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ХАРКІВСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ХАРЧУВАННЯ ТА ТОРГІВЛІ

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО СПЕЦКУРСУ

«EFFECTIVE RESUME WRITING»

ДЛЯ СТУДЕНТІВ УСІХ ФАКУЛЬТЕТІВ



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ПЕРЕДМОВА

Одним із найефективніших засобів самомаркетингу на ринку праці є гарне резюме. Його основне завдання – привернути увагу до своєї кандидатури та переконати роботодавця в тому, що ви саме той працівник, який йому потрібен. Професійне резюме (curriculum vitae – C.V.) – це стислий формалізований виклад особою, що претендує на певну роботу, відомостей про свою освіту, професійний досвід, ділові риси, додаткові знання та навички й інші дані, які можуть зацікавити роботодавця.

Ідеально написане резюме є маленьким шедевром, над яким, тим не менше, доводиться працювати все життя, щораз вдосконалюючи, задумуючись над кожною фразою, над кожним словом. Під різні вакансії та нові вимоги складається нове резюме, однак це означає не придумування чогось нового, а оцінка себе з позицій конкретної вакансії та потреб і вимог роботодавця.

Метою вивчення спецкурсу "Практикум складання ефективного резюме" є формування у студентів необхідних для майбутньої професійної діяльності теоретичних знань про сутність, структуру, функціональну заданість письмової документації та дослідження ринку праці.

Запропоновані методичні рекомендації, призначені для студентів усіх факультетів, мають на меті вдосконалення вмінь та навичок практичного володіння англійською мовою у сфері професійної діяльності. Працюючи з текстами, студенти вивчають теоретичні та методологічні основи адекватної та продуктивної професійної комунікації; основні прийоми налагодження ефективних зв'язків у діловій практиці; норми та загальні навички презентації своєї кандидатури.

Під час роботи з автентичними матеріалами студенти навчаються використовувати теоретичні знання у обсязі, достатньому для успішного складання резюме англійською мовою, на практиці; творчо працювати над саморозвитком культури ділового спілкування з метою досягнення особистого успіху в подальшій професійній кар'єрі.

Looking for a position that is well suited to your own personal interests and talents is an involved and time-consuming process that requires much thought and research. We have compiled this guide in an effort to help you in your search.



1. PREPARATION FOR THE RESUME

RESUME PURPOSE

The first, and most critical, point for creating an effective resume is self-assessment. An accurate portrayal of your career interests can only be conveyed after identifying those skills, abilities, and values you want to find in your next job. The other half of resume preparation is a review of all the educational and occupational experiences you have had. Only when you have both of these elements solidly in mind and feel a focus towards your next position... begin writing your resume.

Understand the relative importance of a resume to your job search. A resume will not result in a job. Rather, it is a key marketing tool that will help you land an interview. It will be up to you to do the rest. We will cover more of that later in this guide.

If written well, a resume should generate enough interest to make an employer want to meet you. For those jobs in which written communication skills are essential, your resume and cover letter may be your most important marketing tools. Did you know that the first time an average employer reviews a resume, they spend less than 60 seconds on it? You must catch them in that time period and make them want to look at it again.

A resume is as important in creating a first impression with a potential employer as are over-the-phone and face-to-face contacts.

SELF-ASSESSMENT

This needs to be the first step you take in looking for a job. When looking for a job, you are actually functioning as a salesperson, and the product is YOU. In order to be an effective Salesperson, you MUST be familiar with the product. You may think you know the product it is worth taking the time to do some self-evaluation. You may be surprised by how much more clearly you will see not only yourself, but also your image of the perfect job.

It is important to know what kind of person you are and which work environments are most suited to your own unique combination of skills, goals and areas of interest. Jobs that combine your best in these areas are the jobs in which you will have the best chance for success and where you will feel the strongest sense of job satisfaction.

Remember when you were a child and you wanted to be an astronaut or a fire-fighter or President? Nothing is set in stone; our dreams, goals and expectations tend to change as we grow and it is important to remain open to change. Put aside the expectations or successes of others. The fact that your parents worked successfully in private industry doesn't mean that you would not be happier working for a government agency or a non-profit organization. Does the fact that your mother is a lawyer mean you have practice law as well?

To help ascertain which work environments and job types are best for you, it is worth taking the time to complete the following questionnaire. Find a quiet place where you can work uninterrupted. Don't feel you have to complete this all at once. Work on it for a while and come back to it. Also, if you get stuck, brainstorm, or ask others for input.

SELF-ASSESSMENT QUESTIONNAIRE

When trying to discover and define your personal interest areas, think about the newspaper and magazine articles you turn to first. Are you more interested in the business section or the front page? Make a list of the news items, which have grabbed your attention over the last six months. Also, consider your favourite leisure activities – do they translate into job skills? For example, someone who enjoys entertaining may prove to be a good event coordinator.

Task 1. *Look at experiences from any point in your past.*

1. List two tasks or projects you worked on that you found engaging and rewarding. Why did you like them? (Another way to look at this question is... Describe one accomplishment or achievement in your life that you were proud of and that you found satisfying and enjoyable). The experience need not be limited to a work-related accomplishment.

2. For which tasks have people repeatedly come to you for assistance?

3. Describe a time when you were able to persuade a person or group to do something they had been hesitant about.

4. Describe a time when you faced a number of obstacles in trying to achieve a goal. What did you do to overcome them?

5. List two tasks or projects which you found to be tedious or uninspiring. Why did you not like them?

6. What could have been done to make those tasks more enjoyable?

7. Think of a time when you were working under an unreasonable deadline. How did you handle the situation?

8. Who was one of your favourite people to work with and why?

9. Who was one of your least favourite people to work with and why?

10. Describe a time when you had trouble seeing eye-to-eye with a peer. How did you handle the situation?

11. What characteristics would you appreciate in a boss?

12. Give an example of a time when you used teamwork to complete a project.

13. Describe a time when you were forced to make an important decision without all of the necessary information.

14. Describe a situation that motivated you.

15. Describe an incident when your work was criticized.

16. Describe an incident when your work was praised.

17. How do you spend your time when you are not working (hobbies, special activities, interest groups, etc.)? What are some of your life-long interests?

Task 2. *Consider the jobs of acquaintances*

1. Who do you know who has a job you envy? Why do you envy it?

2. Who do you know whose job seems unbearable? Why is it so bad?

3. Where do you see yourself in five years?

Task 3. *Ask your family and acquaintances about yourself; look to past letters of recommendation and reviews to find others' opinions of you:*

1. What are your strengths (be specific, just don't say *creative*, explain *creative*)?

2. What are your weaknesses?

Now, ask yourself:

3. What are your strengths?

4. What are your weaknesses?

Task 4. *To help you define what it is you expect from a job, rank the following list according to what it is that you want the most in your work environment and overall career:*

Working with a team	___	Task variety	___
Working independently	___	Room for Creativity	___
Making a contribution	___	Job security	___
Mental challenge	___	Professional status	___
Pleasant surroundings	___	Ability to advance	___
Interesting co-workers	___	Financial rewards	___

COMPOSING ACCOMPLISHMENT STATEMENTS

Each of us has past accomplishments which were important to the organizations for which we worked, be it volunteer or paid work. We often fail to mention in our resumes the added value or benefit which our employers or co-workers gained from these accomplishments. However, it is precisely these accomplishments which best illustrate our individual talents and problem-solving abilities. They are immediate and concrete evidence that you can work effectively and use your skills to the best possible advantage.

Thus, it is critical that you prepare an extensive list of accomplishments, which exemplify your talents and previous responsibilities. A well thought out accomplishment statement will:

- Help you identify the skills and traits that make you a valuable and attractive employee.
- Become the basis of a strong resume.
- Give you a better knowledge of your strengths which will help you further clarify your career path

- Help you prepare for interviews.

Task 5. Try the following exercise to help you prepare your accomplishment statements. Use the P-A-R sequence.

P-identify a PROBLEM you faced

A-what is the ACTION you took to improve the situation?

R-what RESULTS were you able to achieve?

Here are some typical actions and results mentioned in accomplishment statements:

Improved quality

Increased Sales

Reduced costs

Increased profits

Improved employee relations

Improved productivity and Teamwork

Reduced operating time

Achieved technological breakthrough

Established an administrative process

Created a program

You may also want to refer to the action verbs listed under “Useful Expressions and Keywords” to help you effectively describe your accomplishments.

Now, pick out four of your past accomplishments which stand out most in your mind and complete the following exercises for each accomplishment:

1. What was the **P**roblem?

2. What **A**ction did you take to solve the problem?

3. What were the **R**esults achieved through your actions?

Task 6. Use this information to build your own set of accomplishment statements combining the PAR's into 1 concise statement. Take a look at the following examples:

- Improved productivity 15% by introducing new procedures and equipment.

- Developed and implemented marketing campaign for new sales territory. Built new relationships in the Baltimore and Washington, DC areas generating additional sales of \$10 million in 2 years.
- Created and conducted interviewer training program for managers and supervisors, which reduced candidate selection ration from 1:15 to 1:5.
- Consistently exceeded sales goals, winning numerous sales contests.
- Provided engineering and start-up assistance, including technical training for companies in the power generation and pollution control industries. On-site assignments included: Mexico, Korea, and Japan in addition to several locations in the US.

What follows are Useful Expressions & Keywords that should help you in completing these exercises. They can also be used to create a resume that clearly describes your Knowledge, Skills and Abilities.

Describing Your Individual Characteristics

Accurate	Confident	Good Attitude	Leadership	Self-Assured
Adventurous	Creative	Hard Worker	Oriented	Self-Controlled
Artistic	Curious	High Standards	Original	Self-Started
Assertive	Dedicated	Imaginative	People Oriented	Sense of Humor
Challenging	Dependable	Independent	Personable	Sensitive
Civic Minded	Diligent	Inquisitive	Perfectionist	Sociable
Committed	Efficient	Intelligent	Persuasive	Stable
Competent	Energetic	Intuitive	Practical	Tolerant
Concise	Entertaining	Kind	Productive	Trustworthy
Excellent Communicator	Enthusiastic	Level-Headed	Rational	
Compassionate	Expressive	Loyal	Responsible	

Task 7. *Can you think of any others?*

Expressing Skill Levels

Advanced	Detailed knowledge of	High degree of	Relentless in pursuit of
Knowledge of	Proficiency in	Adept in	Expert in
Great with	Skilled at	Background in	Fluent in
Successful with	Effective in	Good at	Keen awareness of

Action Verbs for Accomplishment Statements

Accelerated	Demonstrated	Innovated	Purchased	Systematized
Accomplished	Designed	Installed	Recommended	Terminated
Achieved	Directed	Instituted	Recruited	Traced
Administered	Divided	Integrated	Redesigned	Tracked
Advised	Documented	Interpreted	Redirected	Traded
Aided	Doubled	Introduced	Reduced	Trained
Allocated	Earned	Invented	Reorganized	Transformed
Analyzed	Economized	Launched	Researched	Translated
Approved	Edited	Led	Revised	Trimmed
Budgeted	Eliminated	Maintained	Scheduled	Tripled
Built	Established	Managed	Set	Uncovered
Chaired	Evaluated	Modified	Simplified	Unearthed
Classified	Examined	Motivated	Sold	Unified
Collaborated	Executed	Negotiated	Sparked	Utilized
Complied	Expanded	Operated	Staffed	Vacated
Completed	Expedited	Organized	Started	Verified
Conducted	Followed up	Performed	Streamlined	Widened
Consolidated	Forecast	Planned	Strengthened	Withdrew
Consulted	Founded	Presented	Stressed	Won
Controlled	Generated	Processed	Stretched	Wrote
Converted	Headed	Programmed	Structured	Worked
Coordinated	Identified	Promoted	Succeeded	
Created	Implemented	Proposed	Summarized	
Cut	Improved	Provided	Supervised	
Delegated	Improvised	Publicized	Supplemented	
Delivered	Increased	Published	Surveyed	

Job Duties Exercise

Sometimes people have a difficult time describing what they did in a particular job. In the Career Center we often hear, "Oh, I just waited tables." Every position requires skills which are transferable to work after college. Use the following steps to identify these skills and make them relevant to employers.

1. Think about a specific job you held. Picture in your mind what you did on a typical day.
2. Use the *Positive Action Word* list to brainstorm all of the skills you employed during this day. Mark each word that fits the job.
3. Choose three to five of these words that shows you working at your best.
4. For each verb think of the questions "Who?, What?, When? Why? How?" to write a detailed description of the job duty.

These steps can help you create a vivid and accurate picture of a past job. For example:

Rabbit's Restaurant, Head Server, Tallahassee, FL January 2005 - December 2006
Promoted nightly specials while greeting guests
Trained 25 new hires in restaurant policy and procedures
Supervised front-of-house staff when manager was off duty

Now, use this space and the four steps to describe one of your jobs.

Task 8. *There are many ways to ask about another person's abilities. You can say any of the following:*

- Can you speak another language?
- Are you hardworking?
- Are you good at making sales?
- Are you able to work on Sundays?
- Do you know how to use Excel?
- Do you have a driver's license?



A role play.

Table 1

Skill or Ability	Your Answer		Your Partner's Answer	
	Yes/No	Extra Info	Yes/No	Extra Info
Can you . . . use Power Point?				
face new challenges?				
spea				
language?				

Are you . . .				
neat?				
organized?				
punctual?				
Are you good at . . .				
statistics?				
writing business letters?				
making sales?				
Are you able to . . .				
work alone?				
work under pressure?				
translate correspondence?				
Do you know how to . .				
use Microsoft Excel?				
prioritize tasks?				
use a word processor?				
Do you have . . .				
any experience?				
a driver's license?				
any degrees?				

Table 2

Skill or Ability	Your Answer		Your Partner's Answer	
	Yes/No	Extra Info	Yes/No	Extra Info
Can you . . .				
use Power Point?				
lead a group?				
speak another language?				
Are you . . .				
hardworking?				
Internet savvy?				
outgoing?				
Are you good at . . .				
negotiating?				
solving problems?				
giving presentations?				
Are you able to . . .				
work well in groups?				
meet deadlines?				

cope with stress?				
Do you know how to . . .				
use Microsoft Excel?				
deal with angry clients?				
communicate effectively?				
Do you have . . .				
any experience?				
a professional attitude?				
any certificates?				

These exercises are designed to make you think. Now that you have completed them, you should begin to see a pattern emerging of your likes and dislikes. If you need more assistance, there are numerous sources, including:

- The Internet
- Career Counselors
- The Department of Labor
- The Library

2. RESUME CONTENT

Now that you have completed the exercises and have a good idea of your next career move, the logical step in the job search process is writing a resume. In the majority of cases, resumes are the only documents a potential employer receives in determining whether or not to offer you an interview.

Your resume is a piece of paper (or an electronic document) that serves to introduce you to the people who will eventually hire you. To write a thoughtful resume, you must thoroughly assess your personality, your accomplishments, and the skills you have acquired. The act of composing and submitting a resume also requires you to carefully consider the company or individual that might hire you. What are they looking for, and how can you meet their needs? This book shows you how to organize your personal information and experience into a concise and well-written resume, so that your qualifications and potential as an employee will be understood easily and quickly by a complete stranger.

Writing the resume is just one step in what can be a daunting job-search process, but it is an important element in the chain of events that will lead you to your new position. While you are probably a talented, bright, and charming person, your resume may not reflect these qualities. A poorly written resume can get you nowhere; a well-written resume can land you an interview and potentially a job. A good resume can even lead the interviewer to ask you questions that will allow you to talk about your strengths and highlight the skills you can bring to a prospective

employer. Even a person with very little experience can find a good job if he or she is assisted by a thoughtful and polished resume.

Lengthy, typewritten resumes are a thing of the past. Today, employers do not have the time or the patience for verbose documents; they look for tightly composed, straightforward, action-based resumes. Although a one-page resume is the norm, a two-page resume may be warranted if you have had extensive job experience or have changed careers and truly need the space to properly position yourself. If, after careful editing, you still need more than one page to present yourself, it's acceptable to use a second page. A crowded resume that's hard to read would be the worst of your choices.

