Writing The Perfect CV



Unlocking Potential, Driving Growth

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Introduction

Writing a good CV can be a tough challenge, particularly if you are not very good at selling yourself. However, given that many employers spend only a few seconds scanning a CV, it is really important to get it right in order to stand out from the crowd.

This guide brings together proven best practices to help you craft a CV that gets noticed — whether you are applying for your first role, returning to work, or making a move into a specialist field such as Salesforce or other technology platforms.

Recruiters and hiring managers typically spend just 6–10 seconds on an initial CV scan. Make every line count.



CV Structure at a Glance

Before diving into the tips, here is the recommended layout for a strong CV:

Contact Details	Name, phone, email, LinkedIn URL, location (city/county is enough)
Personal Statement	3–5 sentences: who you are, key strengths, career goal
Core Skills	A concise list of relevant technical and soft skills
Work Experience	Most recent role first — company, title, dates, achievements
Education & Qualifications	Degrees, certifications (with verification links where possible)
Professional Development	Courses, volunteering, self-study — especially useful for gaps
References	"Available on request" is fine — saves space



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Essential CV Tips

One: Keep It Real, Keep It Relevant

Your CV should be no more than two pages of A4. Employers want to know one thing: "Do you have the skills to do the job?" — so keep it punchy and to the point.

If you have a long contracting history or cover a broad skill set, tailor your CV for each role. Research the job description and prioritise the skills they are looking for.

Above all, keep it honest. Employers check references and run background checks. Even small exaggerations can cost you the role.

Two: Write a Compelling Personal Statement

Your personal statement is your elevator pitch — typically 3 to 5 sentences at the top of your CV. Use it to tell the employer:

- Who you are and what you do
- Your most relevant skills and achievements
- What you are looking for in your next role

Research the company's core values and, where genuine, echo them in your statement. This immediately signals cultural fit.

Three: Showcase Your Skills

Include a dedicated Skills section so recruiters and automated screening tools can find your key competencies at a glance. Understand the difference between:

- **Transferable skills** — communication, leadership, problem-solving

- **Job-related skills** — specific to your field (e.g. Salesforce administration, data analysis)

- **Adaptable skills** — how quickly you learn new tools and processes

Always tailor this section to match the language used in the job description.

Essential CV Tips

Four: List Qualifications & Certifications Strategically

Include qualifications that are relevant to the role you are applying for. You do not need to list every certificate you have ever earned — focus on what the employer is actually looking for.

For technical roles (particularly in the Salesforce ecosystem), link directly to certification verification pages where available. This instantly validates your credentials and builds trust with hiring managers.

Five: Address Gaps Positively

Gaps in a CV can raise questions. Rather than leaving them unexplained, turn them into positives:

- Did you travel and broaden your perspective?
- Did you take a course, volunteer, or build new skills?
- Were you caring for a family member?

Be upfront and frame the time constructively. Employers respect honesty and initiative far more than a suspicious blank space.

Six: Quantify Your Achievements

Do not just list job duties — demonstrate impact. Back up your achievements with numbers wherever possible:

- "Increased pipeline revenue by 70% in Q3 through targeted account outreach"
- "Reduced report generation time from 3 hours to 20 minutes by automating Salesforce dashboards"
- "Managed a team of 8 across 3 international offices"

Numbers translate directly into business value and are far more memorable than vague descriptions

Essential CV Tips

Seven: Check for Errors — Every Time

Typos and grammatical mistakes are a major red flag for employers. Given the volume of CVs they review, any reason to discount an applicant is welcome.

- Run spellcheck — but do not rely on it alone
- Ask a trusted friend or colleague to proofread it
- Read it aloud — you will catch errors your eyes skip over
- Check names, company titles, and dates are correct

Eight: Make It Reader-Friendly

A cluttered CV is hard to scan. Keep it clean and professional:

- Use bullet points to keep sentences short and punchy
- Leave clear white space between sections
- Avoid heavy use of tables, boxes, and graphics — they can confuse ATS software
- Use a readable font (Arial or Calibri, 10–12pt)
- Use consistent formatting throughout

What looks visually impressive to you may actually make it harder for recruiters to find the information they need quickly.

Nine: Use the Right Keywords

Many organisations use Applicant Tracking Systems (ATS) to filter CVs before a human ever reads them. Keywords help both systems and recruiters find the information they need fast.

To find the right keywords: read the job description carefully and mirror its language, search for common terms in your sector, and check LinkedIn profiles of people in similar roles. Only include keywords that genuinely reflect your skills — irrelevant buzzwords waste everyone's time.

Essential CV Tips

Ten: Keep It Current

Update your CV every time something significant happens in your career: a new role, a new certification, a major project, or a quantifiable achievement. Do not wait until you are actively job searching.

