

HOW TO CRAFT A WINNING CV THE HR WAY

Arshia Hussain

HR Professional



THE PURPOSE OF YOUR CV

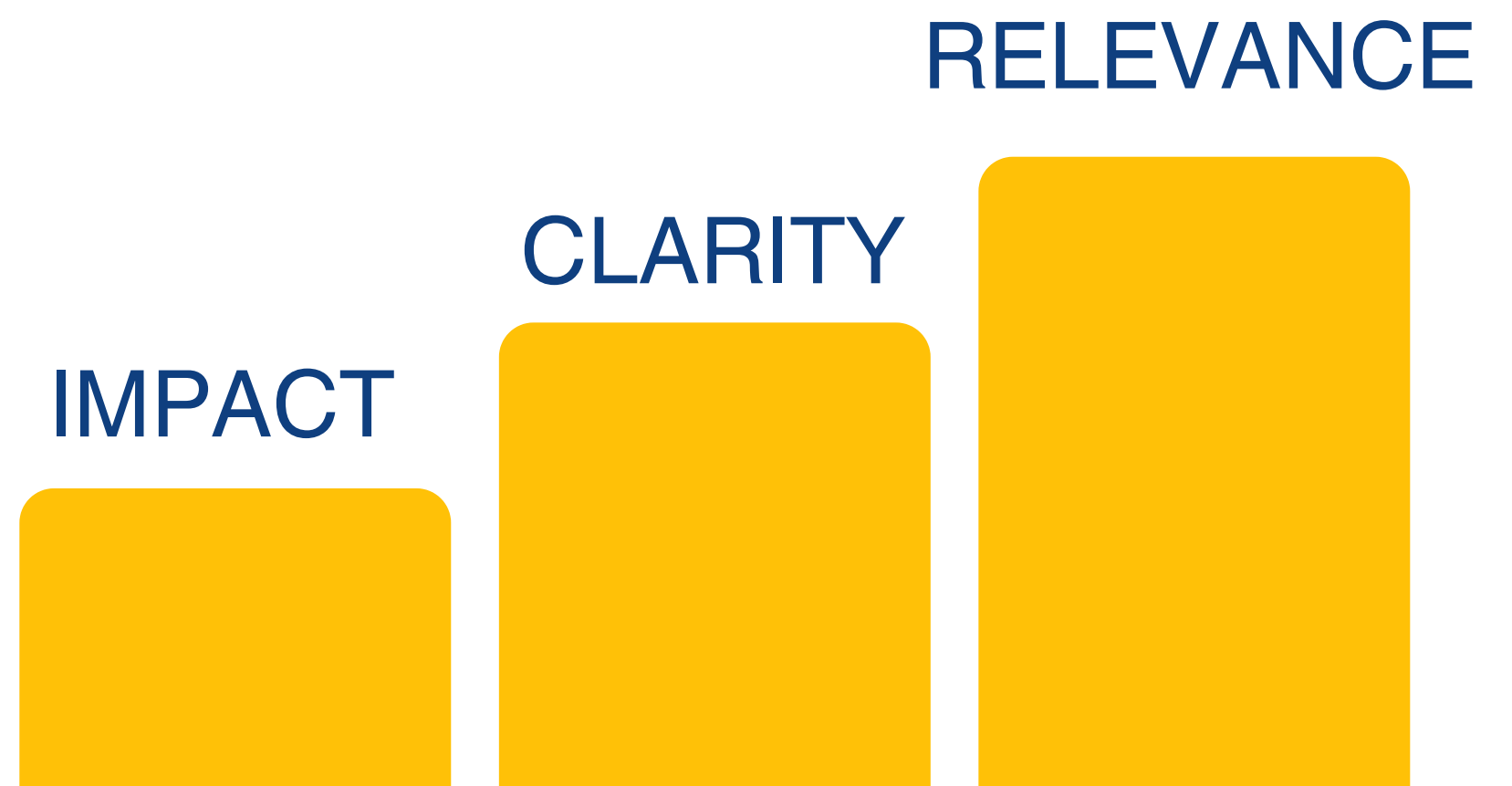
The Central Question:

Your CV must answer: **"WHY SHOULD WE HIRE YOU?"**

The Core Definition

- A personal marketing tool (not a job list).
- Designed to get you the interview.
- Central Question: What must it answer?

The 3 Pillars:



What Is an **ATS** & Why It Matters

Defination:

ATS (Applicant Tracking System) is a software that filters CVs before they reach a human recruiter.

Key Insight:

If your CV is not ATS-friendly, it may never reach the HR desk.

What the ATS Scans For:

- Keywords: Exact matches to the job description (JD).
- Simple Formatting: No complex graphics, tables, or text boxes.
- Standard Titles: Section names like "Experience," "Skills," "Education."



