[انجليزي تجاري (فني)]

[Palestine Technical University-Kadoorie- Ramallah Branch]

Chapter 2 – Section 6

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Chapter-4

Resumes, CVs and Covering Letters in English

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.

The Power of Action Verbs

Certain words are used frequently by recruiters in their job descriptions. You can study recruiters' advertisements and job descriptions and **try to use these words** in your CV and covering letter.

The most **powerful words** are *verbs*. And the most **powerful verbs** are *action* verbs. (Action verbs describe dynamic activity, not state).

Verbs of action	to sell, to manage
Verbs of state	to be, to exist

So you should use plenty of action verbs *matched to your skills*, and use them in the active form, not the passive form. Which of these two sentences do you think is the more powerful?

Active form	I **increased** sales by 100%.
Passive form	Sales **were increased** by 100%.

Power Words to Use

Here is a list of typical **action verbs** categorised by **skill**:

Communication skills	Management skills	Research skills	Technical skills
address arbitrate	assign attain	collect critique	assemble build

correspond	chair	define	calculate
draft	coordinate	detect	devise
edit	delegate	diagnose	engineer
lecture	direct	evaluate	fabricate
mediate	execute	examine	maintain
motivate	organise	explore	operate
negotiate	oversee	extract	overhaul
persuade	plan	identify	program
present	recommend	inspect	remodel
publicise	review	interpret	repair
reconcile	strengthen	investigate	solve
speak	supervise	summarise	upgrade
write	train	survey	

Creative skills	**Financial skills**	Sales skills	Teaching skills
conceptualise	administer		advise
create	allocate		clarify
design	analyse		coach
fashion	appraise	sell	elicit
form	audit	convert	enable
illustrate	balance	close	encourage
institute	budget	deal	explain
integrate	calculate	persuade	facilitate
invent	control	highlight	guide
originate	compute	satisfy	inform
perform	develop	win over	instruct
revitalise	forecast	sign	persuade
shape	project		stimulate
			train

British and American English

There are sometimes differences between British and American English and conventions. Here is a guide to some of the most important differences for your CV/resume and covering letter. But remember, this is a **guide only** - there are no strict rules. For example, some British people like to use 'American' words, and some American people like to use 'British' words.

British	American
CV/curriculum vitae	resumé
	resume
covering letter	cover letter
	covering letter
Standard paper size: A4 (210 x 297 millimetres)	Standard paper size: Letter (8 1/2 x 11 inches)
Mrs	Ms
Miss	
Dear Sirs	Gentlemen
Yours faithfully	Yours truly
Yours sincerely	Sincerely
	Sincerely yours
	Yours truly
Managing Director (MD)	Chief Executive Officer (CEO)
	General Manager

date format: DD/MM/YY example: 30/12/99 30 December 1999	date format: MM/DD/YY example: 12/30/99 December 31st, 1999
labour	labor

Internet

⚠ Function not fashion.

CVs/Resumes for the 21st Century

In the past it was usual to produce your CV/resume and covering letter on paper and submit them by post (snailmail) or fax. Today, it is increasingly usual for companies to ask you to send your CV by **email** or for candidates to place their CV on a **webpage**. These are two excellent ways of distributing your CV, but there are several important points that you should not overlook.

Email

When you send your CV by email, you can send it either as inline text (that is, written in the body of the email) or as a file attached to the email (or as a combination of these).

In all cases, please make sure that the **subject line** is clear, and relevant. Your prospective employer may receive hundreds of CVs by email and many will have subject headings like:

- CV
- Job Application
- John Brown
- JB
- Your Vacancy

You can imagine how frustrating it is to sort emails with meaningless subject lines like these (or, worse still, no subject line at all, as sometimes happens). If your name is "John Brown", a good subject line would be:

- Resume: John Brown
- CV & Covering Letter: John Brown
- Job Application: John Brown

- Application for Post of Sales Manager: John Brown

Inline text

It is best to use "plain text". Yes, you **can** write your email in "HTML" or "Rich Text", but will your prospective employer be able to read it? Will it arrive correctly formatted? Will colours, typefaces, tabs and spacing, and any special characters like fancy accents be correctly presented? Perhaps yes. Perhaps no. Unless you are certain that what you write will be seen as you intended, you cannot take the chance with such an important document. Plain text, on the other hand, can be read by virtually all email programs world-wide and you can be confident that what you send is what arrives at the other end. However, even with plain text it is advisable to:

1. **Keep the line-length short.**
   Use hard carriage returns (the "Enter" key) every 65 characters maximum.
2. **Avoid fancy spacing and tabulation.**
   A CV/resume that is beautifully formatted in MS Word or some other word-processing program cannot be reproduced with the same layout in plain text. You should not even attempt it. Instead, you will need a different, simpler approach, similar to the one below.
3.

Formatted document:

| 2005- | **Sales Manager** | United Technologies Universal Ltd | London, UK |
| 2000- 2005 | **Sales Representative** | Wonder Techniques Inc. | New York, USA |

Plain text email:

```
2005 to date
Sales Manager
United Technologies Ltd (London, UK)
2000-2005
```

```
Sales Representative
Wonder Techniques Inc. (New York, USA)
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Attachments
You should be very careful about sending your CV as an attachment. Many people are very cautious about opening attachments, largely because they can contain viruses, and your email with an uninvited CV attachment may well be deleted before it ever sees the light of day. If you are sure that your prospective employer will accept attachments, then this can be a good way to submit your CV and covering letter.
Be careful too that your documents are properly laid out with a file format that can be read by your prospective employer. An MS Word document (.doc) is almost certain to be readable by anyone, on PC or Mac. Better still, convert it to the universal Rich Text Format (.rtf). If you send your CV produced on some obscure word processing program, and do not convert it to RTF, then do not be surprised if you never hear from your prospective employer again.
Another word of caution: like the subject line for your email, be sure to give your attached files meaningful names. Do not simply attach a file called "CV.doc" or "coveringletter.doc". Once it has been saved to your prospective employer's hard disk, the name will be meaningless, unless they have taken the trouble to change it. But you should not give them this trouble. Instead, call your attachments something like:
- Resume_John-Brown.doc
- CV-and-Covering-Letter_John-Brown.doc
- job-application_john-brown.rtf
- JohnBrown_Application-for-Post-of-Sales Manager.rtf

Webpage
It can be a very good idea to place your CV on the Web. This makes access to your CV easy and rapid world-wide. If you wish to retain confidentiality, you can always password protect it. Unfortunately, many people suddenly become artistic as soon as they add pages to the Web. They believe that they can somehow enhance their CV by adding colour, or unusual typefaces, or fancy backgrounds. They pay for their artistry in

illegibility. If there is one, immutable law of the Universe, it is that contrast between text and background increases legibility (readability). In general, black text on a plain white background is the easiest text to read. (That is why books, newspapers and magazines the world over are printed in black text on white paper, except for some very special effect.) Remember, too, that a prospective employer may wish to print out your CV, and will almost certainly prefer to have a result that looks more like a conventional CV. Which of the following is easiest to read, and print?

2000-	**Sales Manager**	United Technologies Universal Ltd	London, UK
1995-2000	**Sales Representative**	United Technologies Universal Ltd	New York, USA

2000-	*Sales Manager*	United Technologies Universal Ltd	London, UK
1995-2000	*Sales Representative*	United Technologies Universal Ltd	New York, USA

2000-	**Sales Manager**	United Technologies Universal Ltd	London, UK
1995-2000	**Sales Representative**	United Technologies Universal Ltd	New York, USA