

### What is the purpose of a CV?

It is a tool to be used by you as an introduction to an employer or recruitment company. It gives you the opportunity to sell yourself. It also acts as a guide to the interviewer.

### What are the basic elements of a CV?

#### Name & contact details

- List your name, home address and all telephone numbers on which you are happy to be contacted.
- Give your e-mail address, at home and at work - make sure you're happy for both to be used.
- If you are moving address, give both your permanent and temporary contact details.
- If you wish to include date of birth, marital status and nationality, here is where to include them.

#### Education, qualifications & training

- List schooling and higher education together with qualifications, but briefly.
- List training courses separately and include all company and statutory courses.
- Remember to include every relevant skill: languages, IT skills etc.

#### Career history

- Months and years you worked in each role - The employers should be listed in descending order; this means that we ask you to please list the most recent employer first, then the second most recent employer, and so on;
- Your title and the dates of employment with each employer are as accurate as possible (the dates should reflect the month and year when you started, and the month and year when you moved from each position)
- The name of each employer is clearly stated, and that the type of business is also clearly indicated (i.e. Was it a resort, a hotel - and how many rooms did it have, and how was it rated/how many stars? If it was a ship, how many passengers did it accommodate?)
- Present information in bullet form, which is clearer and easier to read
- No gaps between jobs - if there is, explain why
- List responsibilities and achievements which are measurable wherever possible, ie increased profit from X to Y, reduced staff turnover from X% to Y%.
- Emphasize achievements and use positive language such as "achieved", "responsible for" and "attained"
- You should also indicate a summary of your main responsibilities and achievements while in the particular position & outline any other things you have done which has shown 'Effective change to the business' - in financial terms would be great
- The number of employees you supervised and if you managed multiple areas, please explain
- The reason for separation from each employer is indicated (explain why you left each employer);
- If there are any breaks in dates of employment, please explain the reasons
- The number of people you have managed in each role
- Internet links to your places of work
- Identify your IT skills
- List a telephone number and email address you can be contacted on
- List the Visas you have and their expirations (C1/D Exp 2009 for example)
- The languages in which you can communicate should be indicated (kindly specify the language and whether your verbal/written skills are basic, moderate, or fluent).

#### Interests

- List your interests and hobbies, including any sports, clubs or associations with which you are involved.
- Make sure they are your interests and hobbies, otherwise you won't know what you're talking about!

#### References

- Give the full names, addresses and contact details of two reliable referees, and make sure you have asked them first!

#### And finally...

- Run an 'English Spell Check'
- Save your CV with your full name in a WORD document
- List your availability on the email you send to me
- Make sure your CV is immaculately presented. Use a clear and plain typeface and good quality, white paper if you are taking it to your interview with you. We think 'Arial' is easy to read sized 12 or 10 if you have a lot of information and in BLACK.
- Keep it to a minimum – no more than 4 pages please.
- Check and double check. Your CV is a direct reflection of you; ask a friend and family member to read it. Does it really 'show off' your skills?
- Be honest at all times. If you're not, you will get caught out at some stage and your career will be severely damaged as a result. We will take your CV as a 'true to life' working document. Any grey areas will be challenged (such as gaps of employment) so be prepared to fill in all details on your CV.
- Whilst you should emphasize the positive elements of your CV, don't exaggerate the facts.

**Try to copy the format of the CV following below...**

We hope these few tips will assist you in producing an effective CV and that it will in turn open many doors for you. We have even created a CV for you to copy...it's following here...

Good Luck...The Excite Recruitment Team



## Russ Doe

**Address:** 12 Ty Draw Road, La Haule, St. Trinians, London, JE3 8BT, United Kingdom  
**Telephone:** +44 (0) 844 800 4094  
**Mobile:** +44 (0) 7 888 999 091  
**Email:** [Russ@ExciteRecruitment.com](mailto:Russ@ExciteRecruitment.com)  
**Date of Birth:** 28<sup>th</sup> August 1973 (Age 33)  
**Nationality:** British  
**Passport:** British  
**Marital Status:** Single  
**Language Skills:** Fluent English, Fluent French, Conversational Welsh  
**Visas:** C1/D USA Visa

### Profile

A proactive, focused and committed professional, with extensive expertise gained within the leisure/hospitality sector. Commercially astute, with the ability to identify business opportunities and implement effective promotional/marketing activities to raise corporate profile and consolidate year on year expansion. An accomplished time manager, organiser and change manager, capable of conceptualising, introducing and integrating innovative strategies, streamlining resources to maximise performance and quality standards to ensure the ongoing provision of the highest standards of customer care. A well presented, confident and articulate communicator and negotiator at all levels, who commands respect and credibility through the projection of a professional image.

### Key Skills

- Operational Management:
  - Maintaining excellence in customer care.
  - Allocating resources, both human and material, to maximise performance and efficiency.
  - Planning, organising and co-ordinating special events and functions
  - Identifying and following up business opportunities, instigating initial contact with decision-makers to raise corporate profile and awareness of services.
  - Ensuring compliance with Health & Safety and Health & Hygiene legislation.
  - Stock management, rotation, replenishment and stocktaking.
  - Identifying and selecting suppliers/wholesalers ensuring cost-effectiveness.
- Financial Management:
  - Autonomous P&L control with responsibility for maximising year on year turnover & profitability.
  - All aspects of Yield management and production of annual budgets.
  - Payroll management.
- Personnel Management:
  - Interviewing, assessing and recruiting suitable applicants across disciplines.
  - Devising, implementing and delivering in-house training.
  - Conducting regular reviews and appraisals.
  - Negotiating and finalising corporate contracts, eg government departments and external authorities.

