

[Your Name]

[Target job title]

[City], [Country] · [Phone] · [Email] · [LinkedIn or website URL]

PERSONAL STATEMENT (PROFILE)

Marketing executive with five years' experience planning and delivering multichannel campaigns for B2B software and professional services clients. Skilled in content strategy, email automation and analytics, with a record of improving lead quality and cutting cost per enquiry. Professionally qualified in marketing and comfortable managing agencies and budgets. Now seeking a senior marketing role in a growing organisation.

Example text — rewrite it for your own role and results.

KEY SKILLS

[Skill] · [Skill] · [Skill] · [Tool or software] · [Tool or software] · [Method]

EMPLOYMENT HISTORY

[Job title] — [Company name], [City]

[Month Year] – Present

- [Achievement with a number: what you did, for whom, and the result.]
- [Responsibility that matches the job you are applying for.]
- [Tool, process or project you improved, with scale or time saved.]

[Job title] — [Company name], [City]

[Month Year] – [Month Year]

- [Achievement with a number: what you did, for whom, and the result.]
- [Responsibility that matches the job you are applying for.]
- [Tool, process or project you improved, with scale or time saved.]

EDUCATION AND QUALIFICATIONS

[Degree or qualification] — [University or institution], [City]

[Month Year] · [Grade or classification, if strong]

TRAINING AND CERTIFICATIONS

- [Certification or licence], [Issuing body], [Number or date if relevant]
- [Certification or training], [Issuing body]

ADDITIONAL INFORMATION (LANGUAGES, DRIVING LICENCE, RIGHT TO WORK)

[Language] — [level, e.g. fluent / professional / basic]

INTERESTS (OPTIONAL)

[Interests (optional): add the details employers in UK expect here.]