YOUR FULL CV REVIEW

Overall assessment

Sophie, your CV shows a clear progression into marketing and already includes results that help you stand out: Instagram growth, a strong email campaign and event registrations. The main opportunity is to make those results easier to spot by tightening the Profile, reducing the skills list and turning the responsibility-heavy employment entries into shorter, more focused descriptions.

> **Note:** I have assumed you are targeting junior marketing or digital marketing roles, based on your recent experience.

TOP PRIORITIES

1. **Bring the strongest marketing results into a sharper opening Profile.**
2. **Reduce the Skills section from 15 items to no more than 10 evidenced, role-relevant skills.**
3. **Shorten the employment entries so responsibilities provide context and achievements stand out.**
4. **Remove generic wording and consider removing interests that do not support the application.**

1. Structure and readability

Your core sections are in a useful order, and your most recent role comes first. The main content issue is the concentration of skills and bullet points, particularly under Brightwell Home & Living. Group related day-to-day duties into short paragraphs so the figures and contributions are easier to find.

Your CV should be easy to read, with plenty of white space and short, simple paragraphs. There is no strict rule on CV length, but it should be as concise as possible while still providing all relevant information. Use a clean and professional layout to ensure the document is easy to skim, as recruiters often spend only a few seconds on an initial review.

Bullet points should be used to highlight key points or achievements, use bullets sparingly and use more short simple paragraphs.

2. Professional Summary — lead with evidence

The current Profile identifies your field, but phrases such as ‘creative and enthusiastic’ and ‘hardworking team player’ do less work than your campaign experience and results. Rename it ‘Professional Summary’ if you want a clearer heading, and use it to give a concise overview of your channels, tools and impact.

Avoid writing your CV in the third person. Use the first person without using personal pronouns (e.g., 'Increased sales by 15%' rather than 'I increased sales by 15%'). This makes your CV feel more personal and engaging.

BEFORE

Creative and enthusiastic Marketing Assistant with experience supporting digital marketing, social media, email campaigns, events and content creation. A hardworking team player with excellent communication and organisational skills who enjoys working in a busy marketing environment. Looking for the next step in a marketing career with an ambitious organisation.

BETTER

Suggested Professional Summary

Marketing Assistant with experience supporting social media, email, website and retail campaigns for a home-and-living business. Skilled in Canva, Mailchimp, WordPress and GA4. Contributed to Instagram follower growth from around 8,400 to 12,700 over 18 months and supported a spring-sale email campaign that achieved a 41% open rate and generated more than 1,100 website visits.

3. Key Skills — make the shortlist more selective

Your tools and marketing activities are relevant, but 15 skills make it harder to identify your strongest ones. The suggested list favours skills supported by your employment history. Adjust it for each role you apply for; for example, keep SEO only where you can explain the work behind it.

You have included too many key skills, try limiting it to your top 10 skills that are relevant to the role you're applying for. Listing too many skills devalues your core skills.

Try not to include generic skills such as 'team player' or 'good communication skills' as they are overused and found on most CVs. Focus more on hard skills where possible

BEFORE

Social Media • Content Creation • Canva • Mailchimp • Google Analytics 4 • Email Marketing • SEO • Copywriting • Event Support • WordPress • Microsoft Office • Communication • Teamwork • Organisation • Attention to Detail

BETTER

Suggested Key Skills

Social media content creation • Email marketing (Mailchimp) • Canva • WordPress website updates • GA4 reporting • Copywriting • Campaign coordination • Content planning • Event promotion • Short-form video content

4. Marketing Assistant | Brightwell Home & Living

This is your strongest entry, but the nine bullet points make routine tasks compete with your results. Keep the campaign scope and tools, then give the Instagram growth, email performance and content planner prominence. Retain 'contributed to' or 'supported' where the result was a team effort.

SUGGESTED REWRITE

Marketing Assistant | Brightwell Home & Living, Leeds | August 2023–Present

Support the Marketing Manager with social media, email, website and seasonal retail campaigns for a home-and-living business. Create and schedule weekly Instagram, Facebook and LinkedIn content using Canva; support Mailchimp campaigns and update website pages, blogs and product content in WordPress.

Contributed to growth in Instagram followers from around 8,400 to 12,700 over 18 months. Supported a spring-sale email campaign that achieved a 41% open rate and generated more than 1,100 website visits.

Created a monthly content planner to coordinate social, email and website activity. Produce monthly GA4 website reports for the Marketing Manager and support photography, events and influencer activity.

5. Marketing Intern | West & Vale Events

The corporate and consumer events context is helpful. Bring the 1,800-plus registrations closer to the top of the entry, while making clear that you supported the promotion rather than claiming sole responsibility for the result.

SUGGESTED REWRITE

Marketing Intern | West & Vale Events, Leeds | June 2022–July 2023

Supported marketing for corporate and consumer events while completing university. Helped create social posts, email newsletters, event listings and promotional materials; maintained online event information and liaised with suppliers and partners.

Supported promotion of an annual careers event that attracted more than 1,800 registrations. Helped create short-form video content for Instagram and TikTok.

6. Sales Assistant | Oak & Lane

This earlier, part-time role needs less space than your marketing positions. Retain it as evidence of customer-facing retail experience, but keep the description brief. Add a specific result only if you have one you can substantiate.

SUGGESTED REWRITE

Sales Assistant | Oak & Lane, Leeds | September 2020–May 2022

Worked part-time in a busy fashion retail store alongside university studies. Assisted customers, processed transactions and replenished stock, while supporting visual merchandising.

7. Employer context and evidence

You already give useful context: Brightwell's home-and-living retail activity, West & Vale's corporate and consumer events, and Oak & Lane's busy fashion store. Keep a brief description of each setting in the revised entries. Your existing figures are valuable; if available, add the timeframe or your specific contribution to any further campaign results, without implying you achieved team outcomes alone.

8. Education and interests

Your Marketing degree and 2:1 are relevant and easy to find. The interests listed are broad; photography may be worth retaining only if you can connect it to content creation or the particular role.

Consider removing hobbies or personal interests that do not add value to your application or are unrelated to the job you are applying for. Including them may lead to bias or distract from your professional qualifications.

9. Career Direction

Your direction is already fairly clear. Based on your campaign, content and event experience, suitable roles to target include Digital Marketing Executive, Content Marketing Executive and Events Marketing Executive. Emphasise the most relevant channels and results for each application.

In summary

You have credible marketing experience and several strong results already on the CV. A more specific summary, a selective skills list and shorter role descriptions will make that evidence much quicker to recognise.