



# The **CV** Guide





# Welcome to The CV Guide

If you've ever stared at a blank CV wondering how to make your experience sound relevant to aviation this is for you.

It doesn't matter if you've never worked in an airport or on a plane. What matters is knowing how to present what you have in a way that aviation recruiters actually respond to.

That's exactly what this guide does.

Inside you'll find the bullet point formula I use with every mentee I work with, plus ready-made examples across retail, hospitality, warehouse, customer service, admin, school and voluntary experience so you can build a CV that gets noticed, regardless of your background.

Use the examples as a template. Swap in your own numbers. Add aviation relevance. By the end you'll have bullet points that do the work for you. Let's get started.

Miguel The Aviation Mentor

*Miguel*  
The Aviation Mentor

# My Story

When I first started applying for aviation roles, I faced **rejection after rejection**. Assessment centres, video interviews, online tests I went through them all, learning something new each time about what employers were really looking for. It wasn't easy. But I kept going.

Eventually I got my foot in the door at Heathrow at 21. At 22, I became **Heathrow's youngest ever Airport Service Manager**. From there I moved into ED&I as **Internal Progression Lead** sitting on the other side of the table, supporting early careers recruitment for graduates, apprentices and entry level jobs at the **UK's biggest Airport**.

I saw first-hand what made candidates stand out, and what held equally capable people back. That's why I created **The Aviation Mentor**.

Since then I've delivered talks and workshops at **UCL, University of West London, Langley College, London Metropolitan University**, and worked with aviation organisations including **Ethos Farm** supporting people from retail, hospitality, warehouses and schools who never thought aviation was a world they could enter.

Many of them are now working at **Heathrow** and **airlines** across the UK.

That's what drives this. Aviation should be for **everyone** not just people who already know the right doors to knock on.



I'm an UK Government **DfT Aviation Ambassador**, an **AFBE 2025 Mentor of the Year Finalist**, and I now do this full time because I believe the industry is better when it reflects the people it serves.

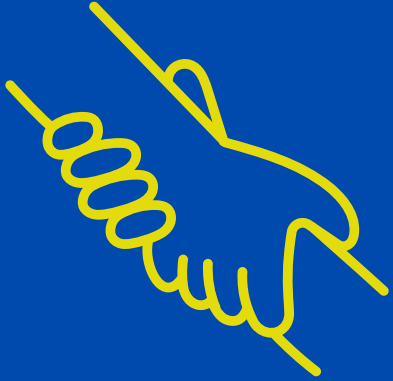
This guide contains **everything** I wish I'd had at the start.

My mission is simple: to help you not just apply for aviation roles, but truly belong in them.



# How to use

This handbook is designed to help you write strong, impactful CV bullet points even if you've never worked in aviation before.



## What this guide will help you do

Turn everyday experience (retail, hospitality, volunteering, school roles, etc.) into professional, aviation-ready bullet points

Understand how to quantify your responsibilities

Write bullets that show results, not just duties

Understand how your skills relate to real airport and airline environment.

Build bullet points you can copy, adapt, and use immediately



## How to get the most out of this handbook

Find your experience category (retail, hospitality, warehouse, volunteering, school, admin).

Use the examples as a template, not something to copy word-for-word.

Replace the numbers with your own, even small numbers make a big difference.

Add (1) impact, (2) improvement or (3) aviation relevance to make each bullet stronger.



## What makes a strong bullet point?

A great bullet point answers these questions:

What did you actually do?

How much of it did you do (numbers, frequency, scale)?

What impact did it have?

How does it relate to aviation environments?



## Throughout this handbook, you'll see:

Impact bullets, Situational bullets, Mirroring aviation bullets. By the end, you'll be able to combine these styles to create a CV that stands out immediately

# Professional Summary


Your Professional Summary sits at the very top of your CV. It's the first thing a recruiter reads and in an industry where applications are counted in the thousands, it's often the only thing they read before deciding whether to continue...


Most people either skip it entirely, or write something so generic it could belong to anyone.

