

GETTING HIRED

CV & LinkedIn Essentials for Accounting Professionals

Tom Hunter · Founder, Story Recruitment · Host, The CFO Track Podcast

About Tom



Founder, Story Recruitment · Host, The CFO Track Podcast

10+ years specialist finance and accounting recruitment across Australia. Working with founders, CFOs and finance leaders from high-growth startups to ASX-listed organisations.

29K+

LinkedIn network

100+

CFOs interviewed

1000s

CVs reviewed

What we'll cover

01



The market in 2026

What's changed in how you get hired

02



Build a recruiter-friendly CV

Structure, length, achievements, systems

03



Optimise your LinkedIn profile

Headline, about, experience, skills

04



Enhance your search with AI

Practical use without the slop

01

THE MARKET IN 2026

What's changed in how you get hired

The market has shifted at the senior end

The pattern

- Senior finance roles cut first
- CFO and Head of Finance the first to go
- Cross-market, not sector-specific
- From startups through to ASX-listed

\$200K+

in immediate cost saved per removed senior finance role.

Which is why it kept happening.

Where the work went



Work shifts to CEO / COO

Board reporting, capital allocation, investor relations. Absorbed on top of the day job.



Work shifts to IC-level rehires

Finance Business Partners, Senior Accountants, Senior Analysts. Rehired at a lower salary point.

The macro pile-on



Trade wars

China. Russia. Ukraine.



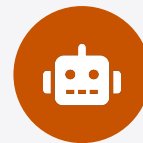
Tariffs

Cross-border cost shock.



Middle East

Sustained geopolitical risk.



AI disruption

Nobody knows the
endgame.

This isn't 2021

2021 - 22

THEN

- Craziest market on record
- Everyone hiring, everywhere
- Growth hires were the norm

2026

NOW

- Mostly replacement hiring
- Very few growth hires
- Same talent, different market

