

# What are the classic CV mistakes to avoid? (key)

It's deceptively easy to make mistakes on your CV and exceptionally difficult to repair the damage once an employer gets it.

Prevention is critical, so here are the most common pitfalls, and how you can avoid them. Match the headings to the descriptions.

**Poor design**

**No tailoring**

**Spelling and grammar**

**Being vague**

**Highlighting duties instead of achievements**

**Leaving out information**

**Incorrect personal details**

**Breaking the 2-page rule**

**Writing lots, but saying nothing**

**Using clichés**

- **Spelling and grammar** - Poor writing shows a lack of care which no Manager will want in their team. Never trust a computer's spell checker and get someone else to read through your CV to spot errors that you may have overlooked.
- **Writing lots, but saying nothing** - Use bullet points rather than long sentences; employers aren't looking for you to explain everything you've ever done.
- **No tailoring** – Do not use a one-size-fits-all CV to apply for lots of vacancies, each employer is looking for a CV and cover letter that applies to their role you should make small adaptations to your CV to matches their requirements.
- **Highlighting duties instead of achievements** - try to show responsibilities that you actually achieved whilst in your last role. Not all roles have Key Performance Indicators (KPI's) that are quantifiable but give percentage increases wherever possible.
- **Breaking the 2-page rule** - 2 pages of A4 is more than enough room to persuade your potential employer that you're worth contacting for an interview. Use lots of white space to make it easy to read, make all your sections stand out clearly.
- **Leaving out information** - Whether it's by choice or just forgetfulness, some people leave previous jobs off their CV meaning a gap in employment. Even if you weren't working, there may have been transferable skills you picked up that will help your chances.
- **Using clichés** - "Good communicator", "Works well in a team"— without any hard evidence of these you might as well write "Blah, blah, blah".
- **Being vague** - Give them something specific that focuses on their company's needs as well as your own. Example "I'm looking for a challenging entry-level Marketing position that allows me to contribute my skills and experience to fundraising for a Charity."
- **Poor design** - Unless you're going for a design role, layout should always be second stage to the content of your CV. Use one font styles and size with Black and white text.
- **Incorrect personal details** - Not getting any calls despite your perfect CV? There may be a very simple reason for that— you've written down the wrong phone number or email address check the.com isn't a .co.uk, be sure to use a professional email address rather than a funny address.