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| WRITING JOB-APPLICATION MATERIALS | 撰写求职材料 |
| Getting hired has always involved writing. Whether you apply online through a company’s website, reply to a post on LinkedIn, or send a formal letter and résumé through the mail, you will use words to make the case that the organization should offer you a position. | 求职时总是要涉及写作。无论您是通过公司网站在线申请、回复领英上的帖子，还是通过邮件发送正式信函和简历，您都会用文字来说服公司为您提供一个职位。 |
| You will probably make that case quite a few times. According to the U.S. Department of Labor (2012), the typical American worker holds more than 11 different jobs while he or she is between the ages of 18 and 40. Obviously, most of those jobs don’t last long. Even when American workers begin a new job between the ages of 40 and 46, a third of those workers will no longer be with that company at the end of one year, and two-thirds will no longer be there in five years. | 您也很可能会有这种情况。根据美国劳工部（2012年）的数据，有很多典型的美国工人在18岁到40岁之间从事11种不同的工作。显然，这些工作时间大多不会持续太久。即使美国工人在40岁到46岁之间开始新的工作，三分之一的工人将在一年内不会再在那家公司工作，三分之二的人将在五年内不再在那里工作。 |
| For most of you, looking for professional work is the first nonacademic test of your technical-communication skills. And it’s an important test. Kyle Wiens, CEO of two tech companies, iFixit and Dozuki, requires all new employees to pass a writing test. His reason? “If it takes someone more than 20 years to notice how to properly use ‘it’s,’ then that’s not a learning curve I’m comfortable with” (Bowers,2013). | 对大多数人来说，寻找专业工作是对您的技术沟通能力的第一次非学术性测试。这是一项重要的测试。拆解和多组基这两家科技公司的首席执行官凯尔·维恩斯要求所有新员工必须通过笔试。他的理由是什么呢？“如果一个人花了20年多的时间才注意到如何正确使用‘它’，那么这不是我所满意的学习曲线”（鲍尔斯，2013）。 |
| **Understanding the Job-Application Process** | **了解求职申请流程** |
| Preparing job-application materials requires weeks and months, not days, and there is no way to cut corners. The Focus on Process box (on page 387) presents an overview of the process. | 准备求职材料需要数周、数月，而不是几天的时间，没有捷径可走。“关注过程”栏（第387页）给出了过程的概述。 |
| **Establishing Your Professional Brand** | **打造您的专业品牌** |
| One way to look at the process of looking for work is to keep in mind that, except for those times when you don’t want to be in the workforce, you are always looking for work. That doesn’t literally mean you’re always applying for jobs; it means you’re always open to the possibility that a job that interests you will come along. In other words, you are a passive applicant. When employers have an opening, they seek out the best candidates—regardless of whether those candidates are looking actively or passively (Cohen, 2013). | 查看寻找工作过程的一种方法是要时刻牢记，您总是在寻找工作，除了那些不想参加工作的时期。从字面意思上看这并不意味着您总是在求职；这意味着您总是乐于接受您感兴趣的工作。换句话说，您是被动申请人。当雇主有空缺职位时，他们会寻找最佳人选，而不管这些人是主动还是被动（科恩，2013年）。 |
| Being a successful job seeker requires a particular frame of mind. Think of yourself not as a student at this college or an employee of that company but rather as a professional with a brand to establish and maintain. For instance, say your name is Amber Cunningham, and you work as a human-resources officer for Apple. Don’t think of yourself as an Apple human-resources officer. Instead, think of yourself as Amber Cunningham, a human-resources specialist who has worked for several companies (including Apple) and who has a number of marketable skills and a substantial record of accomplishments. Your professional brand (sometimes referred to as a “personal brand”) is Amber Cunningham. Your challenge is to attract employers successfully—even if you’re happy with your current position at Apple and are not looking to change jobs. | 想要成为一个成功的求职者需要一种特殊的心态。不要把自己看作是这所大学的学生或是那家公司的雇员，而要把自己看作是一个拥有品牌的专业人士。比如说，您的名字叫安珀·坎宁安，您是苹果公司的人力资源主管。别把自己当成苹果公司的人力资源官。相反，把自己想象成一个人力资源专家安珀•坎宁安，曾为几家公司（包括苹果）工作过，拥有许多市场化的技能和丰富的业绩记录。您的专业品牌（有时被称为“个人品牌”）是安珀•坎宁安。您的挑战是需要成功地吸引雇主——您对您目前在苹果的职位感到满意，也不想换工作。 |
| To present your professional brand successfully, you need to understand what employers are looking for, and then you need to craft the materials that will present that brand to the world. | 要成功展示您的专业品牌，您需要了解雇主的需求，然后精心制作需要的材料，向大家展示您的品牌。 |
| **FOCUS ON PROCESS** | **关注过程** |
| In writing job-application materials, pay special attention to these steps in the writing process. | 在撰写求职材料时，要特别注意编写过程中的这些步骤。 |
| PLANNING：Learn as much as you can about the organizations to which you will apply. See Chapter 6 for help with research. | 计划：尽可能多地了解您将要申请的机构组织。相关研究请参考第6章。 |
| DRAFTING：Decide whether to write a chronological or skills résumé, and use traditional sections and headings. In your job-application letter, elaborate on key points from your résumé. | 起草：决定是按时间顺序还是按技能撰写简历，并使用传统的栏目和标题。在您的求职信中，详细说明您的简历要点。 |
| REVISING, EDITING, PROOFREADING: You want these documents to be perfect. Ask several people to review them. See the Writer’s Checklist on page 416. | 修订，编辑，校对：如果您希望这些文档是完美的,那么请一些人对其进行审查。请参考第416页的作者清单。 |
| **UNDERSTANDING WHAT EMPLOYERS WANT** | **了解雇主的需求** |
| There is really no mystery about what employers want in an employee. Across all fields, employers want a person who is honest, hard-working, technically competent, skilled at solving problems, able to work effectively alone and in teams, willing to share information with others, and eager to keep learning. | 雇主对雇员的要求其实很显而易见。在所有的工作领域中，雇主都希望有一个诚实，勤奋，技术能力强，善于解决问题，能够独自有效地工作，在团队合作中愿意与他人分享信息，并渴望继续学习的人。 |
| You need to find the evidence that you can use to display these qualities. Begin by thinking about everything you have done throughout your college career (courses, projects, service-learning experiences, organizations, leadership roles) and your professional career (job responsibilities, supervision of others, accomplishments, awards). And don’t forget your volunteer activities; through these activities, many people acquire what are called transferable skills—skills that are useful or even necessary in seemingly unrelated jobs. For instance, volunteering for Habitat for Humanity says something important not only about your character but also about your ability to work effectively in a team and to solve problems. Even if you will never swing a hammer on the job, you will want to refer to this experience. Make a list—a long list—of your experiences, characteristics, skills, and accomplishments that will furnish the kinds of evidence that you can use in establishing your professional brand. | 您需要找到可以用来表明这些品质的证明。从您在大学生涯中所做的一切开始（课程，项目，服务学习经历，组织，领导角色）和您的职业生涯（工作职责，对他人的监督，成就，奖励）。不要忘记还有您的志愿者活动。通过这些活动，许多人获得了所谓的可转移技能，这些技能在工作中看似是无关紧要的，但其实是有用的，甚至是必要的。例如，为仁爱之家做志愿服务的重要性不仅在于展示您的性格，也展示了您在团队中有效工作和解决问题的能力。即使您永远不会在工作中挥动锤子，但您也还是想参考一下这段经历。列一张清单——一张长长的清单，列出您的经历、特点、技能和成就，这将为您打造专业品牌提供各种证明。 |
| **Building the Foundation of Your Professional Brand** | **打造专业品牌的基础** |
| Follow these six guidelines in developing your professional brand | 遵循这六个准则来展开您的专业品牌 |
| Research what others have done. What kinds of information do they present about themselves online? On which social-media sites are they active? What kinds of comments and questions do they post? How do they reply to what others have posted? | 研究其他人做了什么。他们在网上提供了自己的哪些信息？他们在哪些社交媒体网站上活跃？他们发表了什么样的评论和问题？ 他们如何回复别人发布的内容？ |
| Tell the truth. Statistics about how many people lie and exaggerate in describing themselves in the job search vary, but it is probably between a third and a half. Companies search online themselves or hire investigators to verify the information you provide about yourself, to see if you are honest. | 说实话，在求职中关于有多少人撒谎和夸大自己的数据各不相同，但可能在三分之一到一半之间。但可能在第三到一半之间。公司在网上搜索或雇佣调查员来核实您提供的信息，看看您是否诚实。 |