YOUR ATS ROADMAP

The CV Sections:

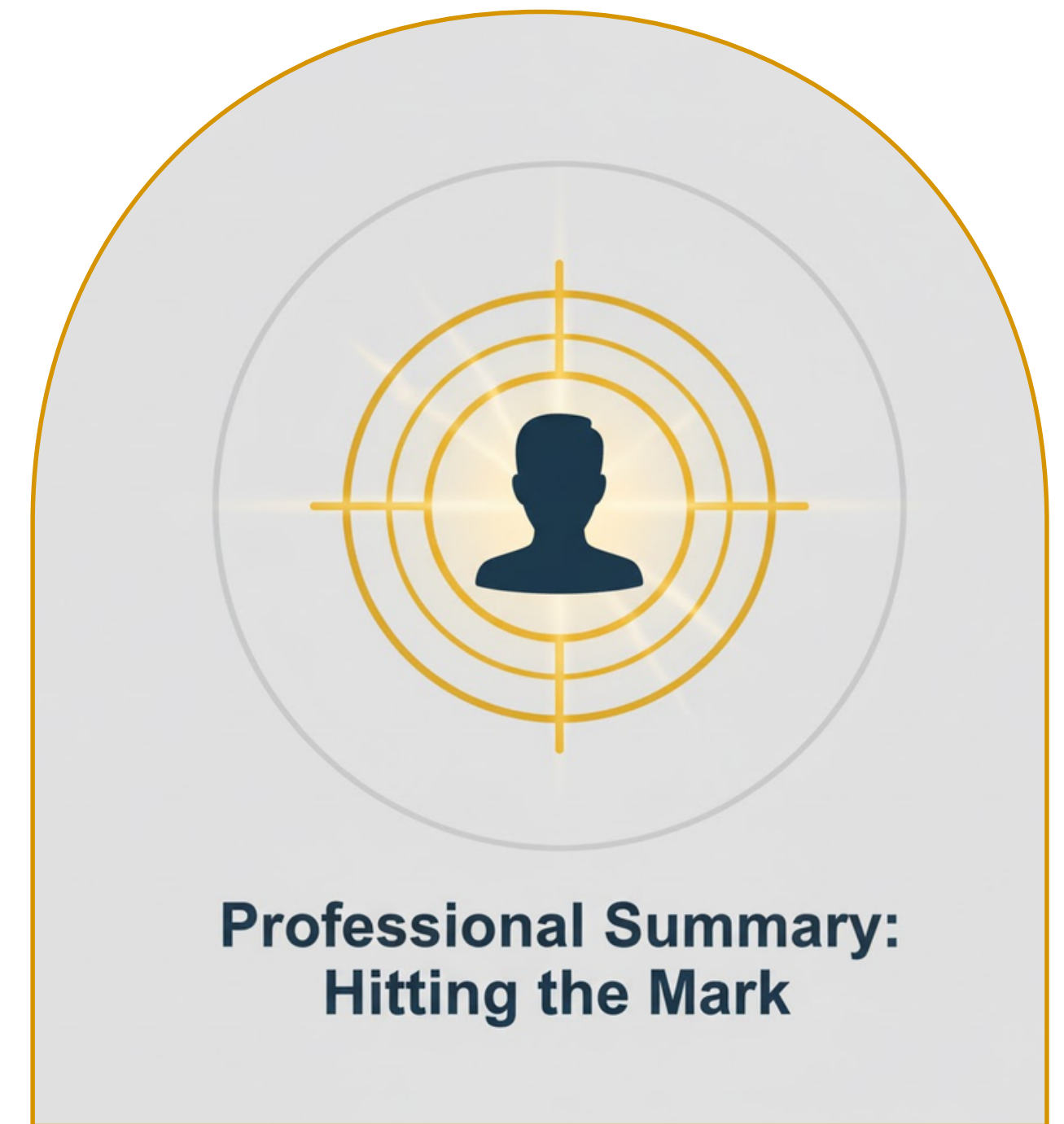
- **Header:** Full name, contact info, LinkedIn URL (No photos)
- **Professional Summary:** 3–4 lines summarizing your expertise + offer
- **Core Skills / Keywords:** Use industry-relevant, specific terms
- **Experience:** Use bullet points + measurable outcomes
- **Academics:** Education & Certifications
- **Achievements / Projects / Volunteer Work**



THE **POWERFUL** PROFESSIONAL SUMMARY

The Contrast

Avoid	Use
“Looking for an opportunity to grow in a reputed organization.”	“HR Professional with 3+ years of experience in employee engagement and HR operations, skilled in grievance handling, policy execution, and HR automation.”



Keywords -The **Secret** to **Passing** ATS

The Extraction Technique:

- **Step 1:** Extract 5–10 main keywords from the job description (JD).
- **Example:** For an HR Executive job, keywords include "HR operations," "onboarding," "payroll," and "performance reviews".

Where to Use Them?

Visually emphasize the three key sections where these keywords must appear for the ATS to register them.