Distilling your work experience, education, and interests into such a small space requires preparation and thought. This book takes you step-by-step through the process of crafting an effective resume that will stand out in today's competitive marketplace. It serves as a workbook and a place to write down your experiences, while also including the techniques you'll need to pull all the necessary elements together. In the following pages, you'll find many examples of resumes that are specific to your area of interest. Study them for inspiration and find what appeals to you. There are a variety of ways to organize and present your information; inside, you'll find several that will be suitable to your needs. Good luck landing the job of your dreams

The content of a resume includes *only* that information that an employer needs to know about you to make a hiring decision. The essential components of a resume are:

- Heading
- Objective and/or Keyword Section
- Work Experience
- Education
- Honours
- Activities
- Certificates and Licenses
- Publications
- Professional Memberships
- Special Skills
- Personal Information
- References

Or – more widely –

Contact Information

- Name
- Address
- Phone Number (include message number if you do not have an answering machine)

- Email address (only include this if you check your email on a regular basis)

Summary Statement/Qualifications

- Key knowledge areas i.e. industries, functions, regions
- Highlight of relevant technical/specialized skills (marketing, strategic planning, advertising, etc.)
- Complementary proficiencies (language study, computer skills, special interests as they relate to the position you are applying for)
- Personal traits (i.e. teamwork, flexibility as they relate to the position you are applying for)

Employment History (Chronological or Functional format)

- List your positions in reverse order (most recent first)
- Highlight key accomplishments (cost savings, improved efficiencies, and special interests. Remember your Accomplishment Statements)
- Minimize “lack of experience” indicators

Education

- College/university degree- list degrees in reverse chronological order with the highest degree first.
- Certification courses
- Specialized training

Other Relevant information (only as it relates to the position)

- Organizational affiliations
- Professional Memberships
- Honours/Awards
- Civic/volunteer activities
- Credentials, licenses and special skills
- Publications (include unpublished as well IF it relates to your job target)

Sample Curriculum Vitae Template

CONTACT INFORMATION

Name
Address
Telephone
Cell Phone
Email

PERSONAL INFORMATION

Date of Birth
Place of Birth
Citizenship
Visa Status
Sex

Optional Personal information:

Marital Status
Spouse's Name
Children

EMPLOYMENT HISTORY

Work History
Academic Positions
Research and Training

EDUCATION

High School
University
Graduate School
Post-Doctoral Training

PROFESSIONAL QUALIFICATIONS

Certifications and Accreditations
Computer Skills

AWARDS

PUBLICATIONS

PROFESSIONAL MEMBERSHIPS

INTERESTS

3. IMPORTANT ELEMENTS

HEADING

Although the heading may seem to be the simplest section of your resume, be careful not to take it lightly. It is the first section your prospective employer will

see, and it contains the information she or he will need to contact you. At the very least, the heading must contain your name, your home address, and, of course, a phone number where you can be reached easily.

In today's high-tech world, many of us have multiple ways that we can be contacted. You may list your e-mail address if you are reasonably sure the employer makes use of this form of communication. Keep in mind, however, that others may have access to your e-mail messages if you send them from an account provided by your current company.

If this is a concern, do not list your work e-mail address on your resume. If you are able to take calls at your current place of business, you should include your work number, because most employers will attempt to contact you during typical business hours. If you have voice mail or a reliable answering machine at home or at work, list its number in the heading and make sure your greeting is professional and clear. Always include at least one phone number in your heading, even if it is a temporary number, where a prospective employer can leave a message.

You might have a dozen different ways to be contacted, but you do not need to list all of them. Confine your numbers or addresses to those that are the easiest for the prospective employer to use and the simplest for you to retrieve.

OBJECTIVE

When seeking a specific career path, it is important to list a job or career objective on your resume. This statement helps employers know the direction you see yourself taking, so they can determine whether your goals are in line with those of their organization and the position available. Normally, an objective is one to two sentences long. Its contents will vary depending on your career field, goals, and personality. The objective can be specific or general, but it should always be to the point. See the sample resumes in this book for examples.

If you are planning to use this resume online, or you suspect your potential employer is likely to scan your resume, you will want to include a "keyword" in the objective. This allows a prospective employer, searching hundreds of resumes for a specific skill or position objective, to locate the keyword and find your resume. In essence, a keyword is what's "hot" in your particular field at a given time. It's a buzzword, a shorthand way of getting a particular message across at a glance. For example, if you are a lawyer, your objective might state your desire to work in the area of corporate litigation. In this case, someone searching for the keyword "corporate litigation" will pull up your resume and know that you want to plan, research, and present cases at trial on behalf of the corporation. If your objective states that you "desire a challenging position in systems design," the keyword is "systems design," an industry-specific shorthand way of saying that you want to be involved in assessing the need for, acquiring, and implementing high-technology systems. These are keywords and every industry has them, so it's becoming more and more important to include a few in your resume. (You may need to conduct additional research to make sure you know what keywords are most likely to be used in your desired industry, profession, or situation.) There are many resume and job-search sites online. Like most things in the online world,

they vary a great deal in quality. Use your discretion. If you plan to apply for jobs online or advertise your availability this way, you will want to design a scannable resume. This type of resume uses a format that can be easily scanned into a computer and added to a database. Scanning allows a prospective employer to use keywords to quickly review each applicant's experience and skills, and (in the event that there are many candidates for the job) to keep your resume for future reference.

Many people find that it is worthwhile to create two or more versions of their basic resume. You may want an intricately designed resume on high-quality paper to mail or hand out and a resume that is designed to be scanned into a computer and saved on a database or an online job site. You can even create a resume in ASCII text to e-mail to prospective employers. For further information, you may wish to refer to the *Guide to Internet Job Searching*, by Frances Roehm and Margaret Dikel, updated and published every other year by McGraw-Hill. This excellent book contains helpful and detailed information about formatting a resume for Internet use. To get you started, in Chapter 3 we have included a list of things to keep in mind when creating electronic resumes. Although it is usually a good idea to include an objective, in some cases this element is not necessary. The goal of the objective statement is to provide the employer with an idea of where you see yourself going in the field. However, if you are uncertain of the exact nature of the job you seek, including an objective that is too specific could result in your not being considered for a host of perfectly acceptable positions. If you decide not to use an objective heading in your resume, you should definitely incorporate the information that would be conveyed in the objective into your cover letter. **Work Experience** Work experience is arguably the most important element of them all. Unless you are a recent graduate or former homemaker with little or no relevant work experience, your current and former positions will provide the central focus of the resume. You will want this section to be as complete and carefully constructed as possible. By thoroughly examining your work experience, you can get to the heart of your accomplishments and present them in a way that demonstrates and highlights your qualifications. If you are just entering the workforce, your resume will probably focus on your education, but you should also include information on your work or volunteer experiences.

Although you will have less information about work experience than a person who has held multiple positions or is advanced in his or her career, the amount of information is not what is most important in this section. How the information is presented and what it says about you as a worker and a person are what really count. As you create this section of your resume, remember the need for accuracy. Include all the necessary information about each of your jobs, including your job title, dates of employment, name of your employer, city, state, responsibilities, special projects you handled, and accomplishments. Be sure to list only accomplishments for which you were directly responsible. And don't be alarmed if you haven't participated in or worked on special projects, because this section may not be relevant to certain jobs. The most common way to list your work experience is in reverse chronological order. In other words, start with your most recent job

and work your way backward. This way, your prospective employer sees your current (and often most important) position before considering your past employment. Your most recent position, if it's the most important in terms of responsibilities and relevance to the job for which you are applying, should also be the one that includes the most information as compared to your previous positions.

Even if the work itself seems unrelated to your proposed career path, you should list any job or experience that will help sell your talents. If you promoted or given greater responsibilities or commendations, be sure mention the fact.

Task 1. *The following worksheet is provided to help you organize your expenses in the working world. It will also serve as an excellent resource when updating your resume in the future. Fill in the gaps:*

WORK EXPERIENCE

Job One:

Job Title _____

Dates _____

Employer _____

City, State _____

Major Duties _____

Special Projects _____

Accomplishments _____

EDUCATION

Education is usually the second most important element of a resume. Your educational background is often a deciding factor in an employer's decision to interview you. Highlight your accomplishments in school as much as you did those accomplishments at work. If you are looking for your first professional job, your education or life experience will be your greatest asset because your related work experience will be minimal. In this case, the education section becomes the most important means of selling yourself.

Include in this section all the degrees or certificates you have received; your major or area of concentration; all of the honours you earned; and any relevant activities you participated in, organized, or chaired. Again, list your most recent schooling first. If you have completed graduate-level work, begin with that and work your way back through your undergraduate education.

If you have completed college, you generally should not list your high-school experience; do so only if you earned special honours, you had a grade point

average that was much better than the norm, or this was your highest level of education. If you have completed a large number of credit hours in a subject that may be relevant to the position you are seeking but did not obtain a degree, you may wish to list the hours or classes you completed. Keep in mind, however, that you may be asked to explain why you did not finish the program. If you are currently in school, list the degree, certificate, or license you expect to obtain and the projected date of completion.

Task 2. *The following worksheet will help you gather the information you need for this section of your resume. Fill in the gaps:*

EDUCATION

School One _____
 Major or Area of Concentration _____
 Degree _____
 Dates _____
 School Two _____
 Major or Area of Concentration _____
 Degree _____
 Dates _____

HONOURS

If you include an honours section in your resume, you should highlight any awards, honours, or memberships in honorary societies that you have received. (You may also incorporate this information into your education section.) Often, the honours are academic in nature, but this section also may be used for special achievements in sports, clubs, or other school activities. Always include the name of the organization awarding the honour and the date(s) received.

Task 3. *Use the following worksheet to help you gather your information.*

HONORS

Honour One _____
 Awarding Organization _____
 Date(s) _____
 Honour Two _____
 Awarding Organization _____
 Date(s) _____

ACTIVITIES

Perhaps you have been active in different organizations or clubs; often an employer will look at such involvement as evidence of initiative, dedication, and good social skills. Examples of your ability to take a leading role in a group should be included on a resume, if you can provide them. The activities section of your

resume should present neighbourhood and community activities, volunteer positions, and so forth. In general, you may want to avoid listing any organization whose name indicates the race, creed, sex, age, marital status, sexual orientation, or nation of origin of its members because this could expose you to discrimination.

Task 4. *Use the following worksheet to list the specifics of your activities.*

ACTIVITIES

Organization/Activity _____

Accomplishments _____

Organization/Activity _____

Accomplishments _____

Organization/Activity _____

Accomplishments _____

As your work experience grows through the years, your school activities and honours will carry less weight and be emphasized less in your resume. Eventually, you will probably list only your degree and any major honours received. As time goes by, your job performance and the experience you've gained become the most important elements in your resume, which should change to reflect this.

CERTIFICATES AND LICENSES

If your chosen career path requires specialized training, you may already have certificates or licenses. You should list these if the job you are seeking requires them and you, of course, have acquired them. If you have applied for a license but have not yet received it, use the phrase "application pending." License requirements vary by state. If you have moved or are planning to relocate to another state, check with that state's board or licensing agency for all licensing requirements. Always make sure that all of the information you list is completely accurate. Locate copies of your certificates and licenses, and check the exact date and name of the accrediting agency.

Task 5. *Use the following worksheet to organize the necessary information.*

CERTIFICATES AND LICENSES

Name of License _____

Licensing Agency _____

Date Issued _____

Name of License _____

Licensing Agency _____

Date Issued _____
 Name of License _____
 Licensing Agency _____
 Date Issued _____

PUBLICATIONS

Some professions strongly encourage or even require that you publish. If you have written, co-authored, or edited any books, articles, professional papers, or works of a similar nature that pertain to your field, you will definitely want to include this element. Remember to list the date of publication and the publisher's name, and specify whether you were the sole author or a co-author. Book, magazine, or journal titles are generally italicized, while the titles of articles within a larger publication appear in quotes. (Check with your reference librarian for more about the appropriate way to present this information.) For scientific or research papers, you will need to give the date, place, and audience to whom the paper was presented.

Task 6. *Use the following worksheet to help you gather the necessary information about your publications.*

PUBLICATIONS

Title and Type (Note, Article, etc.) _____

Title of Publication (Journal, Book, etc.) _____

Publisher _____

Date Published _____

Title and Type (Note, Article, etc.) _____

Title of Publication (Journal, Book, etc.) _____

Publisher _____

Date Published _____

Title and Type (Note, Article, etc.) _____

Title of Publication (Journal, Book, etc.) _____

Publisher _____

Date Published _____

PROFESSIONAL MEMBERSHIPS

Another potential element in your resume is a section listing professional memberships. Use this section to describe your involvement in professional associations, unions, and similar organizations. It is to your advantage to list any professional memberships that pertain to the job you are seeking. Many employers see your membership as representative of your desire to stay up-to-date and connected in your field. Include the dates of your involvement and whether you took part in any special activities or held any offices within the organization.

Task 7. *Use the following worksheet to organize your information.*

PROFESSIONAL MEMBERSHIPS

Name of Organization _____

Office(s) Held _____

Activities _____

Dates _____

Name of Organization _____

Office(s) Held _____

Activities _____

Dates _____

SPECIAL SKILLS

The special skills section of your resume is the place to mention any special abilities you have that relate to the job you are seeking. You can use this element to present certain talents or experiences that are not necessarily a part of your education or work experience. Common examples include fluency in a foreign language, extensive travel abroad, or knowledge of a particular computer application. “Special skills” can encompass a wide range of talents, and this section can be used creatively. However, for each skill you list, you should be able to describe how it would be a direct asset in the type of work you’re seeking because employers may ask just that in an interview. If you can’t think of a way to do this, it may be extraneous information.

PERSONAL INFORMATION

Some people include personal information on their resumes. This is generally not recommended, but you might wish to include it if you think that something in your personal life, such as a hobby or talent, has some bearing on the position you are seeking. This type of information is often referred to at the beginning of an interview, when it may be used as an icebreaker. Of course, personal information regarding your age, marital status, race, religion, or sexual orientation should never appear on your resume as personal information. It should be given only in the context of memberships and activities, and only when doing so would not expose you to discrimination.

REFERENCES

References are not usually given on the resume itself, but a prospective employer needs to know that you have references who may be contacted if necessary. All you need to include is a single sentence at the end of the resume: “References are available upon request,” or even simply, “References available.” Have a reference list ready –your interviewer may ask to see it! Contact each person on the list ahead of time to see whether it is all right for you to use him or her as a reference. This way, the person has a chance to think about what to say

before the call occurs. This helps ensure that you will obtain the best reference possible.

4. GENERAL DO'S AND DON'TS OF RESUME WRITING

Content Do's

- Present yourself accurately and positively
- Include only enough information to encourage an employer to find out more. List your most recent positions or areas of expertise first, then work backwards.
 - Include brief descriptions (where appropriate) of the companies where you worked: size, sales, volume, products, etc.
 - Stress accomplishments. Include figures and brief examples to substantiate claims.
 - Leave out data that might result in discrimination (i.e. race, marital status, religion).
 - Put education near the end unless there is a special reason to put it up front (i.e. teaching position).
 - Use strong, succinct action words (i.e. “designed vs. worked on formulation of).
 - Make the resume attractive to the eye, and make sure it has absolutely NO errors. Wherever possible, avoid underlining and using more than one font.
 - Use the language of your future work. Make sure your resume is related to an employers need.
 - Have several others proofread and critique your resume for accuracy and impact.

Content Don'ts

- Don't have someone else write your resume (ask for advice and input, but you know yourself best and will have to defend the content).
 - Make sure you do not come across as arrogant or overly confident.
 - Don't exaggerate your strengths and talents.
 - Don't use pronouns, abbreviations, jargon or buzzwords unless the terms are widely know and accepted or are industry/company specific.
 - Don't crowd the margins or use excessively small type.
 - Don't include references. Reference requests are made when there is an actual hiring interest, not before. At the end of your resume you may state, “References available upon request,” or since this is normally assumed, the phrase may be omitted. As a matter of courtesy and to ensure that potential employers receive favourable references, always contact your references in advance.
 - Avoid humour and vagueness.
 - Don't include personal information (weight, height, marital status, children, etc.)

