



# Chapter-4

# Resumes, CVs and Covering Letters in English

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2022

# Resumes, CVs and Covering Letters in English

A resume or CV is a summary of your educational qualifications and work experience.

**Companies usually want to see your resume when you apply for a job.**

A covering letter is the letter that accompanies your resume when you send it to a company.

**Both of the documents are vitally important in the job application process.**

# Resumes, CVs and Covering Letters in English

You never get a second chance to make a first impression.

When you apply for a job, most employers want to have 2 important documents from you:

- **A CV or resume**
- **A covering letter**



## First impressions are important.

Your CV and letter are usually the first impression that an employer has of you.

And because an employer may have hundreds of job applications to consider, you have about 15 seconds to make sure that first impression is a good one.

# Why you need a good CV

Your CV's job is to get you an interview.

Your CV or resume is **your visiting card, your ambassador, your shop window**. It represents you and it has a specific purpose: to get you an interview!

To do this, it must:

- attract
- inform
- persuade
- sell

# A good CV is one of your most important tools in the search for employment.

## What a CV or resume is not

- A CV is not a book.
- A CV is not an obstacle.
- A CV is not a tombstone.
- A CV is not boring or difficult to read.
- A CV is not your life story or autobiography.
- A CV is not a catalogue of your personal opinions.
- A CV is not a list of problems with past employers.

## What a CV or resume is

- A CV is short.
- A CV is seductive.
- A CV is an important document.
- A CV answers the question 'Why?'
- A CV is interesting and easy to read.
- A CV is a list of benefits for the employer.
- A CV is as much about the employer as about you.

# Why you need a good covering letter.

Your covering letter must sell your CV

Before even looking at your CV, an employer usually reads your covering letter.

If it is badly-written, or untidy, or difficult to read, your CV will probably go into the nearest bin.

If it is well-written, attractive, easy to read and persuasive, the employer will turn to your CV. It's that simple!



## Your Covering Letter

Your covering letter is a sales letter

**Covering letter** (noun): short letter sent with another document; cover letter (US)



# Your Covering Letter

When you send your CV to apply for a position, you should also include a **short letter**.

This letter is called a **covering letter** or (in American English) a **cover letter**.

A covering letter sent with a CV/resume is also called a **letter of application**.

Your letter of application is a **sales letter**. The product it is selling is your CV.

## Covering Letter: Content:

The reader of your letter may be busy and unwilling to waste time on unnecessary details.

You should therefore design your letter to be easy to read.

It should be short, concise and relevant. It should not be too formal or complicated.

# Covering Letter: Content:

## Your letter should:

- confirm that you are applying for the position
- say where you learned about the position
- say why you want the position
- say why you would be a benefit to the company
- request an interview

# Covering Letter: Content:

The layout of a modern business letter in English is very simple. Your address is at the top, on the right or in the middle.

The rest of the letter can be in 'block' format, with each line starting on the left. Try to keep the whole letter on one single page, with plenty of white space.

Here is the typical format for your covering letter

The diagram illustrates the layout of a business letter with the following components and labels:

- Letter Head:** Palestine Automobile Company, Ramallah - Palestine
- References:** Ref: PT/01/2019
- Date:** Date: Feb. 25, 2019
- Salutation:** Dear Dr. Asem Obied
- Inside address:** Jawwal Company, Ramallah - Palestine
- Subject Heading:** Subject: Offer
- Subject (The body of the letter):** (The body of the letter)
- Paragraphs:** One Paragraph, Second Paragraph, Third Paragraph
- Complimentary close:** Yours sincerely,
- Signature:** (Signature) Ali Ahmad, General Manager
- Initials:** AA: RA
- Enclosures:** Encls. Bill of lading
- cc:** cc: Marketing Manager
- Carbon Copies:** Carbon Copies

# Covering letter

Dear Dr. Asem Obied  
Director of Human Resources  
Jawwal Company

Secretary (Job Vacancy)

I am interested in working as Secretary for your organization. I am a Secretary with nearly 2 years' experience to offer you. I enclose my resume.

I have BA of Technical Administration from Palestine Technical University – Khadoorie -Ramallah Branch since 2022.

I would appreciate your keeping this enquiry confidential. I will call you in a few days to arrange an interview at a time convenient to you. Thank you for your consideration.

