

Contents

1	THE QUALITIES OF A GOOD CV AND RESUME	1
1.1	What is the purpose of a CV?	1
1.2	How many pages should a CV be?	2
1.3	What is the typical order of information in a CV?	3
1.4	What is the difference between a resume and a CV?	4
1.5	What are companies really looking for? And research institutes?	5
1.6	Is it a good idea to send the same CV to different companies / institutes?	6
1.7	How many CVs do recruiters receive a day? How quickly do they read them?	6
1.8	How do recruiters filter CVs?	7
1.9	Do all recruiters and HR people read a CV in the same way? ...	8
1.10	How can I maximize the chances that my CV will not be rejected after six seconds?	9
1.11	Do I need to be honest?	9
1.12	Will recruiters access my Facebook account?	10
1.13	Should I consider a video CV?	11
1.14	Is it a good idea to have my CV on my personal website? ..	12
1.15	I am looking for my first job. Before writing my CV, what questions should I ask myself?	12
1.16	How much time and effort should I spend on writing my CV? ...	13
	Summary: The Qualities of a Good CV / Resume	16
2	TEMPLATES	17
2.1	What is a template? Should I use one?	17
2.2	What are the advantages of using a recognized standard template?	17
2.3	Isn't the information contained in my CV more important than the layout?	18
2.4	I want to be different. Should I create my own layout and style?	19
2.5	Should I use color?	21

2.6	What about the logos of the institutes and companies I have worked for?	21
2.7	What are the best fonts to use? And what size?	21
2.8	What about spacing between lines, paragraphs and sections? And bullets?	22
2.9	What is the Europass?	24
2.10	With my chosen template my CV has become three pages long, what can I do?	26
2.11	I have been requested to use a particular template, can I customize it?	28
2.12	I already have my CV in the requested template, but in my own language. What do I need to be careful of?	28
2.13	I have decided to use a template. What can I customize?.....	29
2.14	What kind of information is not worth mentioning in my CV? ..	31
	Summary: Templates	32
3	WRITING DATES	33
3.1	How should I write my date of birth?	33
3.2	How should I write the date in the Work Experience and Education sections?	34
3.3	What about the date of my graduation / thesis?	35
3.4	Can I abbreviate years?	35
3.5	How should I abbreviate the months?	35
3.6	How do I express a range / period of time? And what if it includes the present day?	36
3.7	In what sections are dates not relevant?	36
3.8	Why is there a whole chapter on how to write dates in this book—isn't it a little excessive?	37
	Summary: Writing Dates	39
4	PERSONAL DETAILS	41
4.1	What should I put at the top of my CV?	41
4.2	How should I write my name?	43
4.3	I am doing an online application. There are two separate cells in the form entitled family name and first name. I don't have a family name, what should I do?.....	43
4.4	My name has accents / diacritics – should I use them?	44
4.5	I am Chinese, can I use my English nickname?	44
4.6	I am a woman from southern India. How should I write my name?	44
4.7	What personal details do I need to include?	45
4.8	How 'professional' does my email address need to look?	45
4.9	What is the legislation regarding personal details on CVs? ..	46
4.10	What other personal details are redundant?	47

4.11	What other personal details might be useful for a recruiter? ...	47
4.12	Any differences in a resume?	47
	Summary: Personal Details	48
5	THE PHOTOGRAPH	49
5.1	Should I include a photograph?	49
5.2	I have decided to include my photo. What kind of photo should I choose?	50
5.3	I don't want to use a passport type photo. How should I choose another type of photo?	50
5.4	What are the qualities of a good photograph?	51
5.5	For religious reasons I wear a headscarf. Should I wear the headscarf in my photo?	51
5.6	Where should I place the photograph in the CV?	51
5.7	What other factors should I consider when choosing a photograph?	51
5.8	Any differences in a resume?	52
	Summary: The Photograph	53
6	OBJECTIVES, EXECUTIVE SUMMARIES AND PERSONAL STATEMENTS	55
6.1	What is an Objective?	55
6.2	What should I write in my Objective?	56
6.3	What are the dangers when writing an Objective? How can I avoid ambiguity?	57
6.4	How important is it to insert key words into my Objective? ...	58
6.5	What is an Executive Summary?	58
6.6	What is the best format - one single paragraph or a series of bullet points?	59
6.7	What tenses should I use in an Executive Summary?	62
6.8	How can I match my Executive Summary to the job specifications?	63
6.9	What kinds of words should I use, and what words should I avoid?	65
6.10	How useful is an Executive Summary?	66
6.11	I am in research. Do I really need an Executive Summary? ...	67
6.12	What is a Personal Statement? What are the elements of a good Personal Statement?	67
6.13	What are the typical downfalls of a Personal Statement? What should I avoid?	68
6.14	Any differences in a resume?	71
	Summary: Objectives, Executive Summaries, and Personal Statements	72

