

Západočeská univerzita v Plzni

Fakulta filozofická

Bakalářská práce

2012

Tereza Preislerová

**Západočeská univerzita v Plzni
Fakulta filozofická**

Bakalářská práce

**Is it impossible to get a job without lying about
and selling oneself in CV and covering letter? A
comparative analysis of British and American
curricula vitae and covering letters**

Tereza Preislerová

Prohlašuji, že jsem práci zpracovala samostatně a použila jen uvedených pramenů a literatury.

Plzeň, duben 2012

.....

Na tomto místě bych chtěla poděkovat panu Alokovi Kumarovi, M.A. za užitečné rady a za pomoc při zpracování této bakalářské práce.

Table of Contents

1 INTRODUCTION	1
2 THEORETICAL PART	2
2.1 Job Application Process	2
2.2 Basic information about CVs and Covering Letters ...	6
2.2.1 What CV means	6
2.2.2 Why CV is needed	6
2.2.3 What Covering Letter is	7
2.2.4 What Covering Letter is used for	7
2.3 CVs and Covering Letters	8
2.3.1 Types of CVs	8
2.3.1.1 American résumé	8
2.3.1.2 British CV	9
2.3.2 Types of Covering Letters	10
2.3.2.1 American model	10
2.3.2.2 British model	10
2.4 Advices for writing CVs	10
2.5 Advices for writing Covering Letters	12
2.6 Interview	13

3 PRACTICAL PART	15
3.1 Forms of CVs with the examples	15
3.1.1 Principal forms of CVs	15
3.1.1.1 Chronological	15
3.1.1.2 Functional	19
3.1.1.3 Targeted	22
3.1.1.4 Special forms of CVs	25
3.1.1.4.1 Academic CV	25
3.1.1.4.2 International CV	25
3.1.1.4.3 Application form	25
3.2 Structure of CV	27
3.3 Structure of Covering Letter	30
3.4 Comparison of CVs and Covering Letters' language... ..	35
3.5 Research on the basis of questionnaires	45
4 CONCLUSION	53
5 ENDNOTES	55
6 BIBLIOGRAPHY	58
7 ABSTRACT	60
8 RESUME	61
9 APPENDICES	

1 INTRODUCTION

I have chosen this topic for my bachelor thesis because of the fact that details from this area are useful for ordinary life. In my opinion, all of us should know the most appropriate way how to write curriculum vitae and covering letter because these are important documents for future career, which potential employers are asking for when people are requiring some positions. Due to the cut-throat competition in the job market, candidates are ready to go to any extent to get a job. Sometimes applicants even lie in their CVs and covering letters without thinking of the consequences. However careful planning and research in this area could help people to do the best to increase chances to receive an interesting job offer when there are number of opportunities available without having to lie.

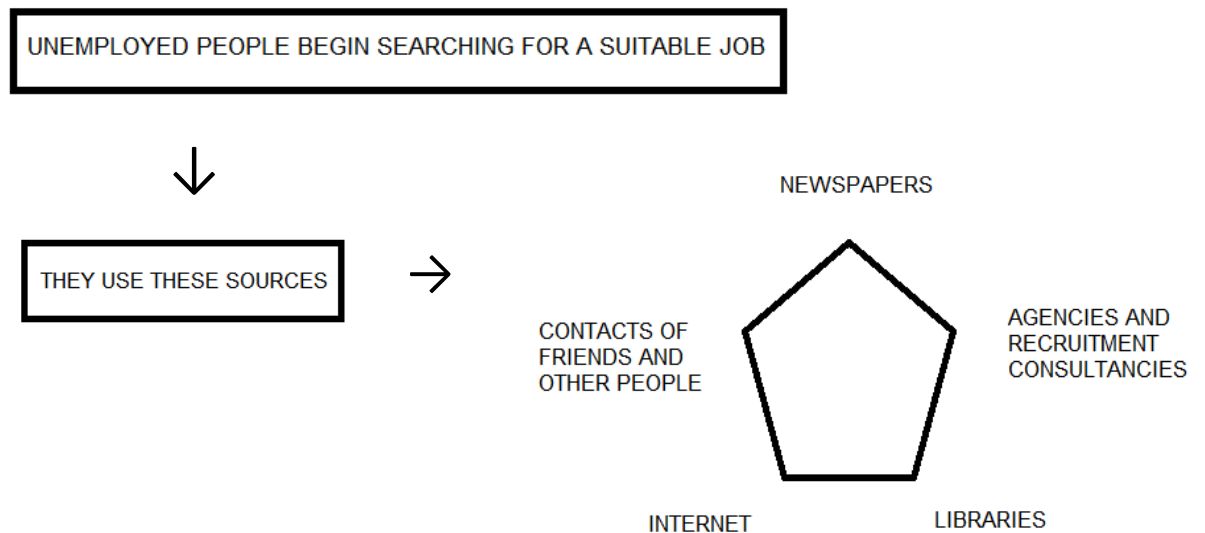
The thesis is divided into two main parts – theoretical and practical one. The theoretical part consists of description of the job application process, explanation of what CVs and covering letters are, when they are used and what are their types. There is also information about various advices related to this topic and details about the interview. The practical part includes many forms of curricula vitae, differences among them and examples of CVs. There you can also find particularised characterization of the structure of CV and the structure of covering letter with all possible parts and illustrations. I also describe variations in language of CVs and covering letters from the point of 'selling oneself'. The last section of the practical part is called 'Research on the basis of questionnaires' where I am comparing answers of respondents according to the created questionnaire.

For seeking corresponding information, I have studied mainly books and manuals connected with this field. Very helpful were books called *Writing a CV that works* by Paul McGee or *Oxford handbook of commercial correspondence* by A. Ashley. I have also used a few web pages where exist plenty of practical examples.

2 THEORETICAL PART

2.1 Job Application Process

- **Seeking the right job**



The whole job application process starts with the idea of an unemployed person to be willing to find a convenient job and to begin working. It is good to have enough time for preparation. The first step before beginning of the research process is to think about and realize what position is suitable for the person finding a job and in what sector he or she would like to work. The style of living, past experiences, interests and qualities could play big role here and could help.

Now, the applicant has to decide which source he or she prefers to use. Naturally, the applicant can utilize more than just one what could raise their chances to find several suitable posts. To know the details about companies which the applicants are interested in is also crucial.

The first helpful source is newspapers with plenty of current advertisements and news about expanding or newly established companies. There is only basic information about jobs or companies, so it

is necessary to consult other sources to find out detailed and necessary descriptions.

Seekers of posts may find necessary help in libraries where are business directories which contain useful characterization of companies. People can also borrow magazines and newspapers full of advertisements there.

The most widespread tool is the internet these days, because almost everyone disposes of connection and works with the internet and it seems to be really quick. There are options to search on the basis of specific criterions such as region, branch etc. and to examine profiles of companies on their home web pages, but the main disadvantage is that there could be found adverts which are not topical, but it can happen that it is not obvious for the first time.

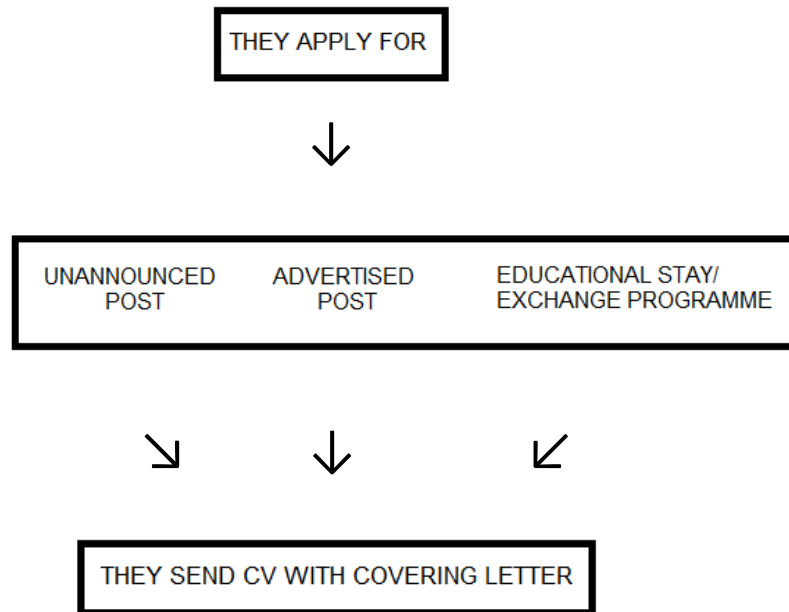
Using of these three possibilities how to find a job can seem a bit time-consuming. Other two kinds of sources can be a bit faster and both are about communication between people.

Agencies and recruitment consultancies help applicants to find appropriate jobs for them, but these jobs may not be so lucrative and it could happen that these are not satisfying ones because the aim of agencies and recruitment consultancies is to fill free posts in companies.

On the contrary, having right contacts could seem like the best alternative because seekers' friends or friends of their friends may know someone from a prospective company personally. Some people feel uncomfortable when they ask someone else for a help, they can see this request is annoying, but if they try it, they will not lose anything, they can only gain.

Majority of jobs are not advertised, because companies sometimes save time and their money, what can be considered as disadvantage, but it all depends on the way how people face the process of finding jobs, how much time they are capable to provide to get a job, and how curious, meticulous and purposeful they are.

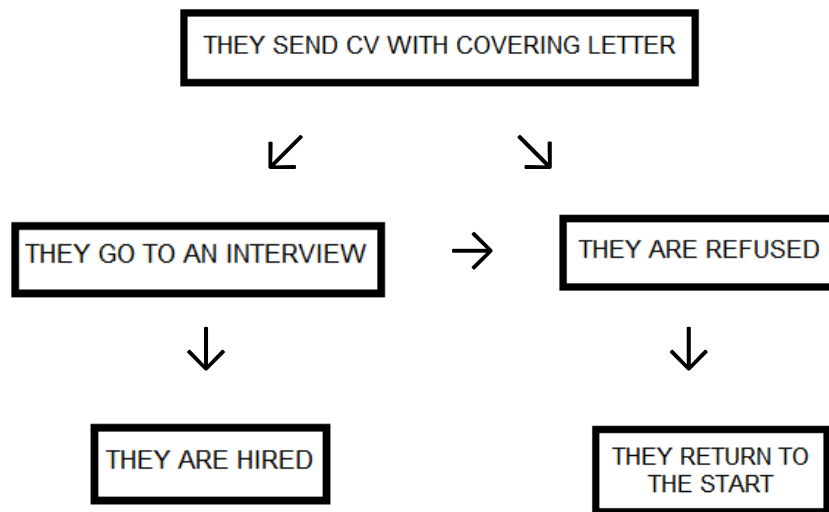
- **Applying for the job**



If the applicants apply for educational stay or exchange program, they will probably use different curricula vitae and covering letters, than in the situation they want to respond for advertised position or to request for unannounced job opportunity. Their curricula vitae and also covering letters should be updated because every vacancy demands different information about them. It is practicable to utilize on CV just for summer jobs for example because there is sufficient for prospective employer to know basic information and skills about an applicant.

