



CV MAKING TOOLKIT



First Step

The first impression is not the last impression, but it is a lasting impression. For any potential employer, your Curriculum Vitae (CV) is the first point of contact with you.

- Your CV is a marketing document with you as the product; the better your CV, the greater chances of you finding the right job.
- This toolkit serves as a guide to assist you in not only developing your CV but also to become self-sufficient in developing a CV anytime, a skill which is important to acquire.
- The toolkit includes basic guidelines on what to include in your CV, gives you an easy-to-use template, CV samples, tips on what to include in a CV, the do's and don'ts of CV making and a guide on the choice of words to use.

So, Let's Get Started.

What To Include in Your CV

Whatever style or template you choose and however you wish to write your CV, the following information is necessary in any CV.

1. Biographical Information

Name, home address, city, telephone number, email address.

2. Summary

This is a short statement, no more than 3-4 lines summarizing your main features in terms of skills and knowledge and also describing the type of work you are looking for.

3. Employment/ Work Experience

From the present to previous employments. It is important to write briefly what is that you were responsible for and the level of management tier you were working on. Avoid using organization specific designations. Also include any achievements during each of your tenure in the organization.

4. Educational Qualification

List your education qualifications and certifications from highest and limit your yourself to your top 5 best qualifications. Mention areas of specialization, name of school/university and year of qualification.

5. Professional Qualification

Training attended, certifications, licenses, etc.

6. Professional Achievements

Books/Articles published, Overall awards (not job specific)

7. Additional information

This could include skills such as languages and computer skills. In some cases, depending on the employer's requirement you may give your Interest and Hobbies and or References.

CV Checklist – DO'S & DONT'S

Your CV should be job and employer-specific. Use the following checklist to ensure that yours stands out from the crowd.

Format

- Don't use more than two A4 sides, except for those in exceptionally high-level positions where CV might be up to four pages.
- Maintain plenty of white space. Avoid long paragraphs.
- Use bullet points for ease of reading.
- Select a clear, easy-to-read font.
- Be consistent with text alignment.
- Use bold or italic to draw the reader's eye to key points.
- Use a pre-formatted CV template.

Style and Structure

- Use formal style, wording should remain 100% professional, avoid slang terms.
- Use high impact, positive words to make for compelling reading.
- A good CV should flow in logical order: contact details, summary statement, experience starting with your most recent job, education and training.

Contact details

- Include your phone number, email address, and LinkedIn profile. Ensure that your email address is professional.

Cover letter

- The cover letter is your sales pitch. State why you should be selected for this particular role, with a clear match of your skills to the role applied for.

Education and Training

- List your education and training from most recent onwards.
- Include all formal education post-secondary school/high school.
- Detail all certificates, qualifications and additional education – Name of qualification, name of school/university, year of qualification, subject/specialization of qualification.

Experience

- List your experience/employment history from recent to earliest.
- Highlight key responsibilities and accomplishments.
- Quantify - back up your achievements with figures, percentages and data where possible.

Keywords

- Many employers use computerized systems to sift through CVs during the initial application stage. Include industry-/company-/job-relevant keywords and phrases to ensure that yours passes these tracking systems to move onto the next stage.

Proofread

- Spelling and grammar checks are essential. Get several people to read over your CV to be 100% sure that everything is correct.

Good luck and happy hunting

The Top 25 Words to Describe Yourself on Your CV

Struggling to find the words to describe yourself and enhance your resumé? Then try out our CV buzz words, key adjectives and examples. Please note that these are just indicative sentences to give you an idea – you can use your own expressions according to your job.

These are great adjectives to describe yourself:

1. Able
2. Creative
3. Dependable
4. Energetic
5. Experience
6. Flexible
7. Hardworking
8. Honest
9. Imaginative
10. Innovative
11. Motivated
12. Organized
13. Reliable
14. Sense of humour

Positive words to describe your achievements:

1. Achieved
2. Competed
3. Delivered
4. Helped
5. Identified
6. Managed
7. Ontime
8. Participated
9. Savings
10. Supervised
11. Won

CV TEMPLATE

First Name, Surname

Address | Phone Number | Email | LinkedIn Profile | Twitter/Blog/Portfolio

To replace this text with your own, just click it and start typing. Briefly state your career objective or summarizes what makes you stand out. Use language from the job description as keywords.

Experience

Dates From – To

JOB TITLE, COMPANY

Describe your responsibilities and achievements in terms of impact and results. Use examples but keep it short.

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Education

Month Year

DEGREE/QUALIFICATION TITLE, COLLEGE OR UNIVERSITY

It's okay to brag about your final grade, awards and honors. Feel free to summarize your coursework too.

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Skills

- List your strengths that are relevant for the role you're applying for
- List one of your strengths
- List one of your strengths

Activities

Use this section to highlight your relevant passions, activities and how you like to give back. It's good to include leadership and volunteer experiences here. Or show off important extras like publications, certifications, languages and more.

References

To be furnished upon request.

CV SAMPLE

YOUR NAME

City, Country | +XX XXX XXXXXXXX | abc@gmail.com | linkedin.com/in/your-name

Digital Marketing Manager

KEY SKILLS

Performance Marketing | Google Ads | Meta Ads Manager | TikTok Ads | GA4 & Looker Studio | SEO Fundamentals | Creative Strategy | Media Planning & Buying | Team Management | Budget Forecasting & Reporting | Urdu & English Copywriting | Canva & Basic Video Editing

Results-driven Digital Marketing professional with 5 years of hands-on experience managing multi-crore budgets for leading e-commerce, fintech and consumer brands in Pakistan. Proven ability to deliver 6–10× ROAS, grow monthly revenue by 200%+, and build high-performing campaigns on Google, Meta and TikTok. Passionate about performance marketing, data analytics and creative strategy. Seeking a challenging Digital Marketing Manager / Assistant Head of Digital role in a growth-focused organization.

EXPERIENCE

Digital Marketing Manager, Daraz Pakistan (Alibaba Group) – Karachi – June 2022 – Present

- Managing PKR 45+ crore annual media budget across Google Ads, Meta, TikTok and Snapchat.
 - Consistently achieving 7.5–9× ROAS and driving PKR 180+ crore attributable revenue in 2024.
 - Scaled 11.11 campaign performance by 240% YoY through advanced audience segmentation and creative testing.
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EDUCATION AND CERTIFICATIONS

Bachelor of Business Administration (Marketing), Institute of Business Administration (IBA), Karachi (2019)

Google Ads | Google Analytics 4 | Meta Certified Media Buying | TikTok Ads | HubSpot Digital Marketing

ACHIEVEMENTS

Finalist – Pakistan Digital Awards 2024 | Speaker – Google Think Retail 2024 | 8K+ LinkedIn followers sharing Pakistan growth hacks.



For Further Information Please Visit Our Website

W: www.aasaconsulting.com

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