Format Considerations

The appearance of your resume should invite further reading and ultimately assist in getting you in the door for an interview. Other things to consider include:

- Using a laser printer on good quality bond paper.
- Keep it between one and two pages in length.
- Make it easy to read. The size of the print should be comfortable (no smaller than 10-11) and the amount of information that is bold or underlines should enhance rather than overwhelm the reader. Allow plenty of white space on the page.
- Provide at least a one-inch margin on the left and right for the body of the document.
- Your resume must be flawless – no spelling errors, typos or grammatically incorrect phrases, incorrect dates of employment, correct phone numbers, etc.

Scannable Resumes

More and more companies are using scanning equipment to store resumes in databases. Resumes are searched for keywords before being selected for review. If your resume is not in scannable form, there is a chance it will be discarded. To avoid this, adhere to the following guidelines:

- No two-sided resumes
- Print in black ink on plain white paper- even a light off-white can reduce scannability.
- Format your resume as simply as possible:
 - Avoid columns
 - No fancy fonts, small fonts, underlining (avoid where possible) or italics
 - Use boldface for headings
 - Replace bullets with characters like dashes (-), carrots (>) or asterisks (*)
 - No graphics or symbols
 - Use a font between 10 and 14 points and don't crowd the letters
- When you mail your resume, do not use staples and do not fold (when possible). Be sure to send an original rather than a copy. Scanning equipment often has difficulty with copies (the same goes with faxed versions, so try mailing the original, unless you have the capability of faxing directly from your computer.
- When sending your resume as an email, protocol differs by company. Sometimes hiring managers want the resume in the body of the email, others as an attachment. Unless instructed otherwise, send your resume as a Word attachment.
- Most resumes today are scanned into an electronic database. Keyword searches are then done by the recruiter, for example, choosing only resumes that contain the word "management".
- If possible, do not fold your resume and cover letter, but rather send it in a stiff 9x12 envelope. This allows for more complete scanning.
- Be sure to send an original rather than a copy, because scanning equipment often has difficulty with scanned resumes.

5. WRITING YOUR RESUME

Now that you have gathered the information for each section of your resume, it's time to write it out in a way that will get the attention of the reviewer – hopefully, your future employer! The language you use in your resume will affect its success, so you must be careful and conscientious. Translate the facts you have gathered into the active, precise language of resume writing. You will be aiming for a resume that keeps the reader's interest and highlights your accomplishments in a concise and effective way. Resume writing is unlike any other form of writing. Although your seventh-grade composition teacher would not approve, the rules of punctuation and sentence building are often completely ignored. Instead, you should try for a functional, direct writing style that focuses on the use of verbs and other words that imply action on your part. Writing with action words and strong verbs characterizes you to potential employers as an energetic, active person, someone who completes tasks and achieves results from his or her work. Resumes that do not make use of action words can sound passive and stale. These resumes are not effective and do not get the attention of any employer, no matter how qualified the applicant. Choose words that display your strengths and demonstrate your initiative. The following list of commonly used verbs will help you create a strong resume:

administered	determined	motivated
advised	developed	negotiated
analyzed	directed	operated
arranged	dispatched	orchestrated
assembled	distributed	ordered
assumed responsibility	documented	organized
billed	edited	oversaw
built	established	performed
carried out	expanded	planned
channeled	functioned as	prepared
collected	gathered	presented
communicated	handled	produced
compiled	hired	programmed
completed	implemented	published
conducted	improved	purchased
contacted	inspected	recommended
contracted	interviewed	recorded
coordinated	introduced	reduced
counseled	invented	referred
created	maintained	represented
cut	managed	researched
designed	met with	reviewed

saved	sold	tested
screened	suggested	trained
served as	supervised	typed
served on	taught	wrote

Task. *Let's look at two examples that differ only in their writing style. The first resume section is ineffective because it does not use action words to accent the applicant's work experiences.*

WORK EXPERIENCE

Regional Sales Manager

Manager of sales representatives from seven states. Manager of twelve food chain accounts in the East. In charge of the sales force's planned selling toward specific goals. Supervisor and trainer of new sales representatives. Consulting for customers in the areas of inventory management and quality control.

Special Projects: Coordinator and sponsor of annual Food Industry Seminar.

Accomplishments: Monthly regional volume went up 25 percent during my tenure while, at the same time, a proper sales/cost ratio was maintained. Customer-company relations were improved.

*In the following paragraph, we have rewritten the same section using action words. Notice how the tone has changed. It now sounds stronger and more active. This person accomplished goals and really **did** things.*

WORK EXPERIENCE

Regional Sales Manager

Managed sales representatives from seven states. Oversaw twelve food chain accounts in the eastern United States. Directed the sales force in planned selling toward specific goals. Supervised and trained new sales representatives. Counseled customers in the areas of inventory management and quality control. Coordinated and sponsored the annual Food Industry Seminar. Increased monthly regional volume by 25 percent and helped to improve customer-company relations during my tenure.

The following is an example of a typical human resources job description, followed by a rewritten version of the same description employing action words and specific details about the job. Again, pay attention to the style of writing instead of the content, as the details of your own experience will be unique.

WORK EXPERIENCE

Public Administrator I

Responsibilities: Coordinate and direct public services to meet the needs of the nation, state, or community. Analyze problems; work with special committees and public agencies; recommend solutions to governing bodies.

Aptitudes and Skills: Ability to relate to and communicate with people; solve complex problems through analysis; plan, organize, and implement policies and programs. Knowledge of political systems, financial management, personnel administration, program evaluation, and organizational theory.

WORK EXPERIENCE

Public Administrator I

Wrote pamphlets and conducted discussion groups to inform citizens of legislative processes and consumer issues. Organized and supervised 25 interviewers. Trained interviewers in effective communication skills.

6. ASSEMBLY AND LAYOUT

At this point, you've gathered all the necessary information for your resume and rewritten it in language that will impress your potential employers. Your next step is to assemble the sections in a logical order and lay them out on the page neatly and attractively to achieve the desired effect: getting the interview.

ASSEMBLY

The order of the elements in a resume makes a difference in its overall effect. Clearly, you would not want to bury your name and address somewhere in the middle of the resume. Nor would you want to lead with a less important section, such as special skills. Put the elements in an order that stresses your most important accomplishments and the things that will be most appealing to your potential employer. For example, if you are new to the workforce, you will want the reviewer to read about your education and life skills before any part-time jobs you may have held for short durations. On the other hand, if you have been gainfully employed for several years and currently hold an important position in your company, you should list your work accomplishments ahead of your educational information, which has become less pertinent with time. Certain things should always be included in your resume, but others are optional. The following list shows you which are which. You might want to use it as a checklist to be certain that you have included all of the necessary information.

Essential

Name

Address

Phone Number

Work Experience

Education

References Phrase

	Professional Memberships
	E-Mail Address or Website
	Honors
Optional	Address
Cellular Phone Number	Activities
Publications	Certificates and Licenses
Special Skills	Personal Information
Pager Number	Graphics
Job Objective	Photograph
Voice Mail Number	

Your choice of optional sections depends on your own background and employment needs. Always use information that will put you in a favourable light – unless it's absolutely essential, avoid anything that will prompt the interviewer to ask questions about your weaknesses or something else that could be unflattering. Make sure your information is accurate and truthful. If your honours are impressive, include them in the resume. If your activities in school demonstrate talents that are necessary for the job you are seeking, allow space for a section on activities. If you are applying for a position that requires ornamental illustration, you may want to include border illustrations or graphics that demonstrate your talents in this area. If you are answering an advertisement for a job that requires certain physical traits, a photo of yourself might be appropriate. A person applying for a job as a computer programmer would not include a photo as part of his or her resume. Each resume is unique, just as each person is unique.

TYPES OF RESUMES

So far we have focused on the most common type of resume – the reverse chronological resume – in which your most recent job is listed first. This is the type of resume usually preferred by those who have to read a large number of resumes, and it is by far the most popular and widely circulated. However, this style of presentation may not be the most effective way to highlight your skills and accomplishments.

For example, if you are re-entering the workforce after many years or are trying to change career fields, the functional resume may work best. This type of resume puts the focus on your achievements instead of the sequence of your work history. In the functional resume, your experience is presented through your general accomplishments and the skills you have developed in your working life.

A functional resume is assembled from the same information. The main difference lies in how you organize the information. Essentially, the work experience section is divided in two, with your job duties and accomplishments constituting one section and your employers' names, cities, and states; your positions; and the dates employed making up the other. Place the first section near the top of your resume, just below your job objective (if used), and call it Accomplishments or Achievements. The second section, containing the bare essentials of your work history, should come after the accomplishments section

and can be called Employment History, since it is a chronological overview of your former jobs.

The other sections of your resume remain the same. The work experience section is the only one affected in the functional format. By placing the section that focuses on your achievements at the beginning, you draw attention to these achievements. This puts less emphasis on where you worked and when, and more on what you did and what you are capable of doing. If you are changing careers, the emphasis on skills and achievements is important. The identities of previous employers (who aren't part of your new career field) need to be downplayed. A functional resume can help accomplish this task.

If you are re-entering the workforce after a long absence, a functional resume is the obvious choice. And if you lack full-time work experience, you will need to draw attention away from this fact and put the focus on your skills and abilities. You may need to highlight your volunteer activities and part-time work. Education may also play a more important role in your resume.

The type of resume that is right for you will depend on your personal circumstances. It may be helpful to create both types and then compare them. Which one presents you in the best light? Examples of both types of resumes are included in this book.

RESUME OR CURRICULUM VITAE?

A curriculum vitae (CV) is a longer, more detailed synopsis of your professional history that generally runs three or more pages in length. It includes a summary of your educational and academic background as well as teaching and research experience, publications, presentations, awards, honours, affiliations, and other details. Because the purpose of the CV is different from that of the resume, many of the rules we've discussed thus far involving style and length do not apply. A curriculum vitae is used primarily for admissions applications to graduate or professional schools, independent consulting in a variety of settings, proposals for fellowships or grants, or applications for positions in academia. As with a resume, you may need different versions of a CV for different types of positions. You should only send a CV when one is specifically requested by an employer or institution. Like a resume, your CV should include your name, contact information, education, skills, and experience. In addition to the basics, a CV includes research and teaching experience, publications, grants and fellowships, professional associations and licenses, awards, and other information relevant to the position for which you are applying. You can follow the advice presented thus far to gather and organize your personal information.

SPECIAL TIPS FOR ELECTRONIC RESUMES

Because there are many details to consider in writing a resume that will be posted or transmitted on the Internet, or one that will be scanned into a computer when it is received, we suggest that you refer to the Guide to Internet Job Searching, by Frances Roehm and Margaret Dikel, as previously mentioned.

However, here are some brief, general guidelines to follow if you expect your resume to be scanned into a computer.

- Use standard fonts in which none of the letters touch.
 - Keep in mind that underlining, italics, and fancy scripts may not scan well.
 - Use boldface and capitalization to set off elements. Again, make sure letters don't touch. Leave at least a quarter inch between lines of type.
 - Keep information and elements at the left margin. Centring, columns, and even indenting may change when the resume is optically scanned.
 - Do not use any lines, boxes, or graphics.
 - Place the most important information at the top of the first page. If you use two pages, put "Page 1 of 2" at the bottom of the first page and put your name and "Page 2 of 2" at the top of the second page.
 - List each telephone number on its own line in the header.
 - Use multiple keywords or synonyms for what you do to make sure your qualifications will be picked up if a prospective employer is searching for them. Use nouns that are keywords for your profession.
 - Be descriptive in your titles. For example, don't just use "assistant"; use "legal office assistant."
 - Make sure the contrast between print and paper is good. Use a high-quality laser printer and white or very light coloured 8 1/2-by-11-inch paper.
 - Mail a high-quality laser print or an excellent copy. Do not fold or use staples, as this might interfere with scanning. You may, however, use paper clips.
- In addition to creating a resume that works well for scanning, you may want to have a resume that can be e-mailed to reviewers. Because you may not know what word processing application the recipient uses, the best format to use is ASCII text. (ASCII stands for "American Standard Code for Information Interchange.") It allows people with very different software platforms to exchange and understand information. (E-mail operates on this principle.) ASCII is a simple, text-only language, which means you can include only simple text. There can be no use of boldface, italics, or even paragraph indentations. To create an ASCII resume, just use your normal word processing program; when finished, save it as a "text only" document. You will find this option under the "save" or "save as" command. Here is a list of things to avoid when crafting your electronic resume:
- Tabs. Use your space bar. Tabs will not work.
 - Any special characters, such as mathematical symbols.
 - Word wrap. Use hard returns (the return key) to make line breaks.
 - Centring or other formatting. Align everything at the left margin.
 - Bold or italic fonts. Everything will be converted to plain text when you save the file as a "text only" document.

Check carefully for any mistakes before you save the document as a text file. Spell check and proofread it several times; then ask someone with a keen eye to go over it again for you. Remember: the key is to keep it simple. Any attempt to make this resume pretty or decorative may result in a resume that is confusing and hard to read. After you have saved the document, you can cut and paste it into an e-mail or onto a website.

LAYOUT FOR A PAPER RESUME

A great deal of care – and much more formatting – is necessary to achieve an attractive layout for your paper resume. There is no single appropriate layout that applies to every resume, but there are a few basic rules to follow in putting your resume on paper:

- Leave a comfortable margin on the sides, top, and bottom of the page (usually one to one and a half inches).

- Use appropriate spacing between the sections (two to three line spaces are usually adequate).

- Be consistent in the type of headings you use for different sections of your resume. For example, if you capitalize the heading **EMPLOYMENT HISTORY**, don't use initial capitals and underlining for a section of equal importance, such as Education.

- Do not use more than one font in your resume. Stay consistent by choosing a font that is fairly standard and easy to read, and don't change it for different sections. Beware of the tendency to try to make your resume original by choosing fancy type styles; your resume may end up looking unprofessional instead of creative. Unless you are in a very creative and artistic field, you should almost always stick with tried-and-true type styles like Times New Roman and Palatino, which are often used in business writing. In the area of resume styles, conservative is usually the best way to go.

- Always try to fit your resume on one page. If you are having trouble with this, you may be trying to say too much. Edit out any repetitive or unnecessary information, and shorten descriptions of earlier jobs where possible. Ask a friend you trust for feedback on what seems unnecessary or unimportant. For example, you may have included too many optional sections. Today, with the prevalence of the personal computer as a tool, there is no excuse for a poorly laid out resume. Experiment with variations until you are pleased with the result.

Remember that a resume is not an autobiography. Too much information will only get in the way. The more compact your resume, the easier it will be to review. If a person who is swamped with resumes looks at yours, catches the main points, and then calls you for an interview to fill in some of the details, your resume has already accomplished its task. A clear and concise resume makes for a happy reader and a good impression.

There are times when, despite extensive editing, the resume simply can't fit on one page. In this case, the resume should be laid out on two pages in such a way that neither clarity nor appearance is compromised. Each page of a two-page resume should be marked clearly: the first should indicate "Page 1 of 2," and the second should include your name and the page number, for example, "Julia Ramirez – Page 2 of 2." The pages should then be paper-clipped together. You may use a smaller type size (in the same font as the body of your resume) for the page numbers. Place them at the bottom of page one and the top of page two. Again, spend the time now to experiment with the layout until you find one that looks good to you.

Always show your final layout to other people and ask them what they like or dislike about it, and what impresses them most when they read your resume. Make sure that their responses are the same as what you want to elicit from your prospective employer. If they aren't the same, you should continue to make changes until the necessary information is emphasized.