| Communicate professionally. Show that you can write clearly and correctly, and remember that it is inappropriate (and in some cases illegal) to divulge trade secrets or personal information about colleagues. | 专业交流。表明您可以写得清楚和正确，并且记住泄露商业秘密或同事的个人信息是不合适的（在某些情况下是违法的）。 |
| Describe your job skills. Employers want to see that you have the technical skills that the job requires. They look for degrees, certifications, speeches and publications, and descriptions of what you do in your present position and have done in previous positions. | 描述您的工作技能。雇主希望看到您具备工作所需的技术技能。他们会寻找学位，证书，演讲和出版物，以及您对您的目前职位和以前职位的工作描述。 |
| Focus on problem-solving and accomplishments. The most compelling evidence that you would be a good hire is a solid record of identifying problems and devising solutions that met customers’ needs, reduced costs, increased revenues, improved safety, and reduced environmental impact. Numbers tell the story: try to present your accomplishments as quantifiable data. | 专注于解决问题和成就。能够将您聘为最佳人选的最有力证明是，在发现问题和设计出满足客户需求，降低成本，增加收入，提高安全性和减少环境影响的解决方案方面有着可靠的记录。数字可以说明问题：试着用可量化的数据来展示您的成就。 |
| Participate actively online. One way to show you are a professional who would generously and appropriately share information and work well in a team is to display those characteristics online. Participate professionally through sites such as LinkedIn, Facebook, and Twitter. | 积极在线参与。要展示您是专业人才的一个方式是，慷慨大方地分享信息并在团队中表现良好，也就是说您要在网上展示这些特征。通过领英、脸书和推特等网站进行参与。 |
| **CRAFTING YOUR PROFESSIONAL BRAND** | **打造专业品牌** |
| With your long list of characteristics, experiences, skills, and accomplishments in hand, it’s time to start creating the materials—primarily online materials—that will display your professional brand. | 有了众多品质，经验，技能和成就，现在该开始创建可以展示您的专业品牌的材料（主要是在线材料）了。 |
| **Presenting Your Professional Brand** | **展示您的专业品牌** |
| The following six guidelines can help you display your professional brand. | 以下六个准则可以帮助您展示您的专业品牌。 |
| Create a strong online presence. The best online presence is your own website, which functions as your online headquarters. All your other online activities will link back to this one site, the only site on the Internet that is all about you. Register a site and try to name it yourname.com (you will be required to pay a small fee to secure the domain name). If you aren’t experienced designing and creating sites, try a drag-and-drop site builder like Weebly or Squarespace, or use a template from a free blogging site such as WordPress. Upload to your site everything you want potential employers to see: contact information, a professional history, work samples, documents, and links to your accounts on social-media sites. If you don’t have a website, take advantage of all the features on LinkedIn. | 建立强大的在线状态。最好的在线服务是您自己的网站，它充当您的在线总部。您的所有其他在线活动将链接回该站点，这是互联网上与您有关的唯一站点。注册一个网站，然后尝试将其命名为“您的名字.com”（您需要支付一小笔费用来保护域名）。如果您没有设计和创建网站的经验，请尝试使用Weebly或Squarespace等拖放式网站生成器，或使用免费博客站点（例如WordPress）中的模板。将您希望潜在雇主看到的所有内容上传到您的网站：联系方式，职业经历，工作样本，文档以及社交媒体网站上的帐户链接。 如果您没有网站，那就利用领英上的所有功能。 |
| Participate on LinkedIn. LinkedIn is the major social-media site used by employers to find employees. Set up a LinkedIn account and create a profile that includes the keywords that will attract potential employers. Rather than calling yourself a “programmer at ADP,” which describes your current situation, call yourself “an experienced programmer in various programming languages (Java, C, C ++ , and PHP) and scripting languages (JavaScript, Perl, WSH, and UNIX shells) who understands interactive web pages and web-based applications, including JavaServer Pages (JSP), Java servlets, Active Server Pages (ASP), and ActiveX controls.” Including keywords makes it easier for potential employers to find you when they search for employees. In addition, remember to list specific skills in the “Skills and Abilities” section of your profile. Potential employers searching for specific skills can then locate you more easily, and colleagues who know your work can endorse you for various skills. And don’t merely set up an account—participate actively on LinkedIn; when you read a good article or see a useful video, link to it so others can find it. Participate in forum discussions. Make connections and endorse people who you know have good qualifications. | 加入领英。领英是雇主用来寻找员工的主要社交媒体网站。注册一个领英账户，然后创建一个个人资料文件，其中包含可以吸引潜在雇主的关键词。不要称自己为描述当前情况的“自动化数据处理程序员”，而是称自己为“具有各种编程语言（Java，C，C ++和PHP）和脚本语言（JavaScript, Perl, WSH, 和 UNIX shells）经验的程序员。其中，您知道交互式网页和基于网络的应用程序，包括JavaServer Pages (JSP), Java servlets, Active Server Pages (ASP), 和 ActiveX 控件。”所以，包含关键字可以使潜在雇主在寻找雇员时更容易找到您。此外，请记住在您的个人资料的“技能和能力”部分列出具体的技能。当潜在雇主在寻找具有特定技能的雇员时可以更容易地找到您，知道您工作的同事可以为您推荐各种技能。另外，不要仅仅只建立一个帐户，还要在领英上积极活跃。当您读到一篇好文章或看到一段有用的视频时，链接到它以便其他人可以看到。参加论坛讨论，与那些有名望的人建立联系并支持他们。 |
| Participate on Facebook. You probably already have a Facebook account and use Facebook’s Timeline feature. Within your account, you also have the option of creating separate Pages for specific interests. Create a public Facebook Page and use it only for professional activities. Share information that will be interesting and useful to other professionals. | 加入脸书。您可能已经有了一个脸书帐户并使用了脸书的时间轴功能。在帐户中，您还可以选择针对特定兴趣创建单独的页面。创建一个公共的脸书页面，仅用于相关的专业活动。与其他专业人员分享对他们来说有兴趣的和有用的信息。 |
| Participate on Twitter. Follow influential people in your industry on Twitter to see the kinds of activities, conferences, and publications that interest them. Comment on and retweet useful tweets, link to the best items you see in the media, and reply when others send you messages. | 加入推特。在推特上关注行业内有影响力的人，看看他们感兴趣的活动、会议和出版物。评论并转发有用的推文，链接到您在媒体上看到的最佳项目，并在其他人向您发送消息时回复。 |
| Create a business card. Having a business card if you’re a student might seem odd, but a card is the best way to direct people to your website when you meet them in person. Your card should have your contact information, a few phrases highlighting your skills, and the URL of your website. Some people add a QR code (a Quick Response code, the square barcode that smart phones can read) to allow others to link to their websites instantly.(Search for “QR code generator” to find free sites that will help you generate a QR code.) | 创建名片。如果您是一个学生，拥有一张名片可能会显得很奇怪，但是当您和别人见面时，名片是引导他们访问您网站的最佳方法。名片上应该有您的联系方式，一些能突出您技能的词语，以及您的网站地址。有些人会添加一个QR快速反应码（一种快速响应代码，智能手机可以读取的方块条码），可以让其他人立即链接到网站地址。（搜索“QR生成器”，找到免费的网站，可以帮助您生成QR码。） |
| Practice an “elevator pitch.” An elevator pitch is a brief oral summary of your credentials. At less than 20 seconds long, it’s brief enough that you can say it if you find yourself in an elevator with a potential employer. After the pitch, you hand the person your business card, which contains all the information he or she needs to get to your website, which links to everything else you want that person to see about you. | 练习“电梯法则”。电梯法则是一种简短的口头总结，它是总结您的凭据。在不到20秒的时间里，如果您发现自己和一个潜在雇主在电梯里，您就可以说出来。说完后，您把名片递给对方，名片上有他或她可以访问您网站的所有信息，链接到您希望对方看到的关于您的一切信息。 |
| In making their job offers, employers today use the information they learn about potential new employees on the Internet. According to a 2012 study commissioned by CareerBuilder of more than 2,000 hiring managers, 40 percent of companies research job applicants on social media (Balderrama, 2012). The good news: 19 percent of those companies report that they found positive information that motivated them to seek out an applicant. The bad news: 43 percent found information that made them reject an applicant. (The percentage of companies reporting that they reject an applicant for unprofessional online information is growing: from 34 percent in 2012 to 43 percent in 2013. This statistic suggests that more people are posting unprofessional content, companies are looking more closely, or both.) | 如今，雇主在提供工作机会时会使用他们在互联网上了解到的有关潜在新雇员的信息。根据凯业必达网于2012年进行的一项针对2,000多名招聘经理的研究，有40％的公司在社交媒体上研究求职者（巴德拉马，2012年）。好消息是，在报告中有19%的公司说，他们发现了一些有用的信息，促使他们寻找求职者。坏消息是，43%的公司发现了令他们拒绝申请的信息。（公布拒绝非专业在线信息申请人的公司比例正在增长：从2012年的34%上升到2013年的43%。这一统计数据表明，越来越多的人发布非专业内容，公司正在密切关注，或者两者兼而有之。 |
