

25 YEARS ANNIVERSARY
SCHOOL OF COMPUTER SCIENCE AND TECHNOLOGY

ĐẠI HỌC BÁCH KHOA HÀ NỘI
VIỆN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG



TRƯỜNG ĐẠI HỌC BÁCH KHOA HÀ NỘI
HANOI UNIVERSITY OF SCIENCE AND TECHNOLOGY

Email and CV

Technical Writing and Presentation

SoICT - 2020

Contents

1. Email
2. CV

EMAIL



VIỆN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG

Email Format

To: mrsmith@fakeemail.com
CC:
BCC:
Subject: Product XYZ Case Study Proposal **1. Subject Line** Priority: Normal

Add Attachment
No Attachments

Rich Text Plain Text Greeting Card
Verdana 2 (10pt) A B I U

Hello, Mr. Smith. **2. Salutation**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc cu **3. Message** terdum, lobortis venenatis tortor pulvinar. Pellentesque ut nisi id erat tincidunt tristique at quis massa.

Proin ut fermentum nibh, non molestie mi. Nunc egestas risus non turpis porta, et bibendum nibh pretium. Mauris eget magna et libero placerat lobortis.

Sincerely,
Jane Doe **4. Closing**

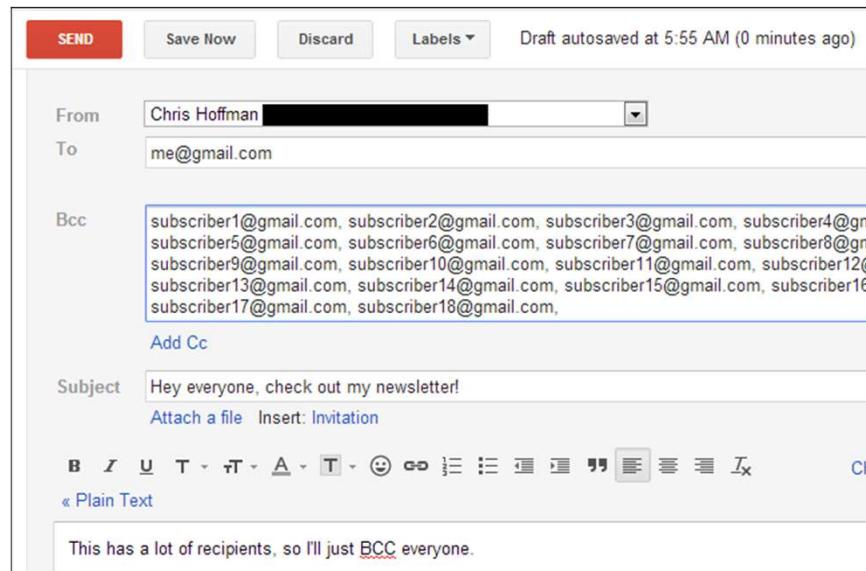
Jane Doe
Jane Doe's Generic Company
555-555-5555
JaneDoe@janedoegenericcompany.com
janedoegenericcompany.com
[LinkedIn](#)

5. Signature Block

erinwrightwriting.com

Email Format

- To: recipient's email address
- Cc (carbon copy): copy of email to other recipients
- Bcc (blind carbon copy): copy of email, but list of recipients is secret



Email Format

- Subject: subject line
- Message
 - Greeting phrase
 - Opening line
 - Body paragraphs
 - Closing line
 - Signature block

Sample 1

Dear Mr Tùng,
Em chào thầy ạ!! Thưa thầy, kì này em
đăng kí học phần Project III và được phân
vào lớp hướng dẫn của thầy. Vậy em có
thể gặp thầy khi nào để nhận đề tài và
hướng dẫn về học phần này ạ!!
Em xin cảm ơn thầy!!

Sample 2

Em chào thầy Ta Hải Tùng.

Em tên là : ■■■■■■■■■■

MSSV: ■■■■■■■■■■

Lớp § ■■■■■■■■■■

Kỳ này, em có đăng ký Projct II và được phân công dưới sự hướng dẫn của thầy.

Em thấy trên nhóm facebook thầy có ghi thời gian và địa điểm nhận đề tài(Thứ 2, 17h30 tại B1- 503). Em hứa sẽ lên đúng giờ và làm đầy đủ bài tập thầy giao.

Em chúc thầy có một buổi tối hạnh phúc bên gia đình.

Em xin trân thành cảm ơn thầy!

Sample 3

Kính gửi

Em chào thầy Ta Hải Tùng, (do chưa biết
Em tên là : [REDACTED] dc câu nên",")
MSSV: [REDACTED]
Lớp S [REDACTED] *sinh viên năm thứ nhất*

Kỳ này, em có đăng ký Projct II và được
phân công dưới sự hướng dẫn của thầy.
Em thấy trên nhóm facebook thầy có ghi
thời gian và địa điểm nhận đề tài (Thứ 2,
17h30 tại B1- 503), Em hứa sẽ lên đúng
giờ và làm đầy đủ bài tập thầy giao.
Em chúc thầy có một buổi tối hạnh phúc
bên gia đình. (hồi mới mott)
Em xin chân thành cảm ơn thầy!

