



# The Curriculum Vitae (CV) vs. the Résumé

## A-State Online Writing Center

### Knowing the difference is important.

If you're attending college or scoping out the career field, you have probably heard of companies, occupations, or universities asking people to present either their curriculum vitae (or CVs) or resumes when filling out applications. Both documents share important information about an individual's work and accomplishments. Both of them are brag-worthy when it comes to the person they are about, so it is easy to see how common it is that people tend to get one of them confused for the other; however, the reality is that these two documents are very different from one another. This guide will illustrate the differences between the CV and the resume and provide you with all you need to know about constructing one or both!

### The purpose of each:

"A resume is a one-page summary of your work experience and background relevant to the job you are applying to."

"A [Curriculum Vitae (CV)] is a longer academic diary that includes all your experience, certificates, and publications."

\*Note: these rules specifically apply to how these terms are used in the United States; In Europe, however, both of these terms *do* mean the same thing.

Source: (Kurtuy)

### When to use each and why:

You would use a **resume** to apply for a job of any kind. You would use a **CV**, however, for purely academic purposes, such as applying for a staff job at a college or university, joining a research program, or applying for a Ph.D. program. (Kurtuy).

### Differences in format: The CV:

There is no one "correct" way to write a Curriculum Vitae. The primary purpose of the CV is fashioned to "show off" your academic career. However, there are ways to put together your CV to make it appealing to the eye and make sure that the person reading it gives it the attention that

it deserves. The trick is to be sure that your CV is constantly updated with your most current information, including your current occupations, major accomplishments, and projects.

### **General Formatting Guidelines for the CV:**

- Times New Roman or Arial are common “go-to” fonts for professional documents, so please use one of these.
- Use 11-12 point font and single spacing for the content of the CV, and for section titles, use 14-16 point font.
- Make sure that the CV document is single-sided.
- Set the CV document to 1-inch margins

### **Differences in format: The resume:**

Unlike the CV, resumes have a very “cut and dry” format since most employers want them to be short, sweet, and to the point. The main focus of the resume is to give a concise summary of your past and present work that is related to the job that you’re applying for, so the formatting will need to be different from that which is given in the longer, more eloquent CV.

However, just like with the CV, there are ways to make the resume more “eye-catching” to employers!

### **General formatting guidelines for the resume:**

There are many templates available that you can use to create the perfect resume! Why put so much time and effort into making one from scratch when there are already so many resources available to you to use? Many of them are even available for free on Microsoft Word; you can type right into them and use any eye-catching layout that you like. However, here is another site you can use to have access to more of them: <https://zety.com/resume-templates>. You can also do a quick search online to find any template that is even tailored to specific jobs, such as teaching, agriculture, or even business, plus many more!

### **Differences in length:**

Resumes are to be no longer than 1-2 pages, while for CVs, there is no real rule or limit to how many pages it can have. However, it would seem that most CVs fall between 2-8 pages.

### **What to include on a CV:**

- Contact information:
  - Full name
  - Professional title
  - Mailing address
  - Email address
  - Phone number
  - LinkedIn profile link (optional)

- Research interests
- Research experience
- Honors and/or awards
- Presentations you have given
- Education
- Publications (both academic papers and books)
- Teaching or lecturing experience
- Work/professional experience
- Conferences and courses
- Skills
- Certificates
- Languages
- Grants or fellowships
- References

Source: (Kurtuy)

### **Tips for CV writing:**

- “White space is your friend,” meaning that it is crucial that you not put every little detail about yourself on your CV; just because there is no page limit does not mean that you should write a novel!
- Do not include any photos on a CV.

### **What to include in a resume:**

- Your name
- Your current job and title (or, if you don’t yet have work experience, just write in the position that you would like to have)
- All of your contact information (phone number, email, address, etc.)
- 1-2 sentence summary of yourself and what you want from this job
- Work experience (if you have any)
- Current education and/or graduation dates (if you haven’t graduated yet, put “degree anticipated in 2021” or something of the like)
- Any skills you have that are relevant to the job
- Any additional languages you speak fluently
- Certifications that pertain to the position

Source: (Kurtuy)

## Tips for resume writing”

- Keep it short and sweet! Resumes are not meant to be long in any form or fashion; even if you are tempted to go over 1-2 pages, DO NOT.

## Visual Example of a CV:

# Academic Curriculum Vitae (CV)

**Elizabeth Smith**  
Marketing Lecturer  
123-456-7890  
Colorado, United States  
elizabeth-smith.com  
linkedin.com/in/elizabeth.smith

**RESEARCH INTERESTS**  
Search Engine Optimization | Content Creation | Client Recruitment and Retention | International Marketing

**EDUCATION**  
**Ph.D. in Marketing**  
Columbia Business School  
08/2019 - Present  
Research Area  
- Extending Social Perception Theories to Advertising and Search Engines Context  
**MSc in Business Analytics**  
Kellogg School of Management  
08/2018 - 05/2018 Magna Cum Laude  
Courses & Dissertation  
- Data Analysis  
- Brand Management  
- Machine Learning  
- Dissertation: The Effect of Social Media Content in Search Engine Optimization  
**BA in Business Administration**  
Colorado State University  
08/2014 - 05/2016 Summa Cum Laude  
Dissertation  
- The Effect of Search Engine Optimization in Digital Marketing

**PUBLICATIONS**  
Book  
**Search Engine Optimization: Digital Marketing New Wave**  
Authorial  
Elizabeth Smith & Richard Doe  
2018  
Penguin Publishing  
Academic Article  
**Digital Marketing Implications of Content Management and Distribution**  
Authorial  
Elizabeth Smith & Richard Doe  
March 2017  
Journal of Marketing

**CONFERENCES & COURSES**  
AMA Cincinnati's Trailblazer Series (2019)  
American Marketing Association  
Adobe Marketing Summit (08/2018)  
Adobe Inc.

