

WICKEDCV



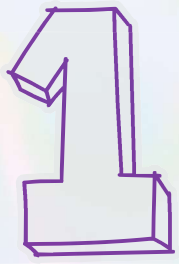
*A guide to separating strong CVs
from forgettable ones.*



A good CV doesn't just document experience — it positions you as a **commercially valuable professional.**

For mid-to-senior professionals, recruiters and hiring managers are not simply scanning for job titles. They are assessing **leadership, business impact, strategic thinking,** and whether you can **solve problems at scale.**

Here's our wicked checklist to evaluate whether your CV is helping or hurting your next career move.



IS YOUR CV FOCUSED ON IMPACT?

One common mistake in experienced professionals' CVs is listing duties instead of outcomes. Recruiters already know what a manager, engineer, director, or specialist is supposed to do.

What they want to know is:

- What improved because of you?
- What problems did you solve?
- What results did you drive?
- What scale did you manage?

Instead of:

"Managed process improvement initiatives."

Try:

"Led process optimisation initiatives across 5 production lines, reducing scrap by 18% and improving output efficiency by 12%."



Numbers create credibility.



DOES YOUR PROFESSIONAL SUMMARY CLEARLY POSITION YOU?

Your professional summary should immediately answer three questions:

- Who are you professionally?
- What is your strongest value proposition?
- What level of role are you targeting?

Avoid vague introductions like:

“Hardworking professional with strong communication skills.”

Instead, position yourself strategically:

“Operations and Process Engineering Leader with 15+ years of experience driving manufacturing optimisation, cost reduction, and regional production transfers across multinational environments.”



Your summary should sound aligned to leadership and business value – not generic.

3 ARE YOU DEMONSTRATING LEADERSHIP & STAKEHOLDER MANAGEMENT?

For mid-to-senior roles, technical capability alone is rarely enough. Hiring teams also look for:

- Team leadership
- Cross-functional collaboration
- Strategic decision-making
- Regional or global exposure
- Executive stakeholder engagement
- Change management

Include examples such as:

- Leading cross-functional initiatives
- Driving transformation programmes
- Managing vendors or regional stakeholders
- Coaching and developing teams
- Presenting to executive leadership and the board



Even if you are not a people manager, your CV should showcase influence and ownership.



IS YOUR CV EASY TO SCAN WITHIN 10 SECONDS?

Most recruiters spend only seconds on the first review.

A strong CV should therefore be:

- Clean and well-structured
- Easy to skim
- Consistent in formatting
- Free from dense paragraphs
- Focused on relevant achievements

Best Practices:

- Keep to 2 pages for experienced professionals
- Use clear section headings
- Prioritise recent and relevant experience
- Avoid excessive graphics or complicated layouts
- Use bullet points strategically



Readability is professionalism.

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HAVE YOU TAILORED YOUR CV TO THE ROLE?

A generic CV often leads to generic results. Strong candidates tailor their CV according to:

- Industry
- Function
- Seniority level
- Keywords from the job description
- Strategic priorities of the employer

Position your experience differently depending on the role, such as:

- Operational leadership
- Commercial strategy
- Transformation and change mandates
- Global or regional leadership
- Scale-up or high growth environments
- Customer or product-focused organisations
- Consulting and advisory roles
- Board-facing or stakeholder-intensive positions



Tailoring does not mean rewriting everything. It means adjusting emphasis.



ARE YOU SHOWING CAREER PROGRESSION?

Recruiters want to see growth.

Your CV should demonstrate progression in:

- Scope
- Leadership
- Complexity
- Decision-making authority
- Business ownership

Even if your job titles did not dramatically change, your achievements and responsibilities should reflect increasing value over time.



***A strong career narrative helps
employers understand your readiness
for the next level.***



HAVE YOU REMOVED OUTDATED OR LOW-VALUE INFORMATION?

Experienced professionals sometimes overload their CVs with unnecessary details.

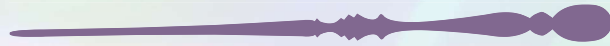
Consider removing:

- Outdated technical skills
- Irrelevant early-career experience
- References upon request
- Generic soft skills lists
- Long paragraphs without outcomes
- Personal details that are no longer necessary



***Your CV should feel modern,
focused, and commercially
relevant.***

FINAL THOUGHT



Your CV is ***not*** a career autobiography. It is a strategic marketing document designed to position your value quickly and convincingly.

The strongest mid-to-senior CVs are clear, commercially focused, achievement-driven, and aligned to the next opportunity — not just the previous role.

If your CV is not generating interviews consistently, it may not be your experience that is the issue. It may simply be how your value is being communicated.

For tailored CV tips and professional branding guidance, get in touch with us at witches@wickedcv.com.