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| **BUT S3 INFO**  **TP** | Writing Skills (B2)  Preparing a CV | C:\Users\mborthwick\AppData\Local\Temp\Temp1_logos_iutbpb_2018.zip\jpg\logo_iutbpb_2018.jpg |

Learn how to write a curriculum vitae, often called a CV in the UK or résumé in American English, to practise and improve your writing skills.

**Before reading**

Do the preparation task first. Then read the text and tips and do the exercises.

**Preparation task**

Put the phrases in the correct groups.

Photography­­­­ Business Development Certificate in Degree in Marketing

Manager Presentation Skills

Taekwondo Professional blogger Research Assistant Sales Executive

Class B driving Proficient knowledge Masters in Public Diploma in

Licence of analytics software Relations and Digital Innovation Design Marketing

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| **WORK EXPERIENCE** | **EDUCATION** | **SKILLS AND INTERESTS** |
| Business Development Manager  Professional blogger  Research Assistant  Sales Executive | Certificate in Presentation Skills  Degree in Marketing  Master’s in public Relations and Digital Marketing  Diploma in Innovation Design | Photography­­­­  Taekwondo  Class B driving Licence  Proficient knowledge of analytics software |

**Reading text: A CV**

**Maria Jones**

Digital Marketing Specialist

**Profile**

I have five years’ experience in various digital marketing roles. I have a proven ability to create successful marketing campaigns in line with brand identity and values. I am a strong collaborator with outstanding communication skills, and have comprehensive experience of using my specialist knowledge and expertise in analytics for a wide variety of marketing initiatives.

**Employment History**

June 2017 – present

Digital Marketing Specialist for Zinco, a global insurance start-up

• My role involves working to tight deadlines to design, create and launch marketing campaigns via social media. • I have developed advanced knowledge of a range of social media platforms and digital marketing tools.

• I specialise in driving successful campaigns and excel in analysing their impact.

• I have experience launching digital billboards in places such as train stations and shopping centres.

Sept 2016 – June 2017

Creative break from employment to travel and blog

• I travelled through 12 countries, met several professional bloggers and started my own travel blog.

• I built up a community of followers and started to monetise my blog through sponsored posts. May 2014 – Aug 2016 Digital Marketing Assistant, Krunch Ltd

• Responsibility for overall social media strategy and regular posting on key channels.

• I played a key role in numerous campaigns to boost engagement with our brand.

• I also supported three product launches.

**Education**

2014 Diploma in Digital Marketing, Leeds Beckett University, UK

2012 A-levels (Psychology, English, Art & Design), Leeds City College, UK

**Skills and Interests**

Competent WordPress developer

Skilled in Adobe InDesign and Adobe Illustrator

Advanced Spanish (C1)

Intermediate German (B1)

Photography

Travel

**References**

Available on request

**Tips**

1. Start with a short profile to show who you are and what you offer.

2. List your employment history, starting with the present.

3. Explain any gaps, for example time spent travelling.

4. Use bullet points for your main responsibilities and experience in each role. Choose the aspects of your previous jobs that are most relevant to the new job you are applying for.

5. Then give your educational background. List the relevant qualifications that you have, starting with the most recent. Include the title of your qualification, where you studied and the date you successfully completed it.

6. Consider putting Education above Employment if you don’t have a lot of work experience yet. 7. List other experience or interests you may have if they are relevant to the job.

8. If you have someone who could support your application, add their contact details or say References available on request at the end.

**Tasks**

**Task 1**

Are the sentences true or false?

1. It is a good idea to start with a short summary about you. **True**

2. You should write your work history in order, with your most recent job at the end. **False (at the beginning)**

3. You should list all your responsibilities in detail.

**False (only the main and interesting ones)**

4. You should give the full title of your qualifications; with the date you passed each one and the organisations that awarded them to you.

**True**

5. It is a good idea to include hobbies if they are relevant to the job. **True**

6. Include references to support your application if you can. **True**

**Task 2**

Put the words and phrases in order to make sentences.

1. roles / I / have / in / various / experience / five years’

I have various roles in five years’ experience

2. My / involves / working / deadlines / role / tight / to

My role involves working to tight deadlines

3. a / create / ability / to / I / have / successful / campaigns / proven

I have a proven ability to create successful campaigns

4. digital / in / specialize / I / marketing.

I specialize in digital marketing.

5. in / excel / I / impact / analysis.

I excel in impact analysis.

6. I / of / knowledge / advanced / statistics / have

I have advanced knowledge of statistics.

**Task 3**

Write the correct form of the word in brackets.

1. I have a proven **ability** to deliver successful marketing campaigns. (able)

2. I am a strong **collaborator**. (collaborate)

3. I have specialist **knowledge** of marketing. (know)

4. I use my **expertise** in analytics to assess the success of campaigns. (expert)

5. I was **responsible** for the overall social media strategy. (responsibility)

6. I played a key role in **numerous** campaigns. (number)

7. I started to **monetize** my blog through sponsored posts. (money)

8. I worked on several initiatives to boost customer **engagement**. (engage)

**Task 4**

Look at the documents on e-learn to help you write and draw up your CV in English.