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# [انجليزي تجاري (فني)]

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[Palestine Technical University-Kadoorie- Ramallah Branch]



## Chapter 2 – Section 7

[Instructor: Dr. Asem Obied]  
Second Semester -2023-2024

# Chapter-4



## Resumes, CVs and Covering Letters in English

## 10 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.

### ✓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**'.

✓**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**.

✓**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.

✓ **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.

## Sample cover letter for secretary

Apartment 17, 5678 City Road, New York, N.Y.  
914 925 260 ap@palace.net

Mr Richard Barron  
Director of Human Resources  
Orient Media, Inc.  
777 Long Street  
NEW YORK  
NY

28 April 2010

Dear Mr Barron

### **Bilingual Personal Assistant**

I wish to apply for the post of Bilingual Personal Assistant advertised in today's issue of the New York Times.

You will see from the enclosed resume that I have ten years' experience in the publishing field, the last seven as a bilingual secretary. I have also traveled widely, accompanying the vice president on trips to Asia.

I am fluent in French, which I studied while at university, and in Japanese, having spent two years working in a publishing company in Tokyo.

If you feel that my qualifications and experience are suitable, I can be available for interview at short notice. Thank you for your consideration.

Sincerely

[signature goes here]

Amanda Prince

Enc:

## Sample resume/CV for secretary

**Name**                    **Amanda Prince**  
**Address**                Apartment 17, 5678 City Road, New York, N.Y.  
**Telephone**             914 925 260  
**Email**                    ap@palace.net

### Professional Experience

- 2005-present    PanTransCo. Inc, New York, N.Y.  
**Bilingual Corporate Secretary**
- Scheduling conference appointments for Vice President
  - Frequent travel to Japan, Hong Kong and Singapore
  - Transcription of confidential correspondence
- 2002-2005       ExpoSymbol, Washington, D.C.  
**Bilingual Secretary to Export Sales Manager**
- Exhibition grant administration
  - Editorial Assistant for company newsletter
- 2000-2002       Symnet, Tokyo, Japan  
**Office Assistant**
- Typing royalty contracts, manuscripts, correspondence
  - Answering phones, ordering supplies

### Education & Qualifications

- 1996-2000       State University of New York, New Paltz, N.Y.
- Bachelor of Arts Degree (International Relations)
  - Graduated Cum Laude May 2000

### Professional Skills

- Word, Excel, Access, Word Perfect, Pegasus Mail
- Proficient in Delphi computer software
- Communication, interpersonal & organizational
- Typing 65 wpm, Internet

### Languages

- French, fluent
- Japanese, fluent

### Interests

Oriental culture, Internet, tennis

### Referees

- Mrs Jane Bonner (987 654 321)  
C.E.O., ExpoSymbol, PO Box 234, Washington, D.C.
- Mr Andrew Held (098 765 432)  
Vice President, Interplat, 27 Patton Place, Atlantic City

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# Sample cover letter for English teacher

26 rue Washington 75008 PARIS France  
tel: +33 1 77 77 77 77 email: rachelking@eflnet.fr

The Principal  
Interplay Languages  
77 bd Saint Germain  
75006 PARIS

7 January 2011

Dear Sir

## **Director of Studies**

I am interested in working as Director of Studies for your organisation. I am an EFL language instructor with nearly 10 years' experience to offer you. I enclose my resume as a first step in exploring the possibilities of employment with Interplay Languages.

My most recent experience was implementing English Through Drama workshops for use with corporate clients. I was responsible for the overall pedagogical content, including the student coursebook. In addition, I developed the first draft of the teacher's handbook.

As Director of Studies with your organisation, I would bring a focus on quality and effectiveness to your syllabus design. Furthermore, I work well with others, and I am experienced in course planning.

