



Technical English Course for Professionals

Paula Becerra
Teaching Team

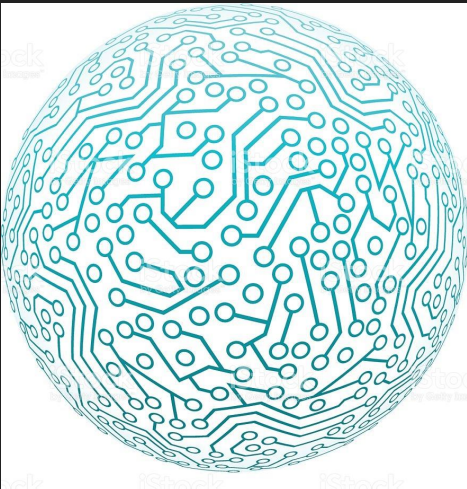
What are you going to learn?



Professional Profile



Workplace communication



Tech World



Content

Why is it important to work on
one's professional profile?



How can you improve your profile?

There are many strategies that you can apply, for example:

- Writing a good and descriptive professional profile
- Creating a new or updating your CV
- Preparing yourself for an interview
- Being able to communicate in your workplace: emails, reports, presentations, etc.
- Creating content for your social networks
- Creating a professional portfolio
- Participating in events

Task

Write why you want to improve your career profile and what strategies are you going to use

Careers in the TechWorld



- Do you like numbers and **logic**?
- Do you like **sales, communications** and **strategy**?
- Do you like to **draw** and **design**?
- Do you like **business** and **social relationships**?
- Do you like **projects**?

Programmer

Computer science

Sales, communications and strategy

Marketing Professional - Growth Team

Draw, talent

Design - Product team

Business and social relations

Entrepreneur - Start-up

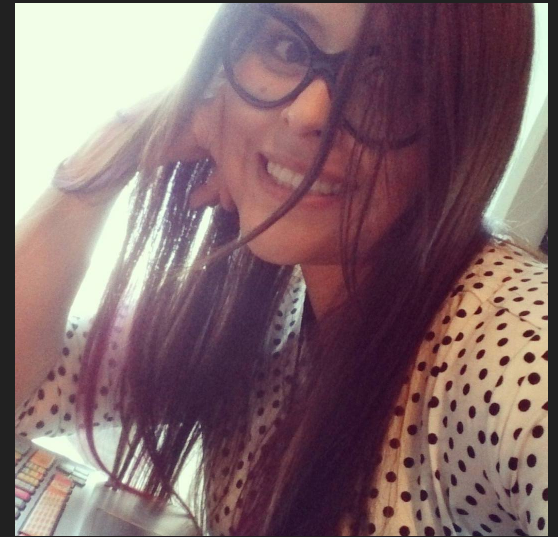


Projects

Product areas - Project Manager

Vocabulary

- Designer
- Marketing professional
- Growth expert
- Communications leader
- Programmer / Dev /
Coder (Junior/senior)
- CEO - Chief executive
officer
- CTO - Chief technology
officer
- Frontend programmer
- Backend programmer
- UX/ UI designer
- Support expert
- Business developer
- Product Manager
- Project Manager
- Illustrator
- Support professional



Answer the following questions

- What fields do you like?
- What is your position in this moment?
- What do you want to be in the future?

I like education, marketing and sales.

In this moment I am an education analyst at Platzi

In the future I want to have a job in business education



Task

Write the answers to the questions and share them in the discussion board



How to create your professional profile?



Examples:

- Experienced UX designer
- Junior frontend programmer/ developer
- Senior backend developer/ programmer
- Growth and marketing expert
- Communications leader

In my personal case, I am going to write:

Experienced education expert and instructional designer

Here you have some other examples:

- Experienced UX designer with deep knowledge on **user research and analysis**
- Junior frontend developer with experience in **Angular**.
- Senior backend developer with **extensive** experience in **Python and Django**
- Growth and marketing expert with experience in creation of **inbound and outbound campaigns**
- Communications leader with experience in **copy-writing** and **content marketing strategies**

Adjectives:

- Outgoing
- Curious
- Proactive
- Sociable
- Goal-oriented
- Cheerful

In my case I would say:

Experienced education expert and instructional designer with over 10 years of work in curriculum and pedagogical material design. Outgoing, determined and goal-oriented, very good at working and collaborating with people.



