

Career Advice – Travel CV Writing Tips



Do...

Tailor your CV with your prospective employer in mind. Look at the job advert or specification and think about what the job involves, and what the employer needs. Your CV shouldn't be your life story, but should be tailored for the job you're applying for, focusing on the key skills which match the key accountabilities in the job description. Review your CV for each and every application.

Write an effective summary section at the top of your CV which states the type of position you want and the core skills which qualify you for it.

Use bullet-points that can be easily customised to match what the employer is seeking. If your CV does not convey a match within 10 seconds, a potential employer will move to the next candidate.

Think about Key Words and Phrases. Many hiring companies now use a computerised CV tracking system, or go onto job boards to search for likely candidates. To give your CV the best chance of being noticed once it goes onto a database, include all the possible keywords that you think the employer or agency might use in their search. The best way to identify these is to research other similar roles to yours online to see how many different titles or disciplines are used to describe them. Work these into your summary section.

Emphasise your achievements and results rather than the duties you carried out in your previous positions. Think of challenges or problems you have faced in the last few years at work and describe how you overcame them, what the results of your actions were and how it demonstrated your ability to save money or time.

Quote concrete outcomes to support your claims. For example, 'This reduced the development time from 7 to 3 days' or 'This revolutionised the company's internal structure, and led to a reduction in overheads from £23,000 to £17,000 per year'. Potential employers are always interested in candidates who are efficient, profit-orientated and can think on their feet, so try and offer some tangible examples of how you have demonstrated these traits.

Make your CV clear, neat and tidy. No one wants to read a CV that is squashed together and includes too much information. Your CV should be easy to read with space between each section and plenty of white space.

- Use common typefaces, such as Arial, Times New Roman, Verdana and Courier
- Font size should be between 10 and 12, 12 being ideal
- Only use bold for headings, such as Employment History, Education, Hobbies, Current/past company names, Job titles and Employment dates

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- Use bullet points rather than long wordy sentences
- Dates of employment should always be the month and the year and not necessarily the actual date, for example: Jan 2007 - Feb 2010
- Use left-justified text as it's easiest to read
- Save your CV in a word format, PDF documents can fail to download

Include the following personal information: Your name, full address, telephone numbers (day/evening/mobile) and email address. Place the important information up-front. Put experience and education achievements in reverse chronological order.

Use positive language when describing your work achievements use power words such as 'launched', 'managed', 'co-ordinated', 'motivated', 'supervised', and 'achieved'.

Once completed, proof read your CV, proof read it again and if necessary get someone else to look over it. It is surprising how often simple errors appear in job applications. Your CV reflects the effort and care you will take in your job, so it is important that it is perfect with no typing errors, spelling mistakes or punctuation mistakes.

Don't...

Dilute your important messages. Don't bother with a list of schools you attended with grades and addresses, don't include a long list of hobbies, or a long work history. Concentrate on demonstrating that the skills they need, what you have achieved by applying the skills you have and what benefits your clients have gained from your work.

Leave out information (or lie!). Even if you had a year out or weren't working, if you leave gaps potential employers are likely to think the worst. Equally, don't be tempted to lie about previous job titles, dates of employment or salary as employers have ways of checking what you put is true, and may sack you if they take you on and find out you've lied to them.

Include anything that might discriminate against you such as date of birth, marital status, race, gender or disability. Likewise, omit failed exams, failed business ventures, reasons for leaving a job, points on your driving license. Don't lie, but just don't include this kind of information. Don't give the interviewer any reason to discard you at this stage.

Use 'I', 'my', 'our' and 'we' or write in the third person... 'Mr. England is a team player....'. Always use the past tense.

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Make your CV more than two pages long. You can free up space by leaving out or editing information that is less important. For example, you do not need to include referees - just state they are available on request. For employment beyond 10 years ago, create a "Previous Employment" section. You can quickly list your older assignments by simply including title, company and dates.

The most important tip we can offer you at C&M Travel Recruitment is to represent yourself and your experience in a professional way. Spend time making your CV the best it can be - it could be your ticket to the dream travel job you are looking for.