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

[signature goes here]

Rachel King



# Sample resume/CV for English teacher

26 rue Washington, 75008 PARIS France

tel: +33 1 77 77 77 77

email: rachelking@eflnet.fr

## Rachel King

<b>Personal information</b>	Date of birth: 1 July 1980 Nationality: British Marital status: Single
<b>Objective</b>	<b>Director of Studies in a European EFL institute</b>
<b>Qualifications</b>	<ul style="list-style-type: none"><li>• Dip. TEFLA</li><li>• B.A., English Literature (Hons)</li></ul>
<b>Experience</b>	2007- White House School Paris, France <b>Language Instructor</b> <ul style="list-style-type: none"><li>• Advised senior business executives</li><li>• Implemented English Through Drama workshops</li></ul> 2004-06 Interling Paris, France <b>EFL Teacher</b> <ul style="list-style-type: none"><li>• Instructed in-school and in-company</li><li>• Developed school's Internet access centre</li></ul> 2002-04 ELCC Cambridge, UK <b>EFL Teacher</b> <ul style="list-style-type: none"><li>• Taught at all levels, group and one-to-one</li><li>• Developed Telephone Excellence training course</li></ul>
<b>Education</b>	2006 The Tower Schools Cambridge, UK <ul style="list-style-type: none"><li>• Dip. TEFLA</li></ul> 2002 International Centres London, UK <ul style="list-style-type: none"><li>• Cert. TEFLA</li></ul> 1999-2002 Cambridge University Cambridge, UK <ul style="list-style-type: none"><li>• B.A., English Literature (with Honours)</li><li>• University Drama Club</li></ul>
<b>Publications</b>	<i>The EFLnet</i> published A.U.P 2008
<b>Languages</b>	<ul style="list-style-type: none"><li>• French, fluent</li><li>• Russian, excellent</li></ul>
<b>Interests</b>	Russian literature, drama, jazz dance

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# Sample cover letter for sales manager

17 King's Terrace • Richmond • Surrey • UK  
Tel: +44 208 123 456 • Email: tc@repu.com

Ms Jennifer Andrews  
Managing Director  
Micronet Technologies  
Westminster Tower  
LONDON EC7 7IT

17 January 2011

## **Confidential**

Dear Ms Andrews

### **European Sales Manager**

I should like to propose my candidature for the position of European Sales Manager with Micronet Technologies as advertised in the latest issue of the Financial Times. As you know, I am currently National Sales Manager with Intel where I have expanded sales by more than 50% annually. In total, I have twelve years' experience in information technology and sales to offer you.

As you can judge from my enclosed CV, I have consistently increased sales and profitability in each of the companies I have worked with. I have also become highly involved in Internet sales, which is one of the reasons for my particular interest in a forward-looking, network-based group like Micronet Technologies.

As European Sales Manager within your group, I would aim to strengthen your existing partnerships and oversee an aggressive policy of revenue growth, building on my extensive experience and contacts.

I know that you will understand the need for confidentiality and discretion. I look forward to calling you in a few days to arrange an interview at a mutually convenient time.

Yours sincerely

[signature goes here]

Thomas Crown

# Sample resume/CV for sales manager

## Thomas Crown

<b>Objective</b>	<b>Seeking an International Sales Management position in Information Technology where my extensive sales experience will be used to the full</b>	
<b>Experience</b>	2006-	Intel London, UK
	<b>National Sales Manager</b>	
	<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>	
	2001-05	Teletrona Systems Edinburgh, UK
	<b>Northern Sales Manager</b>	
	<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>	
	1999-2000	ESS Holdings Cambridge, UK
	<b>Senior Sales Representative</b>	
	<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>	
	1996-99	ESS Holdings Cambridge, UK
	<b>Sales Representative</b>	
	<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>	
<b>Education</b>	1992-96	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>	
	1988-92	St Andrew's School Plymouth, UK
	<ul style="list-style-type: none"><li>• 4 GCE 'A' Levels.</li><li>• President of school's Drama Society.</li></ul>	
<b>Interests</b>	St Andrew's Board of Governors, rugby, drama, chess	

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