(Không cần cam ơn vì nó đúng
thúi là thông báo, k phải thi
lịch gấp) Kính thưa, (hoặc Trần trọng) ↩

Tip 1. Meaningful subject



Subject: [Blank]



Subject: “Important! Read Immediately!!“



Subject: “Quick question.“



Subject: “All Cars in the Lower Lot Will Be Towed in 1 Hour.”



Subject: “10 confirmed for Friday... will we need a larger room?”

Tip 2. Keep the message focused

 **Indirect and wasteful:** “Dearest Arnold: I would be very much obliged if, at your earliest convenience, you could send me the current password for the website. I look forward to your response. Have a nice day! Yours Truly, Philomena.”

 **Blunt to the point of rudeness:** “Need the password for the website.”

 **Urgent, yet polite:** “Site is down, but I can’t troubleshoot without the new password. Do you know it?”

Tip 3. Avoid attachments

- Copy, paste the most important part of the document into body of your message

To: All 1000 Employees
From: Eager Edgar
Subject: A helpful book everyone should read

Hello, everyone. I've attached a PDF that I think you'll all find very useful. This is the third time I sent it the file — the version I sent yesterday had a typo on page 207, so I've sent the whole thing again. Since some of you noted that the large file size makes it a bit awkward, I've also attached each chapter as a separate document. Let me know what you think!Attachments:

- Big Honking File.pdf (356MB)
- BHF Cover.pdf (25MB)
- BHF Chapter 1.pdf (35MB)
- [...]

To: Bessie Professional
From: Morris Ponsybil
Subject: Email tips — a subject for an office workshop?

Bessie, I came across some tips on streamlining professional communications. Has anyone volunteered to present at the office workshop next month? Let me know if you'd like me to run a little seminar (20 minutes?) on using email effectively. Below, I'll paste the table of contents. I'll send you the whole thing as a PDF if you want it.Table of Contents

1. Write a meaningful subject line.
2. Keep the message focused and readable.
3. Avoid attachments.
4. [...]

Tip 4. Identify yourself clearly



To: Professor Blinderson
From: FuZzYkItTy2000@hotmail.com
Subject: [Blank]Yo goin 2 miss class whats the homework



To: Professor Blinderson
From: m.ponsybil@gmail.com
Subject: EL227 Absence, Oct 10Hello, Prof. Blinderson. This is Morris Ponsybil, from EL227 section 2. This morning, I just found out that the curling team has advanced to the playoffs, so I'm going to be out of town on the 10th. According to the syllabus, it looks like I will miss a paper workshop and the discussion of Chapter 10. May I email you my Chapter 10 discussion questions before I leave town? And could I come to your office hour at 2pm on the 12th, in order to discuss the paper? I've asked Cheryl Jones to take notes for me. Thank you very much. I'll see you in class tomorrow.

Tips

- Meaningful subject line
 - Keep the message focused
 - Avoid attachments
 - Identify yourself clearly
-
- Proofread your email
 - Never send email when angry or disappointed

CV



VIỆN CÔNG NGHỆ THÔNG TIN VÀ TRUYỀN THÔNG

Résumés - CV

- Difference between Resume and CV???
- (In some countries, they are used interchangeably)
- A CV (**Curriculum Vitæ**, which means course of life in Latin)
 - an in-depth document
 - over two or more pages
 - contains a high level of detail about your achievements, a great deal more than just a career biography.
- A resume, or résumé,
 - a concise document
 - typically not longer than one page (sometimes 2 pages) as the intended reader will not dwell on your document for very long.
 - The goal of a resume is to make an individual stand out from the competition.

Résumés - CV

	Resume	Curriculum vitae
Length	Shorter is better	Length is an indication of accomplishment
Focus	Contribution based – how did you make a difference where you worked	Expertise based – what makes you an expert in your field
Education	Since business experience is most important, education is generally positioned after experience	Education is always at the top of the CV
Experience	Highlight job titles, companies and accomplishments in the job	Highlight teaching experience and positions related to the courses you want to teach - accomplishments in the job are not as important
Additional items	Board positions and association memberships might be added	Publications, research, presentations, and organization work
Duration of experience	Generally no more than 10 years of experience listed - if extremely pertinent 15 years	Experience, publications, etc. can go back as far as is pertinent - quantity and quality are viewed as important

Résumés - CV

Academic Curriculum Vitae

Elizabeth Smith
Marketing Lecturer

Experienced academic with two publications regarding Digital Marketing and Search Engine Optimization, holding a BA in Business Administration and a MSc. in Business Analytics from Northwestern University.

