Myzanjourney.com

Content Editor

LinkedIn Profile: linkedin.com/in/name
hello@reallygreatsite.com | +123-456-7890 | @reallygreatsite

My Portfolio

Work Experience

Content Editor
Harper and Partners Inc., a global advertising firm that specializes in reaching online audiences
March 2022 to August 2025
(3 years, 5 months)

- Achieved a 30% increase in social media followers by developing a strong content strategy that lead to a 5% growth in sales within six months
- Boosted clients' brand recognition by 50% by developing new ideas and fresh content marketing strategies
- Increased our client base by 50% by seeking opportunities for partnership with advertisers

Senior Copywriter
Schuester Digital Media Group
November 2020 to January 2022 (1 year, 2 months)

- Boosted our monthly output by 80% by creating daily articles, story ideas, and social media posts
- Improved the team's copy by 10% by identifying gaps in existing online content and collaborating with editors during research
- Produced online content and marketing copy by leading a team of writers and editors to promote the products and services of key clients

Relevant Skills

- Search Engine Optimization
- Digital Marketing
- Web Content Writing

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My Portfolio

Education History

Master of Arts in Literature
Institution: University of Roseton
Year of Graduation: 2020

- Best Thesis
- Awardee, Roseton Scholarship

Bachelor of Arts in Literature with a Minor in Creative Writing
Institution: De Loureigh University
Year of Graduation: 2016

- Cum Laude
- President, De Loureigh Debate Club
- 1st Place, 2015 Best Short Story

Volunteer Work, Awards, Affiliations, and Interests

Volunteer Teacher
Lily River Children's Foundation
2021 to Present
Every month, I volunteer to teach children ages 5 to 7 years old how to read and write in English.

Young Marketer of the Year Award
Talens Marketing Association
2023
I was recognized for my achievements as a role model in copy writing, digital marketing, and innovation.

Resource Page

Some tips for creating an effective CV

You want your CV to have a link to your **Linkedin account** and your **portfolio site** so recruiters can immediately see what you've accomplished.

Add the logo of the companies you have worked in. Link their website or LinkedIn profiles too. Write a short description of what the company does if they are not well known.

Remember to add how long you have stayed in a particular role. Write out the years and months. Example: Jan 2020 to June 2022 (2 years and 5 months).

When writing out your achievements and responsibilities for a job, it is ideal to follow this format: **"I have achieved X by doing Y with a result of Z."** Quantitative information is highly preferred.

Only list skills you are confident in and are relevant to the job. You may also list specific software or tools that are important to the role.

Adding your photo to a CV is optional. Photos help recruiters remember you, but there is a risk of unconscious bias.

Adding volunteer work and other interests is optional. Information under this section may seem irrelevant but it can build rapport with recruiters.

Do not crowd your CV. Feel free to use a second page, which usually features your educational background and other achievements and awards.

Ensure that the CV's design aesthetic **matches the job you are applying for.** For creative roles, you may prefer CVs with a touch of color. For more corporate roles, go for a more simple design.

Having a list of references is no longer required in CVs. The same goes for a summary or objective section.

Important: Download your CV as a **PDF**. Do not use docx, png, or jpg since an applicant tracking system may not be able to properly display the file or scan the text.

What recruiters usually look for in a CV (in order of importance):

- Experience
- Role or Title
- Company's Credibility
- Results, Responsibilities, Achievements
- Portfolio
- Contact Information
- Skills & Relevant Software
- Educational Background
- Volunteering and Other Interests