**TEACHING EXPERIENCE**  
**Lecturer in Introduction to Digital Marketing**  
Colorado State University  
08/2018 - Present

**WORK EXPERIENCE**  
**Search Engine Marketing Specialist**  
Hub Digital Agency  
05/2018 - 05/2019  
Achievements  
- Utilized SEO principles and successfully audited over 200 websites from 5 different niches: Fashion, Education, Human Resources, E-commerce, Art & Culture.  
- Increased lead generation of the agency by 20% within the first 6 months by creating 4 "How-to" guides on the blog.  
- Contributed to the increase by 35% of new clients in 2017 compared to 2016.  
**Marketing Intern**  
ABC Agency  
05/2015 - 12/2015  
Achievements  
- Increased social media presence of the company by 23% in the last 3 months.  
- Drafted a new on-boarding email process that increased the email open rate from 31% to 36%.  
- Created 2 marketing-related articles per month which had on average 150 social media shares each increasing brand awareness.

**CERTIFICATES**  
Hootsuite Social Marketing Certification (03/2019) | Google Ads Certification (08/2018)

**VOLUNTEER EXPERIENCE**  
**Social Media Volunteer**  
Help Africa  
10/2014 - 05/2017  
Status/Achievements  
- Created "Do you really care?" campaign on Facebook and Twitter that raised \$130,000 in donations for the cause during the 3rd and 4th quarters of 2016.

**GENERAL SKILLS**  
SEO & SEM | Wordpress | HTML & CSS | CRO and A/B Testing | Keyword Optimization | Web Analytics  
Email Marketing | Project/Campaign Management | Verbal and Written Communication | Public Speaking

**LANGUAGES**  
English: Native | Spanish: Full Professional Proficiency | French: Limited Working Proficiency | Italian: Limited Working Proficiency

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Link for larger picture: <https://zety.com/blog/cv-vs-resume-difference>

## Visual Example of a Resume:

# Professional Resume

## Elizabeth Smith

SEO and Marketing Professional

Experienced marketing professional with two publications regarding Digital Marketing and Search Engine Optimization, holding a BA in Business Administration and a MSc. in Business Analytics from Northwestern University.

elizabeth.smith@novoresume.com 123-456-7891  
Colorado, United States elizabeth-smith.com  
linkedin.com/in/elizabeth.smith

### WORK EXPERIENCE

#### Search Engine Marketing Specialist

Hub Digital Agency  
05/2016 - 05/2019

*Achievements*

- Utilized SEO principles and successfully audited over 200 websites from 5 different niches: Fashion, Education, Human Resources, E-commerce, Art & Culture.
- Increased lead generation of the agency by 20% within the first 6 months by creating 4 "How-to" guides on the blog.
- Contributed to the increase by 35% of new clients in 2017 compared to 2016.

#### Marketing Intern

ABC Agency  
05/2015 - 12/2015

*Achievements*

- Increased social media presence of the company by 23% in the last 3 months.
- Drafted a new on-boarding email process that increased the email open rate from 31% to 38%.
- Created 2 marketing-related articles per month which had on average 150 social media shares each increasing brand awareness.

### VOLUNTEER EXPERIENCE

#### Social Media Volunteer

Help Africa  
10/2014 - 05/2017

*Tasks/Achievements*

- Created "Do you really care?" campaign on Facebook and Twitter that raised \$130,000 in donations for the cause during the 3rd and 4th quarters of 2016.

### EDUCATION

#### MSc in Business Analytics

Kellogg School of Management  
08/2016 - 06/2018

*Dissertation:* Magna Cum Laude

- The Effect of Social Media Content in Search Engine Optimization

### SKILLS

- SEO & SEM Wordpress
- HTML & CSS CRO and A/B Testing
- Keyword Optimization
- Web Analytics Email Marketing
- Project/Campaign Management
- Public Speaking

### CERTIFICATES

- Hootsuite Social Marketing Certification (03/2019)
- Google Ads Certification (08/2018)

### LANGUAGES

- English  
*Native*
- Spanish  
*Full Professional Proficiency*
- French  
*Limited Working Proficiency*
- Italian  
*Limited Working Proficiency*

### INTERESTS

- SEO Leadership
- Social Media Management
- Content Marketing

Source: (Tomaszewski)

Link for larger picture: <https://zety.com/blog/cv-vs-resume-difference>

### **References consulted**

novoresume.com/career-blog/cv-vs-resume-what-is-the-difference.

zety.com/blog/cv-vs-resume-difference.