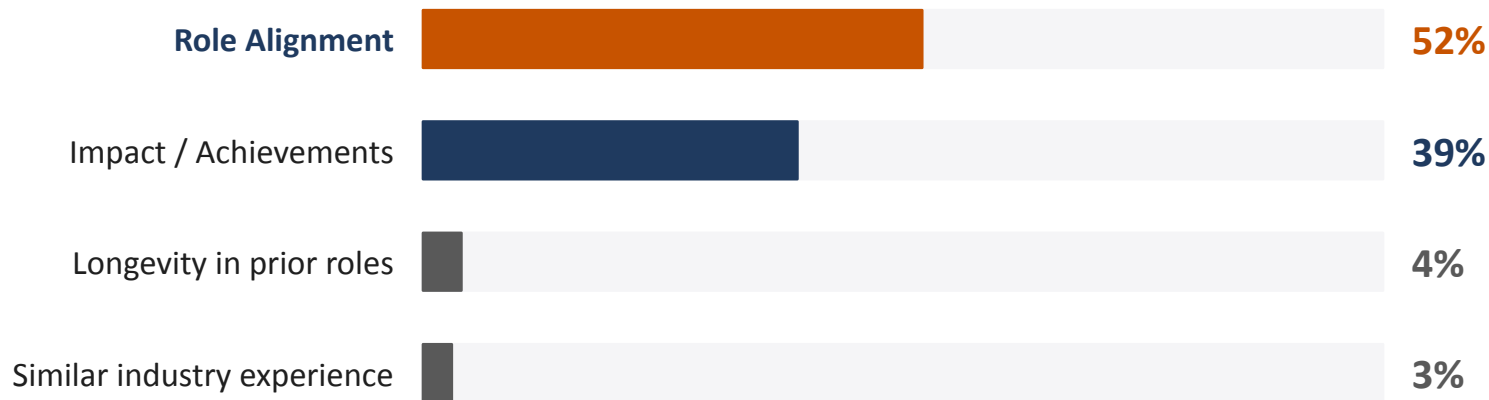
02

BUILD A RECRUITER-FRIENDLY CV

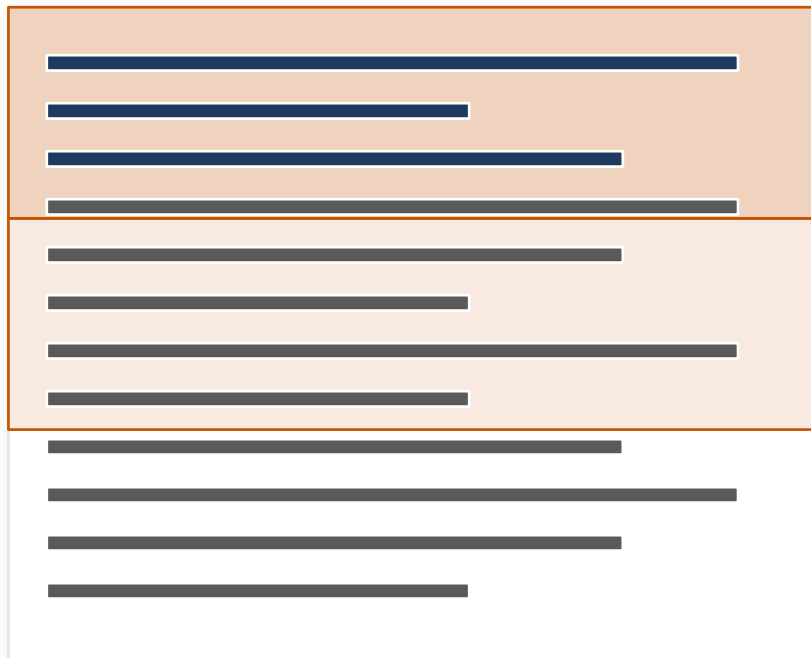
Structure, length, achievements, systems

What hiring managers actually look for

“As a hiring manager for finance professionals, what’s the first thing you look for in a CV?”



Where recruiters actually look



HOT ZONE

Name, headline, summary. Read every time.



WARM ZONE

Most recent role. Skimmed for keywords.



COLD ZONE

Older roles, education. Only if you passed the first two.

The structure that works

1

Contact block

Name, phone, email, LinkedIn URL, location. Nothing else.

2

Professional summary

3-4 lines. Who you are, what you do, what you're known for.

3

Career experience

Reverse chronological. Last 5 years in depth; older roles compressed.

4

Qualifications

ICAI, CA, CPA, degree. Institution and completion year.

5

Systems & technical skills

ERPs, BI tools, analytics stack.

6

Extras (optional)

Boards, publications, languages. Only if relevant to the role.

How long should it actually be?



THE 1-PAGE MYTH

An American convention that stops working past 10 years of experience. **3-5 pages is fine if the detail is relevant.**

LAST 5 YEARS

In depth. 5-10 responsibility points and 3-5 achievement points per role.

5-10 YEARS AGO

Compressed. Key achievements only.

10+ YEARS AGO

Just role, company, dates.

Show how you solved a business problem

AP OFFICER

✗ *Processed accounts payable invoices*

✓ Processed 300 invoices/week at 100% accuracy. Automated Excel processes cut processing time by 40%.

ACCOUNTANT

✗ *Assisted with month-end close*

✓ Reduced month-end close from 9 to 5 working days through process improvements.

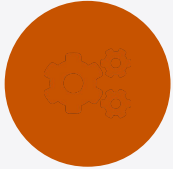
CFO

✗ *Involved in capital raising*

✓ Led Series A raise of ~\$10M AUD via venture capital partners.

TIP Estimation is fine. Use *“circa”* for rounded figures. Nobody is going to fact-check you.

Systems and technical skills



ERP

SAP · Oracle · NetSuite · MYOB · Xero ·
Business Central



BI & analytics

Power BI · Tableau · Looker · Domo · Excel
PowerPivot



Automation & AI

Alteryx · Python · UiPath · ChatGPT · Claude
· Copilot



Planning & consolidation

Anaplan · Adaptive · TM1 · Workday · Vena ·
Causal

Presenting qualifications



Lead with the qualification recruiters filter on

ICAI, CA (Chartered Accountant), CPA, CIMA, ACCA. Full designation, awarding body, year.



Do include

Post-grad specialisations · CFA level, if progressing · Executive programs at recognised schools



Skip

Short online courses · Compliance training · Anything more than 15 years old that isn't core

Common CV pitfalls



Generic summary

“Highly motivated professional” says nothing.



Objective statements

“Seeking a challenging role” wastes prime real estate.



Weird formatting

Tables, columns, headers — ATS strips them out.



Photos and personal info

Not required.

Design and formatting

1 Standard font, standard size

2 Single column, no fancy graphics

3 No photo, no personal info

4 Find a template, keep it simple

EXAMPLE

Name

City | Visa status | Email | Number

PROFILE

CFO with 15+ years building and running finance functions inside high-growth, operationally complex businesses; scaled a new country from €0 to €80m (\$130m) revenue and 1,200 employees in under three years, scaled a B2B SaaS business 10x in a conservative market, imposed capital discipline and extended runway through two market corrections. Full P&L ownership across both standalone and divisional CFO roles, reporting directly to CEO and VC/PE boards, with customer operations spanning 20 countries / 4 continents. Experienced fundraising from Series A through D rounds up to €250m (\$410m) alongside institutional investors, with a background in finance transformation and M&A integration across listed and PE-backed businesses.

