CVMentor review

Emily Taylor · CV_Emily_Taylor.pdf
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CV QUALITY

62 /100

Overall

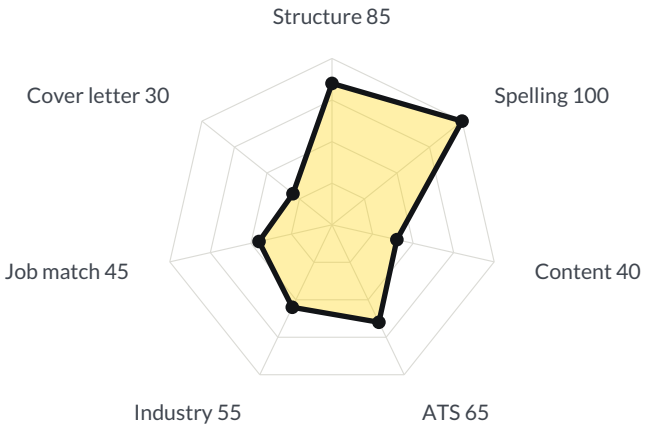
FIT FOR THIS JOB

45 /100

For this job

The CV is cleanly and consistently structured, but the entries still contain descriptions of activities without scope, budget or result. The main weakness is the current role as Marketing Manager: three brief bullet points have to cover six years, and the profile consists of stock phrases. For the Senior Marketing Manager position, the CV also lacks language details as well as evidence of leadership, budget and the use of analytics and CRM data. Of the missing points, the question of whether you actually had leadership and budget responsibility cannot be changed by any revision of the application documents, whereas the missing visibility of analytics use, CRM relevance, English level and industry relevance can.

PROFILE AT A GLANCE



Structure & Layout

Very good

85 /100

One-page CV with clearly recognisable sections, consistent dates and a sensible order.

Spelling & Grammar

Very good

100 /100

The CV is clean in spelling and grammar.

Completeness of Content

Room for improvement

40 /100

Not a single bullet point contains a metric or a result, the profile consists of stock phrases, and language details are missing entirely.

> The current position (03/2020 to present) is described with 'Responsible for social media', 'Managed campaigns for new product launches' and 'Worked with the sales team'. All three name an activity, but neither scope nor result. Starting points from what you actually did there: number of product launches, campaign budget, number of channels or markets, change in reach, engagement or revenue, number of joint promotions with sales. An order of magnitude is enough (for example 'over ten launches'). If really nothing can be quantified, a qualitative statement of impact is better than a pure activity statement. Every figure must hold up in an interview: enhance yes, invent no. The same applies to Example Retail Ltd on a smaller scale. You will find a ready-made suggestion below this section.

> Language skills are missing from the CV entirely. The position in Zurich works in English and German and requires fluent English. Add a 'Languages' section with common level descriptions (CEFR level or 'native', 'business fluent'), for example 'English: [level] | German: [level, only if applicable]'. The line 'References available on request' in the references section creates space for this, and you can delete it without replacement.

> The profile 'Hard-working and passionate team player with excellent communication skills and a proven track record. Looking for a new challenge in a dynamic company.' could apply to any job. It names neither years of experience nor industry nor areas of focus, and the wish for 'a new challenge' says nothing about the role being sought. Replace the stock phrases with facts from your CV: around eleven years of marketing since 09/2015, retail and food environment, product launches, social media, events, Google Analytics and HubSpot. You will find a ready-made suggestion below this section.

> The skills 'Google Analytics, HubSpot, Canva, Microsoft Office' are listed side by side without context. Add a level or a context of use, for example 'Google Analytics (daily, campaign reporting)'. Adapt the entry to your own assessment and include only what you can substantiate in an interview.

Here is how you could add figures to the bullet points of the current position (replace placeholders with your real values, an order of magnitude is enough):

> «Managed [X] new product launch campaigns for [product category] with a total budget of [GBP X]. Responsible for social media across [X] channels, increasing [reach / engagement] by [X %] in [period]. Worked with the sales team on [X] joint promotions [with X retail partners].»

Here is how you could word the profile:

> «Marketing professional with more than ten years of experience in retail and food companies, currently Marketing Manager at Example Retail Ltd. Experience in product launches, social media, trade shows and content, working with Google Analytics and HubSpot. [Budget or team responsibility in one clause, only if applicable.]»

FOOD FOR THOUGHT

- *Which of your campaigns from the last six years can you describe with a figure, without looking anything up?*

ATS Compatibility

Solid, with open points

65 /100

The CV is machine-readable. The term CRM, which is central to the position, does not appear, even though HubSpot is mentioned.

