Creative CVs and Video CVs

Creative CVs are used to apply for jobs in the creative fields: usually those involving advertising, the media, graphics and multimedia. Creative CVs aren’t that much different from normal CVs! The content and presentation is still key, and to make real impact, they still have to have excellent content.

Top ten tips:

1. Start by producing a standard CV. Only when the content is right, begin focusing on the design.
2. Only use a creative CV in a situation that warrants it. If you are applying for a position where they only ask for a completed application form, this is not the time to allow your creativity to flow!
3. Think about what it is that you want to promote about yourself. Are you a Graphic Design student, who wants to showcase their graphics skills? If so, use them!
4. Don’t go for style over substance. You need to balance eye-catchingly different with professional, and promote yourself. Have a look at cvparade.com for some examples.
5. Include your technical skills, and show them off – link to any websites where your work is hosted. Do you have a portfolio? Upload it and link to it.
6. Art or Drama student? Online portfolios work for you too – showcase your photography, artwork, or videos of your performances or stage designs. www.creativepool.co.uk creative/media students can upload examples from their portfolios.
7. If you do go wild on the design front, remember: some recruiters may love your design; others may hate it, so show your CV to your friends first, and come and see an Adviser at our drop-in sessions too. See here for an animated CV!
8. Video CVs can be used instead of a paper-based CV, and can be very effective, particularly if you are looking for work in the media. Dress smartly, write a plan, and memorise what you can. It’s fine to have notes as a cue (Newsreaders do!) but don’t read them straight off your notepad. Here’s a good example and a not-so-good example.
9. You can also create a business card, which you can hand out at careers fairs or at networking events. You can include a picture on the back, showcasing your work, and a link to your online portfolio. (This should be used in addition to, not instead of, a CV.)
10. Once you have created your CV, come and show it to us then take a look at skillset.org and Total Jobs for creative sector vacancies.