



## AVOID GRAMMATICAL ERRORS AND MISSPELLINGS

Grammar mistakes are the job applicant's equivalent of dirty fingernails on your first date. It makes you look sloppy and little interested. Most mistakes occur because copying and pasting content from other applications.



## ADOPT A PROFESSIONAL TONE

The old adage 'It's not what you say, it's how you say it' is also true for your CV. The way you express yourself tells a lot about who you are. Be aware that your CV is not just one piece of paper anymore, but includes your complete online presence. [Find out more here.](#)



## MENTION THE SPECIFIC UNIVERSITY OR SCHOOL YOU WENT TO

Almost 1 out of 3 candidates think it doesn't make any difference. On the contrary, it proves that you have necessary knowledge for your field of expertise. Be as specific as possible about your educational background and make sure to include: Name of the university, city and country; field of study and focus; title of the final degree and your thesis; final grade.



## INCLUDE SPECIFIC DETAILS OF ACHIEVEMENTS IN PREVIOUS ROLES

Very few people quantify their achievements in their CV. However, it's much stronger if a CV of, for example, a sales manager, mentions that she or he increased sales with 20%.



## HIGHLIGHT YOUR PERSONAL MOTIVATIONS

The ideal candidate for an employer is someone who's not looking for any job, but is interested in certain positions for personal reasons. That's why it's important to highlight your personal motivation.



## INCLUDE SPECIFIC DETAILS OF RESPONSIBILITIES IN PREVIOUS ROLES

Depending on the company job titles can have different meanings. A short overview of your main responsibilities gives a better insight in your actual role.



## KEEP THE CV UNDER 2 PAGES

Almost 1 out of 4 candidates think it doesn't make any difference. But remember, a hiring manager needs to be convinced by your CV in a matter of seconds. That's why it's important to bring the message you want to bring across back to the absolute essence.



## HAVING SPENT MORE THAN 2 YEARS WITH A COMPANY

Almost 1 out of 3 candidates think that having worked more than two years with a company doesn't make any difference. However, loyalty is still highly appreciated by employers.

**100% of recruiters agree this will make your CV stronger.**



## INCLUDING A PHOTO

The traditional point of view is that not including a photo in your CV would protect employers from allegations of discrimination. However, social media made all personal information public knowledge. It's better to take matters in your own hand and include a professional photo.

**77% of recruiters agree this will make your CV stronger.**