| According to Balderrama, the employers who rejected applicants cited the following six problems most often: | 根据巴德拉马的说法，拒绝求职者的雇主最常提到以下六个问题： |
| 1. Provocative or unprofessional photos or text (49 percent of employers who mentioned problems mentioned this one) | 1. 挑衅性或不专业的照片或文字（提问题的雇主中有49％提到了这一点）。 |
| 2. Photos or text showing drug or alcohol use (45 percent) | 1. 显示吸毒或酗酒的照片或文字（45%）。 |
| 3. Poor writing (35 percent) | 1. 写作不佳（35％）。 |
| 4. Negative comments about current or former employers (33 percent) | 1. 对现任或前任雇主的负面评论（33%）。 |
| 5. Discriminatory comments about race, gender, or religion (28 percent) | 1. 关于种族，性别或宗教的歧视性评论（28％）。 |
| 6. Lies about the candidate’s credentials (22 percent) | 1. 关于申请人资历的不虚假内容（22％）。 |
| Start by searching online for your own name. Look at what potential employers will see and ask yourself whether your online personal brand is what you want to display. If it isn’t, start to change it. | 首先在线搜索您自己的名字。看看潜在的雇主会看到什么，并问自己是否想展示自己的在线个人品牌。如果不想，请开始进行更改。 |
| **ETHICS NOTE** | **道德规范** |
| **WRITING HONEST JOB-APPLICATION MATERIALS** | **撰写真实的求职材料** |
| Many résumés contain lies or exaggerations. Job applicants say they attended colleges they didn’t and were awarded degrees they weren’t, give themselves inflated job titles, say they were laid off when they were really fired for poor performance, and inflate their accomplishments. A CareerBuilder survey found that 38 percent of employees have embellished their job responsibilities at some point, and 18 percent have lied about their skills (Lorenz, 2012). Economist Steven D. Levitt, co-author of Freakonomics, concludes that more than 50 percent of job applicants lie on their résumés (Isaacs, 2012). | 许多简历包含虚假的或夸大其词的内容。求职者说，他们上过没有上过的大学，并获得了他们本没有的学位，给自己起夸张的头衔，说自己因业绩不佳而被解雇，并夸大自己的成就。凯业必达网的一项调查发现，38%的求职者在某个时候美化了自己的工作职责，18%的求职者对自己的技能撒了谎（洛伦兹，2012）。《怪诞经济学》的合著者、经济学家史蒂文•D•莱维特得出结论，超过50%的求职者的简历有虚假的内容（艾萨克斯，2012年）。 |
| Companies take this problem seriously. They hire agencies that verify an applicant’s education and employment history and check for a criminal record. They do their own research online. They phone people whose names the candidate has provided. If they find any discrepancies, they do not offer the candidate a position. If the person is already working for the company when discrepancies arise, they fire the employee. | 公司很严肃地对待这个问题。他们聘请机构来核实求职者的教育和工作经历，并检查犯罪记录。他们在网上做自己的调查，给求职者提供姓名的人打电话。如果他们发现有任何不符之处，就不给求职者提供职位。如果在出现不符合实际情况时此人已经在公司工作，则会解雇该员工。 |
| **Planning the Job Search** | **求职规划** |
| Many companies and other organizations use LinkedIn as a hiring portal. A typical portal includes descriptions and videos about the organization, lists of all open positions (and links to the organization website, where you can apply online), and profiles of employees. Because organizations want to attract the best candidates, they put real effort into presenting the information you will need to decide whether to apply. | 许多公司和其他机构使用领英作为招聘门户。这是一个典型的门户网站包括对有关机构的描述和视频、所有空缺职位的列表（以及到该机构网站的链接，您可以在线申请）以及员工资料。因为机构希望吸引最合适的人选，所以他们会竭尽全力提供您需要决定是否申请的信息。 |
| Once you have constructed your personal brand online—a process that can take weeks or months—you can start to plan the job search. Planning calls for thinking about the type of work you want, learning about employers, and preparing the materials you will need. | 一旦您在网上建立了自己的个人品牌——这个过程可能需要数周或数月的时间，您就可以开始计划求职了。计划您想要的工作类型，对雇主的了解，和您需要准备的材料。 |
| Do a self-inventory. Before you can start thinking of where you want to work, you need to answer some questions about yourself: | 做一个自我盘点。在您开始思考想去哪里工作之前，您需要回答一些关于您自己的问题： |
| — What are your strengths and weaknesses? Are your skills primarily technical? Do you work best with others or on your own? | ——您的优势和弱势是什么？ 您的技能主要是技术性的吗？ 您是与他人一起工作还是独自工作？ |
| — What subjects do you like? Think about what you have liked or disliked about your jobs and college courses. | ——您喜欢什么科目？想想您对自己的工作和大学课程有什么好恶。 |
| — What kind of organization would you like to work for? For-profit or nonprofit? Government or private industry? Small or large? Startup or established? | ——您想为哪种机构工作？营利性还是非营利性？ 国企还是私营企业？小公司的还是大公司？未启动的还是已成立的？ |
| — What are your geographical preferences? If you are free to relocate, where would you like to live? How do you feel about commuting? | ——您的地理偏好是什么？如果您可以自由搬迁，您想住在哪里？您觉得通勤怎么样？ |
| FIGURE 15.1 One Agency’s Portal on LinkedIn | 图15.1 领英上一个机构的网站入口 |
| Source: Centers for Disease Control and Prevention, 2014: https://www.linkedin.com/company/157336. | 资料来源：疾病控制与预防中心，2014年：https://www.linkedin.com/company/157336. |
| Learn about potential employers. Once you’ve identified a company of interest—maybe because you have seen an ad for a position, know someone who works there, or have always thought about working there—start learning about the company by studying its website. But don’t stop there. Conduct informational interviews with people who have worked there or who know people who have; ask your professors if they can help you identify people to interview. Search the company’s name; the results will point you to articles in newspapers and magazines, as well as to blogs, discussion boards, and podcasts. Search for the company on LinkedIn. Many companies use LinkedIn as a hiring portal. Figure 15.1 shows a portion of the LinkedIn portal for the Centers for Disease Control and Prevention. Learn about the organization through other means as well: | 了解潜在的雇主。一旦确定了感兴趣的公司——可能是因为您看过某个职位的广告，认识了在那工作的人或者一直想在那工作的人，便可以通过研究其网站来了解该公司。但是不要一直停在那里研究。与在那里工作或认识的人交流，收集信息；咨询您的教授是否可以帮助您确定要面试的人。在领英上搜索公司。许多公司使用领英作为招聘门户。图15.1显示了疾病控制与预防中心的领英门户的一部分。还可以通过其他方式了解该机构： |
| — Attend job fairs. Your college and your community probably hold job fairs, where employers provide information about their organizations. Sometimes, a single organization will hold a job fair to find qualified candidates for a wide variety of jobs. | ——参加招聘会。您的大学和社区可能举办招聘会，雇主在此提供有关其机构的信息。有时，一个机构会举行招聘会，以找到适合各种工作的合格人选。 |
| — Find out about trends in your field. Read the Occupational Outlook Handbook, published by the U.S. Department of Labor, for information about your field and related fields. Talk with professors and with the staff at your job-placement office. | ——了解您所在领域的趋势。阅读由美国劳工部出版的《职业展望手册》，以获取有关您的领域和相关领域的信息。与就业办公室的教授和工作人员交谈。 |
| Prepare a résumé and (perhaps) a job-application letter (a cover letter). You will need a résumé, a one- or two-page document that describes your most important credentials. In most cases, you will upload a résumé to a job board such as Monster or to a company’s website; in some cases, you enter the information on a company’s web-based form. Some companies also request a job-application letter. Start planning early by obtaining materials from the career-placement office at your college. Talk with friends who have gone through the process successfully; study their application materials. Read books and visit websites about different aspects of the job search. | 准备一份简历，并（可能）准备一份求职信。您需要一份一两页，描述您最重要的资历的简历。在大多数情况下，您会将简历上传到怪兽等招聘网站或公司网站；在某些情况下，您会在公司的网络表单上输入信息。有些公司还要求提供求职信。从您大学的就业办公室获取材料，尽早开始计划。与成功完成申请的朋友交谈，研究他们的申请材料。阅读书籍并访问有关求职不同方面的网站。 |