After creating and sending of an appropriate CV and covering letter (that both should be truthful, accurate for the job and written by the applicants themselves), they are waiting for a judgement. Sometimes it happens that their CVs are not read at all because they may be too long, sent too late or the employer has already found someone for the post.

- **Last stage of the interview**



In the case that a potential employer wants to read it and he or she is interested in meeting the applicant, because the error-free CV is probably well-composed and applicants' biography made an impression on the reader, he or she will be called for the interview.

If the applicant is not successful, he or she is refused a particular post and has to return at the beginning of the whole job application process and try his or her luck somewhere else. It is important not to stop thinking positively and to still be motivated to continue searching in the case of failure because the failure is just the part of job application process and applicants should be able to learn from their mistakes and do better the next time.

The interview is the last step, but it does not mean that everything is won. Only if the person applying for a job attracts the employer, there is a big chance that the person will be hired.

A good advice in the whole process is to record any information during finding a dream job to prevent for example sending of CV twice to the same company or missing of a meeting with someone.

2.2 Basic information about CVs and Covering Letters

2.2.1 What CV means

Curriculum vitae is a written document where people highlight their skills, achievements and experiences and present themselves in the best light to make the reader motivated to meet them. It is a kind of sales booklet where is described who an applicant is, what he or she has done and what is capable of doing. CVs can be also created like advertisements of people's qualities and abilities what creates an idea that people are something similar to products sold in the market. In monolingual dictionary [1] CV is described by these words: "Curriculum vitae: a document giving details of your qualifications and the jobs you have had in the past that you send to someone when you are applying for a job. The American word is résumé."

2.2.2 Why CV is needed

In the past, economic, social and work situation was different. Although people are now more flexible and qualified, they are without jobs. Companies hire fewer graduates, and working practises have been transforming. There are plenty of self employed people and many more women have to work because their financial situation demands to do so. As there exist unemployment due to various reasons, new technologies, economic crisis and reduction in labour force or increasing competition can be also seen as troubles, people need a good CV to present their personality like the one that employers are looking for.

2.2.3 What Covering Letter is

Generally, covering letter is a brief written explanation sent with some documents, for example to orders, invoices or job applications to someone. It is addressed to certain person and it presents the reasons why a person is writing and clarifies some issues connected with enclosed documents. When talking about job application process, this list of paper can be considered as a short introduction to CV where applicants have enough space to persuade potential employer how the post fits to him or her. In that case, covering letter is usually the response to a specific advert of job, but it is not the rule because there exists also an unsolicited covering letter.

2.2.4 What Covering Letter is used for

Covering letters are employed for clarification of sending enclosed documents, for underlining that there exist those papers and also for reminding important information or just keeping in touch with an addressee. Covering letters are proofs of decent behaviour what means that if a person does not write a covering letter when he or she wants to send some documents it could be regarded as a sign of being discourteous. Missing of a covering letter could also cause other problems like putting away received documents and possible loss. Main purpose of covering letter joined with CV is to attract the reader to be willing to examine accompanied curriculum vitae. As covering letter is very often read at first, it is a way how to sell oneself by pointing out his or her strengths there. It is a useful tool for highlighting interests in the post and expanding or emphasizing relevant points from curriculum vitae, especially these which could be unclear for the first time or which could help to get the job. An applicant has also expedient opportunity to indicate his or her ambition to participate at the interview.

2.3 CVs and Covering Letters

2.3.1 Types of CVs

There exist two names for writing someone's biography, first of them is résumé and the next one is called curriculum vitae with abbreviation of CV. Nowadays it is a bit relevant to find big differences between them and to use only one name in particular case where another one could not replace the utilized one. Generally, abbreviation CV is used the most when people are talking about résumé and also curriculum vitae although it can be confusing.

On the basis of the internet source [2], one of these types of curricula vitae is typical for the USA and Canada and it is résumé and the second one is employed in the area of Europe. Both versions are similar and serve for the same purpose – to acquire a vacancy, but there exist some distinctions between them including format.

While seeking a position, an applicant should choose type on the basis of what country is a company situated in. When it is not clear which type is demanded and it is not easy to estimate it, applicants should contact the company with the inquiry. However, it is recommended to have prepared both models to prevent spending time on transforming one to another after being asked to send specific type.

2.3.1.1 American résumé

American form of CV which is named résumé is a brief summary and accenting of applicant's practical skills and experiences from his or her biography only relevant to a demanded vacancy. Résumé could be considered as a structured CV. It is a concise document with usual length of only one or two pages. This form of CVs is the most required so it is used frequently in spite of the fact that in some events it is not called by the right name of résumé.

Résumé does not commonly include references, but it may contain an objective. This form has to be adjusted to each diverse post, it is not transferable. On the basis of the internet source [3] it is given by the law in the USA and Canada not to publish information about age, race, religion, marital status or children because it could lead to discrimination of applicants, but in other countries it is not unusual to see CVs with these details. However this information is more utilized in longer types of British CVs. (See Appendix 1.)

2.3.1.2 British curriculum vitae

According to the web page [4] British curriculum vitae could be seen as a version of curriculum vitae applied mostly in Europe which is more thorough and which covers plenty of personal information about education, hobbies, awards or other abilities that are not urgently required for a post. This type can be formed of two or more pages what depends on the biography of an applicant. British type of CV is generally seemed to be possibly utilized for more numbers of vacancies than a résumé is.

In the book by Tošovská she writes about British type as about detailed list of every data about an applicant which is from two to six pages long and is focused mainly for academic activity, research institution or when the applicant is applying for the post of professor or for studying at foreign university.

It is similar to résumé, but longer and full of information. For example putting a photo into document is a habit in. (See Appendix 2.)

2.3.2 Types of Covering Letters

Both types of covering letters have nearly the same content because they serve the same objective. Differences are in the composition and visual effect. Some sections are in diverse order and there exist features that are peculiar for American model and that will not be found in British type. In the book by Besson, covering letters are divided into indented ones and block ones. These distinctions concern mainly types of formats.

2.3.2.1 American model

Type of American covering letter is characterised by several indented paragraphs on the right side of the letter. It treats sender's address, date, complimentary close and signature. The main body of the letter starts one line below the salutation. (See Appendix 3.)

2.3.2.2 British model

British model of covering letter is composed in the way that every paragraph or information starts on the left side of paper including addresses, date and even signature. There are two lines left beneath the attention line before starting writing. (See Appendix 4.)

2.4 Advices for writing CVs

The length of CV depends on the chosen type and on the layout, but it should not exceed two pages (if the applicant does not intend to compose detailed type of British curriculum vitae) and it should look good, professional and be clear and easy to read, it could be helpful to use headings, bold lettering or bullet points for this effect. It may be appreciated when CV includes some original features.

Important characteristics of a good CV are:

- To invest in high-quality white paper of format A4, laser printer and strong big envelope is worth it.
- CV is now mainly typewritten and the most frequent style of writing is Times New Roman or Arial and the right margin is not levelled.
- It is not appropriate to use blocked style for writing CVs.
- It is necessary to be attentive to spelling and do not use the jargon.
- Curriculum vitae should contain all points of structure mentioned below in the structure of CV and should be positive what can be emphasized by using action words. (See Appendix 5.)
- The most important statements should be visible.
- Thinking about which type of CV is right to choose and what to include into the content of CV can be worth it because each post requires different CV and it should be updated because it is a dynamic document.
- To be honest is substantial because when telling lies or exaggerating it could be discovered during the interview. It is right to be neither unpretentious nor haughty - self-confidence is good quality and should be visible.
- Helpful thing could be to ask someone who is close for example a friend or a member of family to look at composed CV, especially at profile or description of skills and to criticize these parts or add something because it can happen that they know the applicant better than he or she know himself/herself.

2.5 Advices for writing Covering Letters

It may seem that the applicant is more capable to write good covering letter than good CV because composing CV demands plenty of time, ability to add right information etc. However, many people have problems with creating covering letters because they do not know how it looks like or they are not able to highlight proper details to sell themselves.

The main features of a good covering letter are:

- It is personal choice if an applicant sends handwritten or typewritten covering letter. Typewritten ones are generally easier to read and are being used more often.
- The letter should be brief, formal, convincing and professional in appearance.
- The most appropriate length of covering letter is one page with two paragraphs of the text, but it depends on the position required and the biography of the applicant.
- It should be addressed to the right person whose name is mentioned in the salutation if it is known.
- If using the blocked style, it is necessary to leave a line between paragraphs as it is not characteristic for the left style where it is sufficient to indent paragraphs.
- When choosing open style, punctuation in the salutation's and complementary close's part is left.
- First letter of a word after the salutation is always capital letter.

2.6 Interview

The interview is first face to face communication between an applicant who is here called 'the interviewee' and a company from which a representative called 'the interviewer' is participated. People write CVs for getting the interview. The interview is the last step where an applicant must prove that he or she is the right person for the job which he or she is running for. Achievement of this step could be considered as a kind of victory because an applicant interviewed is really close to getting the job, but everything depends only on himself/herself.

It is nothing easy to succeed in this part and applicants should observe some important rules to be the best. To have enough time before the interview is principal component of right preparation. They must be prepared mentally, be positive and smile, have some things with them as is pen and paper or CV for all cases. Vital thing to do is to read CV before participating at the interview because there is plenty of information which can create main points of the interview. Although someone may not take it serious, the first impression is the most crucial factor that influences decision about applicant's future. They should pay attention to clothing and do not wear scruffy or untidy clothes, it is better for them to be dressed in something they feel comfortable in and what is chic and fashionable at the same time. Women should not put a lot of make-up, it is essential to look and act naturally as in the case of visage as in the case of behaviour.

Now it is also apt not to tell lies what is same as in the CV and not to exaggerate because it could be discovered later during working or the interviewer who is not someone stupid could be well-informed about everything and could guess the truth. On the other hand be able to emphasize positive things about himself/herself could be beneficial for the applicant because it shows his or her self-confidence.

Next important element of the interview is the body language what could tell many things about the applicant, especially about his or her personality, communication skills, his or her upbringing, the ability to cope with stressful situations, the amount of his or her exhibitionism and the answer to the question about if he or she is extrovert or introvert. It is not appropriate to play with the hair, applicants should use the literary language and answer fluently and quickly without needless breaks. Keeping eye contact during the interview looks like the applicant is not worried and is able to communicate on good level. Basic necessity is to switch off the mobile phone and to come on time to the interview what means to have a time reserve and go earlier than the way lasts because there could happen some difficulties on the road, for example traffic jam.

What is really needed is to be psychically prepared for questions that are not in all cases agreeable and where could be intentionally hidden some senses not apparent for the first time. Applicants should be concentrated to listening and clarify anything that is necessary. These questions are aimed on gaining as much details about the interviewee as possible, to find out if he or she fits to the job, how much he or she is able to work for, why want to work for that company.

