

Genres: A CV

EXAMPLE

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SHORT BIOGRAPHY

Management specialist, with extensive experience in the Pharma and Chemicals Industries.

EDUCATION

Masters of Business Administration, Cranfield Business School, United Kingdom, July 1995.

Bachelor of Science in Chemistry, Sussex University, United Kingdom, July 1990.

EXPERIENCE

1999 – Current

Senior Manager, Bio-products, PharmaCo Ltd, Chelmsford, Essex

- Established and managed the company's first ISO Audit team.
- Maintained links on the development of new products with international subsidiaries and US Head Office.
- Initiated a major training programme for all staff in the promotion of products both home and abroad.
- Developed an in-house communication system to minimise delivery times to customers.

1995 – 1999

Manager, ABC-Biolite, Ashford, Kent

- Completed training as ISO Auditor and successfully implemented an on-site ISO 9000 programme.
- Developed domestic market for a series of innovative pharmaceutical products.
- Oversaw the amalgamation and subsequent management of two product groups.

1990 – 1994

Senior Technologist, EE-Chemicals, Gravesend, Kent

- Designed and patented a number of instruments for use in the chemical industry.
- Initiated and maintained a corporate-wide network tasked with international benchmarking.

INTERESTS

Rock climbing, languages (French and German).

a) **General information**

- A CV (UK English) or Resumé (American English) is usually sent together with an application letter in response to an advertisement in the newspaper or on the Net. It can also be circulated to a potential employer as a follow-up to a conversations, or to support an open application to a company or organisation that the writer thinks would be an interesting employer.
- A CV is usually quite brief – often only one A4 in length – and it generally contains details of the candidate's educational background, working experience and sometimes their personal interests. Some candidates may also choose to write a functional CV, outlining their skills rather than their experience – this can sometimes be useful for new entrants to the job market, such as students, who do not yet have much experience (see Impact, as listed in the Further Information section for further details). The best way to make a decision on how to format your CV, is simply to contact the company you are applying to and ask them for further details. Also, if you are using your CV to apply for a scholarship, e.g. an EU grant, then you will often have to complete a standardised form provided by the organisation itself. Again, the best thing to do is to contact the organisation concerned before you start preparing your CV.
- Like an application letter, the purpose of a CV is to secure an interview! This means that only relevant and constructive information is needed.

b) Conventions

1) Structure

- CV's often have a three-part structure, consisting of brief personal details, educational background and work experience. Some candidates also include a short biography at the beginning and details of their personal interests at the end.

2) Layout

- CV's in the UK and in the US present education and work experience in reverse chronological order, i.e. what you did last comes first!
- Candidates usually describe their experience in short abbreviated sentences, using the past simple tense, e.g. developed, designed, initiated etc., without using any personal pronouns, such as "I".
- Writing a CV in English does not always mean that a UK or US standard format should be used. For example, if you write to a German company, they may expect you to use a German layout, even though you are writing in English! Similarly, certain companies may have their own preferred style, or, you may have to fill out their standardised form rather than sending your own version (see also General Information).

c) Frequently made mistakes!

- Spelling 1: notice how to spell "successfully" – with two c's and two s's. Always use the spell checker, and then check it manually again.

Tips!

- Style tip 1: Writers in the UK and the US actively promote or sell themselves as candidates for a job. Not all cultures do this! It is not enough in the Anglo-Saxon world just to provide information about yourself as a candidate – you also need to present yourself in the most favourable light possible. Notice the positive verbs that this candidate uses, e.g. initiated, developed, designed, completed etc.

- Style tip 2: Use clear headings and provide plenty of 'space' in the layout of your text, to avoid cluttering your CV. Avoid using too many different fonts to make your CV easy on the eye.
- Content tip 1: It is now considered illegal in the US to ask about a candidate's personal details, such as their age, religion, or marital status. This information is therefore no longer standard in the US.
- Content tip 2: Most Business Schools (and potential employers) now advise that students should restrict their CV's to one A4 page in length.
- Content tip 3: Rephrase menial part-time jobs to become fairly impressive positions if your CV is a bit 'thin'.
- Content tip 4: Indicate whether a job was part-time, a summer job or something else.
- Content tip 5: Make sure you have included your email address and phone number so that you may be contacted easily.
- Content tip 6: Some candidates also provide a picture of themselves at the beginning of their CV.

d) Links

Application <http://www.io.com/%7Ehcexres/tcm1603/achtml/genlett.html> and samples of job application letters <http://www.cuhk.hk/eltu/business/homepg.htm> and <http://english.ttu.edu/skid-tech/2309/ApplicationLetter.html>

Cover letters <http://www.rpi.edu/dept/lc/writecenter/web/handouts.html> and <http://webster.comnet.edu/grammar/corresp/corresp.stm>

Resume <http://www.io.com/%7Ehcexres/tcm1603/achtml/lettov.html> and <http://www.rpi.edu/dept/lc/writecenter/web/handouts.html> cover letter <http://webster.comnet.edu/grammar/corresp/corresp.stm>, and thank you note after the interview <http://webster.comnet.edu/grammar/corresp/corresp.stm>

e) Further information

Books

- Impact. A. Fischer & M. Northey. Prentice Hall, Englewood Cliffs: New Jersey, 1993. See chapters on writing resumes and cover letters.

Articles

- Bhatia, V.K. (1993). Analysing genre: Language use in professional settings. London & New York: Longman. Chapter 3, Product and self-promotion in business settings.

f) Practice

Prepare a CV that would be suitable for the following situation.

Write a CV in support of an open application to the children's activities organisation Camp America, to secure a job as a camp counsellor for the summer months in the US. Their address is: Camp America, Avenue of the Americas Suite 78B, San Antonio, TX 99401, USA.