| Put your portfolio items online. A portfolio is a collection of your best work, including your résumé, letters of recommendation, transcripts and professional certifications, and reports, papers, websites, slides of oral presentations, and other types of documents you have written or created as a student or an employee. You should put your portfolio on your website and other online locations, such as your LinkedIn account. The more items you have online, the more likely it is your name will appear when a potential employer searches for applicants. | 把您的投资组合项目放到网上。公文包是您最好的作品的集合，包括您的简历、推荐信、成绩单和专业证书，以及您作为学生或雇员编写或创建的项目，比如报告、论文、网站、口头陈述的幻灯片和其他类型的文件。您应该将投资组合放在网站和其他在线网点，例如领英帐户。您在线上拥有的东西越多，潜在雇主搜索求职者时，您的名字就越有可能出现。 |
| If you wish to apply for a position in another country, keep in mind that the conventions of the process vary—sometimes quite a bit. You will need to adapt your résumé and letter to the expectations of employers in the country in which you would like to work. For instance, résumés in the United States do not include information such as the writer’s height, weight, date of birth, and marital status; federal legislation prohibits organizations from asking for this information. In some other countries, however, personal information is expected on a résumé. Consult one of the following sources for advice on drafting résumés when applying for international positions: | 如果您想申请另一个国家的职位，请记住该过程的惯例会有所不同——甚至是有很大的不同。您需要调整您的简历和信函，使之符合您想在那个国家工作的雇主的期望。例如，美国的简历不包含作者的身高，体重，出生日期和婚姻状况等信息； 联邦法律禁止机构索取这些信息。但是，在其他一些国家/地区，简历则应包含个人信息。在申请国际职位时，请咨询下列来源之一，以获得有关起草简历的建议： |
| Goinglobal.com：<http://www.Goinglobal.com> | 全球职业网：<http://www.Goinglobal.com> |
| MonsterGlobalGateway:<http://www.monster.com/geo/siteselection.aspx> | 怪兽网：<http://www.monster.com/geo/siteselection.aspx> |
| Overseasjobs.com:<http://www.OverseasJobs.com> | 海外网：<http://www.OverseasJobs.com> |
| The Riley Guide: International Job Opportunities: Resources Covering MultipleCountriesandorRegions:<http://www.rileyguide.com/internat.html> | 莱利指南：国际就业机会：覆盖多个国家和和地区的资源：<http://www.rileyguide.com/internat.html> |
| **Understanding Four Major Ways To Look for a Position** | **了解求职的四种主要方法** |
| Once you have done your planning, you can start to look for a position. There are four major ways to find a job. | 一旦您做好了计划，您就可以开始找工作了。找工作主要有四种方法。 |
| Through an organization’s website. Most organizations list their job offerings in a careers section on their websites and explain how to apply. If you are interested in a particular organization, start with its own site. | 通过机构的网站。大多数机构在其网站上的“职业”部分中提供了他们的工作岗位，并解释了如何申请。如果您对一个特定机构感兴趣，请从它的网站开始。 |
| Through a job board on the Internet. Job boards are sites sponsored by federal agencies, Internet service providers, and private organizations. Some sites merely list positions; you respond to such listings by email. Other sites let you upload your résumé electronically, so that employers can get in touch with you. Some job boards offer resources on how to prepare job-application materials; others do not. Among the biggest job boards are the following: | 通过互联网上的招聘网站。招聘网站是由联邦机构、互联网服务提供商和私人组织赞助的网站。有些网站只列出职位；您可以通过电子邮件回复。其他网站允许您以电子方式上传简历，这样雇主就可以与您取得联系。有些招聘网站会提供如何准备工作申请材料的资源，而另一些则没有。以下是最大的招聘网站： |
| — AfterCollege | ——毕业生网 |
| — CareerBuilder | ——凯业必达网 |
| — CareerMag | ——美格工作网 |
| — CareerOneStop (sponsored by the U.S. Department of Labor) | ——工作站网（由美国劳工部赞助） |
| — Indeed.com (a metasearch engine for job seekers) | ——英递网（面向求职者的元搜索引擎） |
| — Monster | ——怪兽网 |
| One caution about using job boards: once you upload your résumé to an Internet site, you probably have lost control of it. Here are four questions to consider before you post to a job board: | 使用招聘网站时要注意一点：一旦您把简历上传到网站上，您可能已经失去了对它的控制。在发布到招聘网站之前，有四个问题需要考虑： |
| — Who has access to your résumé? You might want to remove your home address and phone number from it if anyone can view it. | ——谁有权查阅您的简历？如果任何人都可以查看，那么您可能要从其中删除您的家庭住址和电话号码。 |
| — How will you know if an employer requests your résumé? Will you be notified by the job board? | ——如果雇主要您的简历，您如何得知？招聘网站会通知您吗？ |
| — Can your current employer see your résumé? If your employer discovers that you are looking for a new job, your current position could be in jeopardy. | ——您现在的雇主能看到您的简历吗？如果您的雇主发现您正在寻找一份新工作，那么您现在的职位岌岌可危。 |
| — Can you update your résumé at no cost? Some job boards charge you each time you update your résumé. | ——您能免费更新您的简历吗？有些招聘网站会在您每次更新简历时向您收费。 |
| Through your network. A relative or an acquaintance can exert influence to help you get a job, or at least point out a new position. Other good contacts include past employers and professors. Also consider becoming active in the student chapter of a professional organization in your field, through which you can meet professionals in your local area. Many people use Twitter, Facebook, and—in particular—LinkedIn to connect with their contacts, as well as to try to identify hiring officers and other professionals who can help them apply. Figure 15.2 shows an excerpt from one professional’s LinkedIn profile. | 通过您的人际网络。亲戚或熟人可以发挥影响力来帮助您找到工作，或者至少指出新的职位。其他良好的人脉包括过去的雇主和教授。 还可以考虑在您所在领域的专业组织的学生部门中变得活跃起来，通过它您可以结识本地专家。许多人使用推特、脸书，特别是领英与他们的联系人建立联系，并试图找出能够帮助他们申请的招聘官和其他专业人士。图15.2显示了一位专业人士的领英简介摘录。 |
| Everything in this excerpt from Joseph Cauteruccio’s LinkedIn profile makes the argument that he is talented, hard-working, and ambitious. | 摘录自约瑟夫·考特鲁乔的领英个人资料，其中的所有内容都证明了他才华横溢，工作勤奋且雄心勃勃。 |
| Although the photograph was not taken by a professional, Joseph dressed professionally and looks as if he’s eager to get into the office and get to work. | 尽管照片不是由专业人士拍摄的，但约瑟夫穿着正式，看上去他渴望进入办公室并开始工作。 |
| The summary statement includes a paragraph describing his major responsibilities and a summary of his educational credentials. Note that Joseph also includes a number of keywords categorized under “Specialties” and “Programming Languages.” These keywords will help potential employers locate his profile more easily. | 摘要包括了一段描述其主要职责和学历证明的内容。请注意，约瑟夫还添加了许多归类于“专业”和“编程语言”下的关键字。这些关键字将帮助潜在的雇主更容易地找到他的个人资料。 |
| The description of Joseph’s current position is unusually full, with details about his managerial responsibilities, specific types of projects he’s completed, and methodologies he’s employed to do so. All of this detail not only increases his chances of attracting potential employers but also makes clear that he loves his job and has energy to burn. You get the clear impression he’ll be the first one in the office in the morning and the last one to leave at night. | 约瑟夫对目前职位的描述异常全面，包括他的管理职责、他完成的具体项目类型以及他所采用的方法。所有这些细节不仅增加了他吸引潜在雇主的机会，而且清楚地表明他热爱自己的工作，精力旺盛，燃烧自己。您仿佛会有这样一个清楚的印象，他将是早上第一个在办公室，晚上最后一个离开的人。 |
| Joseph also listed a number of specific skills in the “Skills & Endorsements” section of his profile. Many LinkedIn users have endorsed his skills, not only affirming Joseph’s abilities but also suggesting that he is an active LinkedIn user who probably endorses his colleagues, as is appropriate, in return. | 约瑟夫还在个人资料的“技能与认可”部分列出了一些特定技能。 许多领英用户都认可了他的技能，不仅肯定了约瑟夫的能力，还暗示了他是一个活跃的领英用户。作为回报，他可能会在适当的时候支持他的同事。 |
| Joseph also follows a number of LinkedIn influencers and companies within his industry, signaling to potential employers his dedication to his field and desire to grow professionally. | 约瑟夫还关注了一些人和公司，他们对于该行业在领英中都具有一定的影响力。约瑟夫向潜在雇主传达了他对自己领域的奉献精神以及对职业发展的渴望。 |