## THE PROFESSIONAL SUMMARY FORMULA:

- **Who you are (your background or current situation)**
- **What you're looking for (the role or sector you're targeting)**
- **What you bring (your strongest, most relevant qualities)**

**The most important rule:** Anchor your quality to a context.

 **"Calm under pressure"** it means nothing. Every candidate says this.

 **"Able to remain calm and professional while managing 15-20 customer complaints per shift in a fast-paced retail environment"** this a recruiter believes.

Keep the summary tight keep to about 3 to 4 sentences maximum.

## Two things that will strengthen yours immediately:

- **Pull keywords directly from the job advert and the company's values page.** Recruiters and the ATS systems that filter CVs before a human ever sees them are scanning for those exact words. If the advert says "safety-focused" and "passenger-first" those phrases belong in your summary.
- **Write it last.** Fill in your experience bullet points first, then come back and write the summary. By then you'll know exactly what your strongest points are.

# Summary Examples

## 01 Career switcher from retail or hospitality

Motivated hospitality professional with 3 years of customer-facing experience managing up to 200 covers per shift in fast-paced environments, looking to transition into an airport customer service role. Proven ability to stay calm under pressure, resolve escalated complaints confidently, and maintain consistent service quality during peak periods directly transferable to passenger-facing aviation environments.

## 02 School leaver with part-time work

Enthusiastic and reliable school leaver with communication and teamwork skills developed through 18 months of part-time retail work and school leadership roles, seeking an entry-level position in aviation. Experienced handling 80–120 customers per shift and completing opening procedures independently, demonstrating the reliability and professionalism required in aviation environments.

## 03 Career switcher with no customer-facing experience

Organised and detail-focused warehouse operative with 2 years of experience processing 300–500 items per shift with 99.9% accuracy, looking to move into an aviation operations or ground handling role. Experienced working to tight deadlines in safety-conscious environments and collaborating with teams of up to 20 colleagues to meet time-critical targets.

## 04 Someone returning to work or changing direction entirely

Dedicated and motivated individual with strong interpersonal skills and a genuine passion for the aviation industry, seeking an entry-level role in airport or airline operations. Experienced in fast-paced, customer-focused environments and committed to bringing reliability, professionalism, and a strong work ethic to a new career in aviation.

# STRUCTURE YOUR CV

## HOW TO STRUCTURE YOUR CV

Most people build their CV in the wrong order or miss sections entirely. Follow this structure and you'll immediately stand out from the majority of applicants.

### Professional Summary

3-4 sentences at the top. Who you are, what you're looking for, what you bring. This is your headline write it last once you know what your strongest points are.

### Relevant Experience

This includes paid work, voluntary experience, school roles, sports captaincy, community involvement anything that demonstrates relevant skills. Put your strongest evidence first, regardless of whether it was paid or unpaid. Recruiters care about what you did, not whether you were paid to do it.

### Education

Qualifications in reverse chronological order, most recent first. For most applicants this sits below experience because what you've done matters more than where you studied.

### Skills

A short, specific list of relevant skills. Not "good communicator" see the Skills section for how to make this section work harder

# CHANGING THE ORDER

- If you're a school leaver with no work or voluntary experience yet, move Education to position 2. Keep it brief and focus on achievements, not just grades.
- If your degree or qualification is directly relevant to the role for example an aviation degree for an airline graduate scheme move Education above Skills, but keep Relevant Experience at position 2.

In every other situation, stick to the default order above.

## THREE RULES FOR THE WHOLE CV:

- One page if you have under 2 years of experience. Two pages maximum if you have more. Never three.
- Always save and send as a PDF. A Word document can shift formatting on different screens and looks unfinished. PDF is always the professional choice.
- Name your file correctly. "CV.pdf" tells a recruiter nothing when they have 200 files open. "FirstName-LastName-CV-2026.pdf" is immediately findable and looks organised.

RECRUITERS SPEND AN AVERAGE OF 6 SECONDS SCANNING A CV BEFORE DECIDING WHETHER TO KEEP READING. A CLEAR STRUCTURE IS WHAT MAKES THOSE 6 SECONDS WORK IN YOUR FAVOUR.