Yours faithfully  
Rachel King

# Your CV/Resume

**Your CV must get you an interview.**

Curriculum Vitae (noun):  
a brief account of one's education,  
qualifications and previous occupations.  
[Latin, = course of life]

# Your CV/Resume

CV stands for the Latin words Curriculum Vitae, which mean: **the course of one's life**. A CV is also called a **résumé, resumé or resume** (especially in American English).

Your CV is a summary of your **professional/academic life** until now, and it usually concentrates on your **personal details, education and work experience**.

# Your CV/Resume

Your CV's job is very simple: **to get you a job interview.**

To do this, your CV must be:

- **clear**
- **well-organised**
- **easy to read**
- **concise**
- **relevant to the job offered**



# Content

Your CV is the summary of your **professional** life.

You should include everything that is relevant to your *employment or career* and nothing that is irrelevant.

Exactly what you include depends partly on your type of work.

# Content

There are usually **5 general headings of information** to include:

- **personal details** - name, address, email and telephone number (and *sometimes* nationality, age/date of birth and marital status)
- **objective** - a headline that summarises the job opportunity you are seeking
- **work experience** - your previous employment in reverse chronological order - with most detail for your present or most recent job
- **education** - details of secondary and university education - including the establishments and qualifications (but excluding any that are irrelevant to your career)
- **personal interests** - demonstrating that you are a balanced, responsible member of society with an interesting life outside work

# Content

- Your CV should be word-processed
- **Your CV to a maximum of 2 pages**
- Choose a good quality, fairly heavy paper.
- **Choose an easy-to-read typeface.**
- **DO NOT USE ALL CAPITALS LIKE THIS! CAPITALS ARE VERY DIFFICULT TO READ AND MAY BE CONSIDERED IMPOLITE IN THE ENGLISH-SPEAKING WORLD. Do not use a lot of italic like this. Italic can also be difficult and irritating to read. Do not use a fancy typeface. It is not appropriate for a professional document.**

	1989-90	ESS Holdings	Cambridge, UK	<b>Thomas Crown</b>		
	Senior Sales Representative					
	<ul style="list-style-type: none"> <li>Increased sales by 300% annually.</li> <li>Closed deals with 100 major new accounts.</li> <li>Won over 25 competitor clients - adding £50 million to revenue.</li> </ul>			Objective	Seeking an International Sales Management position in Information Technology where my extensive sales experience will be used to the full	
	1986-89	ESS Holdings	Cambridge, UK			
	Sales Representative			Experience	1996-2001	Intel
	<ul style="list-style-type: none"> <li>Increased sales by 300% annually.</li> <li>Awarded company's highest sales award each year.</li> <li>Developed 'Winning Presentations' training course.</li> </ul>				National Sales Manager	
					<ul style="list-style-type: none"> <li>Increased sales from £60 million to £100 million.</li> <li>Doubled sales per representative from £5 to £10 million.</li> <li>Implemented Internet sales grossing £25 million</li> </ul>	
Education	1982-86	London University	London, UK			
	<ul style="list-style-type: none"> <li>BA, Business Administration and Information Systems</li> <li>Captain of university Rugby Club.</li> </ul>					
	1978-82	St Andrew's School	Plymouth, UK		1991-95	Teletrona Systems
	<ul style="list-style-type: none"> <li>4 GCE 'A' Levels.</li> <li>President of school's Drama Society.</li> </ul>				Northern Sales Manager	
					<ul style="list-style-type: none"> <li>Increased regional sales from £95 million to £200 million.</li> <li>Expanded sales team from 30 to 60 representatives.</li> <li>Suggested new services adding £35 million to revenue.</li> </ul>	
Interests	St Andrew's Board of Governors, rugby, drama, chess					
	17 King's Terrace, Richmond, Surrey, UK Tel: +44 181 123 456 Email: thomas.crown@interwell.net					

# Your CV/Resume

<b>Marital status:</b>	<ul style="list-style-type: none"><li>• single</li><li>• married</li><li>• divorced</li><li>• separated</li><li>• widowed</li></ul>
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<b>Nationality:</b>
<b>Date of birth:</b>
<b>Age:</b>
<b>Place of birth:</b>

# Do's and Don'ts

## Do this...

- Do be positive.
- Do look forward to the future.
- Do emphasize the benefit you will bring to an employer.
- Do use active verbs.
- Do keep to the point. Be relevant.
- Do create an organized layout.
- Do be neat.
- Do use good quality paper.

## Do this...

- Do use a word-processor (computer).
- Do use wide margins.
- Do use plenty of white space.
- Do use a good quality photo (if you use a photo).
- Do check your work for spelling errors.
- Do check your work for grammatical errors.
- Do ask a friend to look at your CV and letter.
- Do sign your letter with a fountain pen.