Usually the company is willing to know how the applicant is able to fulfil what they demand. It means how he or she seems to be capable to adapt to the new environment and to the work. The interviewer is often interested in what are applicant's long term intentions, what he or she plans for the future and what are his or her career and individual goals. Here it is essential to know what the interviewer needs to hear and say that. The applicant should also have some questions made for example those that highlight his or her interest in that company and the fact that he or she is well-informed and is not able to be outflanked. A kind of enthusiasm and motivation is expected by the interviewer and as in CV or covering letter it is better to give just positive information.

3 PRACTICAL PART

Using of sales-oriented language in CVs and covering letters can be noticed only if people focus on it in detail or if they compare one sample of CV or covering letter with another one. Applicants work with various expressions depending on which type or form of documents they choose.

3.1 Forms of CVs with the examples

It is important to create specific CV for each vacancy that applicants want to apply for. It is essential to point out qualities which are required for the post. Applicants should choose type of their CVs on the basis of the number of their work experiences and successes. Language used in CVs and covering letters differs according to the writer's knowledge and practice in composing these documents and the form of CV. The age of an unemployed person will probably also play a certain role - it signifies that other form of curricula vitae will fit to a graduate than to an experienced person. Type of narrative CV which consists of biography descriptions in full sentences is unusual these days.

3.1.1 Principal forms of CVs

3.1.1.1 Chronological

This type emphasizes progress and growth of applicant's career history. It is recommended for an applicant who has experienced impressive job titles, has worked for well-known companies and who does not want to change the field of work.

Career history is presented here chronologically - the most recent job is written at first.

Sample 1 and 2 - Example of chronological type of CV and description with comparison:

Paul Hughes
 33 Martha Road
 Bridgnorth
 Kent
 ME12 5JL
 (01822) 94177

Profile

A highly experienced Trainer/Consultant with excellent communication and analytical skills.

Career History

- 1990–Present Headway Consultants
- * Work successfully as part of a team providing a full range of training and consultancy services to mainly Blue Chip organisations.
 - * Design and deliver courses including Recruitment and Selection, Managing Change, Total Quality Management and General Management Training.
 - * Manage a number of projects from conception to completion, working to budgets of up to £400k and with up to 8 consultants.
- 1987–1990 Arpley Foods Ltd
- Progressed to position of Assistant Personnel Manager in a factory employing 650 staff. My hands-on role involved all aspects of human resource management from recruitment through to redundancy. Introduced an Absenteeism Review Panel which led to a 20% reduction in absenteeism levels within a year. Negotiated new working practices with the Trade Union which led to a 12% increase in production and a manpower reduction of 5%.

1986–1987 CPF Insurance Services
 Worked in the claims department analysing and assessing client claims. Liaised between management and outside agencies.

Education/Qualifications

1983–1986 Bradford University – BA (Hons) in Politics and Economics.
 1983 Bury Grammar School – 3 ‘A’ Levels in Economics, Politics and History.
 1981 9 ‘O’ Levels (including Maths and English).

Training

1990–Present Have received ongoing training with Headway Consultants Ltd in relation to customer care, personal development and strategic management.
 1990 Gained Diploma in Training and Development (ITD).
 1989 Attained my IPM qualification through open learning.
 1989 Completed in-house Management Development programme with Arpley Foods Ltd.
 1988 Interview and Selection Course with Saville and Holdsworth.

Membership of Professional Bodies

Institute of Personnel and Development (IPD)

Personal Details

Status: Married
 Date of Birth 4th April 1964

Interests

Rugby, Tennis and Painting

Contact details are formed as a letterhead in every of following types of CVs. The most modifying parts are the profile and career. In the profile there is information about Paul's profession with main skills and qualities that could be probably relevant to the demanding job. Career history is written in the least details or it looks like it is, there are descriptions of each position – what he did and achieved, what was his role and duties in particular company. He does not emphasize any special skills, but he shows them via characterizations of working responsibilities. Career progress is evident in this type of CV.

He mentions just basic information about his education, it means where he has studied and this part also looks that he has been ambitious because he includes levels achieved during studying what proves how successful he has been too. From the part called 'Training' it is noticeable that he has had plenty of opportunities to personal and career growth. Membership of Professional Bodies indicates how hardworking he is and it can be considered as the fact that work is his hobby. Personal details what includes the status and the date of birth is a sign of that he is an experienced person. Pointing out the date of birth may cause problems when the employer is looking for younger or on the other hand in some cases older people. But it is apparent from his education or career history that he is not applying for a job for the first time. Section with interests could mean that he has rich cultural and energetic life. It is a typical kind of CV for an experienced person that can be used for more than one vacancy.

3.1.1.2 Functional

Functional CV stresses applicant's main skills and strengths.

It is typical form when an applicant has passed through a number of unimportant posts or when he or she intends to convert into job market after a break or for the first time.

This style is more flexible, it can be used for several positions.

In the profile of this functional type of CV below there is not stated the exact position, there is only described the area of working and his qualities. The stress is put on the most important section of this type which is 'Key skills' and achievements that are targeted mainly at qualities and are employed to the career history which supports them and where he describes responsibilities at work without names of jobs and not in chronological order according to jobs, but according to relevant sections of essential skills.

The career history is here delineated briefly, only with dates and names of company. This type seems to be the most selling one because of stressing first-rate skills and praising.

Sample 3 and 4 - Example of functional type of CV and description with comparison:

Paul Hughes
33 Martha Road
Bridgnorth
Kent
ME12 5JL
(01822) 94177

Profile

A highly experienced manager with extensive experience gained from a background in Human Resource Development.

Key Skills and Achievements

Man Management/Interpersonal Skills

- * Held a senior management position for a company employing 650 staff.
- * Developed excellent communication and motivational skills in successfully managing a team of 8 consultants in achieving objectives and implementing training solutions for Blue Chip organisations.
- * Conducted in depth negotiations with union officials in order to increase company profitability through greater efficiency. Demonstrated tact and diplomacy coupled with an ability to remain calm under pressure, in order to achieve a positive outcome.

Training Development

- * Design management and personal development courses for middle to senior managers.
- * Deliver training packages to groups ranging from 6 to 60 people.
- * Conduct training needs analysis and skills audit for medium to large businesses.
- * Work on a one to one basis with senior managers, coaching for improved performance.

Human Resource Development

- * Organised the recruitment of 150 temporary staff for Arpley Foods from an initial application of over 2000.
- * Implemented an Absenteeism Review Panel which led to a 20% reduction in absenteeism levels within one year.
- * Developed amicable working relations with Union officials in order to achieve successful and swift outcomes on IR matters.

Career History

1990–Present	Headway Consultants Ltd
1987–1990	Arpley Foods Ltd
1986–1987	CPF Insurance Services

Education/Qualifications

1983–1986	Bradford University – BA (Hons) in Politics and Economics
1983	Bury Grammar School – 3 ‘A’ Levels in Economics, Politics and History
1981	9 ‘O’ Levels (including Maths and English)

Training

1990–Present	Have received ongoing training with Headway Consultants Ltd in relation to customer care, personal development and strategic management
1990	Gained Diploma in Training and Development (ITD)
1989	Attained my IPM qualification through open learning
1989	Completed in-house Management Development programme with Arpley Foods Ltd.
1988	Interview and Selection Course with Saville and Holdsworth

Membership of Professional Bodies

Institute of Personnel and Development (IPD)

Personal Details

Status: Married Date of Birth: 4th April 1964

Interests

Rugby, Tennis and Painting

3.1.1.3 Targeted

Targeted form is a combination of functional and chronological styles.

This one also emphasizes applicant's achievements and skills, but it is not as adaptable as functional CV.

An applicant chooses this type when he or she aims for one definite job, when he or she responds to a specific advertisement.

In samples 5 and 6 the profile is composed to fit the most to the post advertised. Section called 'Achievements' emphasizes his work with people, coping with the others and ability for training what again highlight that he could be apt. His career progression really seems to be increasing and improving full of more and more responsibilities with the mix of pointing out skills and also experiences. He looks being successful and willing to get better. This type maybe looks the most ambitious and it is written to fit to the post.

Sample 5 and 6 - Example of targeted CV and description with comparison:

Paul Hughes IPD

33 Martha Road
Bridgnorth
Kent
ME12 5JL
(01822) 94177

Profile

A successful TRAINING CONSULTANT with extensive experience in working within the finance sector. Gained 1 year's experience in insurance before developing a progressive career in Human Resource Development. Design and deliver training solutions in order to meet client objectives.

Achievements

- * Successfully implemented a Management Appraisal Scheme for a large insurance company employing 800 staff.
- * Trained 30 senior bank managers in 'Powerful Presentation Techniques' and 'Successfully Dealing with the Media'.
- * Presented a seminar on 'Managing in the 1990s' at the Royal Institute of Chartered Accountants Conference 1993.

Career Progression

Headway Consultants Ltd. 1990–Present

- * Work successfully as part of a team of training consultants providing a range of consultancy services to mainly Blue Chip organisations.
- * Design and deliver training courses, including 'Sales and Marketing in the 90s', 'Customer Care' and a wide range of management topics.
- * Manage a number of key accounts overseeing projects from conception to completion, working to budgets of up to £400k and with a team of up to 8 consultants.

Arpley Foods Ltd 1987–1990

- * Progressed to position of Assistant Personnel Manager within an organisation employing 650 staff.
- * Covered all aspects of the function from recruitment to redundancy.
- * Successfully introduced an Absenteeism Review Panel, which led to a 20% reduction in absenteeism levels within a year.
- * Negotiated new working practices with Union officials, which led to a 12% increase in production and a manpower reduction of 5%.

CPF Insurance Services

1986–1987

* Worked in busy claims department, handling over 1000 claims daily. Involved in assessment and recommendation, frequent contact with senior management and outside agencies.

Education/Qualifications

1983–1986 Bradford University – BA (Hons) in Politics and Economics
 1983 Bury Grammar School – 3 ‘A’ Levels in Economics, Politics and History
 1981 9 ‘O’ Levels (including Maths and English).

Training

1990–Present Have received ongoing training with Headway Consultants Ltd in relation to customer care, personal development and strategic management
 1990 Gained Diploma in Training and Development (ITD)
 1989 Attained my IPM qualification through open learning
 1989 Completed in-house Management Development programme with Arpley Foods Ltd
 1988 Interview and Selection Course with Saville and Holdsworth.

Membership of Professional Bodies

Institute of Personnel and Development (IPD)

Personal Details

Status: Married

Date of Birth: 4th April 1964

Interests

Rugby, Tennis and Painting

3.1.1.4 Special forms of CVs

3.1.1.4.1 Academic curriculum vitae

This style of CV is detailed biography which describes and stresses applicant's academic career and successes.

3.1.1.4.2 International curriculum vitae

This form is intended for global job market. It consists of from two up to four pages of elaborate biography and it is often utilized by a top manager.

3.1.1.4.3 Application form

Application form is a kind of resume which consists of several papers full of questions referring to information from spheres like education, languages, special skills, hobbies, etc. which are prepared by a company for possible employees. It could be easier and certainly not so much time wasting as writing CV or résumé and employers also do not have to read through numbers of documents with different lengths, layouts or details and they just check information which seems to be substantial for them and compare applicants' achievements easily. On the contrary, there is not enough scope for applicants to express creativity or underline their special qualities because they have to keep to the structure of the fixed application form.