> The position requires 'CRM data'. The CV only has 'HubSpot' in the skills list, without the term CRM. Write 'HubSpot (CRM)' and also mention the tool in a bullet point of the current position, so that the term appears in the experience section and not only in the skills list. Many systems give more weight to terms in the experience section.

> Under the contact details, only 'emily.taylor@example.co.uk' is given as an online contact. Add the address of your LinkedIn profile, as it belongs in a complete application for a senior position.

Substance present, term missing:

CRM

Industry-Specific Optimisation

Solid, with open points

55 /100

The employers 'Example Retail Ltd' and 'Sample Foods plc' are not put into context, and the retail/food relevance that the position requires remains invisible in the CV.

> Under 'Example Retail Ltd' and 'Sample Foods plc' there is no context sentence on product range, size or customers. The position seeks experience in FMCG or retail, and this is exactly the context that is missing. Add a short line under each employer, for example 'Example Retail Ltd ([product range / categories], [size])'. If you have worked with retail partners or on in-store promotions, this belongs, by name or as a number, in this line or in the bullet point 'Worked with the sales team'.

FOOD FOR THOUGHT

- *Would someone who only reads the lines under your two employer names recognise which product categories and which retail partners you have worked with?*

Job Match

Room for improvement

45 /100

Around eleven years of marketing experience at retail and foods employers and Google Analytics are covered. Leadership and budget as must-have requirements are not evidenced in the CV, and English is not stated.

> The position requires 'Experience leading people and managing budgets' and describes a CHF 1.5m budget and a team of three. The CV evidences neither people nor budget responsibility. Did you hold budget responsibility or lead staff in a professional capacity in your role as Marketing Manager? If so, this belongs in the entry, with a figure. The topic may come up in an interview, and you should have an answer that describes your actual experience.

Job Match (continued)

The requirement is 'confident with Google Analytics and CRM data'. Google Analytics and HubSpot appear in the CV only as keywords. For which decisions or reports did you use the data? A concrete use in a bullet point of the current position makes the requirement evidenced. The position also expects reporting of campaign performance and ROI to management.

The responsibilities mention managing 'creative and media agencies' and 'retail activation together with the sales team and our Swiss retail partners'. If you have worked with agencies or planned in-store promotions, this belongs in the entry, with number or scope.

Fluent English is a must-have requirement, and the CV has no language details at all. Details are in the Content section.

Missing entirely (real content gap):

managing budgets | leading people | ROI | creative and media agencies | FMCG | retail activation | Swiss retail partners

FOOD FOR THOUGHT

- *What budget size or team size could you name immediately and verifiably in an interview for your current role?*

Cover Letter Review

Critical

30 /100

The cover letter consists of standard phrases and a repetition of the CV. It contains no reference to Example Consumer AG, no statement about your motivation for changing jobs and no evidence for the required leadership, budget and data experience. It does not say why you should be invited for a senior role.

All three core building blocks are missing: positioning in the opening, reference to the company and motivation for changing jobs. 'looking for a new challenge in a dynamic company' fits any company. Name Example Consumer AG, the two core brands in Swiss retail and what attracts you to the content of the role. The question of why now is the right time for this step also remains open. You will find a ready-made suggestion for the opening below this section.

The second paragraph repeats the CV almost word for word ('responsible for social media', 'managed campaigns for new product launches', 'worked with the sales team'). The cover letter therefore adds nothing. For the senior role, responsibility, scope and result count: Which campaigns, which budget, which impact? Without figures or orders of magnitude, it remains a description of tasks. You will find two variants for a piece of evidence below this section. Every figure must hold up in an interview.

The ad requires leadership experience (team of three specialists), budget responsibility of around CHF 1.5 million, data skills with Google Analytics and CRM, and experience in the FMCG or retail environment. The cover letter says nothing about this. If you have led people, been responsible for a budget or worked with analytics and CRM data, this belongs in the second paragraph. If you have not, state honestly instead what you bring from campaign and sales work, without inflating leadership or budget.

The closing 'I look forward to hearing from you' is passive and does not make clear any benefit for Example Consumer AG. End the letter with a confident sentence about what you want to achieve for the two brands in Swiss retail. A suggestion is given below this section.

Cover Letter Review (continued)

The third paragraph consists of self-descriptions ('real team player', 'I think I would fit in well', 'I am sure I could make a big contribution'). The wording 'I think' and 'I could' sounds uncertain, and 'proven track record' remains without evidence. Delete these sentences and replace them with a concrete example.

The ad names Andrea Keller as HR Business Partner. 'Dear Sir or Madam' wastes this personal opening. Write 'Dear Ms Keller,'. The closing 'Yours sincerely' then also fits, instead of 'Yours faithfully'.

