

Is having broad experience good or bad?

 By [Juliette Attwell](#)

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In this week's column we look at what to do when you have a vast amount of work experience. Is it a good or bad thing?

I would love some assistance and advice on the following:

I have had a vast amount of experience in South Africa and abroad. This is advantageous in one aspect as I am versatile and adaptable. I am looking for a role in a corporate company which will give me the opportunity to develop and progress.

I have joined agencies but feel I am just a drop in the ocean and the same goes for online advertising as well.

What do companies look for in a CV and what will get me a good role? - Angee

Hi Angee

Thank you for your question.

You're right, you have good, solid experience and have had good lengthy tenures in each, so well done. Unfortunately however, the reality is that there are hundreds of candidates in the same space as you i.e. administration/PA. It's very tough to find a position in this area as there is a larger supply of candidates than a demand for them.

My advice to you is to find a niche area in your current industry that interests you and learn or study further, if you have the means to. I see you're currently at a transport company, perhaps you can try doing a diploma in logistics and work your way up in this area? Or perhaps ask a superior at your current company whether you can shadow them and after a while potentially apply for a position in the logistics area.

The key is to become an expert in a particular field so that you become indispensable. Learn as much as you can about this area by researching and self-learning, do as much as you can so that your employer cannot survive without you. This will open doors in terms of promotions and bonuses. Then, once this niche experience is on your CV, you may find that more job opportunities open up for you. Unfortunately sometimes if your experience is too broad, potential employers may overlook you, so it's a good idea to become an expert in one area and build on this.

I hope this helps.

Wishing you all the best!

Remember to always love what you do!

Juliette

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ABOUT JULIETTE ATTWELL

Juliette Attwell is Head of Marketing & Operations at Recruitgroup. Recruitgroup has won Careerjunction Recruiter of the Year in 2010, 2012, 2013 and 2014 as well as Fast Growth Business of the Year at the National Business Awards 2014. Juliette holds a Bcom Honours in Marketing Management and is the resident "agony aunt" on the BizCareers Column, she was also a finalist in the Top Young Executive at the National Business Awards 2014.

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