## AVOID GRAMMATICAL ERRORS AND MISSPELLINGS

**MUST HAVE**

Grammar mistakes create a very bad first impression. It makes you look sloppy and little interested. Most mistakes occur because copying and pasting content from other applications.

## ADOPT A PROFESSIONAL TONE

**MUST HAVE**

The old adage 'It's not what you say, it's how you say it' is also true for your CV. The way you express yourself tells a lot about who you are. Be aware that your CV is not just one piece of paper anymore, but includes your complete online presence.

## USE KEYWORDS FROM THE JOB DESCRIPTION

**MUST HAVE**

Both recruiters and hiring managers will first skim your CV for keywords that match job description. That's why it's important make a list of the skills and experience that have the strongest match, and use them throughout your CV.

## INCLUDE SPECIFIC DETAILS OF RESPONSIBILITIES IN PREVIOUS ROLES

**MUST HAVE**

Depending on the company job titles can have different meanings. A short overview of your main responsibilities gives a better insight in your actual role.

## INCLUDE SPECIFIC DETAILS OF ACHIEVEMENTS IN PREVIOUS ROLES

**MUST HAVE**

Very few people quantify their achievements in their CV. However, it's much stronger if a CV of, for example, a sales manager, mentions that she or he increased sales with 20%.

## LIST ALL THE DIFFERENT JOB TITLES AT THE SAME COMPANY

**MUST HAVE**

Almost 1 out of 3 candidates think that it's not important to mention the different job titles in the same company. The opposite is true; how your career progressed within a company says a lot about your personality.

## USE INDUSTRY-SPECIFIC TERMINOLOGY

**MUST HAVE**

Although the use of specific terminology is a sign professionalism, this shouldn't be confused with typical business jargon, which conceals more than it reveals.

## A PHOTO INCLUDED

**Good to have**

The traditional point of view is that not including a photo in your CV would protect employers from allegations of discrimination. However, social media made all personal information public knowledge. It's better to take matters in your own hand and include a professional photo.

## HAVING SPENT MORE THAN 2 YEARS WITH A COMPANY

**Good to have**

More than 20 percent of candidates think that having worked more than two years with a company doesn't make any difference. However, loyalty is still highly appreciated by employers.