

# English for Business

## **Chapter 4**

### **Writing an Impressive CV (Part 1)**

Lecturer: Lerissa Daniela, S.S., M.Pd.

# Writing an Impressive CV (Part 1)

1. Structuring your CV
2. Creating a strong first impression
3. Writing a personal statement
4. Writing eye-catching headings

# Structuring your CV

Think about the following questions

1. What does CV stand for?
2. What is a CV commonly called in American English?
3. What is the main purpose of a CV?
4. What are the key qualities of a successful CV?
5. How many sections are there in a typical CV? What are they?
6. What is the best way to structure the contents of your CV?

# Structuring your CV

1. CV = **Curriculum Vitae**
2. CV commonly called **Resume** in American English
3. Purpose of a CV is to **persuade a potential employer** that you have **the right skills experience, education and personality** for the job.
4. Successful CV = **stand out, well planned, well written, meet the requirements, concise, honest, error-free.**
5. Sections in CV = **professional experience, educational qualifications and skills.**
6. What is the best way to structure the contents of your CV? No specific one, **the main two are chronological and skill-based.**

# Audio: Silvia and Sophie talking about CV

1. What are the two most popular ways of structuring a CV?
2. What are the key differences between the two most popular ways of structuring CVs?
3. Does any of Sophie's advice surprise you?



# Audio: Silvia and Sophie talking about CV

1. What are the two most popular ways of structuring a CV?  
**Conventional chronological CV and skills-based or functional CV.**
2. **Chronological CV:** chronological order of academic achievements and work experience.  
**Skill-based CV:** key transferable skills relevant to job and provides evidence of these skills.
3. Does any of Sophie's advice surprise you? You may think about the answer yourself.

# CV Structure

## Chronological CV

1. Your name in large letters
2. ... details
3. ...
4. .../academic qualifications
5. ...
6. Activities and ...
7. Additional ...
8. ...

## Functional/ skill-based CV

9. ... in large letters
10. ...
11. .../ career profile
12. Key ... / transferable skills
13. ... details
14. ... /professional qualifications
15. ...
16. referees



# CV Structure

## Chronological CV

1. Your name in large letters
2. **Contact** details
3. **Personal statement**
4. **Education**/ academic qualifications
5. **Work experience**
6. Activities and **interests**
7. Additional **skills**
8. **References**

## Functional/ skill-based CV

9. **Your name** in large letters
10. **Contact details**
11. **Personal statement** / career profile
12. Key **skills / transferable skills**
13. **Work experience** details
14. **Education**/ professional qualifications
15. **interests**
16. **referees**

## Silvia Carnali

**Home address:** 42 Hampstead Rd  
London NW3  
**Telephone:** 44 (0) 207 862 4567  
**Email:** s\_carnali@hotmail.com

**Date of Birth:** 14 February 1986  
**Nationality:** Italian

### Education

2008-present The School of Oriental and African Studies (SOAS)

- MSc (Hons) Development Studies (2.1 expected)
- 7000-word dissertation on reforestation in Kenya

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**Languages** Italian (mother tongue), English (fluent), Spanish (upper intermediate)

**Computer Skills** Full command of Microsoft Office Suite

**Driving** Full current driving licence

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- I handled a wide variety of tasks and projects throughout the six-month project, each requiring different skills and approaches in order for targets to be achieved and obstacles to be overcome. I suggested an alternative communication strategy of meeting with local community leaders to discuss sustainability. I convinced community leaders to implement alternative farming methods. The successful approach was adopted by the entire team across the country. (2006)

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- I updated and modified the website for Sustainable Solutions, resulting in a 40% increase in website traffic. (2006)

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Achieve  
Complete  
Coordinate  
Develop  
Hold  
Organize  
Persuade  
Represent  
Research  
**Work**

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## Correct Answers:

1. Worked
2. Developed
3. Persuaded
4. Represented
5. Completed
6. Organized
7. Held
8. Researched
9. Achieved
10. Coordinated

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Adaptability and resourcefulness

Communication and teamwork

Energy and motivation

Research and computer skills

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**Languages**

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References available upon request

## Correct Answers:

1. Communication and teamwork
2. Energy and motivation
3. Adaptability and resourcefulness
4. Research and computer skills

# Self analysis:

1. Why are skill-based CVs particularly popular with career changers and recent graduates?
2. Which approach is more common in the country you are applying for work in?

