

Your Kick-Ass CV

a OnePageBook™



Making your résumé really stand out

Geir Isene and Brendan Martin

After evaluating more than 22000 CVs¹, interviewing 6000+ applicants and helped hiring north of 2000 people in a wide range of fields, Geir Isene² has a few tips to share³:

Focus on your accomplishments

Base your CV on your accomplishments, measurable results, the values added, the output, the outcome, the difference you have made in your professional and personal life. Accomplishments could be anything from how you increased a company's revenue, cut cost, increased customer satisfaction or shortened delivery times. It could be lowered employee sick leave or increased employee job satisfaction. Or people helped, books written, children doing better in school. Facts, numbers and figures backed up with relevant references – quotations from others or contact information to those who can confirm your results.

Your accomplishments should be the most striking part, they should capture the reader's attention within a few seconds. They are the backbone of the document, the reason why someone would hire you. Because, make no mistake, you will get hired to add value, to produce real, tangible results.

The standard CV timeline of your jobs and education is helpful, but again, focus on the results you created rather than the positions you held, the titles, the tasks, the responsibilities. Results trumps all that. *"Director of Marketing, responsible for global marketing strategy and execution"* is dwarfed by *"Increased the company's market share from 18 to 25 percent."*

Keep it brief and easily readable

Keep the CV short. One or two pages, clean and easily readable. Keep the sentences short and to the point. Avoid sentences with more than 20 words – the average should be less than 15 words. No unnecessary sentences or words. Everything you put in should be relevant.

Have a clean structure

The order of priority goes something like this: Actual results created, then your abilities, skills and personal values that made those results possible. Then your timeline (work and education), positions, responsibilities, tasks. Then your interests and finally anything else the reader may find relevant.

Tailor your CV

If you are using your CV in applying for a job, tailor it. Rather than throwing in your standard CV, put the accomplishments most relevant to the job at hand on top along with the abilities and skills most useful in this specific job.

Write the CV for the reader, not for yourself. Make it useful and relevant for the person evaluating your CV. Do your research, figure out what the recruiter wants to see and make that jump out of the page.

Make the layout and form fit the job

Adapt the form to fit with the content and to the job you are applying for. For a creative job, be creative – go crazy with the layout. For a conservative job, make it clean and sober. But make sure it reflects you, your personality, your essence.

Stay honest

Never portray yourself as someone you are not. You want to work with those who will appreciate you for who *you* are, those who value *you*. Be truthful. Never lie or stretch the truth.

Explain gaps in your timeline and include how you have learned from your mistakes and failures. A good employer would want someone who are not afraid of failing and at the same time able to learn from failures.

Be personal

Include your interests and personal values. They help the reader emphasize with you on a more personal level. It opens the door for you to become more personal during the interviews. And you want to become more personal because that will increase your chances to land the job. And finally, if you can, deliver your CV personally.

¹ For all practical purposes, the terms *CV* and *Résumé* are interchangeable

² Geir Isene's CV on LinkedIn: <https://www.linkedin.com/in/isene/> – his website: <https://isene.com/>

³ A sample CV can be seen on the back cover. Natalja Sunevica is one of many we have helped creating a better CV

This OnePageBook™ helps you write an outstanding Curriculum Vitae or Résumé.

The publisher, "Å" (A-Circle AS, www.acircle.no) carries the slogan, "Boosting performance". The company helps teams and individuals to higher performance, reaching their potential.

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about me

Seeing my company and my customers benefit from my work is something that brings me professional and personal satisfaction.

Soft skills : good listener, empathetic, non-judgements, compassionate, funny

languages

Norwegian	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
English	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Russian	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Latvian	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
French	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

skills

Presentation	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Communication	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>
Intercultural	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Time management	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Computer	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>
Problem solving	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>

interests

Yoga, squash, surfing, snowboard
Saxophone
History, human rights, reading
Travel & exploration, hiking

achievements

- ✓ Passing ISM/ISPS office audits with 0 remarks during the five years of operation.
- ✓ Passing MLC audit with 0 remarks (one of the first vessels in its flag).
- ✓ Significant improvement in accounting routines. Result: less open posts and payment reminders, reduced time and cost for auditor involvement.
- ✓ Organized annual work trips (4-5 days, ca 40 employees): budget, agenda, logistics, on-spot coordination. Result: all positive feedback from both management and employees.
- ✓ Telemarketing/sales - in six months from 0 sales and no customer database became the best sales person for a number of products.
- ✓ Call Centre - within eight months became one of the best consultants and started training new employees.
- ✓ Hotel pre-opening work – created a strategy and presentation for our department that was further modified and implemented in other departments.
- ✓ Renting an apartment via Airbnb – earned SuperHost status and maintain it for several years.

employment

23.04.2017 – present

Personnel Consultant River Crystal Cruises Manning AS

Daily correspondence with river boats and manning agencies. Maintain personnel files / crew records. Coordinate crew change. Handling of applications and agreements.

09/2012 – 06/2017

Crew Manager / Operations Norock Ship Management AS

Recruitment, follow-up, personnel development. Crew change planning and logistics. Purchasing and logistics of supplies. Weekly bunkering in Northern Sea and Baltics. Salaries, voyage and general accounting. Following up vessel's certificates / surveys / agreements with third parties. Responsibility for annual office and vessel audits. Communication / coordination with crewing agencies, port agents and suppliers, flag authorities and class. MLC 2006 Designated person.

10/2010 – 04/2018

Administration and Accounting Norock & Co AS

Accounting and office administration (Mamut). Company trips organisation (up to 46 participants). Customer service and communication.

"Choose a job you love, and you will never have to work a day in your life." (Confucius)