PROOFREADING

After you have finished typing the master copy of your resume and before you have it copied or printed, thoroughly check it for typing and spelling errors. Do not place all your trust in your computer's spell-check function. Use an old editing trick and read the whole resume backward – start at the end and read it right to left and bottom to top. This can help you see the small errors or inconsistencies that are easy to overlook. Take time to do it right because a single error on a document this important can cause the reader to judge your attention to detail in a harsh light.

Have several people look at the finished resume just in case you've missed an error. Don't try to take a shortcut; not having an unbiased set of eyes examine your resume now could mean embarrassment later. Even experienced editors can easily overlook their own errors. Be thorough and conscientious with your proofreading so your first impression is a perfect one.

We have included the following rules of capitalization and punctuation to assist you in the final stage of creating your resume. Remember that resumes often require use of a shorthand style of writing that may include sentences without periods and other stylistic choices that break the standard rules of grammar. Be consistent in each section and throughout the whole resume with your choices.

RULES OF CAPITALIZATION

- Capitalize proper nouns, such as names of schools, colleges, and universities; names of companies; and brand names of products.
- Capitalize major words in the names and titles of books, tests, and articles that appear in the body of your resume.
- Capitalize words in major section headings of your resume.
- Do not capitalize words just because they seem important.
- When in doubt, consult a style manual such as *Words into Type* (Prentice Hall) or *The Chicago Manual of Style* (The University of Chicago Press). Your local library can help you locate these and other reference books. Many computer programs also have grammar help sections.

RULES OF PUNCTUATION

- Use commas to separate words in a series.
- Use a semicolon to separate series of words that already include commas within the series. (For an example, see the first rule of capitalization.)
- Use a semicolon to separate independent clauses that are not joined by a conjunction.
- Use a period to end a sentence.

- Use a colon to show that examples or details follow that will expand or amplify the preceding phrase.
- Avoid the use of dashes.
- Avoid the use of brackets.
- If you use any punctuation in an unusual way in your resume, be consistent in its use.
- Whenever you are uncertain, consult a style manual.

PUTTING YOUR RESUME IN PRINT

You will need to buy high-quality paper for your printer before you print your finished resume. Regular office paper is not good enough for resumes; the reviewer will probably think it looks flimsy and cheap. Go to an office supply store or copy shop and select a high-quality bond paper that will make a good first impression. Select colours like white, off-white, or possibly a light gray. In some industries, a pastel may be acceptable, but be sure the colour and feel of the paper make a subtle, positive statement about you. Nothing in the choice of paper should be loud or unprofessional.

If your computer printer does not reproduce your resume properly and produces smudged or stuttered type, either ask to borrow a friend's or take your disk (or a clean original) to a printer or copy shop for high-quality copying. If you anticipate needing a large number of copies, taking your resume to a copy shop or a printer is probably the best choice.

Hold a sheet of your unprinted bond paper up to the light. If it has a watermark, you will want to point this out to the person helping you with copies; the printing should be done so that the reader can read the print and see the watermark the right way up. Check each copy for smudges or streaks. This is the time to be a perfectionist – the results of your careful preparation will be well worth it.

SAMPLE RESUMES

Resume #1 is an example of the Chronological resume. This most common of the resume types accounts for 90-95% of all business resumes used today.

Resume #2 is an example of the Functional/Combination resume. These tend to be used by people whose work histories are better showcased by listing their abilities rather than the more traditional list of job titles.

Carol Schmidt
12 Overlook Drive
Denver, Colorado 88021
Home: (303) 555-4467
cschmidt@xxx.com

Objective

To seek a position as a travel consultant with opportunities for advancement in the future.

Professional Experience

Lufthansa German Airlines

Los Angeles, California

Reservation Sales, 1999 - 2004

Provided travel arrangement reservations for passengers. Computed international fares and taxes; secured hotel and car reservations; arranged sale of ticket with credit card, travel agency, or airline ticket office. Working knowledge of the Amadeus computer program system. Training course successfully completed in Germany: Advanced Reservations, Psychology in Sales, and Quality in Daily Work.

South African Airways

San Francisco, California

Customer Service Reservation Sales, 1997 - 2000

Booked international reservations using the Safari computer program system with passengers, tour operators, wholesale consolidators, and travel agents. Courses successfully completed include: Effective Sales Techniques in Reservations, Johannesburg, South Africa; International Fare Calculation, New York City.

Premier Travel Agency

Denver, Colorado

Travel Agent, 1994 - 1997

Booked vacation and corporate travel reservations for clients on the phone and in person including hotel, car, cruise ship, and rail reservations.

Education

Atlantic Travel Agents School

Kansas City, Kansas

Certification, 1994

Comprehensive training in all phases of air, land, and sea reservations and booking transactions. Manual and computer fare calculation, ticket issue, agency accounting systems, and general office duties.

References Available Upon Request

NINA MAZZOLA • NINAMAZZOLA@XXX.COM

2017 MENAUL • ALBUQUERQUE, NEW MEXICO • (505) 555-9804

OBJECTIVE

A position in International Relations in a Western European Agency

SKILLS/ACCOMPLISHMENTS

- Fluent in Spanish and Italian
- Service-oriented, tactful, benevolent
- Work independently, under pressure, flexible hours
- Certified in CPR
- Negotiated innovative work rules with airline executives
- Secured the release of innocent prisoners in New Mexico
- Received four Superior Service awards
- Worked in Spain, assisting foreigners in emergency situations and obtaining legal counsel for them
- Resolved complex cases of consular policy
- Settled disputes with special interest groups
- Developed a public relations campaign and achieved unprecedented working relationships with government employees
- Won support for U.S. foreign policy initiatives

WORK HISTORY

VOLUNTEER, Centurion Ministries, Albuquerque, New Mexico, 2004 – present. Prison advocacy group that investigates claims of innocence and works for the release of prisoners it finds credible.

FOREIGN SERVICE OFFICER, Department of State
Consular officer, 1996 - 2002
Political officer, 1993 - 1996

STUDENT, Foreign Service Institute, 1992 - 1993

FLIGHT ATTENDANT, Delta Airlines, 1985 - 1988

EDUCATION

University of Oregon, Eugene, Oregon
B.A. International Relations, cum laude, 1982

References available upon request.

Task. 1. *Use the following sample resumes (or the samples from the appendix 1) to help you decide on the content, presentation, and look of your own resume. Create your own resume.*

Task. 2. *Critique your resume.*

When you believe your resume is complete, ask yourself the following questions:

- Have I selected the most appropriate resume style for my background/career objective?
- Have I de-emphasized the interruptions in my career?
- Have I highlighted benefits for a potential employer and are my relevant qualifications obvious?
- Have I put the most important information near the top and left side of my resume?
- Have I stressed accomplishments rather than only job duties?
- Have I used natural and understandable language?
- Have I left off irrelevant personal information?
- Is my resume brief, to the point, and clear?
- Have I been consistent in my use of underlining or bold typeface, capitals, spacing and margins?
- Is my original copy clean, clear and of good contrast?
- Have I chosen high quality bond paper on which to reproduce my resume?

7. THE COVER LETTER

Once your resume has been assembled, laid out, and printed to your satisfaction, the next and final step before distribution is to write your cover letter. Though there may be instances where you deliver your resume in person, you will usually send it through the mail or online. Resumes sent through the mail always need an accompanying letter that briefly introduces you and your resume. The purpose of the cover letter is to get a potential employer to read your resume, just as the purpose of the resume is to get that same potential employer to call you for an interview.

Like your resume, your cover letter should be clean, neat, and direct. A cover letter usually includes the following information:

1. Your name and address (unless it already appears on your personal letterhead) and your phone number(s); see item 7.
2. The date.
3. The name and address of the person and company to whom you are sending your resume.
4. The salutation (“Dear Mr.” or “Dear Ms.” followed by the person’s last name, or “To Whom It May Concern” if you are answering a blind ad).

5. An opening paragraph explaining why you are writing (for example, in response to an ad, as a follow-up to a previous meeting, at the suggestion of someone you both know) and indicating that you are interested in whatever job is being offered.

6. One or more paragraphs that tell why you want to work for the company and what qualifications and experience you can bring to the position. This is a good place to mention some detail about that particular company that makes you want to work for them; this shows that you have done some research before applying.

7. A final paragraph that closes the letter and invites the reviewer to contact you for an interview. This can be a good place to tell the potential employer which method would be best to use when contacting you. Be sure to give the correct phone number and a good time to reach you, if that is important. You may mention here that your references are available upon request.

8. The closing (“Sincerely” or “Yours truly”) followed by your signature in a dark ink, with your name typed under it.

Your cover letter should include all of this information and be no longer than one page in length. The language used should be polite, businesslike, and to the point. Don’t attempt to tell your life story in the cover letter; a long and cluttered letter will serve only to annoy the reader. Remember that you need to mention only a few of your accomplishments and skills in the cover letter. The rest of your information is available in your resume. If your cover letter is a success, your resume will be read and all pertinent information reviewed by your prospective employer.

PRODUCING THE COVER LETTER

Cover letters should always be individualized because they are always written to specific individuals and companies. Never use a form letter for your cover letter or copy it as you would a resume. Each cover letter should be unique, and as personal and lively as possible. (Of course, once you have written and rewritten your first cover letter until you are satisfied with it, you can certainly use similar wording in subsequent letters. You may want to save a template on your computer for future reference.) Keep a hard copy of each cover letter so you know exactly what you wrote in each one.

There are sample cover letters in appendix 2. Use them as models or for ideas of how to assemble and lay out your own cover letters. Remember that every letter is unique and depends on the particular circumstances of the individual writing it and the job for which he or she is applying.

After you have written your cover letter, proofread it as thoroughly as you did your resume. Again, spelling or punctuation errors are a sure sign of carelessness, and you don’t want that to be a part of your first impression on a prospective employer. This is no time to trust your spell-check function. Even after going through a spelling and grammar check, your cover letter should be carefully proofread by at least one other person.

Print the cover letter on the same quality bond paper you used for your resume. Remember to sign it, using a good dark-ink pen. Handle the letter and resume carefully to avoid smudging or wrinkling, and mail them together in an appropriately sized envelope. Many stores sell matching envelopes to coordinate with your choice of bond paper.

Keep an accurate record of all resumes you send out and the results of each mailing. This record can be kept on your computer, in a calendar or notebook, or on file cards. Knowing when a resume is likely to have been received will keep you on track as you make follow-up phone calls.

About a week after mailing resumes and cover letters to potential employers, contact them by telephone. Confirm that your resume arrived and ask whether an interview might be possible. Be sure to record the name of the person you spoke to and any other information you gleaned from the conversation. It is wise to treat the person answering the phone with a great deal of respect; sometimes the assistant or receptionist has the ear of the person doing the hiring.

You should make a great impression with the strong, straightforward resume and personalized cover letter you have just created. We wish you every success in securing the career of your dreams!

Task. *Compose your own cover letter using the examples from appendix 2.*

8. THANK-YOU LETTERS AND JIST CARDS

THE IMPORTANCE OF THANK-YOU LETTERS

While resumes and cover letters get the attention, thank-you letters often get results. Sending thank-you letters makes both good manners and good job search sense. When used properly, thank-you letters can help you create a positive impression with employers. So here are the basics of writing and using thank-you letters.

1. Before an Interview.

In some situations, you can send a less formal note before an interview, usually by e-mail (unless the interview is scheduled for a fairly distant future date). For example, you can simply thank someone for being willing to see you. Depending on the situation, enclosing a resume could be a bit inappropriate. Remember, this is supposed to be sincere thanks for help and not an assertive business situation. This also serves as a way to confirm the date and time of the scheduled interview and as a reminder to the recipient that you will be showing up at that time.

April 5, 20XX

Ms. Kijek,

Thanks so much for your willingness to see me next Wednesday at 9 a.m.

I know that I am one of many who are interested in working with your organization, but I'm confident that you'll find my qualifications are a good fit for the role. I've enclosed a JIST Card that presents the basics of my skills for this job and will bring my resume to the interview.

I appreciate the opportunity to meet you and learn more about the position. Please call me if you have any questions at all.

Sincerely,

Bruce Vernon

2. After an Interview.

One of the best times to send a thank-you letter is right after an interview. Here are several reasons why:

- Doing so makes a positive impression. The employer will assume you have good follow-up skills – as well as good manners.
- It creates yet another opportunity for you to remain in the employer's consciousness at an important time.
- It gives you a chance to get in the last word. You get to include a reminder of why you're the best candidate for the job and can even address any concerns that might have come up during the interview.
- If they have buried, passed along, or otherwise lost your resume and previous correspondence, a thank-you letter and corresponding JIST Card provide one more chance for employers to find your number and call you.

August 11, 20XX

Dear Mr. O'Beel,

Thank you for the opportunity to interview for the position available in your production department. I want you to know that this is the sort of job I have been looking for and I am enthusiastic about the possibility of working for you.

Now that we have spoken, I know that I have both the experience and skills to fit nicely into your organization and to be productive quickly. The process improvements I implemented at Logistics, Inc., increased their productivity 34%, and I'm confident that I could do the same for you.

Thanks again for the interview; I enjoyed the visit.

Sara Smith

(505) 665-0090

3. Whenever Anyone Helps You in Your Job Search.

Send a thank-you letter to anyone who helps you during your job search. This includes those who give you referrals, people who provide advice, or simply those who are supportive during your search. I suggest you routinely enclose one or more JIST Cards in these letters because recipients can give them to others who may be in a better position to help you.

October 31, 20XX
2234 Riverbed Ave.
Philadelphia, PA 17963

Ms. Helen A. Colcord
Henderson and Associates, Inc.
1801 Washington Blvd., Suite 1201
Philadelphia, PA 17963

Dear Ms. Colcord,

Thank you for sharing your time with me so generously yesterday. I really appreciated talking to you about your career field.

The information you shared with me increased my desire to work in such an area. Your advice has already proven helpful—I have an appointment to meet with Robert Hopper on Friday.

In case you think of someone else who might need a person like me, I'm enclosing another resume and JIST Card.

Sincerely,

Debbie Childs

EIGHT QUICK TIPS FOR WRITING THANK-YOU LETTERS

Here are some brief tips to help you write thank-you letters that get results.

1. Decide Whether E-mail or Snail Mail Makes More Sense.

Consider the timing involved and the formality of the person and organization you're sending it to. If you need to get a letter out quickly because it has to arrive before an interview that's coming up soon, or if it's a thank-you letter after an interview and you know the employer will be making a decision soon, e-mail is your best bet. Use regular mail if there's no rush and if you sense that the other person would appreciate the formality of a business letter printed on nice paper and received in the mail.

2. Use Quality Paper and Envelopes.

For mailed thank-you letters, use good-quality paper with matching envelopes. It's best to use the same paper that your resume is printed on. Off-white and beige are the best colours.

3. Don't Handwrite It.

Traditionally, thank-you letters were handwritten, but these days more are written on a computer and printed on resume paper. If you're sending a very quick note to someone you already know well, a handwritten note is acceptable. In all other cases, a formal, word-processed letter is better.

4. Use a Formal Salutation.

Unless you know the person you are thanking, don't use a first name unless you've already met the person you're writing and he or she has asked you to use first names, or if you're writing to someone in a young, hip environment. Instead, use "Dear Ms. Smith" or "Ms. Smith," rather than the less formal "Dear Pam." Include the date.

5. Keep the Letter Short and Friendly.

Keep your letter short and friendly. Remember, the letter is a thank you for what someone else did, not a hard-sell pitch for what you want. Make sure, however, that in a thank-you letter sent after an interview that you give a reminder of your skills or other qualifications that are relevant to the job. This lets the thank-you letter serve as an expression of appreciation as well as a chance to get the last word on why you should be hired. The more members of your competition will be doing this, so you should too. Also, make sure your thank-you letter doesn't sound like a form letter. Put some time and effort into it to tailor it to the recipient and the situation. Include specific details from any previous contacts you have had with the person.

6. Sign It.

Sign your first and last name. Avoid initials and make your signature legible (unless you're being hired for your creative talents, in which case a wacky-looking, illegible signature could be a plus!).

