

The Functional Style CV

The functional CV format is designed to stress the achievements and skills of the job seeker with less emphasis on specific employers and dates. Some functional formats do not include a work history, however, we have chosen to include a work history as omitting it nearly always raises questions about you in the reader's mind.

The functional CV format is particularly suitable for individuals who want to make a significant change in fields or functional areas. The decision to use a functional CV should be carefully weighed against the reality that most employers prefer a chronological style CV.

The functional style is helpful when:

- Your objective is very different from your experience.
- You want to emphasise skills / abilities not used in recent work experience.
- Your experience has been gained in different, relatively unconnected jobs.
- You are entering the job market after an absence.

The functional style is not helpful when:

- Your past employers have been prestigious.
- You want to focus on the pattern of your career growth.
- You are applying for a position in a highly traditional field.

Sample Functional Style CV

JOBSEEKER NAME

Address1

Address 2

Tel: xxxxxxxxxxxx Mobile: xxxxxxxxxxxx

E-mail: xxx@hotmail.com

A results orientated Business Leader and Sales/Marketing professional possessing an exceptional track record of turning vision into achievement. Committed to succeeding through staff development, customer focus and drive to maximise profitability across all areas of business. A Business recovery and market growth specialist with the ability to quickly evaluate, prioritise and address under performing businesses and then devise and implement strategic recovery plans.

KEY SKILLS

Business Development

- Significantly developed Sales and Marketing strategy to increase growth rate from 9% to over 20% in a market growing at 12%.
- Recruited, trained and developed a highly successful team of sales professionals to make a failing business profitable in year 1.
- Set up an innovative business planning and management system for the sales force which resulted in a 20% business growth in its first year.
- Set up an educational forum and fellowship programme for customer trainees which resulted in £380k increase in turnover in year 2.
- Organised a meeting of customers in an unexploited market segment resulting in conversion rate of over 85% and an 11% growth in business.

Marketing

- Devised a marketing plan resulting in a turnover of £65M – realising a 23.5% growth in business and a 3% increase in market share.
- Devised a forecasting system which resulted in an increase of order to forecast rate from 15% to 80% and increased turnover by more than £2M in 2003.
- Negotiated contract with external supplier to ensure entry to a £300M market and realising new turnover approaching £1M in year 1.
- Initiated a project to put a revolutionary product on the market in record time – now realising annual sales in excess of £3M.

Communication / IT

- Instigated use of an Intranet system providing essential sales information for employees.
- Produced a CD and presentation for the sales force to inform all customers of company existence, history and portfolio resulting in an immediate growth in turnover.
- Established use of internet based learning management system for all sales force – testing showed steady increase in product knowledge and sales.

Business & Finance

- Recruited a training manager and implemented needs based training for sales force of 450.
- Selected appropriate sales technique and employed external consultant to deliver – resulting in sales growth of 29%.
- Restructured a large team to 3 smaller teams providing substantially higher key customer contact and market awareness.
- Introduced new means of managing development projects for delivery into unexploited market segments valued at £25m.
- Achieved 5% savings on a budget of £5m whilst growing market share by 3%.
- Devised a plan to open an entirely new European market segment and add a further 2% market share.

CAREER HISTORY

Pointer Ltd – Birmingham **2001 to date**

General Manager

£30m t/o Engineering Services Business – 350 employees.

Stratton plc – Manchester **1996 – 2001**

Business Manager (Director Designate)

Electrical & Mechanical Engineers – Contracting, Maintenance, Fabrication, £200m t/o.

Lorimer Ltd – Stafford **1992 – 1996**

Sales and Marketing Director

Consulting Engineers/Project Managers – Industrial, Commercial – t/o £25m, 650 employees.

Ports Construction Ltd – Hull **1984 – 1992**

Business Development Manager

Engineering and Manufacturing - Nuclear, Defence, General Engineering – t/o £70m.

PRC Ltd – Sheffield **1975 – 1984**

Marketing Manager

Nuclear Fuel Reprocessing and Manufacture.

AMST Ltd - Sheffield **1971 – 1975**

Graduate Trainee, Production Engineer and Maintenance Engineer.

Engineering and Manufacturing – Automotive, Defence, Agricultural m/c.

EDUCATION AND TRAINING

MBA – University of Bradford Management Centre (full time)

BEng (Hons) Class 2:1 – Mechanical Engineering – University of Hull

Diploma in Marketing

PROFESSIONAL BODIES

Member of the Chartered Management Institute

Member of the Chartered Institute of Marketing

Member of the Association of MBAs

PERSONAL INFORMATION

Date of Birth: 24th October 1948.

Marital Status: Married – two children

INTERESTS

Gardening, Travel, Walking

Power Words

Below we have listed a range of power words to assist you in constructing your own quantified accomplishments.

Advised/Told Assessed Counselling Instructed Presented Recommended Taught Trained	Bargained Negotiated Traded	Calculated Estimated Evaluated	Changed Convened Corrected Directed Guided Implemented Improvised Lightened Modernised Promoted Redesigned Reorganised Revised Revitalised Simplified	Checked Appraised Audited Inspected Monitored Tested Verified	Controlled Administered Approved Centralised Combined Completed Controlled Determined Effected Enforced Engineered Executed Led Managed Positioned Regulated Supervised
Constructed Built Composed Created Designed Devised Invented Marketed Proved Shaped	Engaged Appointed Recruited Hired Interviewed Introduced Selected Staffed Instigated Launched Organised Prepared Produced Programmed Utilised	Helped/ Looked After Ensured Maintained Supported	Looked Into/Thought Analysed Conceived Defined Forecast Interpreted Investigated Originated Pioneered Planned Researched Reviewed Studied Surveyed	Made Bigger/Better Augmented Developed Doubled Expanded Generated Improved Increased Marketed Surpassed Tightened Tripled	Made Smaller Decreased Eliminated Liquidated Reduced
Made/Setup Established Formed Formulated Initiated	Motivated Inspired Stimulated Vitalised	Paper Control Documented Processed	Programmed Scheduled	Purchased Bought Procured	Put Right Rescued Saved Settled Solved Standardised
Ran/Performed Operated	Showed Demonstrated Related Specified	Speeded Up Expedited	Stopped/Took Out Averted Avoided Extracted Prevented Rejected Terminated	Took Acquired Captured Obtained	Wrote Edited Published Translated