

## 5 CV Truths in Today's Job Search

We constantly hear “I haven't been in the job marketing in years and it seems like things have changed drastically” and “I keep applying to positions, but I'm not hearing anything back.” When seeking a new job keep these five things in mind:

### **Truth #1 – Your CV will need to pass a system test before being seen (in most cases).**

Most job applicants understand what an ATS (applicant tracking system) is, but few are in the mindset and habit of making adjustments to their CV to ensure it's optimised and will therefore get prioritised (ranked high) by an ATS.

To optimise your CV organically, try adding the following:

- Key job titles
- Technologies
- Certifications
- Core responsibilities/requirements
- Industries

Additionally, try using a CV optimisation tool/service to ensure your CV is a match for specific job descriptions/postings when applying.

### **Truth #2 – The first person who reviews your CV will likely be a Recruiter/Talent Acquisition Specialist or other non-technical person.**

The second step of the application process is a review by an actual person (usually a recruiter or member of the talent acquisition team). CVs should be in a language that's easy for a non-technical person to understand and digest.

Conduct a CV “litmus test” by showing a non-technical person in your network your CV and ask “can you understand what I was able to achieve and the value I brought to each position based on my CV?”

### **Truth #3 – On average, your CV will get six seconds of attention before your “interview fate” is decided.**

The average length of time someone spent reviewing a CV has dropped from 8.25 seconds to a mere six seconds in recent years.

Be strategic about communicating your core qualifications, relevant successes and other differentiators quickly. Pay close attention to layout, formatting and design, so key details are apparent and not lost in long paragraphs.

**Truth #4 – Your CV is no longer your only important “professional marketing material”**

If your CV triggers interest, most hiring managers immediately look you up on LinkedIn or GitHub. According to our Sr. Application Practice Director, the first question out of most Software Development Managers mouth or email is “what is the link to their GitHub profile?” to review code.

Make sure all your professional profiles are up to date, easily found, and ready for review by potential hiring managers.

**Truth #5 – Communicating the impact of your contributions is vital.**

Hiring Managers express the importance of seeing the direct impact an individual has made via CV. While it is important to express what the project accomplished, ensure your impact is evident and what the ROI (return on investment) of your role was/is.

For example, if you’re a Project Manager, how much time/money did you save the organisation on your most recent project?