

# creative

## cv notes.



### portfolio

Many creative professionals will have their own website with examples of their previous work. If so, include a link here.

### personal statement

A personal statement is not essential in a creative CV, particularly if you are sending your portfolio, but if you do include one make sure it doesn't send the recruiter to sleep. You can still look to the job specification for inspiration, but try to inject a bit of creativity and let your personality shine through. If your job involves writing, it is especially important to demonstrate some flair, perhaps by including some colloquial language.

### employment history

This is your opportunity to really highlight your day-to-day duties, achievements and responsibilities at a company. An employer wants to not only know what your role involved but also how you were able to add value. Many creative jobs involve individual projects for particular clients, so be sure to include as much detail as you can. Also, even though this is a creative CV, figures are still important. If you can show that you met targets or delivered ROI in previous roles, then include this here.

Your work history should be ordered in reverse chronological order with your most recent position first and then working backwards. Remember to use action words such as coordinated, created and managed as this will add impact to your CV. Try to come across as enthusiastic and individual – you're applying for a creative position so try not to pad out your CV with generic phrases like "I am hardworking." Being able to work as part of a team and cater to different audience tastes are both attractive traits among recruiters.

### education

This is a way to demonstrate any additional training, courses or study that you have undertaken which is relevant to the position that you're applying for. This doesn't have to list everything but should highlight what you think are your most impressive and relevant credentials. Journalism, creative writing and design courses may be relevant for your application.

### core skills

When selecting core skills, look at your previous roles for transferable and/or job-related skills. Transferable skills such as time or people management are sought after at any job level. For a creative role, particular one in the graphics or design field, feel free to include graphs and charts in place of chunks of text.

## references

Regarding your references, you don't have to include these on your CV, but you can add a section at the bottom that says, 'references available upon request'. You want your application to be eye catching, so aim for a clear but fun layout with colours and simple but effective illustration. Make sure your CV is no longer than two A4 sides and you may want to include a statement at the bottom saying "A CV in a traditional format is also available," particularly if you have incorporated a lot of unusual design elements.

## contact details

### Email Address:

Keep your email address simple and professional, preferably just your first and last name. Avoid nicknames or random words and numbers as it looks unprofessional.

### Telephone Number:

Make sure this is an update-to-date number, preferably your mobile number rather than your house number.

### Full Address and Post Code