Finally you can include some information about your **academic achievements**:

Experienced education expert and instructional designer with over 10 years of work in curriculum and pedagogical material design. Outgoing, determined and goal-oriented very good at working and collaborating with people. Has a **Master's Degree** in Foreign Language Teaching.



Task

Write your own professional profile and share it in the discussion board.

Creating your Curriculum Vitae





PROFILE

+645-973-6521
chris.walker@email.com
behance.net/chrisjwalker
Tampa, FL

EDUCATION

2009-2012
Knotts College of
Arts & Design
AB Photography

SKILLS

Event	<div></div>
Fashion	<div></div>
Product	<div></div>
Food	<div></div>
Street	<div></div>

SOFTWARE

Lightroom	<div></div>
Photoshop	<div></div>
Premiere	<div></div>
InDesign	<div></div>

EXPERIENCE

- 2013-2016
Punch! Magazine
Official Photographer
- 2012-2013
KEIRA Live in Miami
Official Photographer
- 2011-2012
Stylize PH
Official Photographer
- 2010-2011
Cielo & Co. Inc.
Jr. Photographer

ACHIEVEMENTS

- Cum Laude
- Won 1st Place: Canon Expo in Tampa 2012
- Won 2nd Place: KorExpo Travel Photo Contest

@chriswalker

CWPHOTOGRAPHY.COM



CESAR HERNANDEZ

Sales Representative

A determined, creative, hardworking and smart sales representative.

Education

Kansas University - Batch 2015
Bachelor's Degree in Business
Administration

Skills

Customer relationships building
New accounts opening
Point of sale system
Strong presentation skills
Customer care
Time management
Multiple priorities handling
Product display
Outside sales
Communication

Interests

Learning Languages
Football
Photography
Travelling

Work Experience

Clearwire (2017-Present)
Sales Representative

Energy Motors (2016-2017)
Sales Representative

Shadowfruit (2015-2016)
Sales Representative

Moon Corp (Summer 2014)
Sales Intern

Reference

Marc Klein (Shadowfruit Manager)
123-553-7441 or marcklein@mail.com

Rick Mckinney (E.M. Supervisor)
341-234-1245 or rickmckinney@energy.com

Jan Riley (Moon Corp)
hello@janriley.com

Experience

Platzi (Company)

Education Analyst (Position)

- Curriculum design
- Create course syllabus
- I worked on designing courses

Universidad del Rosario

Associated Professor

- Material design for English courses
- Teach English to students from the political science faculty
- I taught students from bachelor programs in the political science faculty

Personal Information

City of residence: Bogota, Colombia

Telephone number: 300 - 200 0000

Facebook: facebook.com/paulabecerra

Twitter: @polibesa

LinkedIn: Paula Andrea Becerra



Education

BA in Teaching English as a Foreign Language
Universidad Distrital Francisco José de Caldas
2012

MA in Foreign Language Teaching
Universidad Pedagógica Nacional
2017

MA in Cultural Studies
Universidad Nacional de Colombia
On going

Software

Design and development:

Illustrator, Sketch, Adobe XD, Sublime, Atom

Marketing and business:

Google Analytics, Google Adwords, Facebook Ads

Project Management:

Slack, Dropbox, Google Suite, Telegram, Timely



Skills

Teaching: +++++

Conferences and events: +++++

Curricular design: +++++

Project management: +++++

Digital marketing inbound and outbound: +++

Writing: +++++

Task

Create your CV and share the image in the discussion board



Preparing yourself for a job interview



Interviews are sometimes stressing and scary, but there are strategies that you can use to perform better.

- Make a list of your **strengths** and **weaknesses**
- Wear the **wardrobe** that you think is appropriate
- **Visualize** yourself in the interview. What do you want to project?

Job Interviews

Strengths	Weaknesses
<ul style="list-style-type: none">- Teamwork- Sociable- Organized- Goal-oriented- Creative	<ul style="list-style-type: none">- Details- Too many tasks- Sensitive

Listening Exercise

- Listen and take notes of my strengths
- Read and compare

Now read and compare

For strengths:

- I think one of my strengths is that I am very good at teamwork. I can help people be organized, I support my team, and I make sure everyone does their task.
- I think one of my strengths is that I am very sociable. I get along with people and they feel comfortable with me.
- I consider that I am very organized. I know the tasks that are pending, I organize my days with my tasks in mind, I try to keep lists of the things that I need to do.