| Through a college or university placement office or professional placement bureau. College and university placement offices bring companies and students together. Student résumés are made available to representatives of business, government, and industry, who arrange on-campus interviews. Students who do well in the campus interviews are then invited by the representatives to visit the organization for a tour and another interview. A professional placement bureau offers essentially the same service but charges a fee (payable by either the employer or the person who is hired for a job). Placement bureaus cater primarily to more advanced professionals who are changing jobs. | 通过学院、大学就业办公室或就业局。学院和大学的就业办公室把公司和学生聚集在一起。他们提供学生简历给企业，政府和行业代表，并安排在校园内进行面试。表现出色的学生会被代表们邀请参观该机构和另一次面试。就业局提供的服务基本上相同，但要收费（由雇主或受雇者支付）。就业局主要为正在跳槽的高级专业人士服务。 |
| **Using LinkedIn’s Employment Features** | **使用领英的就业功能** |
| In 2013, 77 percent of employers used social media to recruit. Among those employers, 94 percent said they used LinkedIn (Society for Human Resource Management, 2013). The following five guidelines can help you take advantage of the employment features on the world’s most influential networking site for professionals. | 2013年，有77％的雇主使用社交媒体进行招聘。在这些雇主中，有94％的人表示他们使用了领英（人力资源管理学会，2013年）。以下五项准则可以帮助您利用全球最具影响力的专业网站的就业功能。 |
| Use the profile section fully. The profile section includes information from your résumé, but unlike a résumé, which needs to be concise and contains only words, the profile section can include any kind of digital file, such as presentation slides or videos. Describe your education and professional jobs in detail; remember that the keywords in your descriptions will enable potential employers to find you as they search for employees. If you add “skills” to your profile, others have an opportunity to “endorse” those skills, adding credibility to your profile. | 充分使用配置文件部分。配置文件部分包含您的简历中的信息，但与简历不同。简历需要简洁明了，仅包含文字，配置文件部分可以包含任何类型的数字文件，例如演示幻灯片或视频。详细描述您的教育和专业工作；请记住，描述中的关键字将使潜在的雇主在搜索员工时能够找到您。如果您在个人资料中添加“技能”，其他人就有机会“认可”这些技能，从而增加个人资料的可信度。 |
| Include a picture. A picture increases by sevenfold the chances that a reader will read your profile (Halzack, 2013). | 附上图片。图片使读者阅读您的个人资料的机率增加了七倍（哈尔扎克，2013年）。 |
| Post updates. Post information about interesting articles you have read, conferences you are attending, and other professional activities. Be generous in praising co-workers and others you follow on the Internet. Mention your volunteer activities. Nicole Williams, a career expert at LinkedIn, writes that posting an update once a week makes you 10 times more likely to have your profile viewed by a hiring manager (Halzack, 2013). | 发布更新。发布有关您已阅读的有趣文章，您正在参加的会议以及其他专业活动的信息，大方地赞扬您在网上关注的同事和其他人，提及您的志愿者活动。领英职业专家尼科尔•威廉姆斯写道，每周发布一次最新消息，会让招聘经理查看您的个人资料的可能性增加10倍（哈尔扎克，2013年）。 |
| Write unique invitation requests. You can ask one of your connections to introduce you to someone who is not one of your connections. In doing so, explain why you want to be introduced (“I plan to relocate to Bill’s city later this year and want to describe the services I offer”), give your connection the opportunity to say no gracefully (“Would you be willing to help me make this introduction? If not, I understand”), and thank your connection (“I really appreciate your taking the time to consider my request”). | 编写独特的邀请请求。您可以让您的一个关系人把您介绍给一个不是您关系人的人。在这样做的时候，解释一下为什么您想被介绍（“我计划今年晚些时候搬到比尔的城市，并想描述一下我提供的服务”），给您的联系人一个体面地说“不”的机会（“您愿意帮助我做这个介绍吗？如果不能，我理解），并感谢您的联系（“我非常感谢您抽出宝贵的时间考虑我的请求”）。 |
| Write unique invitations to connect. When you want to connect with another LinkedIn member, especially one whom you do not know well in person, avoid the template invitation, “I’d like to add you to my professional network.” Explain how you know the other person: “As a fellow Aggie who’s admired your company’s strategy for some time, I’d like to connect.” | 编写独特的邀请以进行联系。当您想与另一个领英成员建立联系时，尤其是与您不太熟悉的人建立联系时，请避免模板式邀请：“我想将您添加到我的专业网络中。” 解释一下您是如何认识对方的：“我是艾吉的同事，她很欣赏贵公司的战略，所以我想与您建立联系。” |
| **Writing Résumés** | **撰写简历** |
| Although you will present your credentials on LinkedIn and other sites, you will also need to create a résumé, which you will upload to a job board or a company’s website, email to the company, or paste into a web-based form. | 虽然您在领英和其他网站上展示您的证件，但您也需要撰写一份简历，然后将其上传到招聘网站或公司网站，通过电子邮件发送给公司，或粘贴到基于网络的表单中。 |
| Many students wonder whether to write their résumés themselves or use a résumé-preparation agency. It is best to write your own résumé, for three reasons: | 许多学生想知道是自己写简历还是使用简历编制机构的简历。最好自己写一份简历，原因有三： |
| You know yourself better than anyone else does. No matter how professional the work of a résumé-preparation agency is, you can do a better job communicating important information about yourself. | 您比别人更了解自己。就算简历编制机构再专业，在表达关于自己的重要信息方面，您都可以自己做得更好。 |
| Employment officers know the style of the local agencies. Readers who recognize that you did not write your own résumé might wonder whether you are hiding any deficiencies. | 就业工作人员了解当地机构的作风。意识到您没有自己写简历的读者可能会怀疑您是否隐藏了您的任何不足之处。 |
| If you write your own résumé, you will be more likely to adapt it to different situations. You are unlikely to return to a résumé-preparation agency and pay an additional fee to make a minor revision. | 如果您自己撰写简历，可能就能让它适应不同的情况，也就不用返回简历编制机构并支付额外的费用来进行一处小修改。 |
| Because most companies use résumé-application software to scan résumés into databases and search for keywords, a good résumé includes the right key-words. Only after a résumé has made it through that initial electronic pass will it be read by a person. Résumé consultant Ramsey Penegar puts it this way: “If your résumé doesn’t have the keywords that match their job requirements, your résumé may hit the ‘no’ pile early in the process” (Auerbach, 2012). | 因为大多数公司都使用简历应用程序软件将简历扫描到数据库中并搜索关键字，所以好的简历应包含正确的关键字。只有通过初始电子通行证的简历才能被人阅读。简历顾问拉姆齐·佩内加尔说：“如果您的简历没有与工作要求相匹配的关键字，那么您的简历可能会在此过程中早早的就被淘汰”（奥尔巴赫，2012年）。 |
| The best way to be sure you have the appropriate keywords in your résumé is to study the job description in the actual job posting you want to respond to. Then find ten other ads for similar positions and identify the terms that come up frequently. Think in terms of job titles, names of products, companies, technologies, and professional organizations. For instance, if the job is to develop web pages, you will likely see many references to “web page,” “Internet,” “XHTML,” “HTML5,” “Java,” “W3C,” and “CSS.” Also include keywords that refer to your communication skills, such as “public speaking,” “oral communication,” and “communication skills.” | 在您要回复的实际职位帖子中研究它的职位描述，这是确保您的简历是否包含适当关键字的最佳方法。然后找出其他十个类似职位的广告，找出出现频率高的词汇。从职称、产品名称、公司、技术和专业组织等方面考虑。例如，如果工作是开发网页，您可能会看到许多对“网页”、“互联网”、“XHTML”、“HTML5”、“Java”、“W3C”和“CSS”的引用。包括与您的沟通技巧相关的关键字，例如“公开演讲”，“口头沟通”和“沟通技巧”。 |
| But don’t just list the keywords. Instead, integrate them into sentences about your skills and accomplishments. For instance, a computer-science student might write, “Wrote applications for migrating data between systems./ databases using C#, XML, and Excel Macros.” A chemical engineer might write, “Worked with polymers, mixing and de-gassing polydimethylsiloxane.” | 但不要只列出关键词。相反，把它们整合成关于您的技能和成就的句子。例如，一个计算机科学专业的学生可能会写“用C、XML和Excel Macros在系统之间迁移数据的应用程序/数据库。”一个化学工程师可能会写“与聚合物，混合和脱气聚二甲基硅氧烷一起工作”。 |
| How long should a résumé be? It should be long enough to include all pertinent information but not so long that it bores or irritates the reader. Although some hiring consultants have guidelines (such as that a student’s résumé should be no longer than one page, or that applicants who are vice presidents at companies can write two-page résumés), the consensus is that length is unimportant. If an applicant has more experience, the résumé will be longer; if an applicant has less experience, it will be shorter. If all the information in the résumé helps make the case that the applicant is an excellent fit for the position, it’s the right length. | 一份简历要多长？它的长度要能够包含所有相关信息，但又不能太长，以免使读者感到厌烦。尽管一些招聘顾问有指导方法（例如，学生的简历不应超过一页，或者求职者是公司副总裁的可以写两页的简历），但大家的共识是，篇幅并不重要。如果求职者有更多经历，则简历会更长，如果求职者的经历较少，则篇幅会较短。如果简历中的所有信息都有助于证明求职者非常适合这个职位，那么这个长度就很合适。 |