## Career History

**Hotel Joy & Retreat Restaurant, Krayzon, London, UK**  
**October 2003- Present Day**  
**Position: Hotel General Manager: £39K UK Sterling**

[www.hoteljoy.com](http://www.hoteljoy.com)

A 4-star country house hotel on the island of France. The main clientele of this hotel is predominately within the leisure market but an increase in the corporate market is well under way. France's top wedding venue 2004 with 55 weddings in 2004. Conference and Banqueting for up to 200 Marquee functions onsite for 300.

Reporting to:- Hotel Owner

### **Responsibilities:**

Leading a team of 89 within a 4 Star hotel from a multitude of different nationalities. In direct charge of a budget exceeding £3 million yearly. Manage the P&L of the hotel and head the 'Executive Committee' within the hotel.

### **Achievements:**

Within the last 12 months, I have given the hotel a new identity with new branding.

Refurbishment of Public areas and Bedrooms

Increase the AA rating from 71% in 2004/2005 to 83%

Implementation of new employment law and best practice in the Channel Islands

Increase of average rate and Occupancy year on year.

Implementation of new operating standards

Increased turnover from £1.3m in 2003 to £1.4 in 2004

Managing 89+ staff

**Hotel Fun, Rekonace Park, London, UK: Part of the Fun Group Plc**  
**June 2002-October 2003**  
**Director of Operations: 33K UK Sterling**

[www.hotelfun.com](http://www.hotelfun.com)

A 4-star town house hotel in the heart of fun-ville, servicing a varied clientele from diverse market segments and geographical areas with an annual turnover of over £6m and a staff of 120.

Reporting to Area General Manager

### **Responsibilities:**

Leading a team of 90 within a 5 Star hotel. In direct charge of a budget exceeding £2 million yearly.

Manage the P&L of the hotel and head the 'Executive Committee' within the hotel. In total control of the F&B function which includes 8 outlets delivering to over 200 Guests per weekend.

### **Achievements:**

Successfully developing and training new Heads of Departments in all areas of the operation.

Increasing the GOP by over delivering on both accommodation and food and beverage revenue

Whilst decreasing expenses

Implementing training plan for the operation

Spearheading "Exceptional Customer Service" programme to be rolled out to other Hilton hotels

Managing 30+ staff

**Weirdo House Hotel: Part of the Rainman Group, Cardiff, UK**  
**July 1998 - January 2002**  
**General Manager: 2001- January 2002 35K**

[www.weirdohotels.com](http://www.weirdohotels.com)

A 3-star 34-bedroom hotel in the heart of Westminster, London, adjacent to Westminster Abbey, with a turnover of £2.2m. Part of a unit mostly occupied by corporate clients.

Reporting direct to Group Hotels General Manager

### **Responsibilities:**

Leading a team of 46 within a 5 Star hotel from a multitude of different nationalities. In direct charge of a budget exceeding £2.5 million yearly. Manage the P&L of the hotel and head the 'Executive Committee' within the hotel.

**Achievements:**

Met self-set goal of increasing leisure market: increased weekend occupancy from 46% to 72% with a mid-week occupancy of 92% through negotiating with travel and tour operators.  
Introduced an effective company training scheme.  
Devised Fire Plan, delivering relevant training to both night and day personnel.  
Increased F&B sales.  
Planned, organised and managed bedroom refurbishment.  
Managing 30+ staff

**Wierdo House Hote: Rainman Group, Cardiff, UK**[www.weirdohotels.com](http://www.weirdohotels.com)

(Cont) July1998 - Jan2002

Deputy General Manager: 1998-2001

Appointed Deputy General Manager at pre-opening.

**Responsibilities:**

Opening the new build hotel, involved with recruiting a whole new hotel with the GM and HRM.  
Managed the induction programme and all of the H&S functions within the hotel.

**Achievements:**

Met this challenge head on, undertaking all pre-opening functions including pre-ordering supplies, organising dummy runs and identifying sales leads.  
Set up Reservations, Reception and Housekeeping.  
Implemented Room Service.  
Provided cover in the absence of the General Manager.  
Managing 30+ staff

**Professional Development**

- Welcome Front Office
- Insite 2000
- First Aid
- Basic Food Hygiene
- Micros-Fidelio
- Welcome Host
- Health & Safety
- National Licensee Certificate UK & Jersey (Channel Islands)

**Education**

1984-1988: Cardiff Upper School, Leighton City, Wales  
Eight GCSE passes including English & Mathematics  
1988 – 1992 Loughborough University, England, UK  
BSC Hons First Class Degree in Business Management

**Leisure Activities**

Football, tennis, personal fitness (gym member), dining out and socializing, computers, travel

**References**

Oliver Nazdios: Area General Manager – Joy Hotels, Full Moon St, London W1J 7BN  
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Email: [Oli@hotmail.com](mailto:Oli@hotmail.com)

Maurice Harry: The Fun Hotel Group – Chiswick Lane North, London W4 2QB  
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Judith Pauline: Hotels General Manager – Happy ville English Inns, London W4 2QB  
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