Listening Exercise

- Listen and take notes of my weaknesses
- Read and compare

Now read and compare

For weaknesses:

- I consider that sometimes details can be difficult, especially when I have long workflows.
- Sometimes, I work on too many things at the same time, and it becomes hard.
- When I have too much stress, I sometimes get too sensitive.



- When do you feel confident?
- What are your qualities?
- Why do you think this company needs you?
- How can you exceed the position expectations?



Task

- Create your own list of strengths and weaknesses and answer the questions

Good strategies for writing in the
workplace



How to write emails

I have a secret



Inbox x



Mark Manson mark@markmanson.net via moon-ray.com

2/26/15 ☆



to me ▾

Hi.

I wrote another article. It's about the book "The Secret." I know that's likely not the most exciting topic to you. Or who knows, maybe it is. But I kind of couldn't help myself.

See, there's this strain of advice in the self help industry that I would describe as "delusional positive thinking," or "people willingly choosing to be insane because it makes them feel good, rather than responsibly coexisting in a reality that possesses both good and bad consequences" type-thinking. This stuff isn't just 'turn that frown upside down' type stuff, but actual legitimate encouragement of delusion and entitlement. Like, "Yeah, you've spent the last 12 years sitting on the couch eating Cheetos but just pretend you're thin and sexy and everyone loves you. Just go ahead and believe it's true anyway. You'll be happy, I promise."

This sort of positive thinking makes Mark think very negative thoughts. Very, very negative thoughts. Thoughts of slapping somebody in the face, mostly.

And in my opinion, nothing epitomizes this brand of "advice" as much as "The Secret" does. So I set aside 3,000 words to crap all over it... with scientific research and psychological analysis and, you know, logic and stuff.

[Read: The Staggering Bullshit of "The Secret"](#)

Many readers have noticed my conspicuous absence the past two months. Yes, I'm still alive. No, I didn't get swallowed by a giant burrito. The last article (about not giving a fuck) kind of went haywire and appeared on every site on the internet, and I took the opportunity to put my head down and wrap up some revisions on the new book. Look for an announcement about that badboy in the next month or so.

In the meantime, I should be back to publishing every couple weeks. I've been getting a lot of requests for another relationships article, so that may be next up. We'll see. I need to think positive thoughts and see what the universe brings me. Right now I'm thinking about Cheetos. But the universe isn't manifesting any Cheetos me. Stupid universe.

Cheers,
Mark Manson

Dear Ms. Smith,

It was very enjoyable to speak with you today about the assistant account executive position at the Smith Agency.

The job seems to be an excellent match for my skills and interests. The creative approach to account management that you described confirmed my desire to work with you.

