

# THE HANDLE GUIDE TO...

the perfect CV



# INTRODUCTION

## to this guide

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If you're reading this, you're probably starting to think seriously about 'the next step'.

Your CV isn't just a document. It's how you translate potential into something tangible. It's how someone who has never met you decides whether to invest time in a conversation.

At Handle, we review hundreds of CVs every week. The difference between an average CV and a strong one is rarely experience alone. It's clarity, structure, and how well someone communicates the value they bring.

This guide is designed to help you do exactly that.

# STRUCTURE & LAYOUT

Your CV should be easy to read in under 30 seconds. Think of it like a piece of design work; clear hierarchy, strong headlines, clean spacing, and no clutter.

**Jamie Carter**  
**Location:** London, WC1X 0DS  
[jamie\\_carter@email.com](mailto:jamie_carter@email.com) | 07123 456789 | [linkedin.com/in/jxcarter](https://www.linkedin.com/in/jxcarter)

**PERSONAL PROFILE**

Final-year Music Business student with hands-on experience across live events and digital music platforms. Strong organisational and communication skills, combined with a genuine interest in how audiences engage with music and culture. Experience supporting event delivery, artist coordination and digital content campaigns. Looking to build a career within live events, artist management or music marketing.

**WORK EXPERIENCE**

**Marketing Assistant | Big Events Company**  
Nov 2025 – Feb 2026

Independent events company specialising in grassroots live music across London venues. Worked as part of a small team supporting event delivery and artist coordination.

**Roles & Responsibilities**

- Supported the planning and delivery of live events across multiple London venues
- Coordinated artist communication, scheduling and logistics
- Assisted with on-site event operations, ensuring smooth delivery across artists, venues and audiences

**Achievements**

- Identified low attendance at student-led events and introduced targeted social campaigns, increasing turnout by 40%
- Streamlined artist communication processes, reducing last-minute issues and improving overall event delivery

**Digital Content Assistant | Music Streaming Start-up**  
Mar 2026 – Present

Early-stage music tech platform focused on promoting emerging independent artists through curated playlists and social content. Supported the marketing and partnerships team across content creation, platform updates and audience growth initiatives.

- Reviewed playlist performance data and introduced weekly content themes, increasing user engagement by 35%
- Created and scheduled social content across Instagram and TikTok, contributing to a 20% growth in followers over 3 months
- Supported onboarding of new artists to the platform, improving upload turnaround times and overall user experience

Jamie Carter | [jamie\\_carter@email.com](mailto:jamie_carter@email.com) | 07123 456789

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**PROJECTS & NON-WORK EXPERIENCE**

**Student Events Coordinator | BIMM University**  
2025 – Present

Planned and delivered a series of student-led live music events across campus venues, promotion, artist bookings and logistics.

- Increased average attendance by 30% through targeted promotion and partner societies
- Managed artist communications and event schedules, ensuring smooth delivery

**Music Blog & Playlist Curator (Personal Project)**  
2024 – Present

Created and manage a blog and monthly playlist focused on emerging UK artists.

- Built a consistent content schedule across social platforms
- Grew audience to 1,500+ followers through organic engagement
- Developed relationships with independent artists and promoters

**EDUCATION**

**BA (Hons) Music Business | BIMM University**  
2023 – 2026

**Relevant modules:**

- Music Marketing & Promotion
- Live Event Management
- Artist Development

**SKILLS**

- Social media management (Instagram, TikTok)
- Content creation & scheduling tools
- Basic data analysis (Excel, platform insights)
- Event coordination & logistics
- Strong written and verbal communication

**INTERESTS**

- Curate and run a monthly playlist focused on emerging UK artists
- Regularly attend live music events and write short reviews
- Interested in how digital platforms shape music discovery and fan engagement

**REFERENCES**  
Available on request

Jamie Carter | [jamie\\_carter@email.com](mailto:jamie_carter@email.com) | 07123 456789

## Formatting tips:

- ▷ Use consistent headings (bold, slightly larger font)
- ▷ Keep bullet points tight (1–2 lines max)
- ▷ Avoid dense paragraphs
- ▷ Use a clean, professional font (Arial, Calibri, Helvetica)
- ▷ Send as a PDF but have an editable version ready to share.