Sample 7

Application form	Ref	Mitchell Hill plc Merchant Bank		
Post		11-15 Montague Street London EC1 5DN		
Personal				
Surname (Mr Mrs Miss Ms)	Bauer	Forename(s)	Marcus	
Maiden name	—	Age	28	Date of Birth
Marital status	single	No of children	—	Ages
Address	Furstenweg 110, D-30000, Hanover 71			
Tel daytime	(49) 511-506941 x155	Tel evening	(49) 511 251068	
Next of kin	Mr Kurt Bauer, father (see above address)			
Education				
School/univ/college	From	To	Address	
Secondary	Friedrich-Ebert Gymnasium	20-	20-	Herrenhauser Str. D-30000 Hanover 21
Higher	Universitat München	20-	20-	Hittorfstr. D-80000 München
Examinations			Have you any of the following skills?	
Title	Grade	Subject(s)	Date	IT skills: (Tick appropriate box)
Diploma	1	Business studies/ Economics	20-	<input type="checkbox"/> Spreadsheets
Abitur	1		20-	<input type="checkbox"/> Wordprocessing
LCCI Higher		Business English	20-	<input type="checkbox"/> Desktop publishing (DTP)
Cambridge Proficiency	B	English	20-	<input type="checkbox"/> PowerPoint
				<input type="checkbox"/> Database
				<input checked="" type="checkbox"/> Keyboard skills
				<input checked="" type="checkbox"/> Bookkeeping to TB
				Accounts:
				<input type="checkbox"/> Manual
				<input type="checkbox"/> Computerized
				<input checked="" type="checkbox"/> Telex
				<input checked="" type="checkbox"/> Customer contact
				<input checked="" type="checkbox"/> Driving Licence
				<input checked="" type="checkbox"/> Filing
Languages		Fluent	Good	Fair
French				✓
English		✓		
Employer's Name and Address	From	To	Position and duties	Salary
International Bank Georgenplatz 108 D-30000 Hannover 1	20-	20-	Assistant to Director of International Securities Dept. Buying and selling securities	£22,000
Names and addresses of two referees				
Herr Prof. K. Weil, Universitat München, Hittorfstr., D-80000 München				
Herr Wolfgang Lüers, Director, International Securities, International Bank, Harvesthunderweg 7-9, D-60373, Hanover 15				
Hobbies/activities				
Reading, chess, skiing, swimming, and tennis				
Can we approach your Employer for a reference?			<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
When will you not be available for an interview?			Date (s) before 5 Sept.	
Date 17 July 20-			Signature	

3.2 Structure of CV

There exist several main parts of CV, their appellation can be modified and their placement in the document depends on which form of CV an applicant wants to use and how creative he or she is. Application of parts also differs under if it is a structure of American résumé or British model of curriculum vitae. Each part should be updated and clear, it is not apt to mention for example email address that does not sound professionally. All information should be supported by real evidences from the past. Applicants could present themselves a little differently: it is possible to look older or younger if they for example do not mention their age or date of graduation at schools, they could also hide some gaps in career by omitting to write names of the months, but it is not recommended to faking up. What candidates emphasize and which formulation they apply is important in creating the right impression. If some details are not positive, it is better not to include them into CV.

- **Personal details/Contact information**

In ordinary CV, applicant's name, physical address, telephone number or email address belong to the basic ones. Particularities like date of birth, age, marital status, nationality, state of health, number of potential children are not necessary to be included and when talking about résumé - they are even banned to be put in. (see 2.3.1.1) It is inappropriate to add details about race or denomination in any event. When writing American type called résumé, personal details are situated in the heading of the document. To compose this information differently from the rest of CV can be considered advantageous because it would appear consistent.

- **Objective**

Objective is a declaration of a name of positions that was published somewhere. Adding this part into CV can help an employer to be well informed about position an applicant is interested in, but using of it is just voluntary. “In this case be careful, though, that your objective is not so targeted as to eliminate you from consideration for other opportunities you may not have imagined.” [5]

- **Profile/ Key skills and achievements/Summary**

This part of CV is the fundamental one. Here is a space for an applicant to impress. It should be a brief summary of applicant’s personality, skills and ambitions which should inspire the reader to know more information about an applicant. In spite of the fact that it could be difficult to stress positive skills and qualities, this part is almost the most important. It is right place where candidates can try to sell themselves, to prove their exceptionality because one is reminded of a very famous English quote 'first impression is the last impression'. It is not apt to omit profile because people who decide about the future of an unemployed person nearly always start to read this part, but it sometimes happens that writers of CVs do not focus on description of their key skills and concentrate more energy on creating other parts in better way.

- **Education/Qualifications**

This is a list of passed education and gained qualifications where should be at first pointed out the most advanced one. Information as is name and place (eventually country) of institution, achieved degree and date of graduation has to be written here. It is not essential to mention subjects or grades - that can be beneficial only if it is relevant to the position. In the case when anything what is not basic, but what could help and is connected with educational period for example

gaining of any certificate or making any thesis, it may be convenient to divide it into this section. This section should be situated above work experiences in the case that the applicant has graduated newly or when his or her university is for example one of the prestigious.

- **Training**

To emphasize steps of training is also profitable only if it is connected with relevant job then an applicant should not leave it out. If a candidate acquired any skills thanks to training, it would be better to point out mainly the qualities and add only basic information about training.

- **Career history/progression/summary/Work experience**

This part describes what an applicant has done and where, what he or she achieved by doing those jobs, how long did he or she operated those positions. It is extremely helpful to write anything about why the applicant would be beneficial for a company in this section. This specific summary starts with the most recent posts as when writing about education. Here could be involved also information about any voluntary work or internship if it could aid. Arrangement is similar as in the section titled 'Education'. "Each point in your experience description should begin with an action verb (using past tense for previous experience and present tense for current experience) to make a vivid and powerful impression of you as a productive contributor - avoid personal pronouns altogether." [6]

- **Hobbies and interests/ Additional information**

When other important skills such as for example language or computer skills or some qualities which were gained owing to some hobbies or interests, it can be appreciated to include that in CV if it could be helpful at obtaining new job.

- **References**

Section called 'References' is a part of CV with a list of people who are able to give references about the applicant to prospective employer and who have agreed to do so if necessary. It is optional and there could be stated 'references available upon requests' or something similar if an applicant does not want to mention specific names. On the basis of some sources, references are unusual part in the résumé.

3.3 Structure of Covering Letter

Covering letters are divided into two types, the American style or the British style and structure of both differ a little. Actually, purpose is the same and also body of the letter, but some parts are in reverse order, some details can be skipped or other sections could be written differently. Covering letters are documents where applicants have many possibilities how to convince prospective employer that hiring them would be advantageous for a company. As in CV, there are also only some parts in covering letters where applicants can stress relevant information about themselves.

- **Sender's/applicant's address**

In the case of British model, the address is located in the top left-hand corner. On the other hand when considering American type, it is more common to place an address on the right. Sender's name is not essential to include in this part of letter because it is obvious who is writing owing of the signature in the end. Addresses generally contain name of the street at first followed by the number, post code number on the second line and city's name on the last. Sometimes on the fourth line there could be written name of the country, but it is typical

for letters that are sent abroad. This section can be also called heading and can be placed at the top in the middle of the paper what is an elegant solution.

- **Date**

The date is the actual date when the letter is written. Its position again depends on the type of covering letter, but the date is always located under the sender's address what means on the same side. There should be given special attention when writing the date to support applicant's knowledge and awareness. "The month in the date should not be written in figures as this can be confusing; for example 11.3.03 means 11 March 2003 in British English, where the sequence is day-month-year, but 3 November 2003 in American English, where the sequence is month-day-year." [7]

- **Inside/recipient's address**

This address is always placed on the left side of the page. It starts with recipient's name or an abbreviation of that name and his or her surname and courtesy title which comes before the name and which is important to be written according to real conditions as stated below to prevent any insults.

Sample 8

TITLE	STATUS	COMPLIMENTARY CLOSE
Mr	married or unmarried male	Yours sincerely
Mrs	married female	Yours sincerely
Miss	unmarried female	Yours sincerely
Ms	married or unmarried female	Yours sincerely
Sir	male – name not known	Yours faithfully
Madam	female – name not known	Yours faithfully
Sir/Madam	when unsure whether you are addressing male or female	Yours faithfully
medical/academic/military e.g. Dr/Professor/General	these titles do not change whether addressing a male or female	Yours sincerely

The name is followed by receiver's role in the company what means by the name of his or her post what could often be Recruitment Manager in the situation of sending covering letter with CV. On the next line there will be the name of company where the receiver works and then the address of that company.

- **Objective/subject title**

This is a section where an applicant points out the reason why he or she is writing. Usually it is the name of position he or she is applying for, so it can look like: "Application for the position of Public Relations Assistant as advertised on The New York Times on November 10" [8] In the case of common letter which is not a covering letter, it is possible to emphasize a page with other words that point out the main idea of the letter. "Subject line – Phrase indicating what a piece of correspondence is about, e.g. "CDs damaged in post." [9] There is difference in placement of subject line between American and British styles. In the American covering letter this line is placed under the inside address, on the contrary, in the event of the British model this notice takes place below salutation.

- **Attention line**

Attention line serves for stressing little different things than appear in the section 'Subject title'. In this part it may be for example the post of the recipient when a writer does not know his or her name to add it into address or it may be the notification about the confidentiality. It is not typical to write both the attention line and also objective into only one letter.

- **Salutation**

The salutation begins with the word 'Dear' all the time and then if the writer knows the name and surname of the receiver, they are added. When these particularities are unknown for the applicant, they record expressions according to the table which is situated in the section above called Inside/recipient's address.

- **Body of the letter**

There is distinction in content between unsolicited letter and solicited one. Three main parts are used in both versions what means the opening, the principal part and the closing.

The opening is a part where an applicant explains concisely the reason why he or she is writing. It is a place where he or she can thank a company in the case when they are not in contact for the first time and a company for example has send an application form to the applicant before. In the case of covering letter, the opening is the first place where a candidate can write some 'sales expressions' about himself or herself when he or she explains interest in the position, but selling oneself is the most typical for the next section of covering letter.

The main part of the body of the letter is generally a unit where should be mentioned points which are not clear from the CV or which an applicant wants to stress because they show that he or she is convenient to the post. Here should be explained reasons for applying for that position with emphasizing specific skills that may be valuable. If a person applying for a job has been unemployed for some time, this part of covering letter is the best one where he or she can stress the activity and the effort expended in that period. It is not extraordinary to point out some foregoing experiences.

The closing is right place to remark wish to discuss some points at possible interview or to highlight the eventuality to keep in touch as by this phrase: "Please let me know if there are any other details you need. Meanwhile, I look forward to hearing from you." [10]

Here could also be written figures from what time an applicant will be prepared to start working, but this information is not too important because it could be solved at potential interview.

