

## UNIT 2: RESUME

### Warm-up


There are headings and categories commonly used when writing a CV or resume. Match the headings and categories in the table with the appropriate definitions below.

marital status	referees	employment history	permanent address
educational background	skills	title	personal details
hobbies and interests	surname	special qualifications	date of birth

#### Which one means:

1. basic information about you? \_\_\_\_\_
2. practical abilities? \_\_\_\_\_
3. where you live most of the time? \_\_\_\_\_
4. what you do in your spare time? \_\_\_\_\_
5. when you were born? \_\_\_\_\_
6. Mr., Mrs., Dr., etc. \_\_\_\_\_
7. details about your working experiences \_\_\_\_\_
8. whether you are single or married \_\_\_\_\_
9. schools and universities you enroll \_\_\_\_\_
10. family name \_\_\_\_\_
11. proof that you have successfully  
completed the course \_\_\_\_\_
12. people who can tell the employee  
about your qualities and character \_\_\_\_\_

## 1.1 CV vs RESUME?



**Jane Roe**  
Business Development Manager

Professional Business Developer with more than four years of experience in the business development processes. Involved in product testing, management, and development of new business opportunities.

[jane.roe@gmail.com](mailto:jane.roe@gmail.com)  
202-555-0166  
New York, USA  
[linkedin.com/in/jane.roe](https://www.linkedin.com/in/jane.roe)  
jane.roe

**SKILLS**

- SEO
- Public Speaking
- Negotiation
- Teamwork
- Decision Making
- Research & Strategy
- Emotional Intelligence
- Outbound Marketing
- Email Marketing
- Google Analytics
- Sales & Marketing

**LANGUAGES**

English: ●●●●●

Spanish: ●●●●○

French: ●●○○○

**WORK EXPERIENCE**

**Business Development Manager**  
AirState Solutions [✎](#)  
09/2014 – 06/2017 New York, USA

- Successfully managed \$2 - 3 million budget projects and successfully achieved the project scheduled goals.
- Developed and implemented new marketing and sales plans and defined the strategy for the next 5 years.
- Reviewed constantly the customer feedback and then suggested ways to improve the processes and customer service levels which increased the satisfaction rate from 81% to 95%.
- Ensured that new clients will grow into a loyal customer base in a specialist niche market by implementing a new loyalty program.

**Business Development Assistant**  
AirState Solutions  
08/2012 – 09/2014 Chicago, USA

- Increased the customer satisfaction rate by 25% by improving the customer service.
- Planned, supervised, and coordinated daily activity of 3 junior business analysts.
- Improved the communication with the Marketing department to better understand the competitive position.
- Directed the creation and implementation of a Business Continuity Plan, and the management of audit programs.

**ORGANIZATIONS**

American Management Association (2015 – Present)  
Association of Private Enterprise Education (2014 – Present)  
eBusiness Association (eBA) (2013 – Present)

**EDUCATION**

**MSc in Economics and Business Administration**  
The University of Chicago  
09/2008 – 06/2010

**HONOURS AND AWARDS**

Jury Member, Venture Cup Entrepreneurship Competition (2016)  
*Venture Cup USA*

Sales Individual & Business Development Award (2015)  
*AirState Business Awards*

Excellence in Customer Partnering Award  
*IES - Institute of Excellence in Sales*

**Jane Franklin**  
Douglas-Kelly Professor of English

**Address**  
University of Pennsylvania  
Philadelphia, PA 19104, USA  
Home Address:  
713 N 4th St, Philadelphia, PA 19123, USA  
**Phone** 267-861-5317  
**E-mail** jane\_franklin@gmail.com

**LinkedIn** [linkedin.com/in/JaneFranklin](https://www.linkedin.com/in/JaneFranklin)  
**Twitter** [twitter.com/jane-marie-franklin](https://twitter.com/jane-marie-franklin)

Proactive lecturer and researcher with 10+ years of experience teaching courses on undergraduate and postgraduate levels. Supervised 22 BA theses, 9 MA theses, and 2 PhD dissertations. Edited and co-authored 3 monographs on contemporary trends in drama and performative arts. Published over 30 articles in peer-reviewed journals.