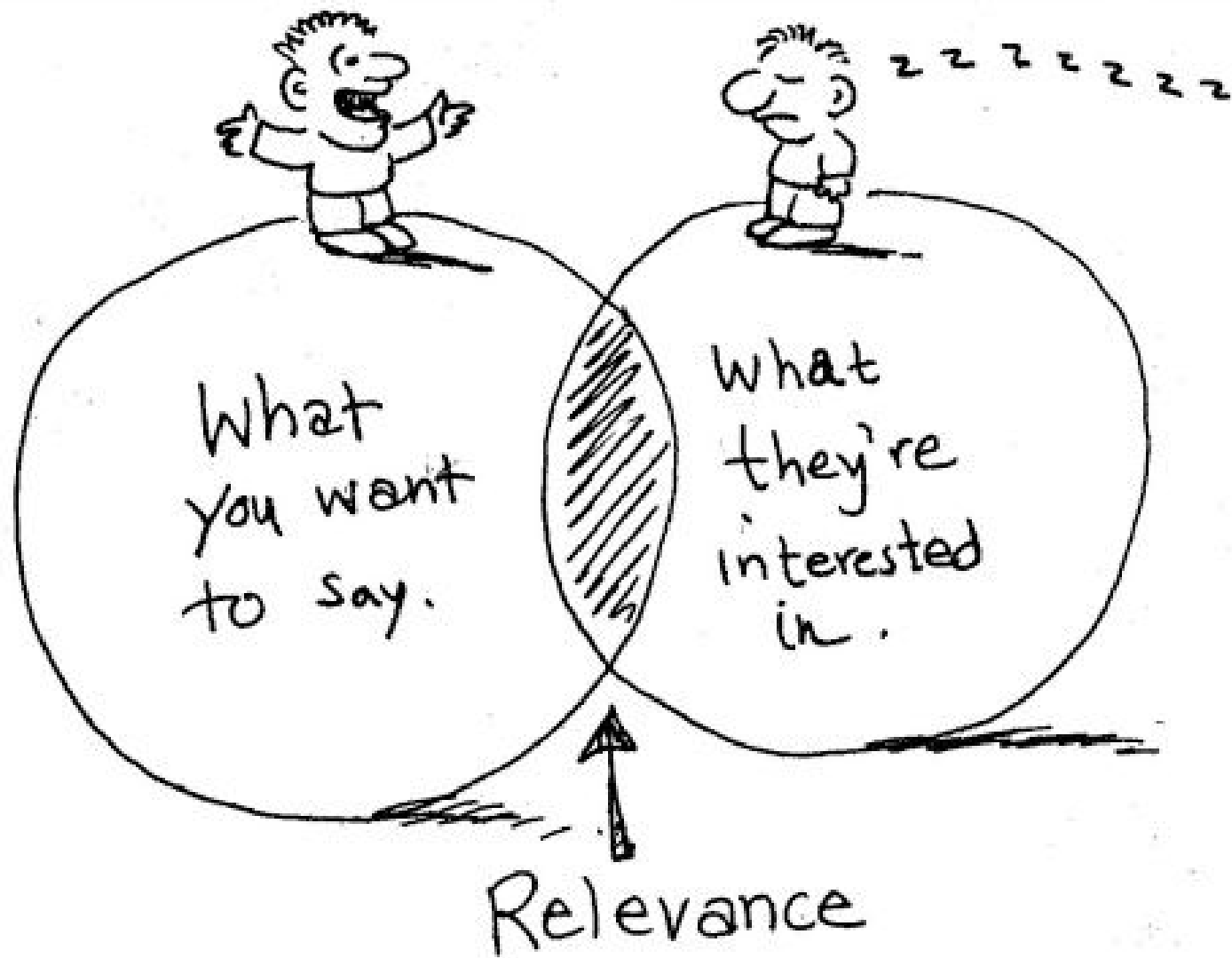
In addition to my enthusiasm, I will bring to the position strong writing skills, assertiveness, and the ability to encourage others to work cooperatively with the department.

I appreciate the time you took to interview me. I am very interested in working for you and look forward to hearing from you regarding this position.

Sincerely,

Jane Jones

Jane Jones
janejones@gmail.com
(555) 555-5555



Steps:

- Select a subject: Be clear and concise: *Tasks and deadlines*
- Greet according to the profile of the recipient.
- Explain the purpose of the email: *I'm writing to you to remind you of the pending tasks and their deadlines.*
- Write bullets to list the information:
- *Determine the project's budget*
- *Select the team for the project*
- *Arrange a meeting to go over plans*
- Write a goodbye line: *Look forward to hearing from you, Paula*

Example

Subject: Website Project

Hello dear David,

I'm writing you to inform you about our meeting next week. In this meeting I hope we can go over the details of the project:

- Branding
- Landing pages
- Payment system

So, see you next Monday at my office 795 Folsom St, 11:00 am.

Regards,

Paula

Useful email expressions

If you are introducing the email: *I'm writing to inform you... / I'm emailing you to..*

If you are answering questions: *I hope this clarifies your doubts*

If you want the recipient to do something: *I would appreciate if you...*

If you are expecting an answer: *Look forward to hearing from you.*

If you have been waiting for an answer: *In reference to my email on July 20th*

How to write reports

When giving reports the following expressions are very useful:

If you want to assert something:

- Argue, assert, claim

If you want to show conclusions:

- Discover, find, conclude

If you want to show findings:

- Demonstrate, prove, test

If you want to compare:

- Given that x is significantly higher than y...