# The Bullet Point formula

**Action verb** → **What you did** → **Numbers** → **Impact** → **Aviation relevance**

## Example Breakdown

“Served 120–180 customers per shift, resolving 15–25 enquiries daily and improving queue flow by 30%, reflecting the pace of airport passenger operations.”

**Action:** Served / resolved

**What you did:** Customer interaction + enquiries

**Numbers:** 120–180 customers, 15–25 enquiries

**Impact:** Improved queue flow by 30%

**Aviation relevance:** Reflecting airport passenger operations

## Action verbs examples

- Delivered
- Supported
- Coordinated
- Resolved
- Improved
- Managed
- Processed
- Handled
- Maintained
- Adapted
- Operated
- Responded
- Communicated
- Followed
- Monitored
- Collaborated
- Assisted
- Led
- Ensured
- Organised

## Fill-in-the-blanks template

**Handled [X volume] of [tasks/customers/items] by [doing action], resulting in [impact] and reflecting the demands of [aviation role/environment].**

# TAILORING YOUR CV

## STEP 1 - READ THE JOB ADVERT PROPERLY

Most people skim job adverts. Read yours twice.

**The first time** - understand what the role actually involves.

**The second time** - highlight every skill, quality, and value the employer mentions. These are the exact words they want to see reflected back to them.

Look for repeated words and phrases. If "safety awareness" appears three times in one advert, that's a signal to use in your CV.

## STEP 2 - CHECK THE COMPANY'S VALUES PAGE


Go to the company's website and find their **values or culture page** before you apply. Airlines and airports are particularly values driven organisations. They want to see that you understand who they are, not just what the job is.


If British Airways talks about being "genuinely caring" and "committed to excellence" those phrases belong in your Professional Summary and your bullet points.

This takes **5 minutes** and most applicants never do it. **That's your advantage.**

## STEP 3 — UPDATE YOUR PROFESSIONAL SUMMARY

Your summary should feel like it was written for this specific role at this specific company. Swap in the **keywords** you found. Reference the type of environment or values the company cares about.

 **Generic:** "Motivated individual looking for a role in aviation with strong customer service skills."

 **Tailored:** "Customer-focused hospitality professional with 3 years of experience delivering high standards of service in fast-paced environments, seeking a passenger services role with easyJet. Known for staying calm under pressure and resolving complaints confidently aligned with easyJet's commitment to making travel easy and affordable for every passenger."

# TAILORING YOUR CV

## STEP 4 - MIRROR THE LANGUAGE IN YOUR BULLET POINTS

You don't need to rewrite your bullet points entirely. Look at your existing ones and ask

- **Can I add a word or phrase from the job advert that makes this more relevant?**

If the advert mentions "**safety compliance**" and you have a bullet point about following store procedures

**Add the phrase** "maintaining full compliance with safety and operational procedures" to that bullet. It's a small change that signals you understand the environment.

## STEP 5 - CHECK YOUR SKILLS SECTION

Make sure the skills you list match the skills the advert asks for. If the role requires "team collaboration" and your skills section says "works well with others" change it to **match their language exactly.**

# SKILLS SECTION

Before you submit, glance at your skills section against the job advert. If you have any **certifications, licences or qualifications** that are directly relevant to the role make sure they're visible.

And if the advert specifically asks for a technical skill or software you have **make sure it's listed.** Everything else in your skills section should already be **proven through your experience bullet points above.**

# EDUCATION SECTION

The education section is one of the most misunderstood parts of a CV. Most people either overcomplicate it or undersell it. Here's exactly what to include and how to present it.

## WHAT TO INCLUDE

- **Your most recent qualification first, working backwards**
- **The name of the school, college or university**
- **The qualification type and subject**
- **The grade or result even if you think it wasn't strong enough**

## HOW TO PRESENT IT

### University Degree:

BA (Hons) Aviation Management - University of West London - 2:1

### A-Levels:

Langley College - A-Levels: Business Studies (B), English (C), Geography (C)

### GCSEs:

Langley College - 9 GCSEs Grade 4-8 including Maths (8) and English (7)

You do not need to list every individual **GCSE subject and grade**. State the total number, the grade range, and always specifically mention **Maths and English** because employers always want to know you have those.