**Education**

2000-08 - 2008-05 **University of Chicago, Chicago, IL, PhD in Comparative Literature**  
**The Department of Modern Languages**  
Thesis title: "The Lesbianism of Marcel Proust: An Analysis of the Traits of Female Queer Culture in In Search of Lost Time"  
Thesis supervisor: Professor George Swan

1999-08 - 2000-05 **City University of New York, New York, NJ, MA in English**  
**The Department of English**  
Graduated summa cum laude  
Thesis title: "Thom Gunn's Peculiar (Post)modernism: An Analysis of Gunn's Late Works in Comparison to the Ideas and Values of the Movement"  
Thesis supervisor: Professor Anne Plath  
**Academic achievements:**  
• Dean's List 2000  
• Awarded "Best Thesis in Modern Languages" 2000

1996-09 - 1999-07 **University of Oxford, Oxford, UK, BA in American Studies**

**Professional Appointments**

2014-07 - present **Douglas-Kelly Professor of English**  
*University of Pennsylvania, Philadelphia, PA*  
Taught a total of 18 undergraduate and 9 postgraduate courses, mainly focused on contemporary conceptual drama and performative arts, as well as experimental poetry and fiction. Supervised 12 MA theses. Member of the Postgraduate Studies Board from 2014 to 2017.

2008-08 - 2013-01 **Professor Assistant of English**  
*University of Chicago, Chicago, IL*  
Assisted in developing and executing core curriculum requirements for over 20 under- and postgraduate courses. Supervised 16 BA theses and 6 MA theses.

**Books**

2017-05 *The Rustle of Language*. New York: Hill and Wang

2013-07 *Sexual Politics in Post-2000 American Drama*. Woodstock and New York: The Overlook Press

2011-01 *The Man Who Fell Asleep: Structural Analysis of Narrative*. New York: W. W. Norton & Co.

RESUME	CV
<ul style="list-style-type: none"> <li>The French word <i>résumé</i> translates to “<b>abstract</b>” or “<b>summary</b>”</li> <li>Typically include a <b>concise overview</b> of your previous <b>roles, skills</b> and details about your <b>education</b>.</li> <li>Typically <b>one-page</b> document</li> </ul>	<ul style="list-style-type: none"> <li>the Latin phrase “<i>curriculum vitae</i>” meaning “<b>course of life</b>”—is a detailed document highlighting your professional and academic history.</li> <li>Typically include work experience, <b>achievements</b> and <b>awards, scholarships, coursework, research projects</b> and <b>publications</b> of your work.</li> <li>Typically <b>two or three</b> pages long</li> </ul>

## 1.2 TIPS FOR WRITING AN EFFECTIVE RESUME

DO(S)	DON'T (S)
<ul style="list-style-type: none"><li>• <b>Format</b> (1 page= ____ years)</li><li>• <b>Contents</b> (Action words + Show impact)</li></ul>	<ul style="list-style-type: none"><li>• <b>Unprofessional</b> _____</li><li>• <b>Improper</b> _____</li><li>• No <b>summary</b></li><li>• <b>Reference person</b></li></ul>

## 1.3 USEFUL VOCABULARY

### Action Words (aka Resume Power Words)

Typically, they are action verbs but adjectives and some buzzwords are also considered good words for resumes.

For example:

Responsible for becomes *Improved...*

Worked with becomes *Collaborated on a team that...*

In Charge Of becomes *Directed 20 employees to..*

### Key Words

- The key words are used to showcase your specific skills.
- Applicant Tracking Software (ATS) will reward you.
- It's recommended to use 25-30 resume keywords.

To strengthen your vocabulary, you can look at the powerful vocabulary from the tables 1.-4. Select the appropriate words to use in your profile and make you stand out. There are various aspects including 1) Team Player, 2) Leadership, 3) Management, 4) Creativity, 5) Responsibility, 6) Communication, 7) Achiever and 8) Researcher.