# Do's and Don'ts

## Don't do this...

- Don't look backward to the past.
- Don't write CV or Resume at the top.
- Don't write Mr., Mrs. or Miss Ms. in front of your name.
- Don't give personal details (place of birth, age etc.) unless necessary
- Don't give full addresses of past employers.
- Don't give minor or unimportant school qualifications.

## Don't do this...

- Don't give lots of irrelevant or unimportant hobbies.
- Don't write names in capital letters.
- Don't use lots of different typefaces (fonts) and sizes.
- Don't use lots of capital letters, italics or fancy typefaces.
- Don't use colored paper.
- Don't make your covering letter more than 1 page.
- Don't make your CV/resume more than 2 pages.

# Vocabulary

## The Value of Simplicity and Clarity:

If you want people to read your CV, your language must be simple and clear:

- Use short words and short sentences.
- Do not use technical vocabulary, unless you are sure that the reader will understand it.
- Talk about concrete facts, not abstract ideas.
- Use verbs in the active voice, not passive voice.



# CVs/Resumes for the 21st Century

**Email:**

**Subject: Vacancy (Sales Manager)**

**Attach: Application for Post of Sales Manager: John Brown**

**Webpage**

# Essential Tips

Here are some essential tips that summarize much of what we have already discussed, and add some new ideas. Read them carefully and act on them. They will guarantee that job interview.

- **Tip 1: Use design that attracts attention**

Employers don't have time to read through each of your job descriptions to know if you have the skills they need. The design of your CV must do it for them. Your CV should be **well-organized** and emphasize the **most important points** about your experience, skills and education. This information is the **first impression** that an employer has of you.

- **Tip 2: Match your headings to the job**

Use a job title and skill headings that match the job you want. An employer who sees unrelated job titles or skills will immediately think that you are not right for the job in question.

# Essential Tips

- **Tip 3: Write convincing content**

Good design will get an employer's attention. But after that, you must concentrate on the content of your CV, the actual descriptions of your skills and abilities, to ensure an interview and good job offer.

- **Tip 4: Use 'power words'**

You need to control the image that an employer has of you. To do this, use power words that match the position you want. If, for example, you are applying for a financial post, you should use as many financial skills power words as possible

- **Tip 5: Use 0123456789**

People react to numbers! Numbers are alive and powerful. They create vivid images in our minds. General statements are easy to ignore. Be specific and use numbers when describing your duties and achievements. Don't talk about 'managing a major turnover'. Talk about 'managing a \$27,000,000 turnover'.

# Essential Tips

- **Tip 6: Put important information first**

List important information at the beginning of your job description. Put statements in your CV in order of importance, impressiveness and relevance to the job you want. A powerful statement with numbers and power words influences every statement that follows

- **Tip 7: Find key words from the job description**

Let an employer do your work for you! Employers spend much time and money writing job advertisements and descriptions that contain key words for the position offered. Read these descriptions carefully to find the key words. Then use the same key words in your CV and cover letter.

- **Tip 8: Sell benefits, not skills**

Holiday companies do not sell holidays. They sell relaxation, adventure, sun, sea and sand (the benefits of a holiday)! You should not sell your skills (many other people have the same skills). You should sell the benefits of your skills. When you write your skills and past duties, be careful to explain their benefits to the employer.

# Essential Tips

- **Tip 9: Create the right image for the salary**

Use language that creates the right image for the level of job and salary you want. Position yourself at the appropriate level. The language you use will immediately influence an employer's perception of you.

- **Tip 10: Target the job**

You will have more success if you adjust your CV and cover letter for the specific skills an employer is seeking. This means that you would write one CV for one particular job and a different, modified, CV for another job. You 're-package' yourself. In that way, an employer will see immediately that you correspond to the job description. It is not dishonest to 're-package' yourself. You are simply presenting yourself and your skills in the best light for a particular employer. This will help you to get more interviews. It will also allow you to apply for a wider range of jobs.

# Essential Tips

- **Bonus tip: Solve your employer's (hidden) needs**

Employers want people who can solve problems, not create them! Your CV and cover letter should show how you can solve the employer's problems and needs. And in addition to the skills or needs shown in a job advertisement, an employer may have other needs. You should identify these additional needs and show how you can satisfy them too. But concentrate first on the needs listed in the job description. Your additional solutions should come later, and low-key, after you already have the employer's attention



**Thank You 1**