# THE BASICS

Keep this simple and professional.

- ▷ Name (the name you actually use)
- ▷ email (professional format) & a phone number
- ▷ LinkedIn (if relevant)
- ▷ Location can be high-level, your full address isn't needed but a postcode can be helpful.

# PERSONAL PROFILE

This is one of the most important sections on your CV.

It's not a summary of everything you've done.  
It's a positioning statement and should answer:

- ▷ What are you aiming to do?
- ▷ What do you bring?
- ▷ What makes you interesting?

Avoid generic filler words like “hardworking” or “passionate”, long paragraphs, and repetition.

**Example one:** *“Final-year Music Business student with hands-on experience supporting live events and artist campaigns. Strong organisational skills combined with a genuine interest in how audiences engage with music and culture. Looking to build a career in live events or artist management.”*

**Example two:** *“Senior VFX specialist with 10+ years' experience delivering complex, high-end work across film, TV, and commercial productions, including projects with leading studios including Framestore, MPC, and DNEG. Expert in Nuke, Houdini, and Maya, trusted to solve technically challenging briefs, collaborate at senior level, and deliver work that stands up on screen.”*

# WORK EXPERIENCE

Even if your experience is limited, how you present it matters.

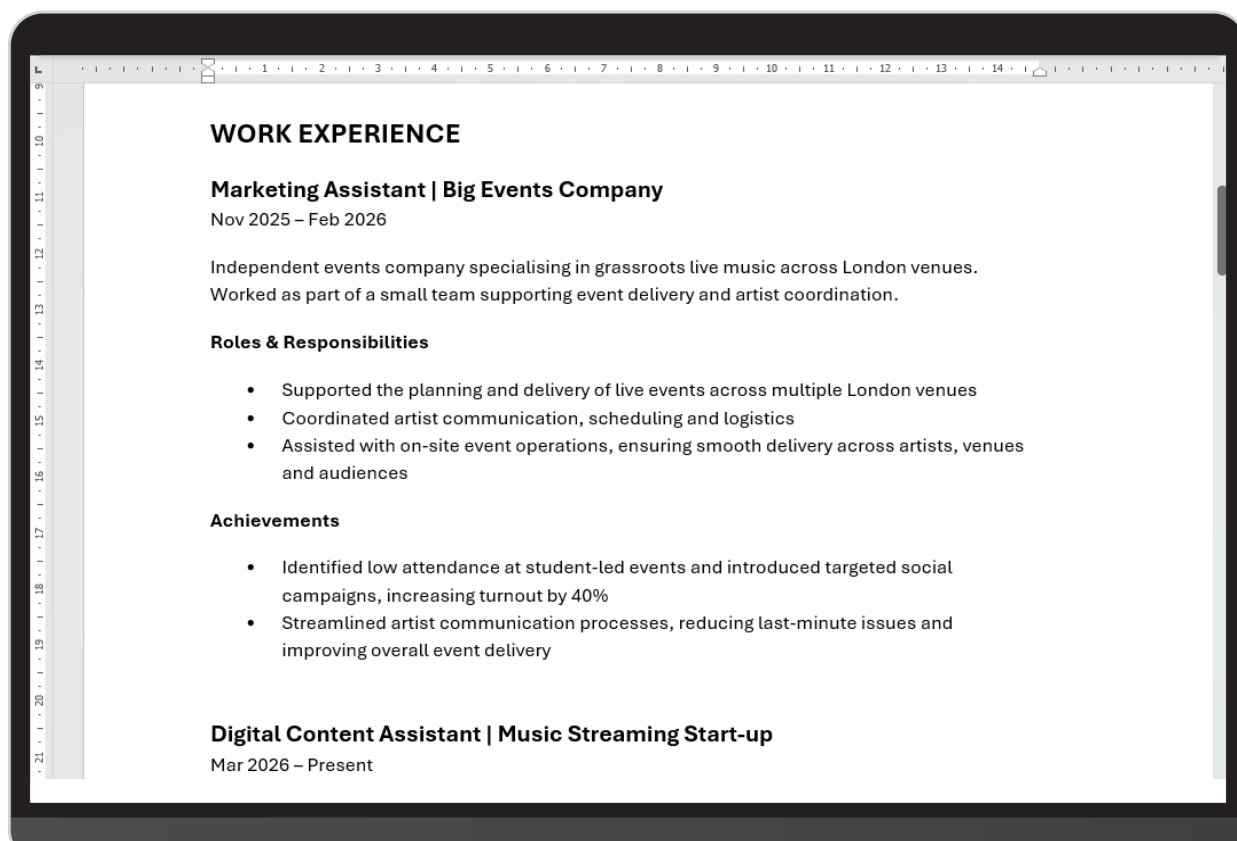
Start with the basics: Role | Company | Dates