**Table 1**

Team Player	Leadership
1. Acknowledged	1. Delegated
2. Collaborated	2. Directed
3. Contributed	3. Enabled
4. Embraced	4. Facilitated
5. Encouraged	5. Headed
6. Gathered	6. Hosted
7. Harmonized	7. Inspired
8. Participated	8. Mentored
9. Partnered	9. Operated
10. Volunteered	10. Trained

**Exercise A**

**Direction:** Select one word from Table 1. to describe your quality. Write your explanation in the provided space.

☐ Team Player      ☐ Leadership

The selected word: \_\_\_\_\_

The explanation: \_\_\_\_\_

\_\_\_\_\_

**Table 2**

Management	Creativity
1. Cultivated	1. Built
2. Mentored	2. Designed
3. Mobilized	3. Drafted
4. Motivated	4. Enhanced
5. Recruited	5. Established
6. Regulated	6. Fixed
7. Shaped	7. Initiated
8. Supervised	8. Invented
9. Taught	9. Piloted
10. Trained	10. Pioneered

**Exercise B**

**Direction:** Select one word from Table 2. to describe your quality. Write your explanation in the provided space.

☐ Management      ☐ Creativity

The selected word: \_\_\_\_\_

The explanation: \_\_\_\_\_

\_\_\_\_\_

**Table 3**

Responsibility	Communication
1. Accomplished	1. Advocated
2. Acted as	2. Clarified
3. Completed	3. Explained
4. Finished	4. Illustrated
5. Made	5. Influenced
6. Partnered	6. Informed
7. Performed	7. Mediated
8. Prepared	8. Moderated
9. Succeeded In	9. Negotiated
10. Undertook	10. Promoted

**Exercise C**

**Direction:** Select one word from Table 3. to describe your quality. Write your explanation in the provided space.

☐ Responsibility      ☐ Communication

The selected word: \_\_\_\_\_

The explanation: \_\_\_\_\_

\_\_\_\_\_

**Table 4**

Achiever	Researcher
1. Accomplished	1. Analyzed
2. Advanced	2. Assessed
3. Boosted	3. Examined
4. Completed	4. Explored
5. Created	5. Inspected
6. Delivered	6. Investigated
7. Expanded	7. Measured
8. Generated	8. Studied
9. Improved	9. Surveyed
10. Maximized	10. Tested

**Exercise D**

**Direction:** Select one word from Table 4. to describe your quality. Write your explanation in the provided space.

☐ Achiever      ☐ Researcher

The selected word: \_\_\_\_\_

The explanation: \_\_\_\_\_

\_\_\_\_\_

## 1.4 LEARNING FROM AN EXAMPLES

Look at the RESUME of some of the most influential people in the world. Think about what do you like/ what do you want to improve in his/her RESUME.

### Writing Model A



## Oprah Winfrey

**Media Executive. Actress. Talk Show Host. Philanthropist**

Dubbed the "Queen of All Media", best known for the talk show, "The Oprah Winfrey Show", broadcast from Chicago, which was the highest-rated television program of its kind in history and ran in national syndication for 25 years from 1986 to 2011. Sometimes ranked as the most influential woman in the world.

✉ oprah@winfrey.com

📞 0123 456 789

🌐 oprah.com

🐦 @Oprah

### PROFESSIONAL EXPERIENCE

#### Oprah Talks COVID-19

Presenter - Apple TV+

03/2020 – Present

- Interviewed 13+ experts and celebrities to provide insight on how to move mindfully through the coronavirus crisis.

#### Oprah Winfrey Network

Chairwoman, CEO & CCO

01/2011 – Present

- Featuring entertainment and lifestyle programming targeting African American audiences.
- Led the network to reach 82+ million pay television households.

#### Oprah.com

Owner

2006 – Present

- Providing resources and interactive content related to all personal activities.
- Reaching 70 million page views by six million users per month.
- Initiated "Oprah's Child Predator Watch List" to help track down accused child molesters, two of whom were captured in the first 48 hours.

