

# MARK SHORTALL

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Think about how a tech company communicates. It's never in Times New Roman, long-winded and filled with empty buzzwords. It's concise, backed with data and conversational in tone. You're the product and this is your ad. Your opening pitch should clearly highlight why you're an obvious match for the role. Words like "dynamic", "innovative" or "results-orientated" don't really mean anything.

## CAREER HISTORY

### Start Date – Present

**Company Name, City**  
**Job Title**

Describe your company and the growth stage if it's not a household name. I'll want to know your reporting line, how many people you manage, the size of the region/org you support and your key client groups. Use this space to anticipate and answer these standard questions to set the scene.

- Don't list responsibilities that read like a job description. It's wasting this critical space and any specialist recruiter/hiring manager will already know what your role involves.
- Be ruthlessly concise and highlight your achievements backed with data and the impact it had on the business. Every bullet should serve a purpose and cut anything that feels generic.
- How have you made a difference to the metrics your business cares about?
- Have you improved a process? Rolled out a new system? What impact did it have?
- Have you saved money for the organisation? Reduced time to hire? Improved onboarding?
- Have you taken the lead/collaborated on cross functional/global projects?
- Improved engagement/retention? Reduced turnover/absenteeism?
- Led a change initiative? Facilitated growth? Mentored someone?

### Start Date – End Date

**Company Name, City**

#### Last Job Title

Dates

Second Job Title

Dates

First Job Title

Dates

- This layout above is useful for showing progression if you have been promoted.
- Lead with recent key achievements or a summary of standout moments over the duration.
- Don't just list bullet points summarising all the responsibilities of each role.

### Start Date – End Date

**Company Name, City**  
**Job Title (Maternity Contract)**

Only give detailed achievements for your last 2/3 roles. It's unlikely that the job you had before this will be relevant so you can just list dates and titles as shown below:

Start Date – End Date	Company Name, City	Job Title
Start Date – End Date	Company Name, City	Job Title

### EDUCATION & TRAINING

MSc, Human Resource Management - 1.1	University of Limerick	2007
BA (Hons), HR & Accounting – 2.1	National College of Ireland	2005
Lean Six Sigma – Green Belt	Irish Management Institute	2014
Black Belt in Internet Recruiting	Social Talent	2015

### PERSONAL INTERESTS

Only include this section if your interests are conversation starters. This is the last chance you have to impress so don't close it out with something that isn't an ice-breaker. If work has stolen your life and you have no hobbies, that's ok. Delete this section and use more space above.

Closing with "References available on request" isn't necessary so you can cut this part.

- Clean layout, plenty of white space and no boxes. There are lots of flashy templates you could use, but I think you can't go wrong with a classic clean and simple design.
- Use Calibri 11 font with minimal pops of colour to draw the reader's eye and frame each section. Italics, boldface, or uppercase letters should be used very sparingly.
- Don't be tempted to decrease the font size to squeeze your CV into two pages.
- No photo, company logos or graphs rating your proficiency in something.
- Save as a PDF and don't forget to fix the file title - MarkShortallCV2024(2) isn't ideal.