7. Send It Right Away.

Write and send your letter or e-mail no later than 24 hours after you make your contact. Ideally, you should write it immediately after the contact, while the details are fresh in your mind.

8. Enclose a JIST Card.

Depending on the situation, a JIST Card is often the ideal enclosure with a printed thank-you letter. It's small, soft sell, and provides your contact information, in case the employer wants to reach you. It's both a reminder of you, should any jobs open up, and a tool to pass along to someone else (see the next section for details on writing JIST Cards).

Task 1. *Write your own thank-you letter.*

JIST CARDS

JIST Cards are a job search tool that gets results. JIST Cards are now being used on the Internet, in personal video interviews, and in other electronic media. In case you were wondering, the word "JIST" is an acronym originally created for a self-directed job search program. It stands for "Job Information & Seeking Training."

You can use a JIST Card in many ways, including these:

- Attach one to your resume or application.
- Enclose one in a thank-you letter.
- Give them to your friends, relatives, and other contacts – so that they can give them to other people.
 - Send them to everyone who graduated from your school or who is a member of your professional association.
 - Put them on car windshields.
 - Post them on the supermarket bulletin board.
 - Send them in electronic form as an e-mail.

Sandy Nolan

Position: General Office/Clerical

Message: (512) 232-9213

More than two years of work experience plus one year of training in office practices. Type 55 wpm, trained in word processing, post general ledger, have good interpersonal skills, and get along with most people. Can meet deadlines and handle pressure well.

Willing to work any hours.

Organized, honest, reliable, and hardworking.

Task 2. *JIST Cards are harder to write than they look, so carefully review the example and use the content of your resume as a starting point for content. Once you have your own JIST Card, put hundreds of them in circulation. JIST Cards work, but only if they get to the people in your network. Write your own JIST Card.*

9. OTHER JOB SEARCH CORRESPONDENCE

Follow-Up Letters after an Interview

After an interview, you might want to send follow-up correspondence to solve a problem the employer mentioned or to present a proposal. The preceding section showed examples of letters and letters that were sent following an interview. You can easily adapt the content for use in follow-up e-mails.

In some instances, a longer or more detailed letter is appropriate. The objective is to provide additional information or to present a proposal.

Self-Sticking Notes

You have surely used those little notes that stick to papers, walls, and other things. There's a size usually called "flags" that are smaller and narrower than most of the square stick-on notes you probably use. Some even have an arrow design on them. These can be useful when calling attention to specific points on attachments or to provide additional details.

List of References

Once employers begin to get serious, they might want to contact your references as part of their final screening process. For example, a list of people to

contact. This list should include the complete name, title, organization, address, phone number, and e-mail address for each reference. You should include information about how each person knows you. For example, indicate that Ms. Rivera was your immediate supervisor for two years.

Letters of Reference

Many organizations fear lawsuits as the result of giving out negative information regarding an ex-employee. For this reason, it can often be difficult for an employer to get any meaningful information about you over the phone. If the letters are positive, the advantages are clear. Even if the letter is negative, at least you now know that there is a problem with this reference. Depending on the situation, you might contact this previous employer and negotiate what he or she will say when called.

Unsolicited Letters. Requesting an Interview or Other Assistance

Even though many resume books recommend sending out lots of unsolicited resumes, the evidence is overwhelming that this method does not work for most people. Doing the same thing on the Internet often results in the same outcome. The rare exception is if your skills are very much in demand. Sending a letter or e-mail to people with whom you share a common bond, such as alumni or members of a professional group, can be reasonably effective. This is particularly so if you are looking for a job in another city or region and you send a letter or e-mail asking someone to help you by providing names of contacts.

10. HOW TO FIND A JOB FAST. RESEARCHING THE JOB MARKET

Task 1. Read a dialogue.

1. I hear that Sam lost his job.

2. I did hear something about his job being abolished.

1. What a terrible thing to happen now, just when he and Helen are expecting their first baby!

2. It is a shame, I'll admit, but I told Sam months ago to get out of that place where he works and get another job. I had a feeling that the company wasn't very stable financially.

1. You mean it's not a strong company? I'd always thought it was one of the strongest around.

2. If you've been reading the news in the financial section, you could see that the company was headed for trouble. I wouldn't be surprised to see it go bankrupt before the end of the year.

1. It sure is too bad. Is there anything we can do for Sam?

2. I'm going to call him this afternoon. I heard yesterday that there's going to be an opening in the section where I work. He can get his application in today.

1. I'll check things out with my boss, too. There may be something open in one of the departments over in Fairmont.

Answer the following questions:

1. What is Sam's relationship to the speakers?
2. Where does the discussion take place?
3. Is Sam present?
4. Can the speakers help Sam?
5. Did you ever lose your job? If so, describe how it felt.
6. What are the most financially stable companies in your count?
7. Do you get along well with your boss?
8. Are there any openings where you work?
9. Would your friends help you find a job?

Task 2. *Insert the following words in the gaps in the text below:*

*applicant application application form apply candidate
curriculum vitae or CV (GB) or resume (US) employment agencies
interview job description job vacancies references short-listed*

Many people looking for work read the (1) Advertised in newspapers by companies and (2) To reply to an advertisement is to (3) for a job. (You become a (4) or an (5)). You write an (6), or fill in the company's (7), and send it, along with your (8) and a covering letter. You often have to give the names of two people who are prepared to write (9).....for you. If your qualifications and abilities match the (10), you might be (11), i.e. selected to attend an (12)

Task 3. *Below you will see some extracts from wants ads. Fill in each blank with a word or phrase from the following list:*

*competitive initiative suit kitchen staff
ability outgoing team pension
plan clear contact experience
preference required skills willing busy
office hard work potential customers
successful candidate thorough training*

- Our new 200-seat restaurant is opening in May and we are looking for waiters, waitresses and (1).....

- If you are a friendly and (2).....person who is not afraid of (3)....., we have the job and hours to (4).....you.
- For more information, (5).....Helen at (415) 331-2012.
- Secretary/Receptionist (6).....for a (7)..... . Typing and shorthand between 80 and 120 wpm. We will give (8).....to applicants who have experience using word processors and computers.
- We want a positive person who is (9).....to work hard and can use their own (10)..... . You must be lively and have a good sense of humour and a (11).....speaking voice. You will receive (12).....to enable you to inform (13).....of the benefits of advertising with us.
- The (14).....will have had (15).....in booking and banking procedures. The position calls for word-processing and secretarial (16).....plus the (17).....to work as part of a (18)..... A (19).....salary is offered as well as a company (20).....

DEVELOPING YOUR JOB SEARCH TOOLS

Having the right tools to perform an effective search makes all the difference in the world. This section will provide you with several of those tools.

1. *Understanding the job market* – How it is organized and what are the likely results from various job finding techniques- is essential in developing your job search strategies.
2. *Researching* – a crucial tool that helps you identify target companies, develop your approach and shine in the interview.
3. *Developing your contacts* and learning how to get information, advice and the right introductions that should lead to a job offer.

When you begin to put together your job search strategy, it is extremely important that you are open to all avenues of employment. Do not focus solely on the public or private sectors or only the biotech industry. For the most part, the same or very similar skill sets are required for jobs in most sectors. And remember, skills are transferable from one industry to the next. Many individuals are surprised to find a job well suited to their individual needs where they least expect to find one. If you explore ALL of your possibilities, you will open yourself up to greater opportunities.

Task 4. *Discuss what job search method you consider the best.*

TRADITIONAL JOB SEARCH METHODS ARE NOT VERY EFFECTIVE

Most job seekers don't know how ineffective some traditional job hunting techniques tend to be. For example, the chart shows that fewer than 15 percent of all job seekers get jobs from reading the want ads.



Here is more detail on the effectiveness of seven of the most popular traditional job search methods:

- **Help wanted ads:** Less than 15 percent of all people get their jobs through the newspaper want ads. Everyone who reads the paper knows about these openings, so competition for advertised jobs is fierce. You can get want ads through the Internet for most metropolitan newspapers – but so can everyone else. Still, some people get jobs through ads, so go ahead and apply. Just be sure to spend most of your time using more effective methods.

- **State employment services:** Each state has a network of local offices to administer unemployment compensation and provide job leads and other services. These services are provided without charge to you or employers. Names vary by state, so it may be called “Job Service,” “Department of Labor,” “Workforce Development,” “Unemployment Office,” “WorkOne,” or another name.

Nationally, only about 5 percent of all job seekers get their jobs here, and these organizations typically know of only one-tenth (or fewer) of the job openings in a region. Local openings are posted on a government-funded Internet site at www.jobcentral.com/index.asp, where you can search by occupation and location anywhere in the country.

- **Private employment agencies:** Recent studies have found that staffing agencies work reasonably well for those who use them. But consider some cautions. For one thing, these agencies work best for entry-level positions or for those with specialized, in demand skills. Most people who use a private agency usually find their jobs using some other source, making the success record of these businesses quite modest. Private agencies charge a fee as high as 20 percent of your annual salary to you or to the employer. Because of the high expense, you can require that you be referred only to interviews where the employer pays the fee. Keep in mind that most private agencies find job openings by calling employers, something you could do yourself.

- **Temporary agencies:** These can be a source of quick but temporary jobs to bring in some income while you look for long-term employment. Temp jobs also give you experience in a variety of settings – something that can help you land full-

time jobs later. More and more employers are also using these jobs as a way to evaluate workers for permanent jobs. So consider using these agencies if it makes sense, but continue an active search for a full- time job.

- ***Sending out resumes:*** One survey found that you would have to mail more than 500 unsolicited resumes to get one interview! Like other traditional approaches, use this method sparingly because the numbers are stacked against you. A better approach is to contact the person who might hire you, by phone or via e-mail, to set up an interview directly; then send a resume. If you insist on sending out unsolicited resumes, do this on weekends and evenings and save the “prime time” job-searching hours for more effective techniques.

- ***Filling out applications:*** Most employers use applications to screen people out. Larger organizations may require them, but remember that your task is to get an interview, not fill out an application. If you do complete applications, make them neat and error-free and do not include anything that could get you screened out. Never present something in a way an employer would see as a negative. For example, instead of saying you were “fired,” say “position eliminated due to corporate downsizing.” If the form asks for pay requirements, simply write in something like “flexible” instead of giving a specific number.

- ***Human resource departments:*** Hardly anyone gets hired by interviewers in HR or personnel departments. Their job is to screen you and then refer the “best” applicants to the person who would supervise you. You may need to cooperate with the people in HR, but it is often better to talk directly to the person who is most likely to supervise you – even if no opening exists at the moment. And remember that many smaller organizations don’t even have HR or personnel offices.

THE TWO JOB SEARCH METHODS THAT WORK BEST

About two-thirds of all people get their jobs using informal methods. These jobs are often not advertised and are part of the “hidden” job market. How can you find them?

There are two basic informal job search methods: networking with people you know (warm contacts), and making direct contacts with an employer (cold contacts). They are both based on the most important job search rule of all: Don’t wait until the job is open before contacting the employer!

Most jobs are filled by someone the employer meets before the job is formally open. So the trick is to meet people who can hire you before a job is available. Instead of saying, “Do you have any jobs open?” say, “I realize you may not have any openings now, but I would still like to talk to you about the possibility of future openings”.

Develop a Network of Contacts in Five Easy Steps

One study found that about 40 percent of all people found their jobs through a lead provided by a friend, a relative, or an acquaintance. Developing new contacts is called “networking,” and here’s how it works:

1. Make lists of people you know. Develop a list of anyone with whom you are friendly; then make a separate list of all your relatives. These two lists alone often add up to 25 to 100 people or more. Next, think of other groups with whom you have something in common, such as former co-workers or classmates; members of your social or sports groups; members of your professional association; former employers; and members of your religious group. You may not know many of these people personally, but most will help you if you ask them.

2. Contact the people on your lists in a systematic way. Each of these people is a contact for you. Obviously, some lists and some people on those lists will be more helpful than others, but almost any one of them could help you find a job lead.

3. Present yourself well. Begin with your friends and relatives. Call or e-mail them and tell them you are looking for a job and need their help. Be as clear as possible about what you are looking for and what skills and qualifications you have. Look at the sample phone script later in this chapter for presentation ideas.

4. Ask them for leads. It's possible that they will know of a job opening that is just right for you. If so, get the details and get right on it! More likely, however, they will not, so here are three questions you should ask:

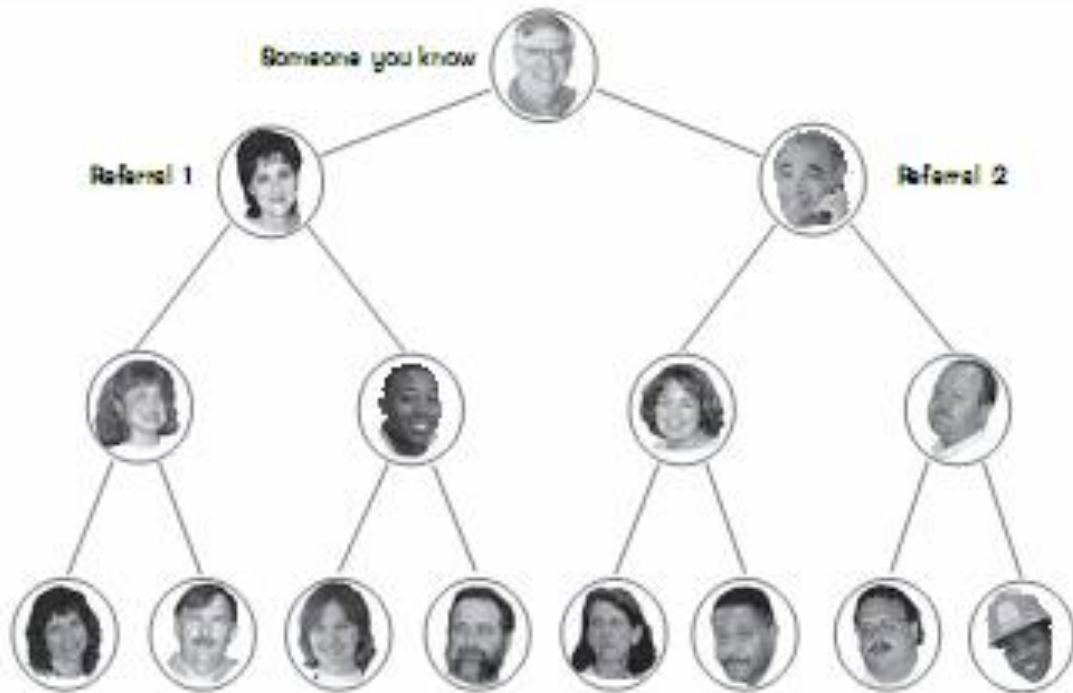
- Do you know of any openings for a person with my skills? If the answer is no (which it usually is), ask the next question.

- Do you know of someone else who might know of such an opening? If your contact does, get that name and ask for another one. If he or she doesn't, ask the next question.

- Do you know of anyone who might know of someone else who might? Another good way to ask this is "Do you know someone who knows lots of people?" If all else fails, this will usually get you a name.

5. Contact these referrals and ask them the same questions. For each original contact, you can extend your network of acquaintances by hundreds of people. Eventually, one of these people will hire you or refer you to someone who will. If you use networking thoroughly, it may be the only job search technique you need.

Networking is about much more than asking people if they know of any job openings. The answer is likely to be no, so that question doesn't get you far. Instead, look at networking as a way to build relationships with people who know other people, who may know other people who know of jobs. Networking is also about getting advice about your search and insight into the organizations you're trying to break into.



If you ask each referral for two names and follow through, your network will soon look like this:



Use Cold Contacts – Contact Employers Directly

It takes more courage, but contacting an employer directly is a variation on the networking idea and a very effective job search technique. People call these cold contacts because you don't know or have an existing connection with the employers. Following are two basic techniques for making cold contacts.