#### The Oprah Winfrey Show

Host & Producer

09/1986 – 05/2011

WLS-TV Chicago (1986–1988), Harpo Productions (1988–2010), Harpo Studios (2010–2011)

- Hosted 25 seasons, i.e. 4560+ episodes, catapulting it one of the longest-running daytime TV talks shows in history.
- Received 46 Daytime Emmy Awards.
- Praised by critics as one of the most successful tv shows of all time.
- Grew The Oprah's Book Club segment into the largest book club in the world.

### SKILLS

Emotional Intelligence

Interpersonal Skills

Enthusiasm

Creativity

Communication

Public Speaking

Active Listening

Leadership

### HONORS & AWARDS

Golden Globe Cecil B. DeMille Award (2018)

Presidential Medal of Freedom (2013)

Jean Hersholt Humanitarian Award (2011)

Anisfield-Wolf Book Award for Lifetime Achievement (2010)

People's Choice Award for Favorite Talk Show Host (2004)

### FILM

#### Selma (2014)

Organization

- Produced the movie and played the role of Annie Lee Cooper.
- The movie received four Golden Globe awards and was nominated for Best Picture.
- Nominated for the NAACP Image Award for Outstanding Supporting Actress in a Motion Picture.

#### Beloved (1998)

Organization


- Experienced a 24-hour simulation of slavery to prepare for the role.
- Nominated for the NAACP Image Award for Outstanding Actress.

#### The Color Purple (1985)

Organization

- Produced and co-starred in the movie in the role of distraught housewife Sofia.
- Nominated for an Academy Award for Best Supporting Actress.





**Elon Musk**

Aiming to reduce global warming through sustainable energy production and consumption, and reducing the "risk of human extinction" by "making life multi-planetary" and setting up a human colony on Mars.

elonmusk@teslamotors.com

650-681-5000

Los Angeles, USA

elon.musk

## Work Experience

06/2006 - Present

**Chairman**

**SolarCity**

San Mateo, USA

**Accomplishments**

Created a collaboration between SolarCity and Tesla to use electric vehicle batteries to smooth the impact of rooftop solar on the power grid.

Provided the initial concept and financial capital.

02/2004 - Present

**CEO and Product Architect**

**Tesla Motors**

Palo Alto, USA

**Accomplishments**

Currently oversee the company's product strategy -- including the design, engineering and manufacturing of more and more affordable electric vehicles for mainstream consumers.

Insisted on using carbon fiber composite materials in the hull to minimize weight, developed the battery module and even some elements of design, like the headlights.

Received Global Green 2006 product design award for Tesla Roadster design.

06/2002 - Present

**CEO and CTO**

**SpaceX**

Hawthorne, USA

**Accomplishments**

Plans to reduce space transportation costs to enable people to colonize Mars.

Oversee the development of rockets and spacecraft for missions to Earth orbit and ultimately to other planets.

Developed the Falcon 9 spacecraft which replaced the space shuttle when it retired in 2011.

03/1999 - 10/2002

**CEO**

**X.com and PayPal**

San Jose, USA

**Accomplishments**

Involved in the development of new business models, conducted a successful viral marketing campaign, which led to a rapid increase in the number of customers.

Created a method of securely transferring money using a recipient's e-mail address.

01/1995 - 02/1999

**Co-founder**

**Zip2**

California, USA

**Accomplishments**

Created a platform where newspapers -- including credible ones as New York Times -- could offer their customers some additional commercial services.

## Skills & Competences

Thinking through first principles	<div></div>
Micromanaging	<div></div>
Goal oriented	<div></div>
Future focused	<div></div>
Critical thinking	<div></div>
Resiliency	<div></div>
Verbal and written communication	<div></div>
Leadership	<div></div>
Creativity	<div></div>
Time Management	<div></div>

## Achievements & Certificates

**IEEE Honorary Membership (2015)**  
Given to people who have rendered meritorious service to humanity in the IEEE's designated fields of interest.

**Businessperson of the Year by Fortune Magazine (2013)**  
Prize received for the following companies: "SpaceX", "Tesla Motors" and "SolarCity"

**FAI Gold Space Medal (2010)**  
One of the highest honors in the aerospace industry, shared with prominent personalities like Neil Armstrong and John Glenn.