| The information that goes into a résumé is commonly ordered either chronologically or by skills. In a chronological résumé, you use time as the organizing pattern for each section, including education and experience, and discuss your responsibilities for each job you have held. In a skills résumé (sometimes called a functional résumé), you merely list your previous jobs but include a skills section in which you describe your talents, skills, and achievements. | 简历中的信息通常按时间顺序或技能顺序排序。在按时间顺序排列的简历中，您将时间用作每个部分的组织方式，包括教育和经验，并描述您所担任的每项工作的职责。在技能简历（有时被称为功能性简历）中，您只需列出您以前的工作，但在技能部分，您可以描述您的才能、技能和成就。 |
| A chronological résumé focuses on the record of employment, giving an applicant the opportunity to describe the duties and accomplishments related to each job. The skills résumé highlights the skills (such as supervising others, managing a large department, reducing production costs) that the candidate demonstrated at several different companies. The skills résumé is a popular choice for applicants who have a gap in their employment history, who are re-entering the workforce, or who have changed jobs frequently. | 按时间顺序排列的简历侧重于工作记录，让求职者有机会描述与每项工作相关的职责和成就。技能简历强调了求职者在几家不同公司展示的技能（如监督他人、管理大部门、降低生产成本）。对于在工作经历方面有差距，正在重新进入工作岗位或频繁跳槽的求职者来说，技能简历是一个很受欢迎的选择。 |
| In both types of résumé, you use reverse chronology; that is, you present the most recent jobs and degrees first, to emphasize them. | 在这两种类型的简历中，您都会使用倒计时法；也就是说，您会先介绍最近的工作和学位，以强调它们。 |
| **ELEMENTS OF THE CHRONOLOGICAL RÉSUMÉ** | **按时间顺序排列的简历要素** |
| Most chronological résumés have five basic elements: identifying information, summary of qualifications, education, employment history, and interests and activities. Sometimes writers include a sixth section: references. In filling in these basic sections, remember that you want to include the keywords that will attract employers. | 大多数按时间顺序排列的简历有五个基本要素：识别信息、资历概要、教育、工作经历、爱好和活动。有时，作者会加上第六部分：参考资料。在填写这些基本部分时，请记住，其中要包含能够吸引雇主的关键字。 |
| **Identifying Information** | **识别信息** |
| If you are submitting your résumé directly to a company, include your full name, address, phone number, and email address. Use your complete address, including the zip code. If your address during the academic year differs from your home address, list both and identify them clearly. An employer might call during an academic holiday to arrange an interview. | 如果您要将简历直接提交给公司，请提供您的全名，地址，电话号码和电子邮件地址。提供完整的地址，包括邮政编码。如果您在学年内的住址与您的家庭住址不同，请同时列出两者并标识清楚。雇主可能在学术假期期间致电安排面试。 |
| However, if you are posting your résumé to an Internet job board, where it can be seen by anyone, you will be more vulnerable to scammers, spammers, and identity thieves. Don’t include a mailing address or phone number, and use an email address that does not identify you. | 但是，如果您将简历发布到任何人都可以看到的招聘网站上，则更容易受到骗子，垃圾邮件发送者和身份盗用者的攻击。简历内容不要包含邮寄地址或电话号码，而要使用无法识别您身份的电子邮件地址。 |
| **Summary Statement** | **简要说明** |
| After the identifying information, add a summary statement, a brief paragraph that highlights three or four important skills or accomplishments. For example: | 在识别信息之后，添加一个简要说明，一个简短的段落突出显示三到四个重要技能或成就。例如： |
| **Summary** | **总结** |
| Six years’ experience creating testing documentation to qualify production programs that run on Automated Test and Handling Equipment. Four years’ experience running QA tests on software, hardware, and semiconductor products. Bilingual English and Italian. Secret security clearance. | 拥有六年开发测试文档的经验，可以使在自动测试和处理设备上运行的生产程序合格，四年软件、硬件和半导体产品质量保证测试经验，英语和意大利语双语，秘密安全检查经验。 |
| **Education** | **教育** |
| If you are a student or a recent graduate, place the education section next. If you have substantial professional experience, place the employment-history section before the education section. | 如果您是学生或应届毕业生，请将教育放在下一部分，如果您有丰富的专业经历，请将工作经历放在教育部分之前。 |
| Include at least the following information in the education section: | 教育部分至少包括以下信息： |
| Your degree. After the degree abbreviation (such as BS, BA, AA, or MS), list your academic major (and, if you have one, your minor)—for example, “BS in Materials Engineering, minor in General Business.” | 您的学位。在学位缩写（如BS、BA、AA或MS）之后，列出您的学术专业（如果有辅修专业，也要列出）——例如，“材料工程学士，一般商业辅修”。 |
| The institution. Identify the institution by its full name: “Louisiana State University,” not “LSU.” | 就读学校。用全名标识该学校：“路易斯安那州立大学”，而不是“LSU”。 |
| The location of the institution. Include the city and state. | 学校的位置。包括州和城市。 |
| The date of graduation. If your degree has not yet been granted, ad“Anticipated date of graduation” or a similar phrase. | 毕业日期。如果您尚未获得学位，请写上 “预计毕业日期”或类似的短语。 |
| Information about other schools you attended. List any other institutions you attended beyond high school, even those from which you did not earn a degree. The description for other institutions should include the same information as in the main listing. Arrange entries in reverse chronological order: that is, list first the school you attended most recently. | 关于您就读过的其他学校的信息。列出您高中毕业后就读的其他学校，包括那些您没有获得学位的学校。其他学校的描述应包括与主清单相同的信息。按时间倒序排列条目：也就是说，首先列出您最近就读的学校。 |
| **Elaborating on Your Education** | **阐述您的教育** |
| The following four guidelines can help you develop the education section of your résumé. | 以下四个准则可以帮助您阐述简历的教育部分。 |
| List your grade-point average. If your average is significantly above the median for the graduating class, list it. Or list your average in your major courses, or all your courses in the last two years. Calculate it however you wish, but be honest and clear. | 列出您的平均成绩。如果您的平均成绩明显高于毕业班的中位数，请列出来。或者列出您在专业课上的平均成绩，或者您过去两年的所有课程的平均成绩。您想怎么算就怎么算，但要真实明确。 |
| Compile a list of courses. Include courses that will interest an employer, such as advanced courses in your major or courses in technical communication, public speaking, or organizational communication. For example, a list of business courses on an engineer’s résumé might show special knowledge and skills. But don’t bother listing required courses; everyone else in your major took the same courses. Include the substantive titles of listed courses. Employers won’t know what “Chemistry 450” is; call it by its official title: “Chemistry 450. Organic Chemistry.” | 编制课程清单。里面包括雇主感兴趣的课程，如专业的高级课程或技术交流、公共演讲或组织交流课程。例如，工程师简历的商业课程清单可能会显示出特殊的知识和技能。但不要列出必修课程，您的专业的其他人都修了同样的课程，包括所列课程的实质性标题。雇主们不会知道“化学450”是什么；用它的官方名称来称呼它：“化学450，有机化学。” |
| Describe a special accomplishment. If you completed a special senior design or research project, present the title and objective of the project, any special or advanced techniques or equipment you used, and, if you know them, the major results: “A Study of Shape Memory Alloys in Fabricating Actuators for Underwater Biomimetic Applications—a senior design project to simulate the swimming styles and anatomy of fish.” A project description makes you seem more like a professional: someone who designs and carries out projects. | 描述一项特殊的成就。如果您完成了一项特殊的高级设计或研究项目，请提供该项目的名称和目标，所使用的任何特殊或先进技术或设备，以及（如果您知道的话）主要结果：“用于水下仿生应用的执行器制造中的形状记忆合金的研究——一个高级设计项目，用于模拟鱼的游泳方式和解剖结构。”项目描述使您看起来更像是专业人士：设计并执行项目的人。 |
| List honors and awards you received. Scholarships, internships, and academic awards suggest exceptional ability. If you have received a number of such honors, or some that were not exclusively academic, you might list them separately (in a section called “Honors” or “Awards”) rather than in the education section. Decide where this information will make the best impression. | 列出您获得的荣誉和奖励。奖学金、实习和学术奖励都显示出您非凡的能力。如果您已经获得了一些这样的荣誉，或者一些不是学术性的荣誉，您可以单独列出（在一个叫做“荣誉”或“奖励”的部分），而不是放在教育部分。确定好这些信息的位置会给人留下最好的印象。 |