How to interact in chats

Here you have some examples of chats:

When communicating at work via chat you can shorten messages through the use of expressions such as:

- A.s.a.p.
- Idk
- FYI
- BRB
- OT
- Thx - Thks

Task

Write an email in which you apply to a job position. Be concise and short. Share it in the discussion board.

How to make presentations for the workplace

Introduction

First, we need to structure the presentation, for this answer the following questions:

- What topics do you want to cover?
- What is the sequence that you need to follow to be clear?
- What is the result or the conclusion of your presentation?

Second, you need to start working on the opening of your presentation, for this you can use the following expressions:

- To begin...
- On behalf of...
- For starters...

An example could be:

To begin I would like to tell you about the experiment that we carried out in the product department. We run some tests with users who saw different versions of the platform. In here we wanted to identify the things that made users be more engaged with the platform.

Body

After having described the experiment or treatment you developed, you can start to present conclusions. For this, you might need some expressions such as the following:

- Throughout this experiment we discovered that...
- Also, we identified trends that showed us that...
- The data revealed that...

Conclusion

In the end, you need to present the conclusions of your experiment and the further actions that you might take. In this section you can use phrases as:

- With all this information, we have concluded that...
- It can be assumed that...

For further actions you can use:

- It is necessary that we...
- There are some things the company can do...

Task

Create a short presentation in a Youtube video and share it in the discussion board.

Understanding Computer Ethics and Security

Listen to the lecture and answer the following questions according to the exercise:

- What crimes are most common in the techworld?
- Why is it important to protect our information?
- Why are so many people victims of internet crime?
- Why is it necessary to be careful when we give permission to our apps?

Using English in Social Networks

Facebook Posts

- Be short
- Use expressions like: *Today I learned that... ; I am very happy to participate in these events; I had the opportunity of...*

Here I show you some examples:

- I'm very happy to participate in events like this one, here you meet people and share with brilliant minds
- This weekend I had the opportunity of presenting my talk on strat-up creation. Great audience! We learned a lot.



Twitter

Remember that Twitter is all about 140 characters, so you need to select your words carefully. Avoid expressions that can be distracting, focus on one thing only, share information that is useful for the audience you want to reach.

LinkedIn:

In here you can recycle a lot of the things that you learned when creating your professional profile. Create a description of yourself that is shorter and that causes impact, place your experience, skills and include posts that you have created.



Be extra careful with spelling

Writing in English is a matter of paying attention to what you are saying. If in your social networks you write things that are misspelled, employers might get the impression that you do not know the language fully. So check everything you are posting before making it public.

Have a clear and appealing professional description

It is very useful to have your professional description in all your social networks. This is similar to your professional profile, although you can make it simpler, just remember to include it and make it appealing.

Check your vocabulary use: Adjectives and verbs

If you are going to post something related to your profession in your social networks pay special attention to your word-selection. Try not to repeat the same adjectives over and over, and select strong verbs that make your statements outstand.

Keep it professional

If you aim to use your social networks for professional purposes, it is important that you demonstrate you are truly committed to it. Make sure that most of your posts are related to your professional outcomes and goals, so you have a constant narrative.

Avoid informal language and abbreviations

Remember that if your purpose is professional you need to keep it that way. Try to post using formal expressions such as *I give you, It has been a pleasure to, I have never felt as rewarded as, This article might give you ideas on this particular issue*, etc. Also, avoid abbreviations, they tend to look scrappy and too informal.

Writing Good Blog Posts

Select a topic that we manage and that
we feel comfortable with

Identify the aspects of the topic that you
aim to cover

Write a draft

Check that your blog post is SEO
friendly

Here I give you one example of bad practices when writing blogs, check them and let us know what your opinions are and why these are not good examples:

Task

Write a good blog post and share it in the discussion board, then read your partners' and give feedback

Vocabulary for Programming

Listen and Repeat

- Programming Languages
- Features
- Develop
- Sites
- Programs
- Algorithms
- Scope
- Steps
- Flowchart

- Graphical Representation
- Syntax
- General-purpose
- Backend
- Web projects
- HTML
- High-level

- Weakly-typed
- Interpreted Language
- Frameworks
- Libraries
- Angular
- React
- Multiparadigm
- Readable
- Indentation
- Code blocks
- Parenthesis

- Brackets
- Coders
- Lines of code
- Open source
- Productive
- Functional Programming
- Interpretative Programming
- Object-oriented

Best ways to learn English

Read the documentation

If you are coding and you are also in the pursuit of learning English, the first thing you should do is to read the documentation that comes in this language. Not only it is more reliable, but is also updates and helps you learn concepts in English in a faster way.