# Self analysis:

1. Why are skill-based CVs particularly popular with career changers and recent graduates?

**Both career and recent graduates may not have much relevant professional experience, so they may prefer to use a skills-based CV where capability is emphasized over experience.**

2. Which approach is more common in the country you are applying for work in?

# Creating a strong first impression: Writing a personal statement.

Brief statement of the type of person you are, your skills and your achievements.

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# Personal Statement

*"well-organized, highly motivated communications strategy adviser. Geography graduate with recent professional experience developing communication strategy for positive change. Currently completing Master's in Development Studies with specific focus on sustainability. Fluent spoken and written English. Self-motivated, resourceful and able to motivate others, with excellent communication and interpersonal skills."*

1. What sort of person am I?
2. What is my area of professional expertise?
3. What is my most important qualification?
4. What is my most relevant skill for the job?
5. What am I doing at the moment?

# Personal Statement

1. What sort of person am I?  
*Self-motivated, resourceful and able to motivate others, with excellent communication and interpersonal skills.*
2. What is my area of professional expertise?  
*Well-organized, highly motivated communications strategy adviser.*
3. What is my most important qualification?  
*Geography graduate with recent professional experience developing communication strategy for positive change.*
4. What is my most relevant skill for the job?  
*Fluent spoken and written English.*
5. What am I doing at the moment?  
*Currently completing Master's in Development Studies with specific focus on sustainability.*

# Personal Statement

**Confidently and effectively | experience in | full-time professional |  
proven ability | well-organized**

1. Professional, ... individual. Communicates ... at all levels, demonstrates initiative and confidentiality both independently and within a team environment.
2. Enthusiastic PA with three years' ... experience. Excellent written and oral communication skills have enabled me to establish a strong network of professional contacts in your area. ... to meet deadlines and priorities whilst maintaining consistently high standards. Substantial ... organising meetings and conferences gained whilst providing PA and secretarial service to main board director.

# Personal Statement

1. Professional, **well-organized** individual. Communicates **confidently and effectively** at all levels, demonstrates initiative and confidentiality both independently and within a team environment.
2. Enthusiastic PA with three years' **full-time professional** experience. Excellent written and oral communication skills have enabled me to establish a strong network of professional contacts in your area. **proven ability** to meet deadlines and priorities whilst maintaining consistently high standards. Substantial **experience in** organising meetings and conferences gained whilst providing PA and secretarial service to main board director.

# Create your own Personal Statement

1. How long will your personal statement be?
2. How many sentences do you want to include?
3. What key questions will you address with each sentence?
4. What additional information will you include?
5. In what order will you put your sentences?

# Create your own Personal Statement

Modifier	Adjective 1	Sort of person		Adjective 2	Experience/skills
Extremely	Creative	<b>Accounts manager</b>	With	...	...
	Customer/oriented	English speaker		...	<b>Communication skills</b>
	...	...		Deep	Experience in...
<b>Highly</b>	<b>Experienced</b>	Recent graduate		<b>Excellent</b>	...
	...	Sales professional		Extensive	Knowledge of ...
	Resourceful	Self-starter		Proven	Range of transferable skills
	Results-focused	....		Recent	Skills in ...

**Highly experienced accounts manager with excellent communication skills.**

# Create your own Personal Statement

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**Ability to | broad | consistently high | enthusiastic | interest in |  
motivator | professional | team leader**

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Languages

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## Writing eye-catching headings

Imagine if you only had 20 seconds to look at Silvia's CV. What would you look at? What would your impression of Silvia be?

# Writing eye-catching headings

<b>Areas of professional experience</b>	<b>Business skills</b>	<b>Personal strengths and competencies</b>
Marketing	Dealing with customers	Innovation and creativity
Presentations and publications	Financial management	Leadership
Sales	Managing people	Strategic thinking

Thank you and see you in the 5<sup>th</sup> session.

Yours sincerely,

Lerissa Daniela, S.S., M.Pd.

# Original Source:

The original source of this chapter is taken from the book entitled  
**“ Cambridge English for Job-hunting”**  
written by **Colm Downes** and the series editor is **Jeremy Day**.  
Published by **Cambridge University Press in 2008**.