- **Complimentary close**

In commercial correspondence there are two adequate types of complimentary close that hinge on the form of salutation chosen at the beginning of a letter – 'yours faithfully' and 'yours sincerely'. "If the letter begins *Dear Sir, Dear Sirs, Dear Madam, or Dear Sir or Madam,* the COMPLIMENTARY CLOSE should be *Yours faithfully.*" [11] On the contrary, when salutation contains a personal name, the complimentary close sounds 'Yours sincerely'. As every part in the British style of covering letter, complimentary close is also situated on the left side of the paper. In the American covering letters, it is intended on the right at the same position like sender's address or the date is. "Note that Americans tend to close even formal letters with *Yours truly or Truly yours,* which is unusual in the UK in commercial correspondence." [12] In my researches, I have also noticed ending with just 'Sincerely' in the American style.

- **Signature**

Signature is almost the last section of a covering letter. As many parts in English model, this part is also put on the left side of the page. On the contrary it is situated on the right in American type, but signature is always right below the complimentary close. This unit is composed of two lines, one with handwritten signature while the second one serves to the whole name and surname printed under the

signature to be specified who is writing because sometimes it can happen that signature is not readable.

- **Enclosures**

It is useful to mention in the letter that there are some documents enclosed to that letter. A characteristic place for making this remark is the left corner of the letter below the signature where can be marked 'Enc.' or 'Encl.' with the number of documents or copies which are attached.

3.4 Comparison of CVs and Covering Letters' language

When people write curricula vitae and covering letters, they behave more or less like they and their lives are products at the market because there can be hundreds of other applicants interested in the same post and all of them try or should try to act as the most perfect ones. It can only help them to sell themselves by stressing some skills or achieved qualities that are relevant to the vacancy. As mentioned below in the comparison of British and American curricula vitae and covering letters, it is obvious that there exist some differences between British and American types when talking about selling oneself.

When applicants omit to use pronouns for the first person of singular in their CVs, it seems to be more understandable, active and briefer. They do not emphasize that they are the actors of any activities, but it is still clear that they are. They often write power verbs instead. Not using of 'I' or 'me' in CVs creates the impression of professionalism. There is enough space to use these pronouns in covering letters. Mainly in covering letters, people have opportunity to convince company, they are interested in, about their exceptionality by nearly forcing their opinion on the employer. Applicants should create impression that they are extraordinary in some way what means to look like disappearing necessary product at the market that everyone would like to own.

British types of curricula vitae

Sample 9

JAMES T. BOND

38 Main Street, Brattleboro, VT 05302 USA
802-555-0234, Email: jbond@hotmail.com

Relevant Data:

Date/Place of birth: 9 November 1964, Manchester, UK
Languages: English (native), Japanese (intermediate), Chinese (novice)
Citizenship: British with F-1 Visa Status

Academic Background:

Master of Arts in Teaching English to Students of other Languages (MA TESOL), Public School Certification, School for International Training, Brattleboro, Vermont, currently enrolled

Certificate in Computer Assisted Language Learning (CALL), School for International Training, Brattleboro, Vermont, completed spring 2000

Certificate in TESOL Methodology, Australian College of English, Sydney, Australia, Oxford University endorsed course completed summer, 1999

Bachelor of Arts, Eastern Mennonite University, Major: English, Minor: Applied Linguistics, Harrisonburg, Virginia, U.S.A., graduated, 1996

Bachelor of Science, Worcester State College, Major: Sociology, Worcester, Massachusetts, U.S.A., graduated, 1987

Teaching Experience:

ESL Teacher/Resident Adviser

Cushing Academy; Ashburnham, Massachusetts, U.S.A., summer 2000
Taught ESL, American culture and grammar using Communicative, Silent Way (SW) and Community Language Learning (CLL) approaches, also incorporated CALL, music and storytelling methodology.

Executive Trainer

World Learning, Executive English Program, Brattleboro, Vermont, spring 2000
Taught diplomats from Ministry of Foreign Affairs, Japan advanced English, interview and presentation, and negotiation strategies using SW and CLL approaches and CALL methodology. Also help helped student develop self-directed learning curriculum.

ESL Student Instructor

Australian College of English, Sydney, Australia, summer 1999
Taught adult ESL students reading and listening comprehension, writing and speaking skills, and grammatical awareness using communicative approach.

EFL Teacher

Akabira city public schools and continuing education center, Akabira, Japan 1996-1999
Taught for Akabira board of Education to both adult middle school and kindergarten students using communicative approach as well as music, phonics and other methodology. Tutored students for speech contests, judged English skit contests and university English play contest.

Visiting Professor

Wakkanai Hokusei Junior College, Wakkanai, Japan, summer 1996
Taught EFL using communicative approach to beginning, intermediate and advanced level students.

Sample 10

Helen Shaw

43 Black Lane, Brighton,
East Sussex, BN23 4NJ.
Telephone: (07700) 900999
Email: Helen.Shaw@aaimail.com

PROFILE:

A highly motivated and enthusiastic graduate with a good knowledge of the alternative Indie and Rock scene. Excellent exposure to the dynamic music industry and the various methods labels use to promote music / bands / artists, including innovative new methods of promotion that reach a wide audience at minimal cost. Able to use own initiative and work as part of a team under pressure to meet challenging deadlines / objectives. First-class communication and organisational skills with the will and determination needed to succeed.

MAJOR ACHIEVEMENTS:

- ◆ Successfully promoted the Warner Music label and its alternative Indie / Rock bands and artists at large and small venues in the South East and at major UK festivals, which included both V and the Reading Festival, plus the NME Tour.
- ◆ Publicised new bands / artists and headline acts, including The Streets, The Killers, Futureheads, Bloc Party and the Ordinary Boys.
- ◆ Earned promotion to Brighton Rep for Warner Music and Wild UK, managed tour cover, identified suitable venues for album launches based on the target audience, and distributed new releases to local bars / shops / cafes and obtained feedback.
- ◆ Reviewed gigs, albums and singles for the University of Sussex student newspaper and produced articles for Joyzine an online music website, which included both reviews and interviews.
- ◆ Shadowed a Warner Music Street Team Co-ordinator at the London HQ, and was responsible for recruiting members of the street teams to cover bands touring in the UK and produced detailed instructions on how to provide tour cover.

EDUCATION / QUALIFICATIONS:

BA (Hons) 2:1 in Geography, University of Sussex, Brighton, Oct 2006 – June 2009

- ◆ Studied a broad range of courses in the School of Social Sciences and Cultural Studies, alongside the major Human Geography courses. Developed an ability to undertake self-managed studies, planning and organising time effectively to meet deadlines. Learnt to promote own point of view in a range of different environments.

4 A-Levels, St Vincent College, Gosport, Hants (all taken June 2005)

- | | | | |
|-------------------|-----|-------------------------|-----|
| ◆ General Studies | [A] | ◆ Environmental Science | [B] |
| ◆ Geography | [B] | ◆ Biology | [B] |

9 GCSEs, Brookfield School, Southampton, Hants (all taken June 2003)

- | | | | |
|----------------------|--------|----------------------------------|------|
| ◆ English Language | [A*] | ◆ Physical Education | [A*] |
| ◆ Double Science | [A, A] | ◆ Geography | [A] |
| ◆ German | [A] | ◆ Maths | [B] |
| ◆ English Literature | [B] | ◆ Resistant Materials Technology | [C] |

This is a sample of British CV where an applicant emphasizes what he has achieved and what are his assets only on substantiated facts. It is visible that there is the progress in his career life and that he seems to be ambitious, but he only shows it by numbers of jobs and certificates or degrees. There is no word about his qualities or abilities what potential employer has to think through according to the information mentioned in parts called 'Academic background' or 'Education experience'.

Another example of British type shows more points that can be considered like selling ones. There is 'Profile' full of positive language and words like: "highly motivated, good knowledge, excellent, first-class". In a part called 'Major achievements', she uses expressions: "successfully promoted, earned promotion or managed tour", what are power verbs that create active impression and that are utilised instead of pronouns 'I' or 'me'. Her passion for music and connection with this field is clear from every part of her CV what may look like she is enthusiastic about this area and it could help her in gaining the vacancy. When she writes about her BA degree, she does not only describe what subjects she studied, but she stresses what it brought to her, which abilities she has now thanks to education. Characterization of her other studies and qualifications are briefer, but grades show that she was a great student. This sample of British CV is much more focused on creating the impression that the applicant is the right person for a job and that she knows about her qualities than in the case of first CV used in this comparative part.

These chosen types of CVs have diverse layout. The second one looks more well arranged, according to my opinion. However, both applicants use clear titles for each part and help themselves by underlining or bullets.

American types of curricula vitae

Sample 11

DONNA NEIMAN

3211 Riverside Drive
New York, New York 10001
212-555-1212 / support@resumeedge.com

QUALIFICATIONS

Results-oriented Fashion Industry Professional with record of turning around organizations ensuring survival and growth during economic downturns. Proven leadership capabilities in revitalizing and launching products, devising effective advertising campaigns, and restructuring territories for maximum profitability. Background includes managing major brands such as *Guess*, *Benetton*, *Levi's*, *Adidas*, and *Reebok*. International fashion experience in Europe and the Middle East with fluency in French and English.

PROFESSIONAL EXPERIENCE

GROUP DIVISION MANAGER, El Mummaj Group, Jeddah, Saudi Arabia, (2001 – Present)

- ◆ Played key role in company reorganization, including revitalizing stale products, restructuring the product mix, improving merchandising strategies, reorganizing territories, and launching an advertising/marketing campaign.
- ◆ Oversee numerous brands including *Guess*, *Kids Guess*, *Levi's Dockers*, *Replay*, *Fubu*, *D&G*, *Moschino*, *Iceberg*, *Bikkembergs*, and *Exte*, among others.
- ◆ Ensure a team atmosphere and positive employee relations.
- ◆ Fostered and maintained strong communications and business relations with all suppliers.

Accomplishments

- Stabilized sales in a declining market by bringing in popular brands, such as *Levi's* and *Dockers*, renovating stores, implementing a retail education program for sales staff, initiating a new client service program with a fidelity card, and changing the corporate image.
- Streamlined procedures by implementing RetailPro, a new software program for stock management.
- Assisted in creating a new concept store that reestablished The Group as an innovative market leader.

GENERAL MANAGER, Tumood Laeed Collective, Jeddah, Saudi Arabia, (2000 – 2001)

- ◆ Saved a failing company through reorganization, including installing new technology, improving quality of service, streamlining the administrative/operating system, and revitalizing sales.
- ◆ Managed brands that included *Jack & Jones*, *Exit*, *Vero Moda*, *Selected*, *Only*, and *Oxygene*, among others.
- ◆ Facilitated communications between employees for improved teamwork; improved relations with suppliers.
- ◆ Served as the head of sales, marketing, and advertising for the Oasis Mall with 100 retail outlets.

Accomplishments

- Increased market share and profits and reduced costs by reorganizing the fashion division according to the western standard.
- Created IT, accounting, and commercial departments.
- Established and organized the Oasis Mall property leasing department that oversaw rentals, contracts, renewals, and billings; designed and implemented the marketing and advertising departments, overseeing design of the mall's new logo and promotional events.