- ***Use the Yellow Pages to find potential employers.*** Online sites like www.yellowpages.com and others allow you to find potential employers anywhere, but the print version is best if you're looking for a local job. You can begin by looking at the index and asking for each entry, "Would an organization of this kind need a person with my skills?" If the answer is "yes," then that type of organization or business is a possible target. You can also rate "yes" entries based on your interest, writing an "A" next to those that seem very interesting, a "B" next to those you are not sure of, and a "C" next to those that don't seem interesting at all. Next, select a type of organization that got a "yes" response (such as "hotels") and turn to the section of the Yellow Pages where they are listed. Then call the organizations and ask to speak to the person who is most likely to hire or supervise you.

The Internet provides a variety of ways to do the same thing in a different way. For example, Yellow Pages listings are available online for any geographic area of the country. And many businesses have Web sites where you can get information and apply for job openings. There are also databases of companies that you can search to develop "hit lists."

- ***Drop in without an appointment.*** Although building security has become increasingly tight in some locations, you can sometimes simply walk into many potential employers' organizations and ask to speak to the person in charge. This is particularly effective in small businesses, but it works surprisingly well in larger ones, too. Remember, you want an interview even if there are no openings now. If your timing is inconvenient, ask for a better time to come back for an interview.

- ***Use the phone to get job leads.*** Once you have created your JIST Card, it's easy to create a telephone contact script based on it. Adapt the basic script to call people you know or your Yellow Pages leads. Select Yellow Pages index categories that might use a person with your skills and get the numbers of specific organizations in that category. Once you get to the person who is most likely to supervise you, present your phone script. Although it doesn't work every time, most people, with practice, can get one or more interviews in an hour by making these cold calls. Here is a sample phone script based on a JIST Card:

Hello, my name is Pam Nykanen. I'm interested in a position in hotel management. I have four years of experience in sales, catering, and accounting with a 300-room hotel. I also have an associate degree in Hotel Management, plus one year of experience with the Bradey Culinary Institute. During my employment, I helped double revenues from meetings and conferences and increased bar revenues by 46 per- cent. I have good problem-solving skills and am good with people. I am also well organized, hardworking, and detail oriented. When may I come in for an interview?

Although this example assumes that you are calling someone you don't know, the script can be easily modified for presentation to warm contacts, including referrals. Using the script for making cold calls takes courage, but it works for most people.

STRUCTURE YOUR JOB SEARCH LIKE A JOB

1. Decide how many hours you will spend a week looking for work.

Write here how many hours you are willing to spend each week looking for a job:

2. Decide which days and times you will look for work.

Answering the following questions requires you to have a schedule and a plan, just as you had when you were working.

Which days of the week will you spend looking for a job? _____

How many hours will you look each day? _____

At what time will you begin and end your job search on each of these days? _____

3. Create a specific daily schedule.

A specific daily job search schedule is very important because most job seekers find it hard to stay productive each day. You already know which job search methods are most effective, and you should plan on spending most of your time using those methods.

The sample daily schedule that follows has been very effective for people who have used it, and it will give you ideas for your own. Although you are welcome to create your daily schedule however you like, I urge you to consider one similar to this one because it works.

7–8 a.m.	Get up, shower, dress, eat breakfast.
8–8:15 a.m.	Organize work space; review schedule for interviews or follow-ups; update schedule.
8:15–9 a.m.	Review old leads for follow-up; develop new leads (want ads, Internet, networking lists, and so on).
9–10 a.m.	Make networking or direct employer phone calls or Internet contacts; set up meetings and interviews.
10–10:15 a.m.	Take a break!
10:15–11 a.m.	Make more new calls and Internet contacts.

11–12 p.m. Make follow-up calls and e-mails as needed.

12–1 p.m. Lunch break.

1–5 p.m. Go on interviews and networking meetings; make cold contacts in the field; conduct research for upcoming interviews.

5–8 p.m. Attend networking events.

4. Get a schedule book and write down your job search schedule.

This is important: If you are not accustomed to using a daily schedule book or planner, promise yourself that you will get a good one today. Choose one that allows plenty of space for each day's plan on an hourly basis, plus room for daily "to-do" listings. Write in your daily schedule in advance; then add interviews as they come. Get used to carrying it with you and using it!

DO WELL IN INTERVIEWS



No matter how you get an interview, once you're there, you will have to create a good impression

- Even if your resume is one of the 10 best ever written.
- Even if you have the best of credentials.
- Even if you really want the job.

First impressions count, and if you make a bad one, your chances of getting a job offer rapidly decrease to about zero.

Dress for Success



Although there is more to making a good first impression than your dress and grooming, this is fortunately something that you can control. So, for this reason, I have created the following rule: dress the way you think the boss is most likely to dress – only neater. If necessary, ask someone who dresses well to help you select an interview outfit. Pay close attention to your grooming, too.

Task 5. *Here are some tips relating to your appearance and body language. For each one select the correct missing word from the options below:*

1. Make sure your clothes are clean, but _____ wear obvious logos or designer names.

- a. do
- b. don't
- c. must

2. Don't use _____ much deodorant or perfume!

- a. to
- b. too
- c. two

3. Don't wear too much jewellery. Interviewers don't _____ like rings!
 - a. never
 - b. sometimes
 - c. usually

4. Wear _____ that are smart, but comfortable.
 - a. cloths
 - b. clothes
 - c. covers

5. Arrive well _____ the interview time.
 - a. before
 - b. after
 - c. later than

6. Make eye _____ with the interviewer when you are introduced.
 - a. contactation
 - b. contiction
 - c. contact

7. Give a firm handshake, and make sure you _____!
 - a. snarl
 - b. smile
 - c. snigger

8. Don't _____. This will distract the interviewer from what you're saying.
 - a. fidget
 - b. figgit
 - c. fijit

9. Don't appear over-confident, for example by leaning too far back in your chair, but do try to _____.
 - a. relax
 - b. relapse
 - c. collapse

Task 6. *Discuss the following article.*

A TRADITIONAL INTERVIEW IS NOT A FRIENDLY EXCHANGE

In a traditional interview situation, there is a job opening, and you are one of several (or one of a hundred) applicants. In this setting, the employer's task is to eliminate all but one applicant.

Assuming that you got as far as an interview, the interviewer's questions are designed to elicit information that can be used to screen you out. If you are wise, you know that your task is to avoid getting screened out. It's not an open and honest interaction, is it? This illustrates yet another advantage of nontraditional job search techniques: the ability to talk to an employer before an opening exists. This eliminates the stress of a traditional interview. Employers are not trying to screen you out, and you are not trying to keep them from finding out the bad stuff about you.

How to Answer Tough Interview Questions

Interviews are where the job search action happens. You have to get them; then you have to do well in them. If you have done your homework, you will seek out interviews for jobs that will maximize your skills. That's a good start, but your ability to communicate your skills in the interview makes an enormous difference.

This is where, according to employer surveys, most job seekers have problems. A large percentage of job seekers don't effectively communicate the skills they have to do the job, and they answer one or more "problem" questions poorly. Trust me, this is a big problem. If you leave the interview without having answered one or more problem questions effectively, your odds of getting a job offer are greatly decreased.

Although thousands of problem interview questions are possible, here are just 10 that, if you can plan how to answer them well, will prepare you for most interviews.

TOP 10 PROBLEM QUESTIONS

1. Why don't you tell me about yourself?
2. Why should I hire you?
3. What are your major strengths?
4. What are your major weaknesses?
5. What sort of pay do you expect to receive?
6. How does your previous experience relate to the jobs we have here?
7. What are your plans for the future?

8. What will your former employer (or references) say about you?
9. Why are you looking for this type of position, and why here?
10. Why don't you tell me about your personal situation?

The Three-Step Process for Answering Interview Questions

This might seem too simple, but the Three-Step Process is easy to remember. Its simplicity allows you to evaluate a question and create a good answer. The technique is based on sound principles and has worked for thousands of people.

1. Understand what is really being asked.

Most questions are really designed to find out about your self-management skills and personality. Although they are rarely this blunt, the employer's real questions are often directed at finding out the following:

- Can I depend on you?
- Are you easy to get along with?
- Are you a good worker?
- Do you have the experience and training to do the job if we hire you?
- Are you likely to stay on the job for a reasonable period of time and be productive?

Ultimately, if the employer is not convinced that you will stay and be a good worker, it won't matter if you have the best credentials. He or she won't hire you.

2. Answer the question briefly, in a non-damaging way.

Acknowledge the facts, but present them as an advantage rather than a disadvantage.

Many interview questions encourage you to provide negative information. The classic is the "What are your major weaknesses?" question that I included in my top 10 problem questions list. Obviously, this is a trick question, and many people are not prepared for it. A good response might be to mention something that is not all that damaging, such as "I have been told that I am a perfectionist, sometimes not delegating as effectively as I might." But your answer is not complete until you do the last step.

3. Answer the real concern by presenting your related skills.

Base your answer on the key skills that you have identified and that are needed in this job. Give examples to support your skills statements. For example, an employer might say to a recent graduate, "We were looking for someone with more experience in this field. Why should we consider you?" Here is one possible answer: "I'm sure there are people who have more experience, but I do have more than six years of work experience, including three years of advanced training and hands-on experience using the latest methods and techniques. Because my training is recent, I am open to new ideas and am used to working hard and learning quickly."

Task 7. Match the common interview question on the left with the suitable response from the list on the right:

1. Why did you choose this company?	A. People say I'm sociable, organized, and decisive.
2. What are your strengths/weaknesses?	B. My aim is to have a position in the Management Team.
3. How would your friends describe you?	C. I have excellent time management, but I can be impatient for results.
4. What is your greatest achievement?	D. Because I think I will find the work environment both challenging and rewarding.
5. How well do you work in a team?	E. I always support my colleagues and believe we should work towards a common goal.
6. Where will you be in 5 years?	F. Leading the University football team to the national Championships.

Task 8. Below you will see some common expressions that you might find useful. Put each expression into the correct box according to the function of that expression:

- | | |
|--------------------------------------------|-----------------------------------------------------|
| 1. May I think about that for a moment? | 19. I don't entirely agree with you |
| 2. In short, ... | 20. Perhaps I should make that clearer by saying... |
| 3. What I'm trying to say is... | 21. How can I best say this? |
| 4. To sum up, ... | 22. Could you repeat what you said? |
| 5. What are your views on...? | 23. I couldn't agree more |
| 6. Would you mind repeating that? | 24. Actually... |
| 7. How can I put this? | 25. To put it another way... |
| 8. In other words... | 26. That's just what I was thinking |
| 9. Sorry to say but... | 27. In brief, ... |
| 10. Well, as a matter of fact... | 28. Could I just say that ... |
| 11. I'm not so sure about that | 29. Well, my own opinion is that... |
| 12. Pardon? | 30. That's my view exactly |
| 13. I can't help thinking the same | 31. To summarise, ... |
| 14. What are your feelings about...? | 32. What was that? |
| 15. So in conclusion, ... | 33. I must take issue with you on that |
| 16. I see things rather differently myself | 34. Let me get this right |
| 17. True enough | 35. Sorry to interrupt, but... |
| 18. That's right | 36. I'm afraid I didn't catch that |
| | 37. What's your opinion? |

Agreeing with somebody	Disagreeing with somebody
<i>Example: Yes, I agree.</i>	<i>Example: I'm afraid I disagree.</i>
Interrupting	Asking for clarification or repetition
<i>Example: Excuse me for interrupting.</i>	<i>Example: I'm sorry?</i>
Asking somebody for their opinion	Saying something in another way
<i>Example: What do you think about..?</i>	<i>Example: What I mean is</i>
Giving yourself time to think	Summing up
<i>Example: (in response to a question) Let me see.</i>	<i>Example: So basically.....</i>

Task 8. *Read the dialogue.*

Job Interview

A. I saw your 'help wanted' sign. What job do you have open?

B. I'm looking for a secretary.

A. I'd like to apply.

B. Tell me about your skills.

A. I know how to type and how to file.

B. Do you know how to take shorthand?

A. No I don't, but I'm sure I can learn quickly.

B. Are you currently employed?

A. No. Not at the moment.

B. Okay. Here's an application form.

A. Can you tell me about the work schedule and the salary?

B. Yes. Hours are from 9:00 to 5:30 with lunch break at 1:00. The salary is \$5 an hour.

Task 9. *Here are the extracts from two interviews. Use this assessment form to decide which candidate performed better on a scale of 1 to 5:*

	<i>Sue Jones</i>	<i>Tom Richards</i>
<i>qualifications</i>		
<i>confidence</i>		
<i>reliability</i>		
<i>personality</i>		
<i>work experience</i>		
<i>overall impression</i>		

First interview

Interviewer: Good morning, Miss...

Sue Jones: Miss Jones. Good morning.

Interviewer: Miss Jones, yes, right. Hi. Um...now, you'd like to join our team, I gather.

Sue Jones: Yes, I would.

Interviewer: That's...that's very good. Er...I'd like to know a little bit about you. Perhaps you could tell me...perhaps we could start...if you could tell me a bit about your education.

Sue Jones: Oh yes, right. Well, I left school at 18 and for the first two years I went to Gibsons, you might know them, they're an engineering firm.

Interviewer: Ah, yes, right.

Sue Jones: Um...and after that, I wanted to do a course, so I...I did a one-year full-time PA course and went back to Gibsons. I was PA to the Export Director. I stayed there for another two years and...and then moved on to my present company. Um...that's Europa Marketing...um...Mr. Adair, the marketing director, offered me a job because Gibsons had...had worked quite a lot with Europa Marketing.

Interviewer: Oh, yes, Europa Marketing...yes.

Sue Jones: And I've been with them for three years now...um...first with the Marketing Director and...and now I'm with the Sales Director.

Interviewer: That's all very interesting, Miss Jones. Um...I...I'd like to know, what did you enjoy most at school? What was the course that you enjoyed most?

Sue Jones: Ah...foreign languages I liked best.

Interviewer: Foreign languages?

Sue Jones: We did French and German. Yes.

Interviewer: Mhm. And are you quite fluent in those now or...?

Sue Jones: Yes, a bit rusty now, but...um...obviously the more travel I can do the more I can use my languages and I'd like to learn another language. I'd like to add Italian as well.

Interviewer: Italian?

Sue Jones: Yes.

Interviewer: Very good, very good, that...that might be very useful. Now...er...tell me a little bit about...er...the work you're doing at present.

Sue Jones: Um...well Europa Marketing is a marketing and public...public relations company.

Interviewer: Yes, I've heard of it.

Sue Jones: And they do...they do consultancy work for companies operating in the UK and European markets. Er...our clients come from all over the world...um...we deal with some of them by...by post, but most of them come to our offices and at least once during a project. I assist the Sales Director by arranging these visits, setting up meetings and presentations and I...I deal with all her correspondence. I've not been able to go with her on any...on any of her trips abroad, but I...I've been to firms in this country, several times on my own...um...to make these arrangements.

Interviewer: It sounds as if you're very happy there, Miss Jones. I'm curious why you'd like to leave them and join our company?

Sue Jones: Well...um...I know the reputation of Anglo-European and it has a very good reputation. And I feel that I would have more scope and opportunity in your company and the work would be more challenging for me. I might be able to possibly travel and use my languages because at the moment most of my work is...is rather routine secretarial-type work and I like the idea of more...um...challenges in my life really...

Interviewer: Yes, aha, aha.

Second interview

Interviewer: ...yes, well, your CV seems pretty well up to scratch. Now, I wonder, can you tell me more about yourself?

Tom Richards: Um...well, I...

Interviewer: Yes?

Tom Richards: I...I'm...well, I think I'm serious...serious-minded, I...calm...

Interviewer: You're calm?

Tom Richards: Yes, well, yes, I like a joke, though, good sense of humour. I don't panic in a crisis and I...I enjoy working with all kinds of people. I...I even like...um...p...people who are, you know, bad-tempered or something like that.

Interviewer: Yes, but wh...where do you see yourself in let's say five years' time?

Tom Richards: Um...well, I...sort of the long-range thing. Well, I...I see myself in the public relations and...er...well, one day I must admit I would rather like to open up my own consultancy in my own home town.