| The education section is the easiest part of the résumé to adapt in applying for different positions. For example, a student majoring in electrical engineering who is applying for a position requiring strong communication skills can emphasize communication courses in one version of the résumé and advanced electrical engineering courses in another version. As you compose the education section, emphasize those aspects of your background that meet the requirements for the particular job. | 教育是简历中最容易适应申请不同职位的部分。例如，电气工程专业的学生正在申请需要较强沟通技能的职位，可以在简历的一个版本中强调交流课程，而在另一版本中强调高级电气工程课程。在撰写教育部分时，请强调您的背景中符合特定工作要求的那些方面。 |
| **Employment History** | **工作经历** |
| Present at least the basic information about each job you have held: the dates of employment, the organization’s name and location, and your position or title. Then add carefully selected details. Readers want to know what you did and accomplished. Provide at least a two- to three-line description for each position. For particularly important or relevant jobs, write more, focusing on one or more of the following factors: | 至少提供您所从事的每项工作的基本信息：工作日期、组织名称和地点以及您的职位或头衔。然后添加精心选择的详细信息，读者想知道您的经历和成就。为每个职位提供至少两到三行的描述，对于特别重要或相关的工作，写的内容再多一点，重点放在以下一个或多个方面上： |
| **Skills.** What technical skills did you use on the job? | 技能。您在工作中使用了哪些技术技能？ |
| **Equipment.** What equipment did you operate or oversee? In particular, mention computer equipment or software with which you are familiar. | 设备。您操作或监工了什么设备？特别要提及您熟悉的计算机设备或软件。 |
| **Money.** How much money were you responsible for? Even if you considered your data-entry position fairly easy, the fact that the organization grossed, say, $2 million a year shows that the position involved real responsibility. | 钱。在公司收入中，您负责的职位收入多少钱？即使您认为自己的数据录入职位相当容易，但该组织每年的总收入为200万美元，这一事实表明该职位涉及的真正责任。 |
| **Documents.** What important documents did you write or assist in writing, such as brochures, reports, manuals, proposals, or websites? | 文件。您撰写或协助撰写了哪些重要文件，如小册子、报告、手册、提案或网站？ |
| **Personnel.** How many people did you supervise? | 人员。您监督过多少人？ |
| **Clients.** What kinds of clients, and how many, did you do business with in representing your organization? | 客户。在代表贵公司时，您与哪些类型的客户以及多少客户有过业务往来？ |
| Whenever possible, emphasize accomplishments. If you reorganized the shifts of the weekend employees you supervised, state the results: | 尽可能地强调您的成就。如果您重组了您所监督的周末员工的轮班，请说明结果： |
| Reorganized the weekend shift, resulting in a cost savings of more than $3,000 per year. | 重组周末轮班，每年节省3000多美元成本。 |
| Wrote and produced (with Adobe InDesign) a 56-page parts catalog that is still used by the company and that increased our phone inquiries by more than 25 percent. | 用Adobe InDesign编写并制作了一份56页的零件目录，该目录仍在公司使用，使我们的电话查询量增加了25%以上。 |
| When you describe positions, functions, or responsibilities, use the active voice (“supervised three workers”) rather than the passive voice (“three workers were supervised by me”). The active voice highlights action. Note that writers often omit the I at the start of sentences: “Prepared bids,” rather than “I prepared bids.” Whichever style you use, be consistent. Figure 15.3 lists some strong verbs to use in describing your experience. | 当您描述职位、职能或职责时，使用主动语态（“受监督的三名工人”）而不是被动语态（“三名工人由我监督”）。主动语态突出显示动作。请注意，作者经常在句子开头省略主语“我”：“准备好的出价”，而不是“我准备好的出价”。无论使用哪种风格，都要保持一致。图15.3列出了一些可以用来描述您的经历的语气较强的动词。 |
| administered | 管理 |
| coordinated | 协调 |
| evaluated | 评估 |
| maintained | 维持 |
| provided | 提供 |
| advised | 建议 |
| corresponded | 对应 |
| examined | 检查 |
| managed | 管理 |
| purchased | 采购 |
| analyzed | 分析 |
| created | 创建 |
| expanded | 扩展 |
| monitored | 监督 |
| recorded | 记录 |
| assembled | 组装 |
| delivered | 交付 |
| hired | 雇用 |
| obtained | 获得 |
| reported | 汇报 |
| built | 建立 |
| developed | 开发 |
| identified | 确定 |
| operated | 操作 |
| researched | 研究 |
| collected | 收藏 |
| devised | 设计 |
| implemented | 实行 |
| organized | 组织 |
| solved | 解决 |
| completed | 完成 |
| directed | 指导 |
| improved | 提高 |
| performed | 执行 |
| supervised | 监督 |
| conducted | 指挥 |
| discovered | 发现 |
| increased | 增加 |
| prepared | 准备 |
| trained | 培养 |
| constructed | 构造 |
| edited | 编辑 |
| instituted | 创制 |
| produced | 生产 |
| wrote | 编写 |
| **Strong Action Verbs Used in Résumés** | **简历中使用的强烈语气动词** |
| Here is a sample listing of employment history: | 以下是工作经历的示例列表： |
| June–September 2014: Student Dietitian | 2014年6-9月：学生营养师 |
| Millersville General Hospital, Millersville, TX | 德克萨斯州米尔斯维尔市米尔斯维尔综合医院 |
| Gathered dietary histories and assisted in preparing menus for a 300-bed hospital. | 收集饮食史并协助为一家有300张床位的医院准备菜单。 |
| Received “excellent” on all seven items in evaluation by head dietitian. | 在主营养师的评估中，所有七个项目均为优秀 |
| In just a few lines, you can show that you sought and accepted responsibility and that you acted professionally. Do not write, “I accepted responsibility”; instead, present facts that lead the reader to that conclusion. | 短短几行，您就可以表明您寻求和接受的责任，并且行为专业。不要写“我接受了责任”；相反，要提出事实，引导读者得出结论。 |
| Naturally, not all jobs entail professional skills and responsibilities. Many students find summer work as laborers, sales clerks, and so forth. If you have not held a professional position, list the jobs you have held, even if they were unrelated to your career plans. If the job title is self-explanatory, such as restaurant server or service-station attendant, don’t elaborate. If you can write that you contributed to your tuition or expenses, such as by earning 50 percent of your annual expenses through a job, employers will be impressed by your self-reliance. | 当然，并非所有的工作都需要专业技能和责任。许多学生在暑期当劳工、售货员等等。如果您没有担任过专业职位，列出您曾经担任过的工作，即使这些工作与您的职业规划无关。如果职位是像餐厅服务员或服务站服务员这种不言自明的，则无需赘述。如果您能写下您对学费或其它开支的付款方式，比如通过一份工作挣到您年开支的50%，您的自力更生会让雇主印象深刻。 |
| If you have held a number of nonprofessional as well as several professional positions, group the nonprofessional ones: | 如果您曾担任过多个非专业职位和多个专业职位，请将非专业职位分组： |
| Other Employment: cashier (summer 2010), salesperson (part-time, 2011), clerk (summer 2012). | 其他工作：出纳员（2010年夏季），营业员（兼职，2011年），文员（2012年夏季）。 |
| This strategy prevents the nonprofessional positions from drawing the reader’s attention away from the more important positions. | 这种策略可以防止非专业职位将读者的注意力从更重要的职位上转移开。 |
| If you have gaps in your employment history—because you were raising children, attending school, or recovering from an accident, or for other reasons—consider using a skills résumé, which focuses more on your skills and less on your job history. You can explain the gaps in the job-application letter (if you write one) or in an interview. For instance, you could say, “I spent 2010 and part of 2012 caring for my elderly parent, but during that time I was able to do some substitute teaching and study at home to prepare for my A+ and Network+ certification, which I earned in late 2012.” Do not lie or mislead about your dates of employment. | 如果您的工作经历中存在空白，例如，因为抚养孩子，上学或从事故中康复，或出于其他原因，请考虑使用技能简历。该简历更多地侧重于您的技能而较少地关注您的工作经历。您可以在求职信（如果写了的话）或面试中解释原因。例如，您可以说：“我在2010年和2012年的期间照顾年迈的父母，但是在那段时间里，我在家中做一些替代性的教学和学习，为我2012年底获得的A+和互联网+认证做准备。” 不要对您的工作日期有任何的撒谎或误导。 |
| If you have had several positions with the same employer, you can present one description that encompasses all the positions or present a separate description for each position. | 如果您在同一雇主那里有多个职位，则可以提供一个包含所有职位的描述，或为每个职位单独描述。 |
| PRESENTING ONE DESCRIPTION | 描述一致 |
