

BERUF360 CAREER TOOLKIT: CRAFTING A WINNING CV



Defining your objective

Before starting with your CV, it is essential to clearly establish your objectives for your next role and determine how your CV can support these aims. Consider the following questions:

- What currently motivates me in my career?
- Which type of position aligns with my skills and long- term goals?
- What are my non-negotiable requirements and flexible preferences in a job?
- Which skills do I intend to highlight and further develop?
- What type of workplace culture and environment suits me best?

Once you have clarified your objectives, identify the required skills and keywords needed for the role, and thoughtfully integrate them into your CV and application.

This approach ensures relevance and increases the likelihood of capturing the attention of potential employers

The Beruf360 CV Framework

Your CV is your professional story told clearly and convincingly.

Use the following structure:

1. Contact Details

- Share your full name, phone number, email, and optionally your LinkedIn or Xing profile link.

2. Profile Summary

- Write a sharp, impactful intro highlighting your key strengths, experience, and what you bring to the table.

3. Professional Experience

- Present your work in reverse order, focusing on results and value you added rather than just duties.

4. Key Accomplishments

- Detail accomplishments with numbers or specific outcomes that demonstrate your impact.

5. Skills

- Group technical skills (software, languages, certifications) and soft skills (leadership, communication).
- Tailor these to the job.

6. Education & Certifications

- List relevant qualifications that support your professional profile.

7. Interests (Optional)

- Include hobbies that reveal personality traits fitting the job culture.

Writing Your Profile Summary

Your profile summary is the CV's opening statement. Crafting a compelling profile section sets the tone for your CV and helps recruiters quickly grasp your professional identity. It must grab attention by presenting who you are professionally and what you aim for next. Focus on:

- Your current expertise and experience level
- Your unique professional qualities
- Your ambitions related to the target position

Example:

"A results-driven project coordinator with over 5 years steering complex initiatives in tech firms. Passionate about optimizing workflows and fostering team collaboration to exceed business goals. Seeking new challenges within innovative digital companies."

Detailing Professional Experience

For each role, use a clear, consistent format:

- Job title, company name, location, dates
- Two to five concise bullet points describing your achievements, emphasizing measurable outcomes when possible
- Highlight tasks reflecting the skills required for your target job

Tip: Where gaps appear in your career timeline, be transparent and briefly explain your focus during that period (e.g., skill development, family time, travel)

When detailing your professional experience, consistency and clarity are essential. List each position with the full job title, employer, location, and dates of employment to give context to your achievements.

Focus on bullet points that showcase not only your responsibilities but also the results you delivered – quantifying your impact wherever possible.

If you have gaps in your employment history, briefly explain them in a positive light, demonstrating ongoing growth or valuable experiences gained during those periods, such as learning new skills, volunteering, or personal development.

Bringing Your Achievements to Life

Strong verbs with clear impact convey your professional value much better than vague claims. Use vivid verbs like:

- Innovated, streamlined, spearheaded
- Elevated, optimized, accelerated
- Directed, facilitated, empowered
- Cut costs, increased revenue, boosted engagement

Example: Instead of "good communication with leadership" say: "Presented quarterly metrics to executive teams, facilitating strategic decision-making."

Whenever possible, tailor each bullet to align with the key competencies sought by your target employer. Highlight initiatives where you took ownership, solved problems, or delivered measurable improvements.

For instance, emphasize how you identified workflow bottlenecks and implemented solutions that cut project timelines by 15%, or how you mentored new hires, fostering a culture of continuous learning and collaboration.

Avoid Overused Phrases

Always Quantify your achievements. Generic claims weaken your CV.

Replace clichés with evidence-backed statements.

Whenever possible, support your bullet points with specific numbers, percentages, or timeframes to demonstrate real impact.

Examples:

- "Independent worker" → "Led a self-initiated project that enhanced process efficiency by 20%."
- "Team player" → "Collaborated with international marketing teams to roll out campaigns in 6 countries."
- "Fast learner" → "Mastered new CRM tools within weeks, improving client onboarding speed by 30%."

Skills That Matter

Your skills should map directly to the job requirements.

Technical:

Cloud platforms, programming languages, financial software, CRM, etc.

Interpersonal:

Negotiation, adaptability, team leadership, cross-cultural communication.

Be honest, avoid filler, and prioritize skills that add clear value.

Proofreading and Presentation

- Use a clear, professional font and consistent formatting throughout.
- Avoid decorative elements, images, and complex tables, as these can confuse application tracking software.
- Double-check spelling and grammar using digital tools and peer reviews.
- Save your CV in PDF format to preserve layout and compatibility.
- Ensure your document is concise, ideally no longer than two pages.

Tailoring Each Application

Lastly, customize your CV for every job you apply to:

- Align your profile summary and skills with the job description.
- Use the employer's language and keywords where appropriate.
- Focus on the most relevant achievements for the specific role.

This tailored approach increases your chances of getting shortlisted and shows real enthusiasm for the role.

Bonus: What Not to Include

- Irrelevant work or skills
- Unprofessional email addresses or selfies
- Excessively personal information unrelated to the job
- Salary expectations (unless explicitly requested)