COMMERCIAL DIRECTOR, Trading Company Limited, Kiev, Ukraine, (1998 – 2000)

- ◆ Oversaw reorganization that included creating and introducing new concept stores that revitalized sales.
- ◆ Reorganized territories, improved merchandising strategies, and improved service quality.
- ◆ Relaunched company's corporate image by establishing a new advertising agency, new logo/image campaign, and promotional activities.
- ◆ Oversaw numerous brands, including *Lee & Wrangler*, *Big Star*, *Benetton*, *Mango*, *Morgan*, *Nike*, *Reebok*, *Adidas*, *Energie*, *Miss Sixty*, *Levi's*, *Unlimited*, *4YOU*, and *Sinequanone*, among others.

Sample 12

RICHARD VASSOR

400 Summit Hill ~ Denver, Colorado 80127

303-555-1212

support@resumeeedge.com

SALES PROFESSIONAL*Client Relations ~ Negotiations ~ Inside & Outside Sales*

Dynamic and results-oriented with a successful track record in the industrial sales industry and a desire to move into pharmaceutical sales. Articulate and persuasive in dealing with all levels of management, peers, staff, and a diverse clientele. Consistently meets and exceeds corporate sales goals, while also mentoring staff to improve customer satisfaction. Special abilities in attention to detail, decision-making, organization, and marketing plans. Willing to travel.

CAREER ACCOMPLISHMENTS TRENT CORPORATION**Outside Sales**

- In six months achieved an 80% overall sales increase in accounts excluding the Mohawk-Karastan national contract that Trent Corporation previously lost, with this account representing 59% of the territory's revenue.
- Retained 50% of Mohawk-Karastan business through creative marketing plans.
- Selected to attend and successfully completed company's prestigious outside sales / management trainee program.

Inside Sales

- Chosen to manage VIP clients, including APV Baker and E.I. Dupont representing annual revenues of \$2 million.
- Led inside sales staff in monthly gross profit and total sales.
- Increased total monthly gross profit by 249% in seven months.

PROFESSIONAL EXPERIENCE

TRENT CORPORATION, Denver, Colorado

1999 – Present

Sales Professional, Outside Sales (2001-Present)***Inside Sales (2000-Present); Corporate Trainee (1999-2000)***

- Recognized by company for outstanding sales service and consistent leadership in reaching company goals.
- Chosen to be a corporate trainee.
- Taught *Introduction to Distribution Class* to branch employees.
- Completed training in all phases of business, including operations, product lines, sales, and distribution.
- Traveled to numerous branches to assist with sales-related issues.
- Marketed territory for new sales representative; developed improvements to cold-calling technique.
- Mined sales opportunities by conducting on-site surveys with consumers.

Additional Experience as a Collections Manager and Collector for Industrial Acceptance Corporation in Denver, Colorado

EDUCATION

COLORADO CITY COLLEGE, Denver, Colorado

Bachelor of Arts in Psychology, English Minor, 1996

First résumé of Donna Neiman contains many examples of positive language and power verbs. In a part called 'Qualifications', she uses expressions like “Results-oriented Fashion Industry Professional, proven leadership capabilities, international fashion experience” that seem that she knows about her skills. She does not utilize pronouns that are typical for the first person of singular in sentences. She emphasizes her key role, main activities and contribution to particular company, where she worked, by using power verbs and after every past job, she points out separate chapter called 'Accomplishments' where she stresses relevant skills. All what she did and achieved that she describes in her CV is like selling herself because she shows what she is capable of doing and why she could be beneficial for the company she is interested in.

Richard Vassor also uses power verbs and tries to look positive when he writes: “dynamic and results-oriented with successful track record, special abilities in...” When talking about education, he only writes the name, place and degree of his studies. What is more important in his CV is a part dedicated to his last job. He divides this information in two parts, one is focused on career accomplishments what shows his skills and the fact that he is well-experienced and second part that is called 'Professional experience' describes his duties in the company and from this section it is also evident what are his qualities.

Generally, British CVs do not point out relevant skills demanded for the vacancies so much, they describe applicants' important turning points, but more likely do not apply qualities to particular job, so they do not sell the applicants. On the other hand, résumés are often full of power verbs and positive language and people composing résumés do not point out all interesting and special information from their lives.

Covering Letters

- American type of Covering Letter

Sample 13

ELAINE CAMERON

78 Venture Ave., Marietta, GA 50014

Residence: (555) 547 – 1245 ~ Elaine@internetserver.com ~ Cellular: (555) 547 – 5855

April 10, 2001

Tim Horden, Operations Manager
Construction Company Ltd.
7958 – Ridge Road
Redwood, CA 45678

Dear Mr. Horden:

I am submitting the enclosed resume for consideration of the **construction manager's position**, which appeared in *The Morning News* on April 8, 2001. My background has given me the hands-on experience in all facets of residential and commercial construction that would contribute to your organization's goals and objectives.

You will see after reviewing the enclosed résumé, I have made numerous contributions to my present employer that has benefited the bottom line. These accomplishments are derived from my **exceptional interpersonal and communication skills, strong attention to detail, and unparalleled work ethic**. A key talent that I can bring your organization includes: a practical approach to construction with a constant eye for **controlling costs** and finishing the project **under budget, without diminishing quality**. My reputation precedes me for listening and analyzing employee's ideas and thoughts **on creating a safe and productive work environment**.

I am enthusiastic about exploring opportunities with Construction Company Ltd. and look forward to meeting you. I will contact you within the next few days to answer any questions and schedule an interview at your convenience.

Thank you for your consideration.

Sincerely,

Elaine Cameron

Enclosure: Résumé

- **British type of Covering Letter**

Sample 14

Jarmila Markova
Husova 242
537 01 Chrudim IV
Czech Republic

10 November 2007

BMW Forschungs- und Entwicklungszentrum FIZ
Abteilung Entwicklung und Design
Knorrstr. 47
80788 München
Germany
attn Mr Chris Bangle

Dear Mr Bangle,

Application for entry-level position as Automotive Designer at Newbury Park, England

I am writing to inquire about opportunities for Junior Designers in the BMW Group's Design Centre at Newbury Park, England. I am very impressed by the Newbury Design Centre being the forerunner in the introduction of a new BMW-developed sustainability management system throughout the entire BMW Group, assessing all corporate divisions on their social responsibility, economic efficiency and environmental-protection friendliness.

After several internships at your BMW Design Centre at Munich, I have come to identify myself closely with your work. I would therefore like to launch my career with BMW. My qualifications include the following:

- Soon-to-be-earned degree in Automotive Design at leading Czech University
- Real-scale interior design at BMW, Opel, Alfa Romeo
- Virtual model building employing CA technologies at Opel

I will complete my course of study in the spring of 2008. I am confident that I have the required qualifications to be able to support you significantly in reaching your goals.

As I can make an immediate contribution to your project designs, I would appreciate the opportunity to meet with you to discuss what employment opportunities you may have now or in the near future.

Thank you for your interest. I look forward to hearing from you soon.

Yours sincerely,
Jarmila Marková
Jarmila Markova

Encl CV

In American type of covering letter, after references to the advertised position, Elaine Cameron briefly mentions the fact that she is perfect for the post and could be helpful for the company thanks to her experiences in similar field. Then, she emphasizes some skills that can be found also in CV. By the sentence: "A key talent I can bring to your organizations includes..." and "...that would contribute to your organization's goals and objectives." she stresses why she would be beneficial for the company and that she is the right person. Expression: "My reputation precedes me..." shows that she is self-assured and she thinks that she could be required by many employers. Elaine knows how to sell her qualities by pointing out right experiences, abilities and connection between these details and the vacancy.

In the second British type, the applicant writes that she is very impressed by offered job, so she gives reason why she chose that post. Jarmila thinks that she may be the right person and she shows motivation by the sentence: "I have come to identify myself closely with your work." However, she does not stress in what way she could be beneficial what means that she does not sell her experiences to get the job as Elaine in the first covering letter. She points out her qualifications in specific area connected with the vacancy and tries to describe that she is perfect by these words: "I am confident that I have the required qualifications to be able to..," but this phrase does not seem too convincing. She should seem more self-confident.

Comparing American and British covering letters, it is apparent that generally Americans use selling language more than British do.

3.5 Research on the basis of questionnaires

To gain different view on the whole topic and have possibility to compare with other opinions, I made up the questionnaire (See Appendix 6.) and sent it to some of my friends, all of them have been students. Intentionally, I focused on sending them to people who were not studying identical branches at the same university because I have supposed their points of views could differ depending on the type of their education and it was right expectation.

Twenty-five of questionnaires returned to me and they were answered. In the sections below I compare them according to various aspects as descriptions of every question and answer, same as simple chart of each part of the questionnaire. I am also adding my personal reflections.

- **First question**

The first question in the questionnaire was 'Do you know any differences between résumé and CV?'. I have included this one there because in my opinion, people are not too much informed about what are variations between these two names and on the basis of my bachelor thesis, it is a bit difficult to explain them even if we know what they are. Surprising for me was that only seven people were right and their answers were like following: "The meaning is the same but résumé is used in American English and CV is used in British English." or "CV contains also additional information about one's education and skills". There were two people who explained differences in quite right way, but they concentrated on the meaning of résumé like a summary of something for example some articles. Sixteen other ones answered that they did not know.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
Do you know any differences between résumé and CV?	I do not want to answer.	2
	No.	16
	Yes.	7

Before composing my thesis, I dare to say that I could explain main difference of this question. Maybe it would not be detailed descriptions. Now things have changed and it should not be a problem any more.

- **Second question**

The second information I have asked for was called 'What is covering letter and when is it used?'. Seven of my friends responded by 'I do not know'. One did not want to answer. Seventeen respondents claimed they knew right reply and tried to explain it. "CV is accompanied by the covering letter, it is written in sentences (CV is often structured). We try to persuade the future employer to choose us as the best candidate." was one of the answers which could correspond with reality. Example as: "Covering letter has a form of letter but it could be also an email. It is used to present yourself, where you found the advertisement, why you are interested in this vacancy, why you think you're suitable for this position." also seems that the writer knows something more about the problem. Generally, it looks like people have greater knowledge of what covering letter means than of different types of CVs. It is interesting that also students who have never had experience with subjects concerning correspondence were able to explain this part of the questionnaire.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
What is covering letter and when is it used?	I do not want to answer.	1
	I do not know.	7
	Explanation.	17

Thanks to subject called English correspondence, I have been able to understand the meaning of covering letter and I have known that there exist various types of them and that they could be used in different situations, but have always the similar purposes.

- **Third question**

The version of third question 'Have you ever needed curriculum vitae in English?' should be easy for everyone. Nine respondents have never needed curriculum vitae in English. Sixteen left have had experience with this situation. Some of them have had to create CV in English because their teachers and professors demanded it as homework. The others wrote CVs because of a job or for foreign study stay called Erasmus.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
Have you ever needed curriculum vitae in English?	I do not want to answer.	0
	No.	9
	Yes.	16

Me, personally, I needed CV in English also only as homework because I have never been asked by an employer to use English version of CV, but I can imagine writing it especially after having studied this field for my thesis what really could be helpful in this situation and I suppose that I certainly will need it in the future.