| Blue Cross of Iowa, Ames, Iowa (January 2006–present) | 爱荷华州艾姆斯，爱荷华州蓝十字会（2006年1月至今） |
| Internal Auditor II (2010–present) | 内部审计师II（2010年至今） |
| Member Service Representative/Claims Examiner II (2008–2010) | 会员服务代表/索赔审查员II（2008-2010） |
| Claims Examiner II (2006–2008) | 索赔审查员II（2006-2008） |
| As Claims Examiner II, processed national account inquiries and claims in accordance with . . . . After promotion to Member Service Representative/Claims Examiner II position, planned policies and procedures . . . . As Internal Auditor II, audit claims, enrollment, and inquiries; run dataset population and sample reports . . . . | 作为索赔审查员II，按照处理国民账户查询和索赔处理…… 晋升为会员服务代表/索赔审查员II职位后，计划政策和程序……作为内部审核员II，审核索赔，注册和询问； 运行数据集填充和样本报告……. |
| This format enables you to mention your promotions and to create a clear narrative that emphasizes your progress within the company. | 这种格式使您能够提及自己的晋升并创建清晰的叙述，以强调您在公司内部的发展。 |
| PRESENTING SEPARATE DESCRIPTIONS | 单独说明 |
| Blue Cross of Iowa, Ames, Iowa (January 2006–present) | 爱荷华州艾姆斯，爱荷华州蓝十字会（2006年1月至今） |
| Internal Auditor II (2010–present) | 内部审计师II（2010年至今） |
| Audit claims, enrollment, and inquiries . . . | 审核索赔，注册和查询……. |
| Member Service Representative/Claims Examiner II (2008–2010) | 会员服务代表/索赔审查员II（2008-2010） |
| Planned policies and procedures . . . | 计划政策和程序…… |
| Claims Examiner II (2006–2008) | 索赔审查员II（2006-2008） |
| Processed national account inquiries and claims in accordance with . . . | 根据国民账户查询和索偿进行处理…… |
| This format, which enables you to create a fuller description of each position, is effective if you are trying to show that each position is distinct and you wish to describe the more-recent positions more fully. | 如果您试图展示每个职位都是不同的，并且更全面地描述最近的职位，则这种格式可以让您对每个职位有更完整的描述。 |
| **Interests and Activities** | **兴趣和活动** |
| The interests-and-activities section of the résumé is the appropriate place for several kinds of information about you: | 简历的“兴趣和活动”部分是有关您的几种信息的适当位置： |
| participation in community-service organizations, such as Bid Brothers/Big Sisters or volunteer work in a hospital | 参与社区服务组织，例如兄弟会/姐妹会或在医院中从事志愿工作 |
| hobbies related to your career(for example, electronics for an engineer) | 与职业相关的爱好（例如，工程师的电子产品） |
| sports, especially those that might be socially useful in your professional career, such as tennis, racquetball, and golf | 体育运动，特别是那些在职业生涯中对交际有用的运动，例如网球，壁球和高尔夫 |
| university-sanctioned activities, such as membership on a team, work on the college newspaper, or election to a responsible in an academic organization or a residence hall | 大学认可的活动，例如团队成员，关于大学报纸的工作或选举学术组织或学生宿舍的负责人 |
| Do not include activities that might create a negative impression, such as gambling or performing in a death-metal rock band. And always omit such activities as meeting people and reading. Everybody does these things. | 不要包括可能造成负面印象的活动，例如赌博或在死亡金属摇滚乐队中表演，而且总是省略见面、读书等活动。几乎每个人都做以上这种事。 |
| **References** | **推荐人** |
| Potential employers will want to learn more about you from your professors and previous employers. These people who are willing to speak or write on your behalf are called references. | 潜在雇主希望从您的教授和以前的雇主那里了解到有关您的更多信息。这些愿意代表您讲话或写信的人称为推荐人。 |
| Some applicants list their references on their résumé. The advantage of this strategy is that the potential employer can contact the references without having to contact the applicant. Other applicants prefer to wait until the potential employer has asked for the list. The advantage of this strategy is that the applicant can assemble a different set of references for each position without having to create different résumés. Although applicants in the past added a note stating “References available upon request” at the end of their résumés, many applicants today do not do so because they think the comment is unnecessary: employers assume that applicants can provide a list of references—and that they would love to do so. | 一些求职者在简历中列出了他们的推荐人，这种策略的优势在于，潜在的雇主无需联系求职者即可联系推荐人。其他求职者更喜欢等潜在雇主要求提供这份名单。这种策略的优势在于，求职者可以为每个职位收集不同的推荐信，而无需撰写不同的简历。尽管过去的申请人在履历末添加了注释，指出“可根据要求提供推荐人”，但如今许多申请人却没有这样做，因为他们认为此内容是不必要的：雇主认为求职者可以提供推荐人，并且他们很乐意这样做。 |
| Regardless of whether you list your references on your résumé, choose your references carefully. Solicit references only from those who know your work best and for whom you have done your best work—for instance, a previous employer with whom you worked closely or a professor from whom you received A’s. Don’t ask prominent professors who do not know your work well; they will be unable to write informative letters. | 无论您是否在简历上列出您的推荐人，都应谨慎选择。仅向那些最了解您工作的人和您为他们完成了最好的工作的人征求推荐信，例如，从您与之密切合作的前任雇主或从您获得A的教授那里。不要请求那些不太了解您工作的著名教授；他们无法撰写内容丰富的信件。 |
| Do not simply assume that someone is willing to serve as a reference for you. Give the potential reference writer an opportunity to decline gracefully. The person might not have been as impressed with your work as you think. If you simply ask the person to serve as a reference, he or she might accept and then write a lukewarm letter. It is better to ask, “Would you be able to write an enthusiastic letter for me?” or “Do you feel you know me well enough to write a strong recommendation?” If the person shows any signs of hesitation or reluctance, withdraw the request. It may be a little embarrassing, but it is better than receiving a weak recommendation. | 不要简单地假设有人愿意为您提供参考。给潜在的推荐人一个体面地拒绝的机会。这个人可能没有您想的那样对您的工作印象深刻。如果您只是请求此人作为推荐人，他或她可能会接受然后写一封不冷不热的信。最好是问，“您能给我写封热情的信吗？”或者“您是否觉得您很了解我，能写一篇有力的推荐信吗？” 如果此人有任何犹豫或不情愿的迹象，请撤回请求。这可能有点尴尬，但总比收到一个不好的推荐信要好。 |
| In listing their references, some applicants add, for each reference, a sentence or two describing their relationship with the person, as shown in this sample listing for a reference. | 在列出他们的推荐人时，一些求职者会为每个推荐人添加一两句话来描述他们与此人的关系，如本推荐信示例所示。 |
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| Dr. Cletis was my instructor in three literature courses, as well as my adviser. | 克莱蒂斯博士是我三门文学课的导师，也是我的指导教授。 |
| **Other Elements** | **其他要素** |
| The sections discussed so far appear on almost everyone’s résumé. Other sections are either optional or appropriate for only some job seekers. | 到目前为止，已经论述的部分几乎出现在每个人的简历中。其他部分是可选的，或者仅适用于某些求职者。 |
| Computer skills. Classify your skills in categories such as hardware, software, languages, and operating systems. List any professional certifications you have earned. | 计算机技能。把您的技能按类别分类，如硬件、软件、语言和操作系统并列出您所获得的专业证书。 |
| Military experience. If you are a veteran, describe your military service as if it were a job, citing dates, locations, positions, ranks, and tasks. List positive job-performance evaluations. | 军事经验。如果您是退伍军人，请以日期，地点，职位，职级和任务来描述您的兵役，就像是一份工作一样，并列出积极的工作绩效评估。 |
| Language ability. A working knowledge of another language can be very valuable, particularly if the potential employer has international interests and you could be useful in translation or foreign service. List your proficiency, using terms such as beginner, intermediate, and advanced. Some applicants distinguish among reading, writing, and speaking abilities. Don’t overstate your abilities; you could be embarrassed—and without a job—when the potential employer hands you a business letter written in the language you say you know, or invites a native speaker of that language to sit in on the interview. | 语言能力。具有另一种语言的工作知识可能非常有价值，特别是如果潜在雇主有国际利益，而您可能在翻译或外交服务方面很有用的情况下。用初级、中级和高级术语列出您的熟练程度。有些申请者区分阅读、写作和口语能力。当潜在雇主给您一封您说您知道的语言的商业信函，或者邀请该语言的母语人士参加面试时，您可能会很尴尬甚至没有工作。 |
| Willingness to relocate. If you are willing to relocate, say so. Many organizations will find this flexibility attractive. | 愿意搬迁。如果您愿意搬迁，请这样说。许多组织会认为这种灵活性很有吸引力。 |