Top 10 CV Mistakes in Kenya

Quick fixes that increase interview callbacks

Edition	Oct 2025
Compiled by	CVWriting.co.ke — Mock Lead Magnet
Use case	Demo asset for local development (non■commercial sample)

This PDF is a placeholder for development. Replace with your finalized brand asset before production.

Contents

1. Generic templates that hide your value

- Use a role■specific headline with function + industry + scope.
- Translate responsibilities into outcomes and metrics.
- Mirror priority keywords from the target JD.

2. Dense blocks and poor scannability

- Keep paragraphs ≤3 lines and use bullet stacks of 2–6 items.
- Use bold for impact numbers only, not entire sentences.
- Maintain consistent left alignment and whitespace.

3. Missing measurable impact

- Quantify: revenue, cost, time, quality, adoption, risk, NPS.
- Add baselines and deltas, e.g., "↑ 28% YoY vs 12% market."
- Use ranges if exact data is restricted.

4. Job■irrelevant content

- Cut school projects if you have 2+ years experience.
- Remove hobbies unless directly job■relevant or elite level.
- Keep only achievements aligned to the target role.

5. Weak headlines and summary

- Write a 3■line summary with scope, sector, and proof points.
- Lead with your core value proposition, not adjectives.
- Add a targeted tagline for each application.

6. ATS formatting issues

- Use a clean layout. Avoid tables for main body text.
- Standard section titles: Summary, Experience, Education, Skills.
- Save as PDF. Use text, not images of text.

7. Overlong CVs without prioritization

- 1–2 pages for most roles; 3 only for senior ICs or academia.
- Prioritize last 5–7 years. Collapse older roles into a summary.
- Delete duplicate bullets and non■impact tasks.

8. Unclear skills taxonomy

- Group skills by category: Core, Tools, Methods, Domains.
- Avoid long comma lists. Use compact columns or tags.
- Back each core skill with a proof bullet in Experience.

9. Gaps and job changes poorly framed

- Account for time with brief one■liners: study, caregiving, consulting.
- Show outcomes from the period: certificates, projects, volunteering.
- Use a positive, factual tone. No apologies.

10. No Kenya■specific context

- Localize titles and terms recruiters know (e.g., "Sacco", "County").
- Use KES and ranges when sharing numbers.
- Mention platforms used locally: M■Pesa, eCitizen, KRA, KEBS.

2■Page Review Checklist (Before You Apply)

Section	Quick Pass Criteria
Headline	Role + industry + scope fit is explicit
Summary	3 lines with outcomes and positioning
Experience	Bullets start with strong verbs and include metrics
Skills	Grouped by category, backed by proof in Experience
Keywords	Matches the top 10 terms in the target JD
Format	2 pages max, consistent spacing, no layout shifts
ATS	No tables in body, standard section names, live text
Links	Short, descriptive filenames and optional portfolio links
Kenya context	Local platforms, compliance, and terminology reflected
Final pass	Spelling, dates, tense, contact details verified

Bonus: Local Proof Points that Move Recruiters

- Revenue or users acquired in Kenya/EAC context.
- Process automations with M■Pesa, ERPs common locally, or eCitizen APIs.
- Compliance results: KRA, NSSF, NHIF, KEBS outcomes.
- Partnerships with notable local brands or counties.

Get a Professional CV Review

Upload your CV and get a structured review with prioritized fixes, sample bullets, and a tailored headline. Turnaround: 48 hours. This page is demo content; replace contacts before launch.

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