**Why I Created CareerFrame**

**Arron McWilliam**

Founder & CEO

"When I left the military in 2011, I found myself completely lost in the civilian job market. I had the discipline, the work ethic, the drive — but none of that seemed to matter. Job applications went unanswered. Roles I knew I could thrive in were out of reach because my CV didn’t say the right things. I wasn’t even getting feedback to know where I was going wrong. It was exhausting and demoralising."

"Thanks to a friend, I eventually landed a job in the gas industry and worked relentlessly to build a stable future — but that feeling of being overlooked and undervalued never really left me. At times, it felt like I had to prove I was applying for jobs just to reassure my partner, because the silence from employers made it look like I wasn’t trying."

"That experience stayed with me. It lit a fire. I wanted to build something that gave people like me the guidance, clarity, and confidence I didn’t have back then — without the £200-an-hour coaching fees or the irrelevant advice of generic career platforms."

"That’s why I created CareerFrame — a place where you're recognised for your true potential, not just what's written on your CV. It's the platform I wish I had when I was starting over. And now, I’m here to help others find direction, regain confidence, and take control of their future."