

REASONS WHY YOUR CV ISN'T WORKING

The most common reason CVs get rejected is because you **don't show** that you have the necessary **Experience** and **Educational qualifications** for the role.

If the job description says you need a **Masters degree + 8 years experience**, sending in your CV hoping your BA degree + 4 years experience will swing it is not a good use of your time and effort. You may still have a good-looking CV but it's unlikely you will get called for interview.

So assuming **you meet the necessary criteria required** for the role here are the many other reasons your CV may end up in the NO pile. Firstly a checklist for why a CV can get ditched **within 30 seconds** and secondly the **3 minute review and reject** reasons.

Use these checklists to ascertain whether **your CV** can withstand the scrutiny.

Reasons why CVs get rejected within 30 seconds	Your CV	
	Yes	No
Spelling mistakes - even one! Sounds obvious but over 50% of all CVs contain at least one spelling error.		
Formatting is unruly – paragraphs don't line up, bullet points are unwieldy, indents and spacing not uniform – basically looks a mess		
Ridiculously small, large or artistic font – 10 to 12 size is appropriate – employers like clean fonts like Calibri , Cambria , Garamond , Georgia, and even good old Arial and Times New Roman		
Decorative borders and excessive use of shading and text boxes – avoid them all		
Longer than 2 pages – employers want you to edit and present yourself in 2 pages – so don't give them more than that		
Casual tone or use of unexplained jargon – e.g. <i>Manage the PTF for the CEBT and deliver reports for EAME and AP</i> – translation please?		
Including hyperlinks that don't work or link to websites that haven't been updated in months		
Mixed random bag of fonts/bold/italics throughout – a clear sign of cut and paste = lazy		
Personal information taking up too much space on page 1 – don't mention DOB, Health, Gender, Marital Status, Religion and don't include a photo		
Incomplete or incorrect phone number or email address given – or NO email address given – happens quite a lot		
Tables of exam results listing every subject you ever studied. BORING. Give us the highlights, edited to interest us		
Having a cover page to the CV with only the words <i>Curriculum Vitae</i> printed on it – we KNOW what it is		

Great – your CV made it past the first 30 seconds of scrutiny. Now here's the next hurdle – reasons why CVs get rejected within 3 minutes!

Reasons why CVs get rejected within 3 minutes	Your CV	
	Yes	No
Bland summary at the top filled with generic buzzwords – this needs to be specific to YOU and what you are offering	Red	Green
Summary doesn't target your experience to the role – a sure sign of an unfocused job search strategy – could be for any one of 10 employers – and none of them will be interested.	Red	Green
Not focused on employer needs – employers need to think you wrote the CV JUST FOR THEM	Red	Green
Not leading with your best card – for some (recent graduates) it's Education for others it's Professional Experience – figure out what yours is and lead with it – don't make them hunt around the CV for it.	Red	Green
Written in long paragraphs instead of snappy bullet points. Blocks of text are dull and won't be read	Red	Green
Unexplained gaps in employment – don't have them thinking the worst. Give a short explanation	Red	Green
Your experience reads like a job description, i.e. a boring shopping list of responsibilities – it needs to come to life	Red	Green
Too much telling and not enough selling of your capabilities – a CV is a SALES document	Red	Green
No evidence of career achievements – no facts and figures to back up what you did.	Red	Green
Same amount of space given to jobs from 15 years ago as given to more recent roles – decide what's relevant and give it more space	Red	Green
Just <i>listing</i> your hobbies – e.g. cooking, walking, hurling - employers only care about what you have achieved in your free time – tell them that	Red	Green

WHAT NEXT?

If you are scoring lots of **reds** and not enough **greens** we can help! Click to find out more about our [CV Writing Service](#) or here [CV and Interview 101](#) to order a copy of our book, **CV and Interview 101 – How to apply and Interview for Jobs**