Naturally Include Keywords in:

- Your Professional Summary
- Your Core Skills list
- Your Experience section

QUANTIFY YOUR IMPACT

The Impact Formula



Examples:

-  “Implemented employee engagement initiatives that increased retention by 15%.”
-  “Processed payroll for 120+ employees using any HRMS with 100% accuracy.”

✧ Common CV **Mistakes** (From an HR's Eye)

The Key Mistakes

- ✗ Using fancy templates that break ATS formatting.
- ✗ Overcrowding the CV with unnecessary details.
- ✗ Writing long paragraphs (keep bullet points short & crisp).
- ✗ Using unprofessional email addresses (e.g., 'cutesynname@...')
- ✗ Missing numbers or achievements (no quantified impact).



ATS-FRIENDLY FORMATTING

The Must-Do Checklist:

- ✓ Use simple fonts like Calibri, Arial, or Lato.
- ✓ No graphics, tables, or text boxes (these break ATS).
- ✓ Use bullet points (• or –).
- ✓ Stick to simple black and white.
- ✓ Save as .docx and .pdf (for compatibility).





BONUS TIP: CUSTOMIZE FOR EVERY ROLE

“

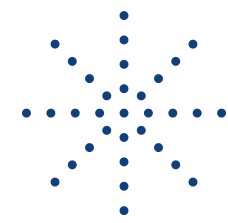
“A single generic CV can’t fit all roles.” Tailor your CV for every job!

”

How to Tailor:

- ☒ Update your summary to match the specific job role.
- ☒ Reorder skills by relevance to the job description (JD).
- ☒ Highlight experience that connects directly to the JD.





LIVE CV REVIEW: PUTTING IT TO THE TEST

“You’ll now get a chance to share your CV live for feedback — we’ll review layout, content, and ATS compliance together.”



Focus Areas:

- **ATS Compliance:** Simple formatting and proper section titles.
- **Quantified-Impact:** Moving from tasks to achievements.
- **Keyword Relevance:** Matching the summary and skills to the job description.



YOUR FINAL TAKEAWAYS

The Core Principles

-  Keep it simple, relevant, and measurable.
-  Use keywords strategically.
-  Tell your professional story confidently.
-  Always think from the HR and system's perspective.

LET'S CONNECT & GROW

 : Follow Mustaqbil Bridge for upcoming chapters.

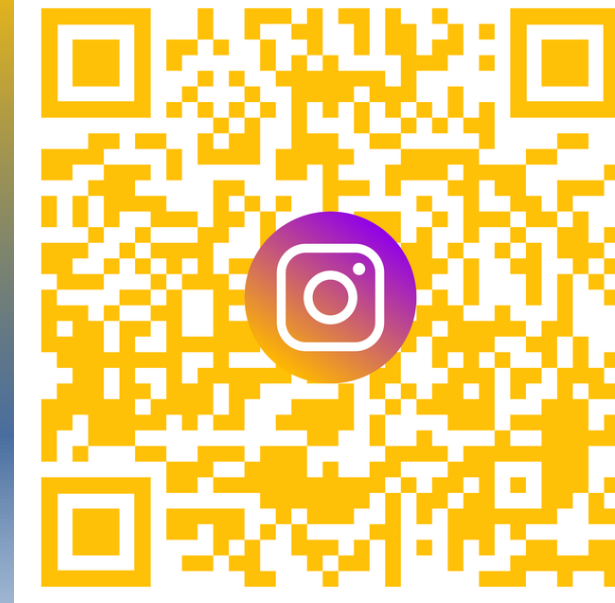
SCAN TO CONNECT



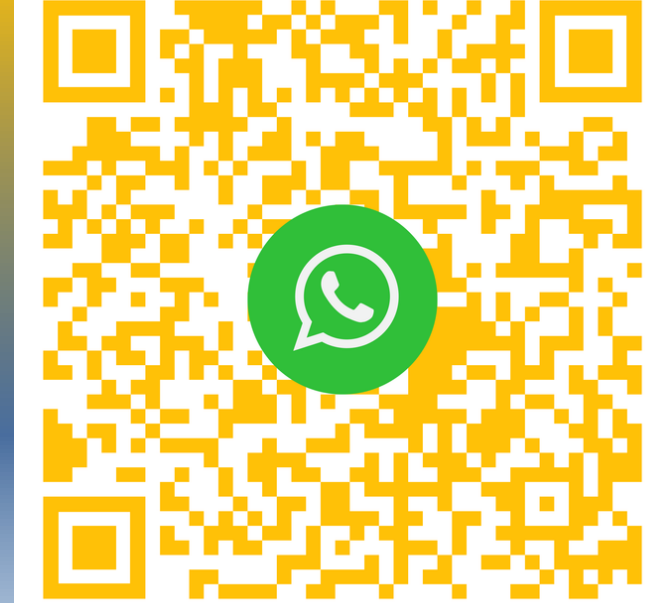
Website



Linkedin



Instagram



Whatsapp