Interviewer: Mhm, what is it specifically about Anglo-European PR that attracted you?

Tom Richards: Er...well, first of all, I want to leave my present employers because they're a small company and...er...I know about Anglo-European PR, I mean, they're a...they're a good company, larger. I think I'll have more scope...er...the work will be more challenging. I mean, quite a lot of what I do at present is quite boring, it's...it's routine secretarial work.

Interviewer: And...and you'd like to move on?

Tom Richards: Yes, if I could, you know, hopefully to a job that gives me more opportunity. So I can use my initiative.

Interviewer: Mhm.

Tom Richards: Can I just ask you this question? Excuse me...I'd like to know if I get this job with Anglo-European, would I be able to...um...work abroad in one of your overseas branches?

Interviewer: Oh, yes, certainly.

Tom Richards: Oh, good.

Interviewer: Um...our staff regularly does six-month placements in other branches.

Tom Richards: Six. Oh well, that's good.

Interviewer: So I'm sure you might...

Tom Richards: Um...that's what I'm interested in.

Interviewer: Mhm. Can I...d...I know we're all human beings here and I'd like to know wh...what you consider your strengths and your weaknesses.

Tom Richards: Um...strengths and weaknesses? Haha. Well, I...I mentioned before, I think my sense of humour...er...and my ability to work with all types of people is a particular strength.

Interviewer: Yes.

Tom Richards: My weakness? I don't know, I suppose I'm a bit of a perfectionist...I...I'm quite often dissatisfied with what I've done. I always think I can do it better, you know, or in a different way.

Interviewer: I wouldn't call that a weakness, I'd call that a strength.

Tom Richards: Well...ah...well, that's good, well...I mean, apart from that I...I suppose I get a little bit sort of full of the 'Wanderlust' and that's why I want to travel. I'm easily bored with repetition and...er...and procedure.

Interviewer: Do you have a lack of commitment?

Tom Richards: No, not at all. No...er...once my goals are set and I've got the right sort of initiative then...er...I...I'm as committed as anybody.

Interviewer: Not one of these people who wanders off?

Tom Richards: No, not at all.

Interviewer: Now...um...i...is there anything else you'd like to ask me?

Tom Richards: Aha...yes, if I can get down to the nitty-gritty: would the salary be reviewed at the end of the year?

Interviewer: Yes, the salary wi...the salary would be reviewed every six months. And after six months you'd also be eligible to hare the company's bonus scheme.

Tom Richards: Oh, I didn't know that. Oh, that's good, yes.

Interviewer: Right, well...um...time is pressing on, I'm afraid, so thank you very much for coming to see me and we'll be in touch with you before the end of the week.

Tom Richards: Good. Well, thank you for seeing me.

Interviewer: Goodbye.

Tom Richards: Bye.

Task 10. Role play.

Going to a Job Interview

Look at the list below. Which of these things are important to consider when hiring somebody for a job? Choose the five most important and five least important.

- _____ Level of education
- _____ Colour of hair
- _____ Family background
- _____ Good References
- _____ Clothing
- _____ Prior criminal record

_____	Weight
_____	Work experience
_____	Speaking ability
_____	Well-prepared resume
_____	Hobbies
_____	Religion
_____	Transcripts and report cards from schools
_____	Sex, Sexual orientation or Ethnic background

The whole group must decide what are the five most important things to consider for an interview. You must present this to the class and explain why.

In partners, take turns interviewing each other. First, write five additional questions that you would like to ask. Then interview your partner and record their answer.

- (1)
- (2)
- (3)
- (4)
- (5)
- (6) How much do you want to be paid?
- (7) What kind of experience do you have?
- (8) What are your good and bad points?
- (9) What are your long-term plans?
- (10) What do you do in your free time?
- (11) What did you study at university?
- (12) How can you help our company?
- (13) What are your interests?

Here is a list of the most common interview questions.

1. What do you have to offer us?
2. What has prompted you to apply for this position?
3. What do you want from us?
4. At the end of the first year, if you got this job, how would you measure your success?
5. What appeals to you about this job?
6. What are your long-term plans?
7. What do you see yourself doing in five years from now?
8. How long do you expect to stay with us?
9. Tell us about yourself.
10. Why should we appoint you?
11. Have you applied for other jobs?
12. How do you handle pressure?

13. Aren't you over qualified for this position?
14. What are your major strengths and weaknesses?
15. How much do you know about our organization?
16. How much do you expect to be paid?
17. Have you any questions for us?
18. Why did you choose to major in your field?
19. What do you do in your spare time?
20. What are the most important considerations for you in choosing a job?
21. How do you get on with other people?
22. Tell us about a project or piece of research you have worked on while at university

Work in groups. Take turns to carry out the interview:

Student A: You are applying for the position of a manager at a famous manufacturing company. You have exactly five minutes to find out if it is the right job for you. Prepare questions on the five features of character which you consider the most important.

Student B: You are the chair of the manufacturing company. You have exactly five minutes to find out whether the candidate you are interviewing is the right person for the job. Prepare questions on the candidate's experience, character and qualifications.

Task 11. *Had you ever been interviewed? Work in groups. Think of the last interview you attended and discuss these questions:*

1. What was the worst thing about it?
2. What difficult questions were you asked?
3. Why do you think you were successful, or unsuccessful?
4. If you could go through the interview again, what would you do differently?
5. In an interview, do you always have to be completely honest?
6. What impression do you try to give in an interview?

Task 12. *Imagine that a young friend of yours is about to attend his or her first interview. Note down some more advice that you would give:*

- e.g. Do your homework: find out about the company.
 Prepare some questions to ask about the company
 and what the job entails. Wear smart, formal clothes, etc.

THE QUICK JOB SEARCH REVIEW

Here are a few thoughts to keep in mind as you go forward with your job search:

- Approach your job search as if it were a job itself.
- Get organized and spend at least 25 hours per week actively looking.
- Know your skills and have a clear job objective.
- Get lots of interviews, including exploratory interviews through networking.
 - Have a good answer to the question “Why should I hire you?”
 - Follow up on all the leads you generate and send out lots of thank-you notes and JIST Cards.
 - Pay attention to all the details; then be yourself in the interview. Remember that employers are people, too. They will hire someone who they feel will do the job well, be reliable, and fit easily into the work environment.
 - When you want the job, tell the employer that you want the job and why.
 - Believe in yourself and ask people to help you.

Task 13. *The words in the column on the right are phrases that use the word career. For each definition on the left, match it to the correct phrase on the right:*

1. Chances of future success in your career	A. career move
2. The direction you hope your career will take	B. career break
3. A change you make in order to progress	C. career prospects
4. Time when you are not employed, perhaps when travelling or looking after children	D. career ladder
5. A series of promotions towards more senior positions	E. career plan

GOOD LUCK!

APPENDIX 1

This appendix contains sample resumes for people entering the job market and pursuing a wide variety of jobs and careers. There are many different styles of resumes in terms of graphic layout and presentation of information.

These samples represent people with varying amounts of education and experience. Use them as models for your own resume. Choose one resume or borrow elements from several different resumes to help you construct your own.

JENNIE LYNN BLOOM

132 Palm Court • San Pedro, CA • E-mail: j.bloom@xxx.com • Cell: 310/555-8772

OBJECTIVE

To seek a position as a sales representative for a fitness/exercise company.

SUMMARY OF QUALIFICATIONS

- Aspire to successful achievements in my chosen field as a sales representative.
- Am extremely fitness minded and health conscious.
- Possess a bodybuilding physique that defines muscularity and femininity.
- Enjoy competing on the dais as well as in career-oriented situations.
- Relate to people personally regardless of whether or not their philosophy coincides with mine.

AWARDS & ACHIEVEMENTS

- First runner-up for Ms. Southern California bodybuilding contest, Los Angeles, 2006.
- Second runner-up for Ms. Laguna Beach competition, Laguna Beach, 2005.
- Semifinalist contestant in the "American Gladiators" television series competition, Hollywood, 2004.
- Received second-place trophy for mixed-pairs posing-routine competition, Atlanta, 2003.
- Awarded first-place crown in Ms. San Diego Natural Physique contest, San Diego, 2002.

EMPLOYMENT

Gold's Gym/Santa Monica, CA

Personal Trainer, part-time, 2001–2005.

- Worked closely with a variety of clients.
- Researched and applied fitness regimens specialized for each client.

Vic Tanny's Vitamin World, Inc./Los Angeles, CA

Sales Clerk, 2000–2003.

- Assisted customers in vitamin and health food selections.

Dunham's Sport World/Santa Monica, CA

Sales Clerk, 1998–2000.

- Helped customers in purchasing weight training equipment, workout attire, and sports clothes.
- Assisted in setting up new store locations in Southern California.
- Helped train new sales staff clerks.

EDUCATION

UCLA/Riverside campus

B.S. in Physical Education, degree awarded 1998.

International Sports Sciences Association/Santa Barbara

Fitness Trainer Certification, 2002.

References available upon request.

Jane M. Michaels

12 Harvard Avenue, Apt. G

Reno, NV 72367

Cellular: 702-555-9956

Home: 702-555-7384

E-mail: Jane.Michaels@xxx.com

Objective

An assistant accounting position with opportunities for advancement.

Education

Brighton College, Blairsville, NV 1991–1995

Major: Business

Work Experience

Sam's Club department store, Blairsville, NV

Accounting Assistant: 2000–2004

Duties: Maintained accounts payable and receivable records. Executed a modified version of the existing accounts payable filing system that increased efficiency by 15 percent. Developed a charge card system for employee purchases that eliminated a business transaction by deducting the payment from the employee's paycheck.

Bell's Landscaping Service, Tartan, NV

Accounting Clerk: 1996–2000

Duties: Maintained accounts payable and receivable files. Responsible for the monthly payroll ledger and twice-weekly bank deposits.

Summary of Qualifications

- Excellent interpersonal and communication skills.
- Proficient in handling a variety of tasks concurrently.
- Easily adaptable to new procedures and concepts.

Computer Skills

Excel, Peachtree, Microsoft Dynamics GP, NetSuite, Exact Financials, Lotus Notes, SAP Business One, Sage MAS

References

Furnished upon request.

Maria Sabatini

47 Tyler Way • Phoenix, Arizona 87932
 (602) 555-3339 • M.Sabatini@xxx.com

Career Objective

To be an active member of a dedicated team providing management, accounting, personnel administration, and/or training services to a quality-oriented company or organization.

Professional Experience

Contracted Business Administrative Services, 2001 - present
 Maintain office at residence

- Provide full charge accounting services through to balance sheet.
- Offer financial consulting services for local organizations and individuals on a limited contract basis. Services include staff training, development of computer skills, and preparation and filing of government and state tax returns and payroll documents.
- Utilize and have knowledge of all current industry software.

Medical Office Management Director, 1998 - 2001
 Phoenix General Hospital, Phoenix, Arizona

- Had responsibility and accountability for a staff of nine full-time and four part-time employees.

Manager, 1991 - 1998
 Lancet Consulting Service, Orlando, Florida

- Provided financial and personnel management services to local businesses, including clients in medical practices, home furnishings, automobile companies, and service organizations.

Administrative Specialist, 1969 - 1991
 U.S. Government

- Conducted extensive administrative, management, and personnel services for commands with up to 2,500 personnel.
- Personally accountable and responsible for department budget up to \$150,000.

Education

University of Delaware, Wilmington, Delaware

B.S. in Economics, Diploma 1968

Major: Economics, GPA 3.7

Minor: Accounting

Specialized Training

Management by Objective (MBO), 1998

- Trained in business plan development; subject addressed specific tasks, completion dates, personnel requirements, and cost factors.
- Goal setting for the workplace, division, or firm, all meeting overall objectives of management.

Equal Opportunity Employment, 1995

- Workshop skills in dealing with personnel from varied backgrounds and ethnic groups.
- Trained for the evaluation of specific job requirements to ensure all personnel are treated equally in the employment/promotion process.

Affirmative Action and Human Relations, 1994

- Trained to ensure goals are equal for everyone within the workplace environment.

Community Activities

- Editor and publisher of "Tyler Way News," a monthly newsletter advising residents of local events and working to unify the Neighborhood Watch Association, 2005 - present
- Homeowners Association, President, 2003
- Big Brothers Association, 1999 - present

References

Furnished upon request.

CANDACE L. MINOT

2343 Robin Lane • Santee, CA 91076 • (619) 555-1224 • Candy.Minot@xxx.com

Objective

A position as an office manager in the health field.

Achievements

- Implemented a program that increased work efficiency among non-management employees.
- Inaugurated a leadership program that increased productivity by 20 percent among non-management employees.
- Developed a billing system that cut accounting procedures by 50 percent.

Work Experience

La Jolla Dental Group, La Jolla, CA

Office Manager, 1989 - 1991

- Managed an office of five employees whose duties included billing, ordering supplies, receiving patients, and acting as liaisons to the insurance companies and the dentists.

Pacific Gas and Electric Co., Redlands, CA

Accounts Receivable Clerk, 1985 - 1989

- Maintained billing and collection records. Also, provided customer service to customers with billing disputes.

Redwood City Water Department, Redwood City, CA

Receptionist, 1983 - 1985

- Greeted customers and made appointments for meter inspectors.

Workshops & Seminars

Course in Herbology: "The Importance of Herbs in Medical Treatments,"

instructed by Claire Caldwell: May 2006

Raw Foods Seminar: "Healing Properties of Raw Foods," instructed by Dr. Ann

Wigmore of Hippocrates Institute: July 2006

Education

San Diego Business School, San Diego, CA

Major: Office Management; Certificate: 1982

References provided on request

Elizabeth R. Campbell • 622 Byrn Avenue • Houston, TX 77504
(713) 555-7878 • lizcampbell@xxx.com

Objective

A position as a job recruiter in a personnel office or agency where my experience can be utilized.

Education

Kent State University/Kent, OH, 1979 - 1983
B.S. in Human Resources; Dean's List 1983

Professional Experience

Jobcorp Employment Agency/Pittsburgh, PA
Placement Officer: 1988 - 1995

- Interviewed candidates for full- and part-time employment opportunities.
- Conducted testing in clerical and aptitude requirements designated by employer.
- Interviewed college seniors on local college campuses.

Snelling and Snelling Agency, Inc./Kent, OH
Receptionist/Secretary: 1984 - 1988

- Coordinated appointments for clients.
- Typed correspondence and maintained filing system.
- Periodically interviewed clients for part-time manual labor positions.

Summary of Qualifications

- Project oriented and motivated to complete challenging tasks.
- Work well under stressful conditions.
- Conduct and maintain well-organized interviews.

Memberships

Toastmasters Organization, 2004 - present
• Office held: Recording Secretary, 2005

Sigma, Sigma, Sigma Social Sorority, Active: 1980 - 1983
• Office held: Vice President, 1982

Honors

- Toastmaster of the Year Award, 2006
- Article entitled "Getting That First Job," published in the *Job Market* magazine, April 1994

References

Available upon request.

HOROKO KIMURA

111 Southwest Blvd.
East Providence, RI 02777
401/555-4871
H.Kimura@xxx.com

CAREER OBJECTIVE

Seeking a staff accountant position enabling me to utilize my diverse skills, knowledge, and experience that simultaneously offers an opportunity for growth and advancement.

SKILLS & ACHIEVEMENTS

- Designed a user-friendly Lotus template for project development staff providing an instrument of measurement to track investment contract expenditures.
- Streamlined time spent processing payroll and improved accuracy by implementing automated time clock system to replace punch clock format.
- Improved efficiency and growth of project direction by taking an active role in communicating daily with the departments involved in investment contracts.

EMPLOYMENT HISTORY

Rankin, Smith, and Hightower Investment Group, Inc. - Providence, RI
Senior Staff Accountant, 1998 - 2005

- Prepared and reviewed financial statements for management, assisted in annual budgeting, audited disbursements for accuracy and validity, and maintained commission programs.