EXPERIENCE

Fractional CFO - Independent Practice | Sydney/Remote | 2026 - Present

- Fractional CFO for growth-stage businesses: past the point an accountant can carry, before a full-time CFO is justified.
- Engagements: HYDROGRID (B2B SaaS, energy), Gymflow (B2B SaaS, gym management), and Poptop (ecommerce, children's furniture). Commercial finance they actually need: rolling forecasts and operating models, unit economics and pricing, capital efficiency, board and investor reporting, and fundraising support.

HYDROGRID - Series A - B2B SaaS, Energy Fractional CFO | Remote | Sep 2026 onward CFO | Vienna | Feb 2023 - Aug 2026

- Led a **heavily oversubscribed €7.7m (\$12.6m) Series A**, owning the financial model, data room, and investor communications.
- **Achieved 10x ARR growth**, earning recognition as Austria's #1 ranked scale-up (FT Sifted).
- Balanced growth and capital efficiency: by restructuring headcount and rebuilding the framework around CAC, payback, and contribution margin, **reduced personnel costs 20% and extended runway 12+ months**.
- Redesigned pricing from tiered bundles to a modular model, enabling distinct entry points across mid-market and enterprise segments and **reducing sales cycle by 30% - growing customer base and ARR by 50% YoY**.
- Built end-to-end financial operating model (budgeting, rolling forecasts, KPI governance, scenario planning, investor reporting), delivering **±5% forecast accuracy** in a volatile enterprise B2B sales environment.
- Secured **€2.2m (\$3.6m) non-dilutive funding**.
- Customer operations spanning **20 countries/4 continents**; legal entities in 3 jurisdictions including US and Brazil.

ROHLIK GROUP - Series B-D - eCommerce / Logistics

- Country CFO (Austria) - Finance Director, gurker.at | Vienna | Jun 2020 - Jan 2023**
- Joined as employee #4 to build and scale Rohlik's first Western European subsidiary from incorporation; reached **€80m+ (\$130m) revenue, 1m+ orders, and 1,200+ employees within 2.5 years**.
 - Built the finance and legal functions from scratch, later taking over payroll; personally recruited and **scaled the team from 0 to 10**; implemented NetSuite and all core financial processes in a high-growth, low-margin operational environment.
 - Consistently outperformed peer subsidiaries on margin and operational efficiency metrics.
 - **Halved monthly cash burn from €1m (\$1.6m) to €0.5m (\$0.8m)** in under six months following the 2022 market correction through unit economics discipline and operational cost control.
 - **Country-level finance lead** for Series B-D fundraising rounds up to **€250m (\$410m)**; owned the Austrian financial model and due diligence process, presented directly to institutional investors (Index, Partech, Sofina), and supported Group CFO on investor communications.
 - Owned budgeting, forecasting, and performance management for Austria, working closely with Group CFO and PE/VC operating partners on group-level capital allocation and strategic planning.

Why two-column CVs waste space

1 Fixed sidebar

2 No reflow between columns

3 3 pages instead of 2

EXAMPLE — what to avoid

[First Name] [Surname] [Job Title] Personal Info Phone [0400 000 000] E-mail [you@email.com] LinkedIn [linkedin.com/in/you] Location [Suburb, State] Skills [Skill one] _____ [Skill two] _____ [Skill three] _____ [Skill four] _____ Languages [Language one] _____ <i>[Fluent]</i> [Language two] _____ <i>[Intermediate]</i>	[Two or three sentences framing who you are, your years of experience and the value you bring. Name the kind of role you're seeking and the outcome you want to deliver. Keep it specific — a hiring manager should know within seconds whether to read on.] Experience [20XX-XX] [Most Recent Job Title] present [Company Name], [Location] • [Describe a core responsibility and the scope you owned — team size, budget, territory or portfolio.] • [Describe a second responsibility, ideally one that shows how you worked with data or stakeholders.] • [Describe a third responsibility that hints at leadership, mentoring or process improvement.] • [Add a fourth line where the role warrants it, or delete this bullet to keep entries tight.] Key Achievement [State one standout, quantified result — revenue, savings, growth, efficiency.] [20XX-XX] [Previous Job Title] [20XX-XX] [Company Name], [Location] • [Responsibility or outcome one — start with a verb and keep it to a single line where you can.] • [Responsibility or outcome two — quantify wherever a number is available.] • [Responsibility or outcome three.] Key Achievement [A quantified result from this role.] [20XX-XX] [Earlier Job Title] [20XX-XX] [Company Name], [Location] • [Responsibility or outcome one — start with a verb and keep it to a single line where you can.] • [Responsibility or outcome two — quantify wherever a number is available.] • [Responsibility or outcome three.] Key Achievement [A quantified result from this role.]
---	--

