

Common CV Mistakes

1. *Misspelling 'curriculum vitae' (amongst other spelling errors).*

As unbelievable as it sounds, this is actually quite a common error and will make you stand out for all the wrong reasons. Always use the spell check tool before you send your CV, and read through to ensure your grammar is on point too.

2. *Unnecessary use of colours and formats.*

When sending your CV, the goal is for the reader to be able to identify whether you would be a suitable candidate for their position. So don't distract them with overly colourful or elaborate formats – just keep your CV simple and easy to read and let your accomplishments speak for themselves.

3. *Making the CV too wordy.*

2 or 3 pages is generally considered an appropriate length for a CV. Anything beyond this and you'll be in danger of losing the reader's attention. Keep your CV brief and to the point.

If you believe it's necessary to expand upon certain areas within your CV, include a separate addendum.

4. *Using one version of your CV for every application.*

No one job or company is the same, so make sure that your CV is tailored to the position and the organisation that you are applying to. Use your profile / CV summary to highlight the main reasons why you believe you would be suitable for the position, and try to echo the organisation's corporate values throughout your application.

5. *Highlighting job duties instead of accomplishments (facts and figures)*

CVs should primarily have high-impact statements about your accomplishments that relate directly to the job description. Employers will be more impressed with your tangible achievements, rather than just the details of your job role. So, if you brought in major clients; ran a successful campaign; or established a new market – then make sure you shout about in your CV as this will allow you to sell yourself as the best candidate

6. *Creating the wrong impression online*

Always keep in mind what could be found out via social media (eg Facebook, Twitter, Instagram). All employers will carry out due diligence before hiring, so you may have to clean up your photos, messages and 'likes' in order to project a more professional image.

For more advice and useful tips, please contact a member of Cuff Jones :

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