



AETHERBLOOM

CV Guide

Write a CV that gets noticed.

This guide was written for South African professionals preparing to work with UK clients. Whether you are applying for a role at Aetherbloom or using this to progress elsewhere, we want you equipped.

Use it. Keep it. Share it.

1. WHAT A UK CV ACTUALLY LOOKS LIKE

UK CVs follow a specific format. If yours does not match what a UK hiring manager expects, it may be dismissed before they read a single line about your experience. Here is what you need to know.

Length

- Two pages. No more.
- If you have less than three years of experience, one page is fine.
- Every line must earn its place. If it does not add value, remove it.

Format

- Clean, simple layout: no columns, no graphics, no profile photos.
- Use a readable font: Calibri, Arial or Georgia at 10–12pt.
- Consistent formatting throughout: same bullet style, same spacing, same heading sizes.
- Save and submit as a PDF unless the employer specifically asks for Word.

What to include (in this order)

1. Your name and contact details
2. A short professional summary (3–5 sentences)
3. Work experience (most recent first)
4. Education
5. Skills (keep it relevant)
6. Certifications (if applicable)

What NOT to include

- A photo : UK employers do not expect this and some consider it a red flag for bias reasons.
- Your ID number, date of birth, or marital status.
- References on the CV itself "References available on request" is enough.
- An Objective Statement, replace it with a professional summary.



2. YOUR PROFESSIONAL SUMMARY

This is the first thing a hiring manager reads. It needs to do a lot of work in a short space. A strong summary tells them who you are, what you bring, and what you are looking for — in three to five sentences.

The formula

- Sentence 1: Who you are professionally (role, years of experience, area of expertise)
- Sentence 2–3: Your strongest skills or achievements — specific and quantified where possible
- Sentence 4–5: What kind of role or environment you are looking for

WEAK

I am a hardworking professional looking for a new opportunity in customer service. I am a fast learner and enjoy working with people.

STRONG

Customer service professional with four years of experience handling high-volume inbound calls across financial services and retail. Consistently maintained a 97% customer satisfaction score and resolved 85% of queries at first contact. Now seeking a client-facing role in a UK-facing environment where strong communication and problem-solving are valued.

3. WRITING ABOUT YOUR EXPERIENCE

This is where most CVs fall apart. People list what their job was, not what they did or what they achieved. UK hiring managers are looking for impact, not just a job description.

Use the CAR method

- Context : briefly, what was the situation or challenge?
- Action : what did you specifically do?
- Result : what was the outcome? Numbers, percentages, and specifics matter.

WEAK

Responsible for handling customer complaints.

STRONG

Managed inbound complaint calls for a team of 12 agents, resolving escalated cases within 24 hours and reducing repeat contacts by 22% over six months.

Bullet points, not paragraphs

Each role should have 3 - 5 bullet points. Start each one with a strong action verb.



Strong action verbs to use:

- Managed, Led, Delivered, Reduced, Increased, Resolved, Implemented, Supported, Trained, Built

Weak phrases to avoid:

- "Responsible for..." say what you actually did
- "Helped with..." own the work
- "Assisted in..." be specific about your contribution

4. QUANTIFY EVERYTHING YOU CAN

Numbers make your CV credible. If you can attach a figure to an achievement, do it. Estimates are fine just be honest.

- How many calls did you handle per day? Per week?
- What was your customer satisfaction score or NPS?
- Did you train or mentor others? How many?
- Did the business grow? Did costs reduce? Did errors decrease?
- How large was the team you supported or managed?

If you genuinely cannot quantify something, describe the scale: "high-volume environment", "enterprise client base", "fast-paced contact centre handling 500+ calls daily".

5. TAILORING YOUR CV

Sending the same CV to every employer is one of the most common mistakes. A tailored CV performs significantly better and it does not take as long as you think.

Before you apply, check the job description for:

- Specific skills they mention - do yours appear on your CV?
- Language they use to describe the role - mirror it where honest
- The type of client or sector - can you highlight relevant experience?
- Certifications or tools mentioned - flag them if you have them

You do not need to rewrite your CV from scratch each time. Adjust your summary, reorder your bullet points, and update your skills section to reflect what the role is asking for.

6. THE MOST COMMON MISTAKES



✗ What to Avoid	✓ What to Do Instead
Spelling errors and typos	Proofread at least three times, then ask someone else to check
Generic, copy-pasted summaries	Write a specific summary for each application
Too long (3+ pages)	Ruthlessly edit. Two pages maximum.
Unexplained employment gaps	Address gaps briefly, a sentence is enough
Inconsistent formatting	One font, one style, consistent spacing throughout
Vague achievements	Quantify wherever possible. Be specific.
Unprofessional email address	Use your name. No nicknames or old school addresses.

7. FINAL CHECKLIST

Before you submit any CV, run through this:

- ✓ No longer than two pages
- ✓ Name and contact details clearly visible at the top
- ✓ Professional email address
- ✓ Summary is specific, not generic
- ✓ Every role has 3-5 bullet points with action verbs
- ✓ At least one achievement is quantified per role
- ✓ No photo, no DOB, no ID number
- ✓ Consistent formatting throughout
- ✓ Saved as PDF
- ✓ Proofread - then proofread again

Good luck. We are rooting for you.

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