**Honorary doctorate in Design from the Art Center College of Design**

**Honorary doctorate (DUniv) in Aerospace Engineering from the University of Surrey**

**Honorary doctorate of Engineering and Technology from Yale University**

## Languages

English      Afrikaans

## Interests

Physics | Sustainability | Philanthropy | Extraterrestrial life | Alternative energy sources | Space engineering | Reading | Video games

## Education

09/1992 - 06/1995

**Bachelor of Science in Economics**

Wharton School of the University of Pennsylvania

09/1992 - 06/1995

**Bachelor of Science in Physics**

Penn's College of Arts and Sciences

Source: <https://novoresume.com/career-blog>

## GROUP WORK 2 (5%)

**Direction:** Write personal statements for different purposes and present them to the class.

Task details:

Members per group: 5-6 students

Preparation time: 15 minutes

Scoring: same score will be given for all member in the group

Scoring details:

SPEAKING DELIVERY		
Fluency	Score	Comments
<ul style="list-style-type: none"><li>Shows <u>smooth</u> flow of speech; is <u>intelligible</u> with <u>proper pronunciation</u></li></ul>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)	
Naturalness	Score	Comments
<ul style="list-style-type: none"><li>Engages in the conversation <u>without looking at the script</u></li></ul>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)	
Preparation	Score	
<ul style="list-style-type: none"><li>The presentation is <u>well-prepared</u> and shows <u>teamwork</u>.</li></ul>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)	
LANGUAGE USE		
Accuracy	Score	Comments
<ul style="list-style-type: none"><li>Uses language patterns and vocabulary from the unit with <u>no or few errors</u></li></ul>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)	
Content	Score	Comments
<ul style="list-style-type: none"><li>Engages in a presentation <u>corresponding to the prompt</u></li></ul>	<input type="checkbox"/> Yes (1) <input type="checkbox"/> No (0)	

## Writing Assignment 1(10%)

Direction: Write a well-written and professional looking resume for a job application. Your resume must include the following information: personal statement; personal information and contact details; skills summary; previous work experiences; and educational qualifications.

Task details: individual work

Scoring details:

**Scoring Rubric for Writing Assessment:**

		0 points	1 point	2 points	3 points	4 points
1	TASK FULFILLMENT	does not satisfy the requirements of the task or the answer is fully unrelated	tries to fulfill the requirements of the task but does not cover all key points	overall addresses the task; covers all key points but does not provide clear explanations	overall addresses the task but the key points and explanations could be covered in more detail	fully satisfies all the requirements of the task, covering and supporting all key points
2	CONTENT	fails to communicate the message; most of ideas are undeveloped	content indicates thinking and reasoning; only a few ideas are developed	content indicates thinking and reasoning; development of most of ideas	content indicates original thinking and development of ideas with sufficient evidence	content indicates synthesis of ideas and analysis
3	STRUCTURE / ORGANIZATION	writing lacks logical organization; the ideas lack unity	writing is logically organized, but some points are misplaced; poor use of transitions	writing is coherent and logically organized with some transitions used between ideas	writing is coherent and logically organized, a variety of transitions used between ideas	writing demonstrates a high degree of attention to logic and reasoning of points, uses a variety of cohesive devices
4	VOCABULARY CHOICE/USE	can only use a few words or very limited range of vocabulary	uses basic vocabulary repetitively; errors in vocabulary choice may hinder understanding	uses a limited range of vocabulary but sufficient to express the ideas; errors in word formation may hinder understanding	uses a wide range of vocabulary; makes occasional errors in vocabulary choice which do not hinder understanding	uses a wide range of vocabulary very naturally; makes only minor errors
5	GRAMMAR AND MECHANICS	spelling, punctuation and grammar errors hinder understanding	uses a limited range of grammar structures; makes a number of spelling and punctuation mistakes	uses a range of grammar structures sufficient to express the ideas; makes some grammar, spelling, and punctuation mistakes	has few grammar, spelling, and punctuation errors which do not hinder understanding	writing is almost free of grammar, spelling and punctuation

Source: <https://www.pelmo-intl.com/rubric>