You live in Manchester, the position is in Zürich (hybrid, 2 days remote). The cover letter says nothing about the location. The reader immediately wonders whether a move to Switzerland is planned. Add a short sentence about your situation, as far as it applies. The Swiss work permit required in the ad is also not addressed, and that belongs there too, if applicable.

The wording 'I saw on your website' is casual. At about a third of the page, the cover letter is very short and leaves a lot of room for the missing arguments. Use the page, but stay within one page.

This is how you could phrase the opening (salutation according to the ad: Ms Keller):

> «Dear Ms Keller, with nine years in marketing, including campaign work for new product launches at Example Retail Ltd, I would like to help Example Consumer AG grow its two core brands in Swiss retail. **[One sentence on what appeals to you about these brands and about the role in terms of content.]**»

Evidence for your campaign work, variant A (adjust the figure, only if it is accurate):

> «At Example Retail Ltd I managed **[number]** product launch campaigns, which **[result]**.»

Evidence for your campaign work, variant B (closing with benefit for the company):

> «I would bring my experience in launch campaigns and close work with sales teams to Example Consumer AG, and I would be glad to discuss how this can support your two core brands in Swiss retail.»

FOOD FOR THOUGHT

- *Which campaign at Example Retail Ltd would you name if you had to show in one sentence what qualifies you for a senior role, and what result did it have?*

Expert tip

The most important lever is the current position at Example Retail Ltd. For 'Managed campaigns for new product launches', add scope and impact there: number of launches, campaign budget, reach or a result such as a change in revenue or engagement. If applicable, also state budget or team size, because this is exactly what the position asks for (CHF 1.5m budget, team of three). An order of magnitude is enough, but every figure must hold up in an interview.

Your texts

All details come from your documents. Square brackets mark gaps for you to fill in. Check every sentence before you use it.

Profile

Marketing professional with a BA (Hons) in Marketing and 11 years of experience in retail and food companies, currently Marketing Manager at Example Retail Ltd. Experience in product launch campaigns, social media, trade shows and events, newsletters and website content. Knowledge of Google Analytics and HubSpot (CRM).

Experience

03/2020 to present · Marketing Manager
Example Retail Ltd, Manchester

- Managed **[number of launches]** new product launch campaigns for **[product category]**
- Responsible for social media across **[number of channels]** channels
- Worked with the sales team on **[number of promotions]** joint promotions with **[number of retail partners]**

09/2015 to 02/2020 · Marketing Executive
Sample Foods plc, Leeds

- Coordinated trade shows and events
- Wrote newsletters and website content

Education

2012 to 2015 BA (Hons) Marketing, University of Example, 2:1
2010 A-levels: Business (A), English Literature (B), Psychology (B)

Languages

English: **[level]**

Skills

Analytics and CRM: Google Analytics, HubSpot (CRM)
Design and Office: Canva, Microsoft Office

Cover letter

Dear Ms Keller,

With 11 years in marketing, including campaign work for new product launches at Example Retail Ltd, I am applying for the position of Senior Marketing Manager at Example Consumer AG, where the two core brands in Swiss retail are to grow.

[Why this company: 2 to 3 sentences with a specific reference from the website or job advertisement]

At Example Retail Ltd I managed **[number]** product launch campaigns, which **[result]**. I am responsible for social media across **[number of channels]** channels and worked with the sales team on **[number of promotions]** joint promotions. The advertisement asks for experience in FMCG or retail, and my work at Example Retail Ltd and Sample Foods plc took place in retail and food companies.

The position asks for confidence with Google Analytics and CRM data. I have knowledge of Google Analytics and HubSpot (CRM). At Sample Foods plc I coordinated trade shows and events and wrote newsletters and website content. I hold a BA (Hons) Marketing from the University of Example (2:1).

I would welcome the chance to talk with you.

Yours sincerely,
Emily Taylor

Gaps for you to fill in: **[number of launches]**, **[product category]**, **[number of channels]**, **[number of promotions]**, **[number of retail partners]**, **[level]**, **[number]**, **[result]**

Left out because …

Profile stock phrases: 'Hard-working and passionate team player with excellent communication skills and a proven track record. Looking for a new challenge in a dynamic company.': H3: replaced by facts from the CV 'References available on request.': H2: deleted without replacement to make space for the Languages section

Next step

This report shows where your application stands. If you would like to work through the points together, the CV coaching (90 minutes live plus a written summary) rebuilds your CV, cover letter and LinkedIn profile with you. The coaching is run by Christian Abt, the HR professional behind CVMentor. As always, it starts with a short introductory call. More at www.karrierementor.ch