7	EDUCATION	73
7.1	Where should the Education section be located and what should it include?	73
7.2	What is the typical layout?	74
7.3	Do I need to mention my high school?	76
7.4	I am not sure whether my degree has an equivalent outside my own country. What should I do?	77
7.5	How should I write my score?	79
7.6	How much detail should I give about my thesis / dissertation?	79
7.7	What about additional courses that I have attended?	80
7.8	I am a recent graduate. My CV looks rather empty. What can I do to fill it up?	80
7.9	Is it worth mentioning my teaching experience, even if it does not directly relate to the post I am applying for?	81
7.10	Any differences in a resume?	82
	Summary: Education	83
8	WORK EXPERIENCE	85
8.1	Where should the Work Experience section be located? What's the best layout?	85
8.2	Which is better <i>I developed a system</i> or <i>Developed a system</i> (i.e. with or without the personal pronoun)?	88
8.3	How can I highlight how my work experience fits in with the post I am applying for? What key words should I try to insert?	88
8.4	How can I make my key words stand out, yet not be too obtrusive?	89
8.5	I am a recent graduate. How can I describe my work experience in shops, restaurants, hotels etc. in a very constructive light?	90
8.6	How should I describe internships and other research experiences?	91
8.7	I have done some jobs that don't seem to fit under the heading Work Experience, can I call them 'Other Work Experience'?	93
8.8	I am applying for a job in industry, do I need to have a list of my publications?	94
8.9	I am a researcher. Where should I locate my publications?	94
8.10	Do I need to divide up my publications into various subsections?	95
8.11	Any differences in a resume?	96
	Summary: Work Experience	97

9 SKILLS	99
9.1 Should I mention all my technical skills?	99
9.2 Under what section should I put my language skills? And how do I mention them?	100
9.3 What about English examinations I have taken?	102
9.4 I passed an English examination years ago, and since then my English has probably got worse. Should I still mention the exam?	103
9.5 Are there any advantages of mentioning languages for which I only have a basic knowledge?	103
9.6 What are the risks of exaggerating my language skills?	103
9.7 Should I have a separate section entitled 'Communication Skills'?	104
9.8 Any differences in a resume?	106
Summary: Skills	107
10 PERSONAL INTERESTS	109
10.1 Who cares about my hobbies and interests? They're my business, aren't they?	109
10.2 What are considered 'positive' hobbies and interests?	109
10.3 What should I avoid mentioning?	110
10.4 How can I use my interests to provide evidence of my soft skills?	110
10.5 Should I write a list or a short paragraph?	111
10.6 What are the dangers of writing a paragraph?	112
10.7 Are there any other tricks for gaining the hirer's attention through my Personal Interests section?	114
10.8 Any differences in a resume?	114
Summary: Personal Interests	115
11 REFERENCES AND REFERENCE LETTERS	117
11.1 What is a referee?	117
11.2 Do I need to provide the names of referees on my CV?	117
11.3 Where should I put my referees on my CV?	118
11.4 Can I simply say 'references available upon request' at the bottom of my CV?	118
11.5 Will HR people and recruiters contact my referees?	119
11.6 What is a reference letter?	119
11.7 How important is the reference letter?	120
11.8 Who should I ask to write my reference letter? Can I write it myself?	120
11.9 How should I ask someone to write a reference letter for me?	121
11.10 How important is it for the reference letter to be written in good English?	122
11.11 Example of a poorly-written letter and a well-written letter	123