Employers are frustrated when a candidate's most recent role is not reflected on their CV. It signals a lack of attention to detail — the very quality they are hiring for.

Set a calendar reminder every 3 months to review and refresh your CV.



Working With a Recruiter

If you are working with a specialist recruiter, these additional tips will make their job easier — and significantly improve your chances of being put forward for the right roles.

Provide a Word Version

Recruiters often need to reformat CVs to comply with equal opportunities policies before sending them to clients. Always supply a clean .docx version alongside any PDF.

Remove Tables for a Recruiter-Friendly Version

Hiring companies often request CVs in a specific format. Keep a table-free version ready that can be quickly reformatted to any client's requirements without losing your content.

Most Recent Role First

Always list your current or most recent position at the top of your work history. Both recruiters and employers want to get to the most relevant experience quickly.

Link to Certifications

For roles in the Salesforce ecosystem and other technology fields, include direct links to certification verification pages (e.g. Trailhead, Credly). This removes any doubt about your credentials.

State Your Work Eligibility

If you are applying for roles in a specific country, make your eligibility to work there explicit on the CV. Do not make recruiters chase this information — it wastes time and can cost you the opportunity.

Your Linkedin Profile

Your LinkedIn profile is effectively a living extension of your CV — and increasingly the first place recruiters look. Treat it with the same care.



Keep Your Profile Consistent With Your CV

Inconsistencies between your CV and LinkedIn profile — different job titles, dates, or missing roles — immediately raise questions. Keep both documents aligned and up to date.

Write a Strong Headline

Your headline appears under your name in every search result. Use it to communicate your value clearly: your role, specialisation, and a key differentiator (e.g. "Certified Salesforce Administrator | CRM Optimisation | 8x Certified").

Use the Summary Section

Your LinkedIn summary is similar to your personal statement on your CV — but with slightly more room to tell your story. Include keywords naturally, highlight achievements, and add a call to action (e.g. inviting connections or recruiters to reach out).

Request Recommendations

LinkedIn recommendations from managers and colleagues carry significant weight. A few well-written endorsements provide third-party validation of the achievements you are claiming on your CV.

Be Active

Engage with content in your sector, share relevant articles, and comment thoughtfully on posts. Activity signals to recruiters that you are engaged with your field — and keeps your profile visible in their feeds.

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How to Make Projects Stand Out

For technology professionals, particularly those in the Salesforce ecosystem, how you describe your project experience can make a significant difference. Hiring managers want to understand not just what you did, but the scale, complexity, and outcome of your work.

Use the **STAR** Format for Each Project



Situation - what was the business context or challenge?



Task - what were you specifically responsible for delivering?



Action - what did you do, tools, approach, decisions?



Result - what was the measurable outcome?

Always include the scale of the project: budget, team size, number of users affected, or the size of the organisation.

Specific Details That Impress

- Number of Salesforce orgs, objects or integrations involved
- Business processes you automated or improved
- Stakeholder levels you engaged with (C-suite, end users, third-party vendors)
- Any change management or training you delivered
- Post-go-live support or adoptions metrics

Final CV Checklist

Before you send your CV, run through this checklist:

#	TASK	DONE
1	CV is no longer than two pages of A4	☐
2	Contact details are correct and professional (no nicknames in email addresses)	☐
3	Personal statement is tailored to this specific role	☐
4	Skills section reflects the language used in the job description	☐
5	Work history is in reverse chronological order (most recent first)	☐
6	All achievements are backed by numbers or measurable outcomes	☐
7	Qualifications listed are relevant to the role	☐
8	Any gaps in employment are explained positively	☐
9	Certification links are included and working (where applicable)	☐
10	Spellcheck has been run and a second person has proofread it	☐
11	Formatting is clean, consistent, and easy to scan	☐
12	A Word (.docx) version is available for your recruiter	☐
13	LinkedIn profile matches the CV and is up to date	☐
14	Work eligibility is clearly stated (if relevant)	☐

Need More Help?

Our specialist recruitment team is happy to give you honest feedback on your CV and help you find your next role.

Ready to get going?

All the Best

Lee and Theresa

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About Resource On Demand

Let's grow together.

Resource On Demand is Europe's first specialist Salesforce Recruitment Company.

We've been working in the Salesforce and SAP space since 2007, assisting innovative and disruptive organisations to grow their digital transformation teams. We've been supporting companies of all sizes to fill roles that span across Salesforce, SAP, digital transformation, marketing automation, data management, Human Capital Management, both contract and permanent.

The team at Resource On Demand have access to an extensive database of key talent, across the UK, Europe and the US.



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