Pay attention to the command names and the syntax

Command names are very useful to learn vocabulary in English, this is due to the fact that most commands have a root in real and day-to-day English, for this reason it would give you the chance to learn more.

Interact in events and forums

Sharing information with people on internet and answering questions in forums is a great way to start learning English. This allows you to learn more vocabulary and also evaluate how successful you are being.

Vocabulary for Marketing

Vocabulary for marketing

- Consumer
- Brand
- Cost
- Distribution
- Label
- Launch
- Market research
- PR - Public Relations
- Ad copy
- Banner ad
- Tracking

- CPC - Cost Per Click
- CPA - Cost Per Acquisition
- LTV - Life Time Value
- MRR - Monthly Recurring Revenue
- Creative strategy
- Demographics
- Campaign Traffic
- Impressions
- Strategic Market Planning
- Content Strategy

- Google Adwords
- Facebook Ads
- Channels
- Audience
- Convert
- Display
- Customer Persona
- Age
- Service
- Social media
- Benefits

- Business
- Invest
- Search
- Blog posts
- Email marketing
- Promotions
- Discounts
- Updates
- Killer campaigns

How to create good copy for
marketing campaigns?

How to create good copy for
marketing campaigns?

Make the subject and the first
line coherent

Keep it short and strong

Use “you”

Know your audience

Focus on one objective only

Vocabulary for business

Organize: To arrange something:

People need to organize their agendas to attend the meeting

Competitor: Another business that has a similar product or service

Our competitor is gaining a lot of revenue thanks to their latest campaigns

Public Relations (PR): The strategy a company creates to appear in relevant media

We were just interviewed by the Times, finally the Public relations strategy is paying off

After-sales service: It is the support that businesses provide to their clients after the purchase

The after-sales service that Platzi provides is very good, the answers are quick

Strategy: A plan that has been designed to achieve a goal

The inbound strategy is based on blog posts and Youtube videos

Team: The people that work in a company or a project

The product-team is focused on releasing the new features as soon as possible

Headquarters: The place where the main office of a company is located

Platzi's Headquarters are located in Bogota

Product: The thing that you offer and sell to your clients

Our product is very efficient and won't let our customers down

Investors: People who give money to a company to grow their business

Investors have given us 500.000 US dollars to grow our team

Clause: A statement in a contract

The clauses in the team's contract show that everyone is responsible for their results

Tips for creating successful pitches in English

Take maximum 10 minutes:

Introduce yourself very shortly and go straight the point immediately. It's recommended to make a pitch as if you were telling a story. Think that everyone loves a good story, and remember that investors get bored with spreadsheets.

Use expressions such as:

- I'm very excited to be here showing you our project
- Today I'm going to present to you our amazing start-up

Explain what your product or service really is:

The idea is to sell your product, that's why you need to use every minute that you have available. Remember that investors want to know how much money your product makes.

For this use the following expressions:

- The main characteristics of our product are:
- The key features of our product are:
- What is amazing about our product is:
-

Know the audience:

When preparing your pitch have a general idea of the people who will be listening to you. Research who they are and what they expect from your presentation. With this information you will know the type of language and tone you can use.

- Formal tone: On behalf of our organization, I would like to introduce our product.
- Informal tone: I would like to tell you all about this exciting project.

Explain your marketing strategy:

One thing investors pay a lot of attention to is the marketing strategies companies have. This allows them to see what the projections for sales that you have and the revenue you expect to get.

Expressions:

- Our marketing strategies will be based on three main components
- The marketing strategies will be outbound and inbound.

Show enthusiasm:

When you are presenting your pitch you need to be energetic and enthusiastic, this shows the audience that you are excited about your business and your idea.

Expressions:

- It's great to have this chance
- Our amazing product
- The projections are fantastic



Task

Write the script for your pitch and leave it in the discussion board. If you really want to practice, create a video and upload it.