## WHERE DOES EDUCATION SIT ON YOUR CV

**For most applicants** - below Relevant Experience. What you've done matters more than where you studied.

**For school leavers with no experience yet** - move it to position 2, directly after your Professional Summary.

**For applicants whose degree is directly relevant to the role** - for example an aviation management degree for an airline graduate scheme move it above your Skills section but keep it below Relevant Experience.

# EDUCATION SECTION

## PREDICTED GRADES

If you're still studying, include your predicted grades. Label them clearly as predicted so there's no confusion.

University of West London - BA (Hons) Aviation Management - Predicted 2:1 - Expected 2026

## WHAT TO AVOID

- Primary school information
- Certificates and short courses that aren't relevant
- Every individual GCSE listed separately group them as shown above

## IF YOUR GRADES WEREN'T STRONG

Don't hide them and don't apologise for them. Present them honestly and let your Relevant Experience section do the heavy lifting. A recruiter who sees strong, results driven bullet points in your experience section will not disqualify you based on your grades alone.

Your experience and what you've demonstrated in the real world always speaks greater volumes than what happened in an exam room.

**ALWAYS INCLUDE MATHS AND ENGLISH SPECIFICALLY. THESE ARE THE TWO QUALIFICATIONS EVERY AVIATION EMPLOYER LOOKS FOR REGARDLESS OF THE ROLE. IF YOU HAVE THEM MAKE SURE THEY'RE VISIBLE.**



# **Bullet point** Examples



**Retail**

# Retail

- Served **120-180** customers per shift, resolving **15-25** enquiries daily and improving queue flow times by **25-35%** during **peak periods** through clear **communication and prioritisation**.
- Handled **45-70** transactions per hour with **99.8%** accuracy, reducing till discrepancies by over **90%** and supporting error-free end-of-day reconciliation.
- Replenished **350-600** items per shift across **10-15 aisles**, maintaining **100% product availability** during high-traffic hours and preventing **service disruption**.
- Processed **20-40** online click-and-collect orders daily with near-perfect accuracy, supporting **fast, time-critical** customer pickups.
- Resolved **8-15** escalated complaints weekly, recovering **£50-£200** in goodwill value per case while restoring customer confidence and trust.
- Oversaw **3-6** checkout lanes during peak periods, coordinating staff to reduce bottlenecks by **20%** and maintain consistent service flow.
- Completed opening/closing procedures across **8-10** hour shifts, ensuring **full compliance** with store policy and safe cash handling.
- Maintained stockroom organisation for **500-1,000 items**, improving pick speed for floor staff by **15-20%** and reducing delays on the shop floor.
- Assisted with daily delivery intake of **50-150** crates, supporting timely and **accurate distribution** of stock across the store.
- Conducted hourly **safety** and cleanliness checks, maintaining a consistent, **safe environment** aligned with **high service standards**.



# **Bullet point** Examples



# Hospitality

# Hospitality

- Served **120-250** guests per shift, maintaining quality across **20-35** live orders simultaneously with **zero errors**, increasing table turnover by **10-20%** during **peak service**.
- Delivered drinks and food to **80-150 tables** per day during peak trading hours, contributing to smoother service flow and **reduced wait times**.
- Resolved **12-20** guest issues per shift, restoring **guest satisfaction** and preventing complaints from **escalating**.
- Managed **£3,000-£6,000** in daily payments with **100% accuracy**, supporting efficient cash-up processes.
- Maintained strict hygiene and safety checks every **20-30** minutes across **10-15** tables, meeting **100%** of internal **audit** requirements.
- Supported a team of **8-20** colleagues during **peak-time** workloads, increasing service speed by **15-25%** while maintaining consistent **service quality**.
- Prepared **50-120** drinks per shift with consistent quality and speed, supporting continuous service during **high-demand periods**.
- Managed reservation systems, coordinating **20-40** covers per hour during **busy periods** to maintain table flow and minimise delays.
- Processed **25-50** online delivery orders per day while maintaining internal quality and **service standards under pressure**.
- Trained **2-5** new staff members in **service procedures**, improving onboarding efficiency and **service consistency**.