11.12	How should I structure my reference letter?	125
11.13	How should the reference letter be laid out?	127
11.14	Is it acceptable and ethical for me to write my own reference letters? What are the dangers?	128
11.15	Is it OK for the reference letter to include negative information?	130
11.16	More examples of typical things mentioned in a reference letter	131
11.17	Any differences in a resume?	133
	Summary: References and reference letters	134
12	COVER LETTERS	135
12.1	What is a cover letter? And how important is it?	135
12.2	What is a motivational letter? What is a statement of interest?	135
12.3	What does a recruiter expect to find in a cover letter?	136
12.4	Can I use the same cover letter to several companies / institutes?	137
12.5	How can I make sure that someone actually reads my cover letter?	137
12.6	What subject line for an email should I use for an advertised position?	137
12.7	What should I write on the envelope?	138
12.8	If I am sending the cover letter by traditional post, should I type the letter and envelope or write them by hand?	138
12.9	What are the problems in applying for job that has not been advertised?	138
12.10	What subject line should I use when applying for a job that has not been advertised but where I know someone who already works for the company / institute?	139
12.11	Is it not a strange solution to put a third party's name in a subject line to someone who I don't even know?	140
12.12	How can I use LinkedIn members when applying for job that has not been advertised and where I do not know anyone in the company / institute?	141
12.13	How should my cover letter look?	142
12.14	How should I address the recipient?	142
12.15	How can I find out the name of the right person to contact?	143
12.16	What should I say on the telephone in order to find out the name of the right person to contact?	143
12.17	What should I say on the telephone to the HR person?	144
12.18	What can I do if I have failed to find out the name of the HR person? To whom should I address my letter?	145
12.19	Who should I address my email to?	145
12.20	How important is the reader's first impression?	145
12.21	What is the typical structure of a cover letter?	146

12.22	How should I write a letter for a position in business?	147
12.23	How should I write a letter for a position in academia?	148
12.24	How should I mention my personality and soft skills?	149
12.25	Using my cover letter, how can I make it look as if I am perfect for the job advertised?	150
12.26	Is it OK to use bullet points in my letter?	151
12.27	What information do I not need to include in my cover letter? ..	151
12.28	What should I avoid writing in my cover letter?	153
12.29	Be careful of translating typical letter / email phrases from your own language into English	154
12.30	How reliable are templates for cover letters that I can find on the Internet?	155
12.31	What impression will hiring managers get if I use a template? ..	157
12.32	Will I create a good impression if I use sophisticated grammar and complex sentence constructions?	158
12.33	What are the dangers of writing an email cover letter?	159
12.34	What should I if do the recruiter specifically requests not to use a cover letter?	160
12.35	So, what does a good cover look like?	161
12.36	What should I write if I am simply making an enquiry about a possible job (i.e. no job has actually been advertised)?	163
12.37	My cover letter does not fit on one page, what can I leave out? ..	163
12.38	What type of paper should I print my letter on?	164
	Summary: Cover letters	165
13	WRITING A BIO	167
13.1	What is a bio? When would I need one?	167
13.2	How do I write a bio for a conference or book chapter?	168
13.3	How do I write a bio for a home page?	170
	Summary: Writing a Bio	171
14	USING LINKEDIN	173
14.1	Why do people use LinkedIn?	173
14.2	How do recruiters and HR use LinkedIn?	173
14.3	What do potential employers want to see on my LinkedIn page?	174
14.4	How does a LinkedIn page differ from a traditional CV?	174
14.5	I am looking for a job. What key words should I insert and how can I insert them?	175
14.6	How should I write my name and my headline?	177
14.7	Can I use the same photograph as on my CV?	177
14.8	Is it OK to use the first person pronoun?	177
14.9	Do I need to have hundreds of connections?	177
14.10	What contact info should I put?	177

14.11	Should I describe my Experience in the same way as in my CV? What about my Skills and Expertise?	178
14.12	What words and expressions should I avoid in my profile?	178
14.13	How useful is a video profile?	178
14.14	I don't have any Honors & Awards. Is it a problem?	178
14.15	Is it important to join groups?	179
14.16	What about Volunteer Experience and Causes?	179
14.17	How should I talk about my interests?	180
14.18	What should I put under 'Advice for contacting'?	181
14.19	How can I get and exploit recommendations?	182
14.20	How often should I update my status?	182
14.21	Should I use templates to help me write my profile?	183
14.22	What final checks do I need to make?	183
	Summary: LinkedIn	184
15	FINAL THOUGHTS	185
15.1	How important are my CV, cover letter and other such documents?	185
15.2	Am I likely to be a good judge of how accurate, appropriate and effective my CV and cover letter are?	186
15.3	How important is my English?	188
15.4	Can I use Google Translate to translate my CV and LinkedIn profile?	188
15.5	How should I label my CV file?	188
15.6	If they contact me for an interview, what should I write back?	189
15.7	What should I do if I receive a rejection letter?	189
15.8	What final checks should I make before sending my CV / resume?	190
15.9	Template for a CV	191
15.10	Template for a resume	194
	THE AUTHOR	197
	Index	199

CVs, Resumes, and LinkedIn

A Guide to Professional English

Wallwork, A.

2014, XVIII, 200 p. 40 illus., Softcover

ISBN: 978-1-4939-0646-8