

TAILORING YOUR CV MADE SIMPLE : A QUICK GUIDE

It's normal to feel a bit overwhelmed when you realise each CV should be tailored for the job you applied for. But here's the secret: you don't need to start from scratch every time. A few small, smart edits can make your CV stand out quickly and easily.

1 Start with a master CV

Create one detailed CV that includes all your experience, skills, and achievements. This is your 'master' version.

When you apply for a specific job:

- Copy your master CV
- Delete what's not relevant
- Highlight what matches the job best

Think of it as your personal CV toolkit.

2 Use the 3 tweak rule

You only need to make three simple adjustments for each application:

1. Personal Statement: Rewrite your opening paragraph to reflect the role and company.
2. Experience Section: Reorder or rephrase bullet points so the most relevant achievements come first.
3. Keywords: Add key phrases from the job description (e.g. 'customer engagement', 'social media strategy', 'team coordination').

3 Let AI do the heavy lifting

AI tools like ChatGPT can make tailoring faster and easier. Try asking:

"Here's my CV and this job description — can you highlight what I should adjust or rewrite my summary to fit this role?"

AI can suggest wording, spot missing keywords, and polish your tone — you just make the final choices.

4 Reframe Tailoring as a Win

Instead of seeing tailoring as extra effort, think of it as your competitive edge. Most people send the same CV everywhere — so even small edits help you stand out instantly.

Remember:

You don't need a brand-new CV for every job — just a clear base version, a few targeted tweaks, and a touch of AI support. Over time, you'll get faster, more confident, and your CV will do a much better job of getting you noticed.