# **Bullet point** Examples



**Warehouse**

# Warehouse

- Processed **300-800** items per shift with **99.9%** accuracy, reducing stock discrepancies by **40-60%** and improving **inventory reliability**.
  - Picked **180-260** orders per hour, contributing to **100%** on-time dispatch across **8-12** time-critical delivery routes.
  - Performed quality checks on **500-1,200** items weekly, identifying errors with a **98%** detection rate and preventing downstream **operational issues**.
  - Loaded and unloaded **20-40** pallets per shift, maintaining safe, controlled product flow in a high-activity environment.
  - Operated machinery for **6-10** hours daily with zero safety incidents, demonstrating strict adherence to safety and compliance procedures.
  - Managed inventory counts across **1,000-2,500 items**, improving stock accuracy by **15-30%** and supporting reliable dispatch planning.
  - Led the sorting of **100-300** items in high-priority batches, minimising turnaround delays and protecting delivery timelines.
  - Collaborated with **10-25** team members to maintain pickup and dispatch schedules through clear communication and coordination.
  - Documented stock updates with **100% accuracy**, supporting clear, reliable warehouse-to-distribution communication.
- Assisted supervisors by identifying and reporting issues affecting **50-200** items, preventing wider operational delays.

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# **Bullet point** Examples



## **Customer Service**

# Customer Service

- Responded to **60-120** enquiries daily, resolving **70-90%** on first contact and reducing wait times by **20-35%** through effective prioritisation.
  - Updated **200-450** customer records per day, maintaining 100% accuracy across **1,000+** weekly entries.
  - Handled **40-80** inbound calls and **20-60** outbound calls daily, maintaining clear, **professional communication under pressure.**
  - Coordinated escalations with **5-12 departments**, helping resolve **95%** of cases within **SLA** targets and preventing **service disruption.**
  - Managed queue flow for **80-200** customers daily, improving **overall flow** by **25%** through structured **triage and communication.**
  - Logged detailed case notes for **100-300** customers weekly, improving handover clarity and continuity for **operational teams.**
  - Processed payments and refunds totalling **£1,000-£4,000** weekly with **zero discrepancies.**
  - Identified service trends affecting **30-50** weekly customers, supporting **data-led process improvements.**
  - Managed live chat requests, handling **40-90** cases per day with quick, **controlled turnaround.**
- Assisted with onboarding of **2-4** new staff, providing guidance on systems, procedures, and **service expectations.**



# **Bullet point** Examples



## **Admin Roles**

# Admin Roles

- Managed **300-900** records daily with **100%** accuracy, supporting **regulatory compliance** for **1,500-4,000** weekly cases.
- Handled **50-120** daily enquiries, maintaining **5-15** minute response times for urgent cases through **effective prioritisation**.
- Coordinated shift patterns for **15-50** staff members, reducing scheduling gaps by **30-45%** and maintaining **operational coverage**.
- Prepared **10-25** weekly reports used by **2-6** senior managers to inform **operational planning** and **decision-making**.
- Processed confidential data for **100-300** individuals weekly, ensuring full **GDPR** and **data-protection compliance**.
- Scheduled **5-15** meetings weekly, coordinating attendees across **10** departments to **support alignment**.
- Processed **20-60** financial transactions with **100%** accuracy, supporting accurate **operational budgeting and cost control**.
- Improved office filing accuracy by **20-35%** through reorganised documentation systems and **clearer record structures**.
- Completed administrative tasks supporting **2-4** teams, improving cross-department **communication and coordination**.
- Logged **200-600** emails weekly, prioritising and triaging requests to maintain efficient, **controlled operations**.