Follow this with a short intro sentence that provides context; what the company does, where the role sits within the business, and the overall purpose of your position.

Next, outline your Roles & Responsibilities, giving a clear view of what you were accountable for day-to-day.

Then focus on Achievements, this is the difference maker. Don't just list tasks, show impact by using a simple structure:

## Problem → Action → Result



The image shows a laptop screen with a resume template. The resume is titled 'WORK EXPERIENCE' and lists two roles. The first role is 'Marketing Assistant | Big Events Company' from Nov 2025 to Feb 2026. It includes a brief description of the company, a section for 'Roles & Responsibilities' with three bullet points, and a section for 'Achievements' with two bullet points. The second role is 'Digital Content Assistant | Music Streaming Start-up' from Mar 2026 to Present. The laptop has a visible keyboard and a trackpad.

**WORK EXPERIENCE**

**Marketing Assistant | Big Events Company**  
Nov 2025 – Feb 2026

Independent events company specialising in grassroots live music across London venues. Worked as part of a small team supporting event delivery and artist coordination.

**Roles & Responsibilities**

- Supported the planning and delivery of live events across multiple London venues
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**Achievements**

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**Digital Content Assistant | Music Streaming Start-up**  
Mar 2026 – Present

# PROJECTS & NON-WORK EXPERIENCE

Keep this brief. Think of relevance.

If your ‘non-work’ demonstrates a genuine interest or passion in the industry you’re working in or hoping to move into, demonstrate that here.

For entry and junior level opportunities, this can also be a chance to showcase project work which sits outside of traditional work experience. If you don’t have extensive work experience, this is your opportunity to share your initiative, creativity, and industry interest

## **Include:**

- ▷ Personal projects (podcasts, blogs, playlists, content)
- ▷ Events you’ve organised
- ▷ Collaborations
- ▷ Freelance or informal work

Treat these like real experience: add context, be clear on what you did, and highlight the outcomes you achieved. Just keep the balance right, they should support your CV, not overshadow your core work experience.



### **PROJECTS & NON-WORK EXPERIENCE**

#### **Music Blog & Playlist Curator** (Personal Project)

2024 – Present

Created and manage a blog and monthly playlist focused on emerging UK artists.

- Built a consistent content schedule across social platforms
- Grew audience to 1,500+ followers through organic engagement
- Developed relationships with independent artists and promoters

## EDUCATION / QUALS

If you're early in your career, this can sit above or alongside your experience.

Focus on anything that demonstrates practical skills or industry relevance and always include:

- ▷ Course name
- ▷ Institution
- ▷ Dates
- ▷ Relevant modules or projects (if useful)

## INTERESTS

This isn't filler. Done well, it shows personality and industry alignment.

Avoid generic interests like "socialising" or "watching films". Instead add context and attach value, for example:

- ▷ I curate and run a monthly playlist focused on emerging UK artists
- ▷ Regularly attend live music events and write short reviews

## REFERENCES

You don't need to include full details. "Available on request" is enough.

# FINAL CHECKLIST

- Is it easy to scan in 30 seconds?
- Does the opening clearly position you?
- Are your bullet points specific and outcome-focused?
- Have you included projects beyond formal work?
- Is formatting consistent and clean?
- Have you checked spelling and grammar?
- Are you sending as a PDF?
- Do you have an editable version as well?

## NEXT STEPS

Your CV doesn't need to be perfect. It needs to be clear, intentional, and reflect who you are and where you're heading. That's what gets interviews.

For additional career resources visit [handle.co.uk/career-resources](https://handle.co.uk/career-resources).

