

Marketing CV Tips and Template



Top Tips

- **Start with your contact details**

Make sure to include your basic contact details (full name, email, mobile, location). Use a professional email (no nicknames) that you actually check. Include your LinkedIn page and make sure it matches your CV.

- **Keep it short and sharp**

Aim for 1-2 pages max. Recruiters skim, so make every word count.

- **Write a punchy profile**

Your opening section should be short (3-4 lines), personal, and show why you're a great fit for the role. Tailor this section to the job advert where possible.

- **Be clear about your education**

Include dates so your timeline makes sense at a glance.

- **Focus on what matters**

You don't need every job you've ever had, highlight your most recent and relevant roles.

- **Lead with your latest experience**

List education and work history in reverse order (most recent first).

- **Make it easy to read**

Use a clear font, clear headings, and bullet points, no walls of text.

- **Keep it looking fresh**

Check your formatting, page breaks, and spacing so it feels professional and polished.

Full Name

Mobile Phone | Email address | Location | LinkedIn URL

Executive Profile

Senior marketing leader with 15+ years' experience delivering commercial growth across B2B sectors including [Sector A], [Sector B] and [Sector C]. Track record of leading product and portfolio strategy, driving revenue impact and building high-performing teams within SME, PE-backed and enterprise environments. Experienced operating at senior stakeholder and board level.

Core Expertise

- Commercial growth & revenue strategy
 - Go-to-market planning & execution
 - Product/portfolio leadership
 - Team leadership and development
 - International market expansion
 - Performance reporting & ROI optimisation
 - Cross-functional stakeholder alignment
 - AI integration of chatbots
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Professional Experience

Company Name | 2019–Present | Marketing Director / Head of Marketing

Sector | Stage of Business (e.g. PE-backed manufacturer, £XXm revenue, international footprint)

Role context

- Mandate: lead marketing strategy across £X portfolio revenue
- Scope: £X budget, X direct reports, UK & international markets
- KPIs: revenue growth, margin improvement, campaign ROI

Key responsibilities & outcomes

- Delivered X% revenue growth across portfolio over X years
- Improved margin by X% through pricing and portfolio optimisation
- Launched new product / event / service line generating £X in year one
- Introduced structured planning framework improving forecast accuracy
- Strengthened alignment with sales leadership improving conversion rates

Company Name | 2014–2019 | Senior Marketing Manager

Sector | Growth-stage / enterprise / specialist business

Role context

- Led marketing across £X revenue category
- Managed X team members
- Responsible for launch and lifecycle management

Selected outcomes

- Delivered X successful launches across UK / EU markets
- Improved performance reporting and campaign visibility
- Reduced cost of acquisition / improved yield by X%

Earlier Career

Company | Sector | Title | Dates Company | Sector | Title | Dates

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Education

2012-2013	Leadership development / executive education
2010-2012	Professional qualification (CIM / equivalent)
2008-2010	Degree
2006-2008	A Levels / Betec
2005	Manchester School GCSE: Maths A*, English B, Science C, Graphic Design B

Interests

- Watching movies at the cinema
 - Self-help books and podcasts
 - Holidays with the family
 - Captain of the tennis team
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References

Available on Request