



ICS Learn 

HOW TO WRITE AN EXPERIENCED BASED CV

Experience-focused resumes are crafted to highlight your past positions and the valuable insights gained from them. Whether you're aiming to advance in your career or seeking a fresh start, your resume serves as a reflection of both your professional journey and accumulated industry expertise.

AN EXPERIENCED-BASED CV TYPICALLY CONSISTS OF THE FOLLOWING SECTIONS:

1. Contact Information
2. Personal Statement
3. Work History and Experience
4. Transferrable Skills
5. Education
6. Licences, Awards and Qualifications



STEP 1: CONTACT INFORMATION

At the top of your CV, you should include your name, phone number, email address and home address. Two ways you can lay this out include:

Name | contact number | email address | home address

OR

-  Name
-  Contact number
-  Email address
-  Home address

STEP 2: PERSONAL STATEMENT

Your personal statement, ideally around 150 words, is your opportunity to showcase your personality and bring your CV life. Remember this will create a first impression of you, so take some time to think about how you would like to be perceived as a professional.

Make sure to include some of the need-to-know information such as:

- ▶ How long you have worked in your industry for
- ▶ What areas you have specialised in (if any)
- ▶ Your key skills and values

For example:

"I'm a marketing generalist with nearly 5 years of professional experience. Inspired by people, and how the current workforce is shaping the industries we work in, I have a passion for employer branding, specifically focusing on rewards and healthy working practises.

I'm adaptable, calm, and able to perform in pressured environments. I pride myself on my attention to detail and accuracy, as well as meeting deadlines promptly and to a high standard. Having worked in both large global teams and smaller local ones, I perform best when surrounded by likeminded marketing professionals, and enjoy bringing together the different cogs of the marketing mix to properly engage and inspire customers."



STEP 3: WORK HISTORY AND EXPERIENCE

This section forms the core of your CV, where you can showcase your past roles, outlining your primary responsibilities, noteworthy achievements, and key takeaways. Your prospective employer is interested in understanding the depth of your experience and the valuable insights you've gained from each position.

Consider using the following structure, using roughly three to five bullet points per job role:

- Company name, location and your job title (inc. dates of employment)
- Skills and achievements gained (these can be bullet points)
- Key takeaways and learnings (these can be bullet points)

STEP 4: TRANSFERABLE SKILLS

In what follows on quite nicely from your work experience, this is your opportunity to go into more detail about any key transferable skills you've gained in your career to date. Remember to focus on ones that will benefit you in the roles you're applying for.

A couple of useful examples include:

Adaptability

- *Demonstrated adaptability by seamlessly transitioning from traditional marketing strategies to digital platforms, resulting in a 30% increase in online customer engagement.*
- *Successfully pivoted marketing campaigns to address rapidly changing market conditions during the COVID-19 pandemic, resulting in a 25% boost in online sales.*

Make sure you include any previous software, platforms, or systems that you have used in the past, such as Umbraco, Salesforce, or Google Analytics. This is especially valuable if the job description reads that they are looking for someone skilled in XYZ!

STEP 5: EDUCATION

In terms of your education, start with your highest qualification, and then filter down to the lowest. Remember to include the name of the institution, your final grade, and the dates in which you studied.

*BA (Hons) International Marketing at Glasgow Caledonian University
Grade Achieved - 2:1
2016 - 2018*

STEP 6: LICENCES, AWARDS AND QUALIFICATIONS

In this section you can include any licences, awards or qualifications you've gained throughout your career to date in chronological order.

Hiring managers want to see that you're committed to continuous learning and development so highlight any professional you've undertaken. You can also include things like health and safety training or mental health support training.



Once completed, make sure you proofread your CV, and have someone else do so too if you feel comfortable. A helpful rule of thumb when editing is to include the information that you think will affect the hiring managers decision making or makes you stand out against another candidate. If a piece of information is neither of these things, it's best to leave it out.

Good luck!

LOOKING TO ENHANCE YOUR: EXPERIENCE-BASED CV?

With us, getting qualified is simple, flexible and affordable. Enrol on one of our awardwinning professional qualifications today.

Our students rate us 4.7/5 on Trustpilot from 13,000+ independent reviews.