Margate & Paynter Financial Brokers, Inc. - Providence, RI
Accounting Clerk, 1995 - 1998

- Prepared weekly physical inventory report and reconciliation, monthly accounts receivable aging report, sales and purchase ledger reconciliation, invoice coding, and product sales pricing.
- Developed and installed new coding program and assisted in reprogramming of invoice and collection data system.

EDUCATION

University of Providence - Providence, RI
B.S. in Accounting, GPA 3.6
Degree awarded: 2007

A.S. in Accounting, GPA 3.4
Associate degree awarded: 1992

SUMMARY OF QUALIFICATIONS

- Eagerly accept challenges and new opportunities.
- Strong analytical and problem-solving abilities.
- Project and goal oriented.
- Easily adapt to new systems and programs.

COMPUTER SKILLS

Peachtree, Cougar Mountain, Lotus Notes, Excel, NetSuite, Exact Financials.

REFERENCES

Furnished upon request.

BRIAN P. MILLER

212 Brookside East • Portland, Oregon 97786 • (503) 555-2238 • bmillier@xxx.com

OBJECTIVE

A responsible and challenging managerial position where my extensive supervisory background can be utilized to achieve company goals.

EDUCATION

University of Oregon, Portland, Oregon; M.B.A. in Business Management, 1988
Honors: Dean's List, 1986 - 1988

Hooper-Paterson College, Eugene, Oregon; B.S. in Marketing, 1986
Honors: Dean's List, 1983 - 1986

PROFESSIONAL EXPERIENCE

Operations Manager, Euro Auto Car Leasing Company
London, England, 1995 - 2004

- Responsible for the largest region in the country, with a \$2.5 million (US) per month revenue and 250 fleet accounts.
- Serviced all lease customers with respect to purchasing new vehicles and facilitating delivery.
- Implemented preventive maintenance program.
- Established a dealer network to cost effectively purchase new vehicles.
- Supervised a staff of twelve maintenance and purchasing coordinators.
- Conducted program planning and presentation, projected account profitability, and maintained profitability reports and analyses.

Account Manager, Dictaphone Corporation
Salem, Oregon, 1988 - 1995

- Established service agreement accounts, prospected for leads and referrals, and maintained branch inventory on all stock.
- Monitored activity and technological advancements of competitors and emphasized similar features in sales presentations.

AWARDS

- Manager of the Year, European Division, Euro Auto Car Leasing, 1999 and 2004
- Best Performance New Sales Representative, Dictaphone Corporation, 1988

SUMMARY OF ACHIEVEMENTS

- Developed training programs that have enhanced sales performance and directly increased sales revenue by 15 percent.
- Decreased maintenance expenses 20 percent by implementing preventive checkups at each delivery port-of-call transfer.
- Established an incentive program for station managers that rewarded outstanding employee achievements and recognized employee efforts for positive public relations.
- Initiated a monthly news report to keep all stations abreast of company administration, personnel, and internal affairs information and changes.

REFERENCES

Furnished upon request.

Lisa Homedes

2870 Cross Line Road • Orangeburg, NY 14398
 Lisa.Homedes@xxx.com • (914) 555-3740

Objective

To obtain a position as a sous chef.

Education

The Culinary School of Arts /Poughkeepsie, NY
 Course of study included the preparation of appetizers, entrees, and desserts. Cooked foods of different cultures, mainly French, Italian, and Spanish. Educated on wine selections from around the world. Instruction on table settings for every occasion. Interpretation of recipes for increasing or decreasing ingredients proportionate to the quantity desired.
 Diploma, 2004

Sparkill College/Sparkill, NY
 A.S. in Business; Major: Accounting
 Degree, 1995

Experience

The Gun Powder Cavern/Pomona, NY--Internship, Summer 2004
 Assisted chef in preparation of lunch and dinner menus. Responsibilities included keeping kitchen utensils in organizational readiness, all spices and herbs at near capacity level, and all menus updated to reflect the specials of the day.

Western Auto Hardware Store/Tappan, NY--Bookkeeper, 1995-1999
 Duties included handling accounts receivable and payable, assisting in payroll calculation, and maintaining files for payroll.

Palisades Diner/Tappan, NY--Waitress, 1990-1995
 Served lunch and dinner entrees.

Honors & Awards

Graduated in top 5 percent of class, The Culinary School of Arts
 Dean's List, Sparkill College, 1993-1995

Memberships

Future Chefs of America (FCA), Poughkeepsie Chapter
 Recording Secretary, 2003
 National Accounting Fraternity, Sparkill College

References

Available upon request

Sandra L. Gardiner

81 Huntington Lane • Buffalo, NY 11456 • 716-555-7849

sandragardiner@xxx.com

Objective

To secure a challenging position in sales and sales management.

Work Experience

The GAP Clothing Store, Erieview Mall, Erie, PA

Manager: 2000–2003

- Supervised eight full-time and three part-time employees.
- Interviewed and hired sales employees.
- Conducted training seminars for sales force.

Kaufman's Department Store, Erie, PA

Sales Clerk: 1999–2000

- Sold merchandise and assisted buyer on trips to purchase stock.

Qualifications & Awards

- Extensive knowledge of sales techniques and the ability to train staff employees to utilize these techniques effectively.
- Received Sales Person of the Month award for nine consecutive months while employed at Kaufman's.
- Awarded Top Manager status for highest sales revenue for a GAP store in the eastern division in 2003.

Related Experience

- Contributed written articles on sales techniques for the *Sales Review Quarterly*.
- Codirected a five-day intensive sales seminar for retail sales training offered annually at the GAP training school in Philadelphia.

Professional Membership

Association of Retail Managers, Erie, PA

Office held: President, 1996–1998

Additional

- Willing to travel.
- References furnished upon request.

Dwight Miller

3425 East Broad Street
Columbus, Ohio 43213
Dwight.Miller@xxx.com
(614) 555-9078

Experience

Columbus, Ohio
Self-employed automobile mechanic, 2003 - present

S&W Auto, Columbus, Ohio

Auto Mechanic/Manager, 2000 - 2003

- Produced and implemented performance and quality development program
- Established additional efficiency and reliability standards
- Improved response time of repairs by two days
- Improved customer service by cutting costs and reducing prices
- Changed company image to that of a reputable, dependable neighborhood auto repair shop
- Increased client accounts by 60 percent

Texaco Auto Service, Columbus, Ohio

Auto Mechanic, 1994 - 2000

Education

Technical Education Institute for Automobile Mechanics, Columbus, Ohio
1993 - 1995

Columbus Community College

Courses in Marketing, Economics, Customer Relations, Advertising, Accounting
1991 - 1993

Samuel Gomper's High School for Vocational Training
1986 - 1991

References furnished upon request

JOHN VON HAMER

963 Lake Drive
Home: (215) 555-5352

Philadelphia, PA 19104
Cellular: (215) 555-8890

EXPERIENCE

Small appliance mechanic - Self-employed (2000 - present)

- Repair cords, connections, and switches.
- Replace plugs and install terminals of all types.
- Adjust, repair, or replace temperature controls.
- Analyze the performance of compressors, dehumidifiers, humidifiers, and air conditioners.
- Restore switching circuits, thermostats, relays, solid state components, and SCR.

Warehouse Foreman - The Seamack Corporation (1990 - 2000)

- Managed 85,000-square-foot facility.
- Supervised 30 employees.

ACHIEVEMENTS

- Increased storage capacity by 15 percent.
- Expanded warehouse output by 10 percent.
- Designed and implemented new inventory procedures.
- Promoted to foreman in 1994.
- Named Supervisor of the Year for three consecutive years.

EDUCATION

Washington High School for Electronics

- Completed 10 seminars in personnel management.

REFERENCES

Furnished upon request.

Ira Schwartz

212 West 13th Street
 New York, NY 10011
 (212) 555-9998
 ira.Schwartz@xxx.com

Objective

To obtain a position in construction engineering

Education

New York University, New York, NY
 M.S., Civil Engineering, 1995

Hunter College, City University of New York
 B.S., Civil Engineering, 1994

Special Skills

International Chess Master

Won major chess tournaments

- New York Open--1998, 1999
- World Open--1996, 1998, 1999
- Albany Open--1996

Taught chess classes in three NYC elementary schools

Sponsored by the PTA, 1998 - 1999

Captain--Hunter College Chess Team

- Coached team members
- Organized tournaments, including travel
- Promoted the team via simultaneous exhibitions throughout the city

Engineering Experience

New York Department of Transportation, Albany, NY

Assistant Engineer, June 1995 - June 1996

- Inspected the construction of reinforced concrete bridges and roadways
- Provided recommendations to contractors that were implemented
- Assisted in the design of roadways and associated structures
- Responsible for hydrologic aspects of highway design

Registration

Certified Engineer in Training, 1996

Affiliations

American Society of Civil Engineers

U.S. Chess Federation

References available on request.

APPENDIX 2

This appendix contains sample cover letters for people pursuing a wide variety of jobs and careers.

There are many different styles of cover letters in terms of lay-out, level of formality, and presentation of information. These samples also represent people with varying amounts of education and work experience. Choose one cover letter or borrow elements from several different cover letters to help you construct your own.

Sandra L. Gardiner

81 Huntington Lane • Buffalo, NY 11456 • 716-555-7849
sandragardiner@xxx.com

February 25, 20__

Robert Grimm
Sales Manager
Chase Chevrolet, Inc.
23 West Market Street
Buffalo, NY 11473

Dear Mr. Grimm:

I am writing to you in response to the sales position opening advertised in the *Buffalo Record*. As you will see from the enclosed resume, I possess the necessary years of skill and experience for the available sales position.

I thoroughly enjoy working with people, have excellent communications skills, and possess a proven record of meeting and exceeding past sales goals. I meet these goals by being a disciplined, organized, and self-motivated individual. I also implement many different tools to increase sales staff efficiency and revenue, such as trade magazines, research, custom databases, and e-mail-based correspondence.

I would greatly appreciate an interview at your earliest convenience to further discuss my qualifications for this position. I look forward to hearing from you.

Thank you for your consideration.

Sincerely,

Sandra L. Gardiner

SUZANNE M. GONZALAZ
7919 Ragland Drive
Girard, OH 44484
S.Gonzalaz@xxx.com
(216) 555-5647

April 17, 20__

Clarence Jansen
Station Manager
WCAK Television
1 Enterprise Way
Akron, OH 44223

Dear Mr. Jansen:

In reference to our telephone conversation this afternoon, please find my resume enclosed for your review for the news anchorperson position. Having been employed as a Junior Reporter with the WKBN television news team in Youngstown for three years, my experience has been thorough on and off the camera.

My background in journalism has given me the foundation to be factual and personable, traits that have set me apart from just reporting the news. I am confident that I can make a vital contribution to your news team. If you will give me the opportunity, I will prove that to you and the WCAK viewing audience.

I look forward to the opportunity to discuss my qualifications with you in a personal interview. Thank you for your time and consideration.

Sincerely,

Suzanne M. Gonzalaz

NATASHA L. WOODBINE

21101 Locust Valley Rd. • Marlburg, TN 37223

N.Woodbine@xxx.com • 615/555-3684

March 29, 20__

Sarah Westmore
Office Manager
Barnes Office Supply Co.
Regal and Park Ave.
Nashville, TN 37399

Dear Ms. Westmore:

I am writing to inform you of my qualifications and interest in the secretarial position available with your company. I saw the position advertised on the Nashville Cablevision "Job Opportunity Notebook" segment.

I am a highly motivated individual with a desire for achievement. My skills and abilities coupled with my enthusiasm and ambition make me a strong candidate for employment within your organization.

Details of my academic and employment background are provided on the enclosed resume. I would be happy to provide any additional information that you would require. An interview to discuss my qualifications would be greatly appreciated.

Thank you for your time and consideration.

Sincerely,

Natasha L. Woodbine

JOHN P. RODGERS
3478 Harmon Cove Rd.
Lincoln, NE 68990
(402) 555-9956

July 10, 20__

Albert M. Moore
General Merchandising Company
1008 Market Street
Lincoln, NE 68990

Dear Mr. Moore:

I have enclosed my resume for your review regarding the current job opening in your organization. I believe my qualifications are well suited to the job description you have advertised. My background in clerical administration includes, but is not limited to, all the requirements you have outlined for this position.

Although my resume summarizes my last four years' work experience, I have a total of eight years' experience in the clerical/administrative area. This position with your company would give me the opportunity to continue in the field in which I have successfully performed professionally in my military career.

I would appreciate the opportunity to discuss this position in more detail in an interview at your convenience.

Sincerely,

John P. Rodgers

John Fitzgerald
2 Gotham Street
Detroit, MI 54663
J.Fitzgerald@xxx.com
(248) 555-7811

July 7, 20__

David Schuster
Gotham Industries
445 Milk Street
Detroit, MI 55677

Dear Mr. Schuster,

I am writing you concerning your openings in customer service and sales. As my resume outlines, I have had extensive experience in these functions. Some of my accomplishments include the following:

- Directed development of a Fortune 500 company's five-year strategic plan.
- Developed and presented marketing proposals to the corporate executive committee.
- Conducted a market research study on the commercialization of catalysts manufactured in space for a major aerospace firm.
- Created and managed the customer service department for a major manufacturer.
- Designed operational flowcharts, tracking systems, and productivity measurements.

My background has been very successful in many diverse and challenging environments. I look forward to meeting you in person to discuss how my talents can lead to superior results for you. I will call you next week to arrange a meeting.

Sincerely,

John Fitzgerald

- Mohammad Haddin
- 7456 E. 7th Street
- Omaha, Nebraska 51501

October 7, 20__

Mr. Leon Williams
Solar Age Genesis
3434 Abbott Drive
Omaha, Nebraska 68110

Dear Mr. Williams:

I am eager to pursue a position as a Senior Industrial Engineer with Solar Age Genesis, and I have enclosed a copy of my resume for your review. I have spent 25 years working as an Engineer for Solar Dimensions and retired in 2004.

I have greatly enjoyed the volunteer work I have done with PAL, but I feel strongly motivated to return to my profession. My areas of expertise have been in innovative designs, cost and personnel reduction, and equipment justification.

I would appreciate the opportunity to discuss any openings you may have in my field. I can be reached via e-mail at Mohammed.Haddin@xxx.com or by phone at (308) 555-9002.

Sincerely,

Mohammad Haddin

Reference Literature

1. Gavin Redelman, Resume secrets exposed. Gavin Redelman and Ventus Publishing ApS, 2012.
2. Paul H. Brisk, Creating your CV as A self marketing tool. Cambridge University press, 2012.
3. New Webster's Dictionary and Thesaurus of the English Language. Lexicon Publications, Inc., 2008.

Additional Resources

1. www.monster.com
2. www.headhunter.net
3. www.careermosaic.com
4. www.hotjobs.com
5. www.vault.com
6. www.ajb.org
7. www.ama.org
8. www.marketingjobs.com
9. www.oracledba.net
10. www.operationit.com
11. www.shrm.org
12. www.astd.org
13. www.swe.com
14. www.biospace.com
15. www.execunet.com
16. www.ittalent.com
17. www.iccweb.com
18. www.wetfeet.com
19. www.careerbuilder.com
20. www.eriss.com
21. www.dbm.com/jobguide
22. www.jobsinsandiego.com
23. www.sandiegojobs.com
24. www.seattlejobs.com

НАВЧАЛЬНЕ ВИДАННЯ

Укладачі:
БОРИСОВА Аліна Олексіївна
МУРАВІЙОВА Олена Миколаївна

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО СПЕЦКУРСУ

«EFFECTIVE RESUME WRITING»

ДЛЯ СТУДЕНТІВ УСІХ ФАКУЛЬТЕТІВ

Підп. до друку _____ 14. Формат 60 × 84 1/16. Папір офсет. Друк офсет.
Умов. друк. арк. _____. Тираж _____ прим. Замов. № _____

Видавець і виготівник

Харківський державний університет харчування та торгівлі
вул. Клочківська, 333. Харків-61051.

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