Marketing CV checklist

A one-page pre-send check for marketing and analytics roles.

BEFORE YOU SEND

Read the job description and highlight the three most repeated tasks.
Match your CV summary to the role, not to every role you have ever wanted.
Put the most relevant experience first. Recruiters scan from the top.
Use plain job titles and explain unusual internal titles.
Write about outcomes and decisions, not only responsibilities.
Include tools you can genuinely discuss in an interview.
Keep the layout simple enough to open on a phone.
Use a consistent date format for every role.
Check that your email address and phone number are current.
Name the file clearly: Firstname-Lastname-CV.pdf.
Export to PDF and open the exported file before sending.
Ask one person to check for typos and unclear sentences.

A USEFUL BULLET FORMULA

Action + context + result or learning.
Example: Planned a four-week content calendar for a student society, coordinated three contributors and reviewed performance weekly.
If you do not have a result, describe the decision and what you learned.
Never invent a number. An honest small project is stronger than a fake one.

Placeholder resource from Social Magent. socialmagent.online