). This is a great way to keep across all your accomplishments and will help ensure you always have a good anecdote to share in response to a situational based question."

This also ties into tailoring your CV to the job description. If you possess the skills, qualifications and experience that the position requires, as well as have the achievements to back these up, then there's no reason to downplay them. You should be proud and place these accomplishments front and centre.

Mackenzie also recommends providing a higher level of detail on your CV than on your LinkedIn profile "CV's are confidential documents. You may not be able to reference key clients/deals won/numbers etc. on your LinkedIn profile but you definitely should in your CV."





BREAK
FROM
THE
PACK

REDEFINING
RECRUITMENT

Submit a **portfolio**.

According to Willson, “Adding in links to relevant portfolios or GitHub pages can further showcase additional experience you have and also showcase the standard of your work, before the hiring manager as even spoken with you.”

Provide **referees**.

Your referees can make or break your chances of scoring your dream role, so choose them wisely. It’s a great idea to list two work-related referees from your previous places of employment. It’s ideal if these referees are from different companies and occupy a more senior position than you, as it adds to their legitimacy and gives your prospective employer a strong insight into your character.



Tips from a recruiter.

Talent's Scarlett Cooke gives us her insights into what makes a great CV:

// Formatting and correct spelling.

Your CV should be clear, concise, relevant and easy to read

// Relevance of your current job title to the role that you've applied for. Your CV should be tailored to the job you have applied for – I would recommend setting out your CV with 'relevant experience' and 'other experience'.

// Anything extra you may do, e.g. volunteer work or any blogs you may run. This is what will make you stand out and will be a great talking point during an interview.

// Passion projects & proactivity. If you're a developer, it's a great look if you attend meet-ups, are active on GitHub or are working on any passion projects! This allows us to tell if you are motivated about what you do, and is also a great selling point to clients!

// A strong personal brand.

Include a link to your LinkedIn profile at the top of your CV. A good LinkedIn profile is so important for your personal branding and something a recruiter and potential employer will always look at. Your photo should be professional, your "experience" section should be up-to-date and aligned to your CV. Also, having recommendations on LinkedIn further validates your skills!

// Achievements &

responsibilities. Under each role have 4 bullet points on your key responsibilities and then a list of achievements (3-4 bullet points) and quantify everything e.g. completed a 3 million dollar project 1 month ahead of the project milestone.

Feel free to get in touch.

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