03

OPTIMISE YOUR LINKEDIN

Headline, about, experience, skills

Why LinkedIn matters more than your CV

YOUR CV

5 - 20

views per week

- Only the people you send it to
- Passive. Static. Reactive.

YOUR LINKEDIN (optimised)

100s

of views per week

- Every recruiter, hiring manager, internal talent team
- Active. Discoverable. Working while you sleep.

How recruiters actually search

The client's shopping list (example):

Securitisation

Treasury management

Acquisition accounting

Work in progress

IFRS 17

All 5 skills matched

Page 1

Found first. Contacted first.

Some (2-3) skills matched

Page 5 - 10

Buried. Might be seen.

None skills matched

Page 50+

Effectively invisible.

How recruiters use LinkedIn

Live example: Boolean search a recruiter would run for a Treasury / Structured Finance role

```
(CFO OR "Chief Financial Officer" OR "Deputy CFO" OR Treasurer OR "Group Treasurer" OR "Head of Treasury" OR  
"Head of Funding" OR "Head of Securitisation" OR "Head of Capital Markets" OR "Head of Structured Finance" OR "VP  
Finance" OR "Finance Director")  
AND  
(securitisation OR "warehouse facility" OR "warehouse funding" OR ABS OR RMBS OR "asset-backed" OR "structured  
finance" OR "debt capital markets" OR DCM OR "wholesale funding")  
AND  
(treasury OR "liquidity management" OR ALM OR "cash flow forecasting" OR "capital structure" OR hedging OR  
"interest rate risk")
```



TITLES

Job title variants



KEY SKILLS

Domain keywords



SPECIALISATION

Technical concepts

The headline



Weak

"Finance Manager at ABC Pty Ltd"



Strong

"Finance Manager | SaaS scale-up | NetSuite & Power BI | Rebuilding month-end close for high-growth teams"

The About section

1

Summary

3 - 5 sentences. Key experience and how you work. First person. Substantial, not skimpy.

2

Key achievements or projects

3 - 6 with metrics. Senior level: M&A, capital raises, market entries, transformations, system implementations, governance. Use the technical terminology.

3

Key skills — niche only

Steer AWAY from generic (“communication”, “strategic leadership”). Use acronyms, systems, tools, standards, methodologies. The more specific, the better.

A strong About section

1

SUMMARY

5 - 6 sentences. First person. Technical vocab. Names the sectors, the geographies, the operating model.

2

MAJOR ACHIEVEMENTS

6 named bullets. Each one labelled and quantified. \$500M P&L, 21 audits, ERP transformation.

3

KEY SKILLS

8 niche skills. Nothing generic. SOX, ERP, M&A integration, NRR frameworks.

About

An accomplished and internationally experienced Finance Leader with a 12-year tenure at Rentokil-Initial (FTSE100 & NYSE). I am adept at driving financial strategy across diverse markets in the Pacific, Europe, and Latin America. With a rigorous approach to governance and a sharp focus on big-picture profitability drivers, I bring deep expertise to Transport & Logistics, Industrial & Managed Services, and Infrastructure & Utilities sectors defined by complex, high-volume, and asset-heavy operations. I am a trusted partner to Managing Directors and Senior Leadership Teams, known for leading high-stakes transformation initiatives, including multi-country ERP migrations and SOX framework implementations.

MAJOR ACHIEVEMENTS

- > Strategic P&L Ownership: Directing the financial strategy for the New Zealand and Fiji businesses as a key leadership partner, contributing to the broader \$500M AUD Pacific P&L (of Australia, New Zealand, and Fiji)
- > ERP Transformation: Spearheaded the on-time, on-budget implementation of a multi-system ERP upgrade, ensuring no business disruption
- > Profitability Growth: Identified and executed recurring savings pipeline and strategic adjustments resulting in significant in-year profit gains
- > Global Governance Excellence: Business lead for the implementation of SOX control framework in alignment with PCAOB standards, achieving a best in class control deficiency rate
- > International Audit Leadership: Completed 21 international audits across the global network, frequently serving as Audit Lead, presenting findings directly to Regional Senior Leadership on risk mitigation and process optimization
- > M&A Integration: Successfully orchestrated the financial integrations for new acquisitions, ensuring seamless transition post-purchase

