

# the crew

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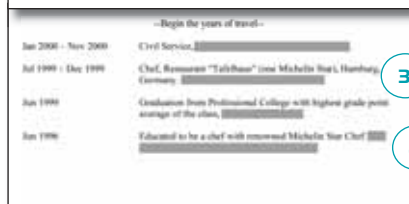
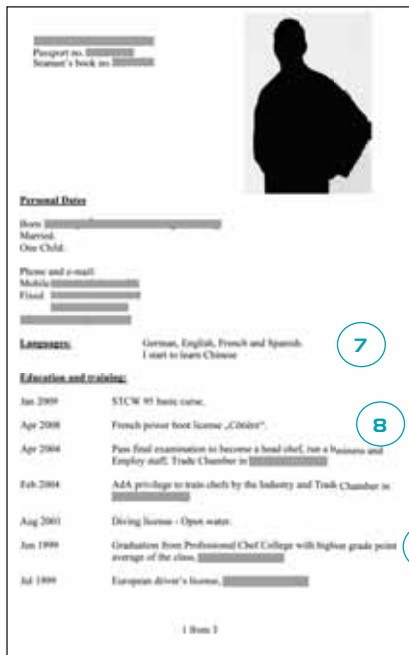
## REPORT



# CV SURGERY



Our regular feature explains how to better present a CV and shows where jobseeking crew can go wrong in all aspects of the CV writing process. This month Laurence Reymann helps an experienced chef make his CV more eye-catching.



Our candidate this month is a chef who has acquired interesting and unusual experience that should make him stand out from the crowd. However, his CV does not do him justice nor make me feel compelled to interview him as soon as possible; it does not grab me.

## Why does it not grab me?

There is no USP (unique selling point) on the CV – only a list of jobs, courses and certificates completed, presented in a rather dull fashion. I am, however, convinced that our candidate is a very creative chef with flair and passion; it is this flair that needs to transpire on his CV.

## How can he do this?

Our candidate needs an introduction and in here I need to read that:

- He graduated from chefs' college with the highest grade point average (1).
- He has worked with Michelin-starred chefs (2), (3) and (4).
- He has spent time in China to study traditional Szechwan cuisine (5) and (6) – this is his USP as not many chefs have done so.
- He has acquired good yachting experience.
- He has a varied and innovative style of cooking.

Below the introduction he needs to present his professional experience and develop further on his yacht experience. Were they private or charter? Where were they based? Also anything else that could be relevant, such as specific diets catered for etc.

He needs to give us more information about his cooking schools in China and it would be a good idea to have the website addresses on the CV as hyperlinks so the reader can quickly check out the schools. This would be interesting and informative.

As it is, our candidate has listed his schooling in his home country twice, once on the first page and a second time in his professional experience section. This is redundant information and by now the readers of this column know that we do not like redundant information: telling me once is enough.

If our chef has some great – and I stress *great* – food pictures, why not include a few to give colour and life to the CV. He has to be careful, if the pictures are bad the reader will focus on them and dismiss the CV without even reading it, so one has to be sure of the quality.

I see that our chef speaks German, English, French and Spanish (7). I presume he speaks these languages fluently or at least to good conversational level, if not he should not mention them. He should use the spellchecker, as there are a few mistakes, eg French power boot (8) license and Sezuam (5).

Competition will be rife for jobs this season, there are many candidates on the market and it is important that a CV is informative, to the point, clear and interesting. Remember to ask yourself, *what is my USP?*

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[www.ypicrew.com](http://www.ypicrew.com).