- **Fourth question**

Then I appealed to respondents for explanation of what should curriculum vitae contains. Their answers varied only a little, sometimes they maybe could not remember all parts so they forgot to write some headings, but all of them had answered. Nobody has remembered references or objective. Some students included birthday, age and photo, what are not necessary parts of CV. Some of them were able to name section by the right expressions like for example 'Personal details' or 'Other skills'.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
What should curriculum vitae contain according to your opinion?	I do not know.	0
	I do not want to answer.	0
	Explanation	25

It is generally known what CV should contain, I think. However there are some details that people may not master, for example some sections that should be omitted or some other ones that people would not include. It was also my case, in the past.

- **Fifth question**

The most often reply for the question 'Can you imagine telling lies in CV or covering letter?' was negative. Only one person did not want to answer this question. Reasons for 'No' answers were clear, for example: "Be honest is the best way how to find a job. In practice they will always discover the truth." Three respondents remarked that applicants applying for vacancies can only highlight some information, but not tell lies.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
Can you imagine telling lies in CV or covering letter?	I do not know.	0
	I do not want to answer.	1
	Yes.	0
	No.	24

I totally agree with them because telling lies does not pay in any cases, even in the situation when we are applying for a job. I have met some people who did it and some of them have had a real big luck and their employers did not detect their lies or they did not solve it. On the other hand, I would be really afraid of discovering because I think they would notice it during the interview for example.

- **Sixth question**

Question called ' Do people sell themselves in CVs and covering letters? Is it right?' was one of the most interesting for me because I was curious about my friends' opinions. Unexpected feature of this section for me was that twenty-two respondents answered positively. Only one said it is not good although it happens because "...therefore it's quite sad, when someone who is more suitable, better educated or with appropriate experiences may be disqualified just because he's a bit shy." Majority of

students who were for argued by statements like: “It is important to be able to persuade the employer that you are the best. CV or covering letter is our first contact with the firm and we must show us in the best way.” or “If people have real experience they have to sell that.” Two left people did not want to answer or did not know if it is right or not.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
Do people sell themselves in CVs and covering letters? Is it right?	I do not know.	1
	I do not want to answer.	1
	Yes.	22
	No.	1

Although sometimes it could be a bit unfair that a person with lack of education or skills wins because he or she was better prepared in the way how to write CV and covering letter and how to hid there some negative features of his or her biography and only point out the suitable and best ones, all people have same possibilities to learn how to create winning CV. There exist plenty of good books where they can find all information that could help them and then they have the same means as the others. If a person is really the best one for a job because he or she has the right required experiences and abilities and he or she even knows how to sell these things, it is uncommon and maybe also impossible that he or she will fail.

- **Seventh question**

All respondents thought positively about the issue if it is important to change CV in accordance with recent events. It shows that they all have some awareness of how to behave during making up CV. Four people even pointed out something like: “...not only in accordance with

recent events but it also depends on which position you apply for.” what matches with my opinion.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
Is it important to change CV in accordance with recent events?	I do not know.	0
	I do not want to answer.	0
	Yes.	25
	No.	0

- **Eighth question**

The last question which was called 'Do you think you have enough information to compose high-quality CV?' was about to find out if students, who will in the near future apply for some positions, think they are well-informed in this field. Only six people from twenty-five answered 'no', what seems that universally they have some knowledge because some of them may only underestimate themselves.

QUESTION	ANSWERS	NUMBERS OF PEOPLE
Do you think you have enough information to compose high-quality CV?	I do not know.	0
	I do not want to answer.	0
	Yes.	19
	No.	6

Now I can say that I have gained plenty of valuable information in this area thanks to writing this bachelor thesis and I think I am more prepared for writing CV and covering letter than I have been and if I forget something, I know where to find it.

Getting information about how my friends are literate in this area was a bit funny for me and beneficial, too. I have found out that they have sometimes real gaps in CVs and Covering Letters' education. Some of them even admitted that they could not imagine being able to compose good CVs and covering letters alone because they have had a lack of information in this field. This of course depends on the fact if they have ever had some school subjects concerning this topic. It was visible that students of technical or medical branches do not know as many details as other students. A few friends have asked me to send them my bachelor thesis after creating because they have thought that reading could help them to be informed better about this topic and that they could find there some important pieces of information. I have appreciated that request and I hope that my thesis could become helpful for everyone who is about to compose curriculum vitae or covering letter, who needs more particulars in this area or who is just interested in.

4 CONCLUSION

Composing of this bachelor thesis was beneficial for me because I have learned many new details about this topic and was reminded of the older ones. Now I think I am much more able to apply for a vacancy in right way.

After reading many bibliographies I can describe CV and covering letter as a 'selling tool' where people do not need to tell lies because it would be probably discovered later. They just have to know how 'to sell' by knowing how to emphasize their qualities and not to be shy in doing so. In this case of using specific style in writing CVs and covering letters, I have found differences between American and the British types. The British type appears less self-confident and reluctant in stressing qualities of the candidates than the American type. British CV and covering letters look like descriptions of interesting points in applicants' lives and information about their interest in the post. On the contrary, American résumés and covering letters behave like means that serve to convince potential employers about the uniqueness of applicants. American documents seem to be more persuasive, I feel.

I did not have many problems when I was writing the thesis. Some chapters were easier, other ones more complicated, but I enjoyed creating the thesis because I can apply findings in my career.

Section 2.3.1 in my bachelor thesis was one of the most difficult ones because distinction between American type of CV called résumé and British curriculum vitae are a bit relevant. They are displayed differently sometimes which I found during comparison of several books and web pages. There does not exist only one clear definition and after researches, I resorted to the conclusion that of course word résumé can be used only in American English and curriculum vitae in British English, but I am not sure about the abbreviation CV because sometimes it was used in the both cases. Some publications also claim that there is no big

difference in layout and form of these versions, but other authors tell diverse information, as I hope I recorded in the chapter concerning this problem.

Given the competitive nature of job market, the language of selling oneself takes centre-stage. While doing so, there could be different consequences for candidates in the two types of CVs and covering letters, namely the American and the British.

What I would recommend to any applicant finding vacancy is that it is important to read any book connected with the topic of job and documents like curriculum vitae or covering letter before starting to contact a company because these books can help people during the process of seeking job. The candidates do not have to use 'sales' language to get the job, as the consequences of that could be unimaginable.

5 ENDNOTES

1. Macmillan English dictionary : for advanced learners. Oxford : Macmillan Education, 2007. ISBN 978-1-4050-2526-3, p. 366.
2. The American Resume VS the European CV. In: *Bioscience Career Center- Science Jobs and Career tips* [online]. Bioscience Career Center, © 2011. 2011, Available from: <http://biotechnologycareers.blogspot.com/2009/07/american-resume-vs-european-cv.html>. [Retrieved 30 March 2012].
3. Ibid.
4. Ibid.
5. General Resume Tips. In: *University of Virginia-College and Graduate School of Arts & Sciences* [online]. Rector & Visitors of the University of Virginia, © 2012. 2012, Available from: <http://artsandsciences.virginia.edu/gradschoolcareer/careersbeyondacademe/applicationmaterials/generalresumetips.html>. [Retrieved 30 March 2012]
6. Ibid.
7. ASHLEY, A. Oxford handbook of commercial correspondence. Oxford : Oxford University Press, 2003. ISBN 978-0-19-457213-2, p. 8.
8. POCKLINGTON, Jackie. Přijímací pohovor v angličtině. Praha: Grada, 2008. ISBN 978-80-247-2438-6, p. 41.
9. ASHLEY, A. Oxford handbook of commercial correspondence, p. 295.
10. Ibid., p. 269.
11. Ibid., p. 11.
12. Ibid.

Sample 1: MCGEE, Paul. Writing a CV that works. Oxford: How to Books, 1997. ISBN 1-85703-365-5, p. 52.

Sample 2: Ibid., p. 53.

Sample 3: Ibid., p. 54.

Sample 4: Ibid., p. 55.

Sample 5: Ibid., p. 56.

Sample 6: Ibid., p. 57.

Sample 7: ASHLEY, A. Oxford handbook of commercial correspondence. Oxford : Oxford University Press, 2003. ISBN 978-0-19-457213-2, p. 272.

Sample 8: ASHLEY, A. Oxford handbook of commercial correspondence, p.11.

Sample 9: http://www.greexplorer.com/images/CV_Example.gif

Sample 10: <http://www.bradleycvvs.co.uk/images/excellent-example-cv.gif>

Sample 11: <http://workbloom.com/resume/resume-sample-example-template-image/resume-fashion-executive-01.gif>

Sample 12: <http://www.powerful-sample-resume-formats.com/images/combo3.gif>

Sample 13: <http://candocareer.com/images/cover-letter-samples/thank-you-letter-sample.gif>

Sample 14: POCKLINGTON, Jackie. Přijímací pohovor v angličtině. Praha: Grada, 2008. ISBN 978-80-247-2438-6, p. 166.

6 BIBLIOGRAPHY

Print sources:

MCGEE, Paul. Writing a CV that works. Oxford: How to Books, 1997.
ISBN 1-85703-365-5.

BESSION, Taunee. Cover Letters : Proven Techniques for Writing Letters That Will Help You Get the Job You Want. New York: John Wiley & Sons, 1995. ISBN 0-471-10672-0.

POCKLINGTON, Jackie. Přijímací pohovor v angličtině. Praha: Grada, 2008. ISBN 978-80-247-2438-6.

ASHLEY, A. Oxford handbook of commercial correspondence. Oxford : Oxford University Press, 2003. ISBN 978-0-19-457213-2.

TOŠOVSKÁ, Denisa. Atraktivní životopis v angličtině. Praha: Grada Publishing, 2005. ISBN 80-247-0625-3.

ŠUDOMA, Milan. Job interview : jak se připravit na přijímací pohovor v angličtině. Brno: Computer Press, 2008. ISBN 978-80-251-2253-2.

SPOONER, M. D. Applying for a job in English. London: Penguin Books, 1990. ISBN 0-14-080986-4.

ROSENBERG, Marjorie. In busin Business: Activities to Bring Business English to Life. Cambridge: Cambridge University Press, 2006.
ISBN 0-521617-29-4.

RODGERS, Drew. Business Communication: International Case Studies in English. Cambridge: Cambridge University Press, 1998.
ISBN 0-521-65751-2.

Dictionaries:

Macmillan English dictionary : for advanced learners. Oxford : Macmillan Education, 2007. ISBN 978-1-4050-2526-3.

ŘEŠETKA, Miroslav. Anglicko-český česko-anglický slovník. Olomouc: FIN, 1998. ISBN 80-86002-39-X

Internet sources:

<http://biotechnologycareers.blogspot.com/2009/07/american-resume-vs-european-cv.html>.

<http://artsandsciences.virginia.edu/gradschoolcareer/careersbeyondacademe/applicationmaterials/generalresumetips.html>.