KEY SKILLS

- > Finance Directing & Strategic Partnering
- > P&L Management (\$100m+)
- > Mergers & Acquisitions Integration (M&A)
- > ERP Implementation & Digital Transformation
- > SOX Compliance & Financial Governance
- > Commercial Finance & Pricing Strategy
- > International Business & Multi-Region Operations
- > Experience in complex, high-volume, multi-site, B2B matrixed environments
- > Net Revenue Retention (NRR) frameworks

The Experience section



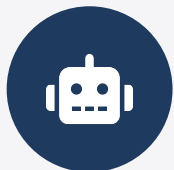
Mirror your CV in depth

50 - 60% of the detail lives here. Same roles, same dates. Expanded language.



Metrics on every achievement

Numbers where you have them. Estimation is fine. Words like “significant” read differently to everyone.



Technical language inline

Systems, tools, standards, methodologies. Named exactly as recruiters search them.



Overflow achievements here

Anything from your CV that didn't make the About. Every bullet is another keyword hit.

The Skills section — the hidden gem

100

SLOTS

A free hit to load your profile with keywords.



USE — niche only

Reporting standards · Data tools · Systems · PM methodologies · Regulatory acronyms · Sector-specific concepts



SKIP — generic

Communication · Leadership · Accounting · Finance · Excel · Team player — everyone has these. Wasted slots.

Your profile photo



PROFILE PHOTO

- Professional and clear
- Recent (not from 10 years ago)
- Face clearly visible
- Banner: don't stress about it
- No pro photo? Generate a half-decent one in Canva with AI.

04

ENHANCE YOUR SEARCH WITH AI

Practical use without the slop

Where AI actually helps in your search



Tailoring your CV

Rewrite bullets to match a specific role



Outreach messages

Draft recruiter and hiring manager notes



Role research

Brief yourself on a company before applying



Interview prep

Rehearse and pressure-test your answers

Tailoring your CV per role

1

Build a long-form base CV

10 pages. Every role, every achievement, every project, every metric. You'll never send this. It's your source of truth.

2

Create a project per role

Drop in the job description. Ask AI to draft a tailored CV pulling ONLY from your long-form. No invention.

3

Review for hallucination and voice

Every claim must trace back to your CV. Rewrite anything that reads as AI — recruiters can spot it now.

Drafting outreach with AI



Personalise the first line

Reference a specific post, article, or role. AI does this from a LinkedIn URL.



Lead with value, not need

What you bring, not what you want. AI needs a strong prompt to get this right.



One clear ask

A specific 15-min chat is easier to say yes to than 'can I pick your brain'.



Edit for voice

AI drafts read as AI. Two minutes of editing kills the tell.

How to avoid AI slop



The em-dash

AI loves them. Real writing usually doesn't.



"Delve", "leverage", "unlock"

Corporate-AI vocabulary. Overused patterns.



Triple lists

Every sentence has three items separated by commas.



Sycophantic openings

"Great question" and "I hope this message finds you well".



Zero specifics

Generic praise of the company with no proof you looked.

Your practical AI setup

1

A paid AI account

~\$20/month. Free tier won't save context or memory across sessions. Non-negotiable.

2

Your long-form CV

10 pages of every role, project, achievement. The base every application pulls from.

3

A project per role

One thread or project per role you apply to. JD in, tailored CV and outreach out.

4

A voice sample

Paste 3 paragraphs of your own writing. Tell the AI to match that tone every time.

Key takeaways

1

Rewrite the top third of your CV

Summary, most recent role, headline achievements.

2

Fix your LinkedIn headline

220 characters. Role, sector, systems, differentiator. Not your job title.

3

Update your About & Skills section

Impact, projects and achievements, niche skills. Include the keywords recruiters search.

4

Set up your AI job-search stack

One saved prompt for CV tailoring and company/interview research.

Thank you.

Questions?

Tom Hunter

Founder, Story Recruitment · Host, The CFO Track Podcast

tom.hunter@storyrecruitment.com.au

0472 727 237

[linkedin.com/in/tom-hunter-story](https://www.linkedin.com/in/tom-hunter-story)

Please leave me a recommendation on LinkedIn / Google

Or don't. Up to you...



LinkedIn recommendation

linkedin.com/in/tom-hunter-story

Wow. Amazing. Great speaker. How good are the shirts?!



Google review

Search "Story Recruitment Sydney"