# Bullet point Examples



# School Experiences

# School Experience

- Delivered presentations to **20-35** classmates, demonstrating clear communication and presence, and receiving **positive feedback** from **90%+** of the group.
- Led **4-8** peers in group projects, coordinating tasks and tracking progress to achieve **100%** on-time submission for assignments accounting for **30-60%** of final grades.
- Managed multiple deadlines across **5-10** subjects, completing **15-25** coursework pieces per term with consistent **accuracy and organisation**.
- Supported school events attended by **50-300** people, helping manage **crowd flow** across **5-8** zones to ensure safe, **smooth event operations**.
- Contributed to revision groups of **10-20** students, using structured explanation to improve group understanding and boost average test scores by **10-20%**.
- Managed **leadership** responsibilities in extracurricular projects (debate, science club, student council), organising meetings for **10-30** members and improving **participation and engagement**.
- Completed extended research projects (**1,000-3,000 words**), demonstrating analysis, **attention to detail**, and **independent task ownership**.
- Assisted teachers with **administrative tasks**, including sorting materials for **20-35** pupils, supporting smoother classroom **organisation and lesson flow**.



# Bullet point Examples



# Voluntary Experiences

# Voluntary Experience

## Charity / Fundraising Volunteering

- Supported high-traffic charity events with **100-300** participants, assisting with registration, donation handling, and **crowd organisation** to maintain safe, **orderly flow**.
- Assisted in preparing **50-200** food parcels, contributing to efficient, **accurate distribution** with **zero errors**.
- Helped manage donation stalls, raising **£200-£800** per event through clear **communication and public engagement**.
- Completed **10-40** hours of voluntary service, demonstrating reliability, **consistency, and personal accountability**.
- Assisted with **organising** weekly mosque programmes for **50-200** attendees, supporting **seating, crowd flow**, and a safe, welcoming environment.
- Supported **planning and delivery** of youth programmes, reaching **20-50 young people** and increasing participation by **10-25%** through structured activities.

## Sports Team Volunteering / Coaching / Captaincy

- Captained teams of **8-15** players, improving **team coordination, communication**, and contributing to **10-30%** performance improvement over the season.
- Organised **2-4** weekly training sessions, managing attendance and supporting consistent **skills development**.
- Coordinated match logistics for **5-15** fixtures, ensuring smooth travel, **equipment readiness**, and **player preparedness**.

## Extracurricular Clubs / Society Roles

- Managed club activities for **10-30** members, including planning sessions, organising resources, and improving attendance through **clear ownership**.
- Ran student campaigns reaching **50-200** people, helping **raise awareness** and **engagement for school initiatives** or charity causes.



# The **CV** Guide



# Aviation Language

# Aviation language

## **Passenger-Facing Language**

“...mirroring the pace of airport terminal operations.”

“...reflecting the expectations of passenger-facing roles.”

“...providing calm, professional service in high-stress environments.”

## **Operational Language**

“...aligning with time-critical operational tasks.”

“...similar to managing workflows during aircraft turnaround periods.”

“...supporting smooth, efficient passenger and baggage flow.”

## **Safety & Compliance Language**

“...following procedures consistent with aviation safety standards.”

“...maintaining accuracy required in safety-critical aviation roles.”

“...demonstrating strong compliance awareness in regulated environments.”

## **Teamwork & Coordination Language**

“...reflecting the teamwork required across airport and ground operations.”

“...communicating clearly under pressure, similar to multi-agency airport teams.”

“...supporting fast, coordinated operations in dynamic environments.”

## **Customer Service Language**

“...delivering service expected in airline and airport customer interactions.”

“...maintaining service quality during busy periods similar to terminal peaks.”

# Your Aviation Career **Starts Here.** We're With You Every Step of the Way.

You've just learned how to write a clear, strong aviation CV and most people never get this kind of guidance. Remember: nobody is "unqualified" for aviation. You simply need the right structure, the right story, and the right opportunities.

**You're capable of much more than you think, and we're here to help you get there.**

## Your Next Steps:

- Apply the bullet points relevant to you today
- Update the rest of your CV using the same structure
- Start applying for roles confidently
- Share your progress with us in the DevAviation Discord

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