



CV FOCUS-TYPES EXAMPLES

MAKING YOUR CV HIGHLY EFFECTIVE

[CV-TEMPLATE.COM](https://www.cv-template.com) - PROFESSIONAL ONLINE CV BUILDER

PERFORMANCE-BASED CV

Use this type when you are already ahead in your career and have a nice list of employers (work experience) and achieved results.

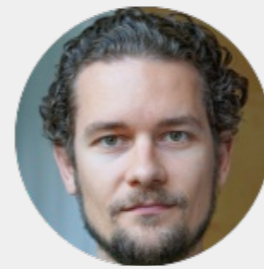
Highlight achievements and hard results in the sidebar, impressing the recruiter immediately with your experience and fit.

Within the introduction, focus on your career, achievements and (if possible) social proof.

When you have an extensive work history (3+ pages), use 'Relevant Experience' to give an overview of relevant jobs, and use 'Work Experience' as Appendix (at the end of the CV)

Do you want your CV to look like this? It's completely free.

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JOHN DOE

EMAIL MARKETING SPECIALIST

Email marketing specialist

Been into email marketing for over 10 years, resulting in a massive experience in psychological opt-ins and persuasive tactics.

Achievements include

- 10% revenue increase in 2 years
- Grown email list and email campaigns of over 100.000 participants

Selected quote from LinkedIn

"He's the best that happened to me, hire him now!" - Name Lastname

Relevant Experience

Email & CRM Programs Coordinator

Company | JJJJ - Present

- Grown email list and email campaigns of over 100.000 participants
- Improved customer loyalty by developing a segmentation system
- Enabled efficient email performance tracking against KPI's

Email Marketing Strategist

Company | JJJJ - Present

- Created, designed and published over 120 (mobile-friendly) emails
- Developed 20 successful email campaigns, resulting in a revenue growth of 128%
- Monitored performance and integrated psychological strategies to improve the conversion

Internal Marketing Manager

Company | JJJJ - Present

- Optimized email communications and support brand objectives
- Developed a comprehensive email program for global retail channel
- Created data-driven, dynamic email campaigns in accordance with ROI targets

Email Marketing Coordinator

Company | JJJJ - Present

Improved automatic email funnels with 187% and planned different yearly campaigns depending on season

Relevant Education

SALES AND MARKETING MANAGEMENT

Organization, City | JJJJ - Present

Relevant courses include: Strategic Marketing, Customer Relationship Management, International corporate law

Achievements include

20+ Email campaigns

Resulting in a revenue growth of 128%

Improved automated funnels

Resulting in a growth of 187%

Introduced Segmentation

Increased customer loyalty by introducing segmentation models

Contact

- 🏠 City
- ☎ 012 3456 7890
- 📠 06 1234 5678
- ✉ name.lastname@email.com

- in name.lastname
- 🐦 @namelastname
- 📘 /name.lastname

SKILL-BASED CV

Use this type when you have a special skill set that can benefit the future employer. The CV is focused on achievements and skills/competencies rather than the career path.

Highlight your key skills and/or competencies in the sidebar, impressing the recruiter immediately with your skill set.

Competencies are ideal to highlight your fit without having the exact experience/skill (being a logical thinker (general) vs HTML (program language)).

Write the introduction more in-depth about your (key) skills (use details, be precise) and try to add some social proof.

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JOHN DOE

FRONT-END PROGRAMMER - PHP/JS/CSS

FRONT-END PROGRAMMING PROFESSIONAL

Created dozens of websites within the last 7 years including a custom CMS and a major fitness coaching platform. Clients include Apple, MacDonald's and Uber.

Experience with

- PHP (5.5 - 7.0); also front end laravel experience
- JavaScript/Jquery, including Angular and node JS
- CSS/Less; including media queries and animation keyframes
- CMS: Wordpress (7+ years), Drupal (7.0+) & Magento (4 years)

Portfolio can be found on github.com/xyz or johndoe.com

EXPERIENCE

JJJJ - Present

Company

Front End Developer, city

- Enabled the marketing team to improve their campaigns by developing software to visualize and analyze network related metrics
- Increased the users' time on-site by improving the web experiences
- Improved bounce rate by analyzing A/B tests

JJJJ - Present

Company

UI Web Developer, city

- Designed responsive user interfaces in the ReactJS framework, focussing primarily on enhancing the end-user experience.
- Participates in the design, development and implementation of complex applications

JJJJ - Present

Company

Data Analyzer, city

- Analyzed data files to meet information storage and retrieval specifications.
- Analyzed requests for existing software applications to meet client specifications.

EDUCATION

JJJJ - JJJJ

BACHELOR INFORMATION TECHNOLOGY

Organization, City

Coursework includes: Graphic Design, Human-Computer Interaction and High-Performance Computing

SKILLS

Front-end programming

PHP 5.5 - 7.0

JavaScript

CSS/Less

Content Management Systems

Wordpress

Drupal

Magento

COMPETENCES

Logical thinker

Able to analyze and improve systems based on wireframes

Quick learner

Quickly adapt to new frameworks and technologies

CONTACT

City

012 3456 7890

06 1234 5678

name.lastname@email.com

[name.lastname](#)

[@namelastname](#)

[/name.lastname](#)

PERSONAL-BASED CV

Use this type when you are working with people and personality is important. This CV focusses more on your personal values, motivation and competencies rather than achievements.

Highlight your (targeted) personal interests and/or personal values in the sidebar, use them cunningly to show that you are one of them and making yourself an interesting person

Focus on your values and motivation in the introduction section, connecting on an emotional level.

Try to make it more personal by aligning yourself with the values or mission of the company.

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INTERESTS

Coaching Students

Assisting students with retardation with homework

Volleyball

Love practicing volleyball and coach a junior team on Saturday

CONTACT

🏠 City
☎ 012 3456 7890
📠 06 1234 5678
✉ name.lastname@email.com

in name.lastname
🐦 @namelastname
f /name.lastname

JANE DOE

CHILD CARE FOR CHILDREN WITH SPECIAL NEEDS

PROFILE

I am a loyal, caring person that loves to make a difference in the lives of young children that are lagging behind by personalizing proven methods.

I am open-minded and supportive, driven by the fact that I want to give everyone an equal chance. In fact, this is the reason why I choose to study A and specialized in the courses X and Y to become equipped with all required techniques.

I am passionate about working for company X because of the strong focus on individuals, making a big difference for them.

EXPERIENCE

Child Care Supervisor

Company, city | JJJJ - Present

Coordinated and trained new staff, developed activities that encouraged children to think, reason, question and experiment and conducted parent meetings

Child and Youth Program Assistant

Company, city | JJJJ - Present

Improved the lives of 64 children using approved child guidance and youth development techniques. Met physical, social, emotional and cognitive needs of the children and assisted homework and life skills while being accountable for the safety.

Kids' Club Supervisor

Company, city | JJJJ - Present

Ensured a safe and fun environment and conducted different activities in a positive and professional manner.

EDUCATION

BACHELOR CHILDHOOD DEVELOPMENT

Organization, City | JJJJ - Present

Relevant Courses include: Group management, Interpersonal relationships, early intervention planning and assessment

SPECIAL CHILD EDUCATION

Organization, City | JJJJ - Present

Courses included: Classroom management, Intervention Strategies and Assistive Technology