7 ABSTRACT

My bachelor thesis is focused on CVs and covering letters and analysis of mainly British and American ones. The thesis is divided into two main parts, theoretical and practical one. Theoretical part consists of chapters where I am describing the job application process, am explaining what CVs and covering letters are, when they are used and what are their types. There is basic information about the interview, too. In practical part, we can find forms of CVs with examples and comparison and structure of CV and covering letter with all parts. I have described and compared the language of these documents and have done research on the basis of the questionnaire which is also included in practical section. My thesis is applicable to an ordinary life, for example when someone is seeking a job because there is displayed the whole process of it.

8 RESUME

Moje bakalářská práce se zaměřuje na životopisy a motivační dopisy a srovnání hlavně těch britských a amerických. Práce je rozdělena do dvou hlavních částí, teoretické a praktické. Teoretická část se skládá z kapitol kde popisují proces získání práce a kde vysvětlují co jsou životopisy a motivační dopisy, kdy se používají a jaké jsou jejich typy. Také se tam nachází základní informace o pracovním pohovoru. V praktické části můžeme najít formy životopisů s příklady a porovnáním a také strukturu životopisu a motivačního dopisu se všemi částmi. Popsala a porovnála jsem jazyk těchto dokumentů a udělala jsem výzkum na základě dotazníku, který je také zahrnut v praktické sekci. Moje práce je aplikovatelná do běžného života, například když někdo hledá práci, protože je tam celý tento proces popsán.

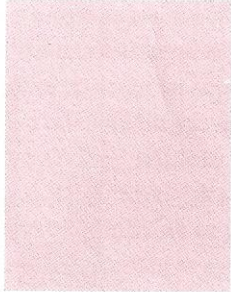
9 APPENDICES

Appendix 1.

BETH HARMYER	
12345 Street Name Ave. Fort Myers, FL 11111	email@resumewriters.com 555-555-5555
Qualification Profile	<ul style="list-style-type: none">• Results-oriented Sales Professional with exposure to business development, marketing, strategic planning, client relationship management, and customer service.• Ability to leverage skills and capabilities to participate in pharmaceutical sales activities.• Proven success leading business development efforts, expanding customer base, and increasing revenue potential within organizations.• Skilled in improving customer retention levels within highly competitive markets.• Exceptional leadership abilities concerning team initiatives.
Professional Background	<p><u>Sales</u></p> <ul style="list-style-type: none">• Participated in sales functions within various organizations.• Led business development and marketing efforts, which expanded the customer base and introduced products into specialty markets.• Conducted market research, identified emerging market trends, and introduced marketing strategies.• Created trade show materials, attended trade shows, and promoted products.• Contributed to the implementation of promotional programs that optimized revenue levels in a saturated market. <p><u>Customer Service</u></p> <ul style="list-style-type: none">• Played a key role in increasing retention as well as satisfaction rates.• Handled client relationship management functions, which included promoting enduring relationships with a diverse clientele.• Cultivated positive and enduring relationships with customers.
Education	<p>Dietetic Intern Program (currently pursuing) Florida Health and Science University</p> <p>Post-Baccalaureate Degree in Nutrition and Food Management (2005) Florida State University</p> <p>Bachelor of Arts in Psychology, Minor in French (1998) University of Florida</p> <p>Study Abroad Program in France (1996) Institute for American Universities</p>
Employment History	<p>Starbucks Coffee Company (2004 – 2005) – <i>Barista</i></p> <p>Bazoongi Kids (2003) – <i>Customer Service Representative</i></p> <p>Gainesville Chinese Garden (2002) – <i>Public Relations Assistant</i></p> <p>Northwest Airlines Inc. (1999 – 2001) – <i>Flight Attendant</i></p> <p>Good Samaritan Albany General Hospital (2004) – <i>Volunteer</i></p> <p>Florida Dietetic Association (2004) – <i>Annual Meeting Assistant</i></p> <p>Florida State University Women’s Center (2004) – <i>Assistant</i></p>
Affiliations	Florida Dietetic Association & American Dietetic Association

Source: www.resumewriters.com

Appendix 2.

	Mánesova 2 266 01 Beroun Czech Republic	Tel.: ++420 311 513 862 E-mail: m.vzorny@yahoo.com
Michael Vzorný		
Personal Details		
Date of birth	May 27, 1973	
Place of birth	Beroun	
Nationality	Czech	
Marital status	Single	
Objective	Technical Services Director – TSD	
Summary	<ul style="list-style-type: none">• Professional experience in telecommunications• Network Enabling/Transport/Management• Leadership abilities• Interpersonal and communication skills	
Work Experience		
Technical Services Director	Altran, a.s., Beroun	9/2002–present
	<ul style="list-style-type: none">• Test/Design/Integration of value-added services, billing systems, call centers, data-voice networks• Network architecture/design/management system• Pre-sales support	
Telecommunications Technician	Siemens, a.s., Praha – Research and Development	9/2000–3/2001
	<ul style="list-style-type: none">• Developing motherboards to improve measurement procedures• Automating measurement procedures for optical information facilities	
Telecommunications Technician	Customer Services of Czech Telecom	7/1996–9/1998
	<ul style="list-style-type: none">• Installing telephone/broadband networks• Digitalizing infrastructure	
Education		
Technical University Pilsen	“Zapadoceska univerzita Plzen”	10/1997–6/2002
	Master’s Degree in Electrical Engineering	
Czech Telecom	Apprenticeship: Certified Electrician	9/1993–6/1996
Skills/Activities		
Computer Skills	Windows, HTML, VDHL, C+, C++, Assembler	
Languages	English (advanced), Czech (native), French (basic)	
Hobbies	Volleyball, diving, PCs	
References	Available upon request	

Source: POCKLINGTON, Jackie. Příjímací pohovor v angličtině. Praha: Grada, 2008. ISBN 978-80-247-2438-6 p. 173

Appendix 3.

ELAINE CAMERON

78 Venture Ave., Marietta, GA 50014

Residence: (555) 547 – 1245 ~ Elaine@internetserver.com ~ Cellular: (555) 547 – 5855

April 10, 2001

Tim Horden, Operations Manager
Construction Company Ltd.
7958 – Ridge Road
Redwood, CA 45678

Dear Mr. Horden:

I am submitting the enclosed resume for consideration of the **construction manager's position**, which appeared in *The Morning News* on April 8, 2001. My background has given me the hands-on experience in all facets of residential and commercial construction that would contribute to your organization's goals and objectives.

You will see after reviewing the enclosed résumé, I have made numerous contributions to my present employer that has benefited the bottom line. These accomplishments are derived from my **exceptional interpersonal and communication skills, strong attention to detail, and unparalleled work ethic**. A key talent that I can bring your organization includes: a practical approach to construction with a constant eye for **controlling costs** and finishing the project **under budget, without diminishing quality**. My reputation precedes me for listening and analyzing employee's ideas and thoughts **on creating a safe and productive work environment**.

I am enthusiastic about exploring opportunities with Construction Company Ltd. and look forward to meeting you. I will contact you within the next few days to answer any questions and schedule an interview at your convenience.

Thank you for your consideration.

Sincerely,

Elaine Cameron

Enclosure: Résumé

Source: <http://candocareer.com/images/cover-letter-samples/thank-you-letter-sample.gif>

Appendix 4.

Jarmila Markova
Husova 242
537 01 Chrudim IV
Czech Republic

10 November 2007

BMW Forschungs- und Entwicklungszentrum FIZ
Abteilung Entwicklung und Design
Knorrstr. 47
80788 München
Germany
attn Mr Chris Bangle

Dear Mr Bangle,

Application for entry-level position as Automotive Designer at Newbury Park, England

I am writing to inquire about opportunities for Junior Designers in the BMW Group's Design Centre at Newbury Park, England. I am very impressed by the Newbury Design Centre being the forerunner in the introduction of a new BMW-developed sustainability management system throughout the entire BMW Group, assessing all corporate divisions on their social responsibility, economic efficiency and environmental-protection friendliness.

After several internships at your BMW Design Centre at Munich, I have come to identify myself closely with your work. I would therefore like to launch my career with BMW. My qualifications include the following:

- Soon-to-be-earned degree in Automotive Design at leading Czech University
- Real-scale interior design at BMW, Opel, Alfa Romeo
- Virtual model building employing CA technologies at Opel

I will complete my course of study in the spring of 2008. I am confident that I have the required qualifications to be able to support you significantly in reaching your goals.

As I can make an immediate contribution to your project designs, I would appreciate the opportunity to meet with you to discuss what employment opportunities you may have now or in the near future.

Thank you for your interest. I look forward to hearing from you soon.

Yours sincerely,
Jarmila Marková
Jarmila Markova

Encl CV

Appendix 5.

Establishing	Judging	Researching
Examining	Keeping	Resolving
Exceeded	Leading	Resourceful
Excelled	Lecturing	Responsible
Experienced	Lifting	Restoring
Expertise	Listening	Satisfied
Explaining	Learning	Selected
Expressing	Maintaining	Setting goals
Extended	Managing	Significant
Flexible	Manipulating	Skilful
Forecasting	Mediating	Specialised
Founded	Memorising	Stimulated
Fulfilled	Monitoring	Stretched
Gained	Motivated	Studied
Gathering	Mounted	Succeeded
Geared	Negotiating	Successfully
Guiding	Notable	Superseded
Handling	Operated	Tact
Heading	Organised	Teaching
Helping	Oversaw	Team building
Illustrating	Persuasive	Tested
Implementing	Phased	Trained
Improving	Piloted	Trouble shooting
Improvising	Planned	Tutoring
Incentive	Problem solving	Uncovered
Increased	Processed	Understood
Influencing	Professional	Upgraded
Inform	Profitability	Utilised
Initiative	Projecting	Versatile
Inspecting	Promoted	Widened
Inspiring	Provided	Won
Instructing	Qualified	Worked
Interpreting	Quantified	Worth
Interviewing	Repairing	Writing
Investigating	Representing	

Source: MCGEE, Paul. Writing a CV that works. Oxford: How to Books, 1997. ISBN 1-85703-365-5., p. 31

Appendix 6.

QUESTIONNAIRE

1) Do you know any differences between résumé and CV?

- I do not want to answer.
- No.
- Yes. Explanation:

2) What is covering letter and when is it used?

- I do not know.
- I do not want to answer.
- Explanation:

3) Have you ever needed curriculum vitae in English?

- I do not want to answer.
- No.
- Yes. Explanation (when):

4) What should curriculum vitae contain according to your opinion?

- I do not know.
- I do not want to answer.
- Explanation:

5) Can you imagine telling lies in CV or covering letter?

- I do not know.
- I do not want to answer.
- No. Explanation:
- Yes. Explanation:

6) Do people sell themselves in CVs and covering letters? Is it right?

- I do not know.
- I do not want to answer.
- No. Explanation:
- Yes. Explanation:

7) Is it important to change CV in accordance with recent events?

- I do not know.
- I do not want to answer.
- No.
- Yes.

8) Do you think you have enough information to compose high-quality CV?

- I do not know.
- I do not want to answer.
- No.
- Yes.

Your age:

Faculty of your studies:

Thank you very much for cooperation!!!