

What recruiters *look for*

A short check before you apply, written from the hiring side of the table.

1 Before you write

- ☐ You have named one or two target roles. "Head of Talent at a scale-up", not "something in HR".
- ☐ You have read five real adverts for those roles. The words that repeat are your keywords.

2 The CV

- ☐ Two pages at most.
- ☐ Contact details only. Name, phone, email, LinkedIn, city. In the UK, no photo or date of birth.
- ☐ A headline and a three-line summary, tailored to the role. Who you are, your strongest results, what you want next.
- ☐ Each role shows scope. Team size, budget, countries, number of hires.
- ☐ Standard headings, no text boxes or icons. Applicant tracking software skips them.

3 Achievements, not duties

Action + what you did + result + context

Responsible for recruitment across the company.

Cut time to hire from 52 to 31 days by introducing structured interviews across 12 teams.

- ☐ Three to five achievements for each recent role, most with a number.

4 LinkedIn

- ☐ A recent photo with your face clearly visible.
- ☐ A headline that says more than your job title. Role, specialism, value.
- ☐ An About section of three short paragraphs. What you do, what you have achieved, what you want.
- ☐ Location set to where you want to work. Recruiters filter by it.
- ☐ "Open to work" visible to recruiters only, if you are searching discreetly.

The 30-second test. Give your CV to a friend for 30 seconds. If they can't say what you do and what you are good at, rewrite the top third of page one.

Want a CV review or a mock interview? [Book a free 20-minute call at kate-martin.co.uk →](https://kate-martin.co.uk)