YOUR CV SCORE

74 / 100

Competitive

Recruiter Visibility	**15/20**
Structure & Organisation	**15/20**
Evidence & Impact	**14/20**
Readability	**15/20**
Professional Presentation	**15/20**

WHAT RECRUITERS ARE LIKELY TO NOTICE

Relevant marketing experience and familiarity with digital tools are immediately apparent. The measurable campaign results stand out, although the general profile and emphasis on routine duties make the candidate’s distinctive contribution less clear.

YOUR STRENGTHS

- ✓ Relevant, recent marketing experience across several channels.
- ✓ Clear employment history and a concise, one-page format.
- ✓ Several measurable results demonstrate campaign reach and engagement.

AREAS POTENTIALLY LIMITING INTERVIEW SUCCESS

- The profile relies on broad, familiar descriptions.
- Routine responsibilities occupy more space than demonstrated impact.
- The extent of individual ownership behind some results is unclear.

YOUR BIGGEST RISK

> A recruiter may see a capable marketing assistant but struggle to distinguish her contribution from that of other candidates. The strongest results are present, yet much of the CV reads as a description of support duties.

Your score highlights potential issues that may be affecting your interview success.

This assessment is intentionally high level and designed to identify areas that may need attention.