RESEARCH INTERESTS

Search Engine Optimization, Content Creation, Client Recruitment and Retention, International Marketing

EDUCATION

Ph.D. in Marketing
Columbia Business School
08/2019 – Present
Research Area
- Extending Social Perception Theories to Advertising and Search Engines Context

MSc in Business Analytics
Kellogg School of Management
08/2016 – 06/2018
Courses & Dissertation
- Data Analysis
- Brand Management
- Machine Learning
- Dissertation: The Effect of Social Media Content in Search Engine Optimization

BA in Business Administration
Colorado State University
08/2014 – 06/2016
Dissertation
- The Effect of Search Engine Optimization in Digital Marketing

PUBLICATIONS

Book: **Search Engine Optimization: Digital Marketing New Wave** [\[View\]](#)
Author(s): Elizabeth Smith & Richard Doe
2018
Penguin Publishing

Academic Article: **Digital Marketing Implications of Content Management and Distribution** [\[View\]](#)
Author(s): Elizabeth Smith & Richard Doe
March, 2017
Journal of Marketing

CONFERENCES & COURSES

AMA Cincinnati's Trailblazer Series (2019)
American Marketing Association

Adobe Marketing Summit (08/2018)
Adobe Inc.

elizabeth.smith@novoresume.com [\[Email\]](#) [\[Phone\]](#)
123-456-7891
Colorado, United States [\[Map\]](#)
elizabeth-smith.com [\[Website\]](#)
linkedin.com/in/elizabeth-smith [\[LinkedIn\]](#)

TEACHING EXPERIENCE

Lecturer in Introduction to Digital Marketing
Colorado State University
08/2018 – Present

WORK EXPERIENCE

Search Engine Marketing Specialist
Hub Digital Agency
06/2016 – 05/2019
Achievements
- Utilized SEO principles and successfully audited over 200 websites from 5 different niches: Fashion, Education, Human Resources, E-commerce, Art & Culture.
- Increased lead generation of the agency by 20% within the first 6 months by creating 4 'How-to' guides on the blog.
- Contributed to the increase by 35% of new clients in 2017 compared to 2016.

Marketing Intern
ABC Agency
06/2015 – 12/2015
Achievements
- Increased social media presence of the company by 23% in the last 3 months.
- Drafted a new on-boarding email process that increased the email open rate from 31% to 36%.
- Created 2 marketing-related articles per month which had on average 150 social media shares each increasing brand awareness.

CERTIFICATES

Hootsuite Social Marketing Certification (03/2019) Google Ads Certification (08/2018)

VOLUNTEER EXPERIENCE

Social Media Volunteer
Help Africa
10/2014 – 05/2017
Tasks/Achievements
- Created "Do you really care?" campaign on Facebook and Twitter that raised \$130,000 in donations for the cause during the 3rd and 4th quarters of 2016.

GENERAL SKILLS

SEO & SEM, Wordpress, HTML & CSS, CRO and A/B Testing, Keyword Optimization, Web Analytics, Email Marketing, Project/Campaign Management, Verbal and Written Communication, Public Speaking

LANGUAGES

English Native, Spanish Full Professional Proficiency, French Limited Working Proficiency, Italian Limited Working Proficiency

Résumés - CV

Resume

Elon Musk
Entrepreneur, Engineer, Inventor, and Investor

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

WORK EXPERIENCE

Founder, CEO & Lead Designer
SpaceX - Space Exploration Technologies
06/2002 - Present
Hawthorne, USA

- Successfully launched Falcon Heavy, the most powerful operational rocket in the world by a factor of two, with the ability to lift into orbit nearly 64 metric tons (141,000 lb) - a mass greater than a T-33 jet fighter loaded with passengers, crew, luggage and fuel.
- Reduced space transportation costs to enable people to colonize Mars.
- Developed the Falcon 9 spacecraft which replaced the space shuttle when it retired in 2011.

Founder
The Boring Company
12/2016 - Present
Hawthorne, USA

- Accomplished
- Reduced cost by selling 20,000 tunnel bores in 4 days.
- Raised \$1m by selling 50,000 stock caps.
- Hyperloop - an ultra high-speed underground public transportation system in which passengers are transported in autonomous electric pods traveling at 600+ miles per hour in a pressurized cabin.

CEO and Product Architect
Tesla Inc.
12/2004 - Present
San Mateo, USA

- Accomplishments
- Global sales passed 250,000 units in September 2017.
- Consumer Reports named Tesla as the top American car brand and ranked it 8th among global carmakers in February 2017.
- Traded Consumer Reports' Annual Owner Satisfaction Survey at 91% in 2016.

Co-founder and Former Chairman
SolarCity (subsidiary of Tesla Inc.)
12/2006 - Present
Accomplishments

- Merged the company with Tesla Inc. and now offers energy storage services through Tesla, including a turnkey residential battery backup service that incorporates Tesla's Powerwall.
- In 2015, installed 870MW of solar power, approximately 25% of residential solar installation in the U.S. that year.

Founder & CEO
Neurolink
01/2018 - Present
Vivonne

- A company aims to make devices to treat serious brain diseases in the short-term, with the eventual goal of human enhancement.

elontesla.com | 623-581-5920 | Los Angeles, USA | @elonmusk

SKILLS & COMPETENCIES

Thinking through first principles | Marketing | Micromanagement | Goal-oriented | Resiliency | Future focused | Leadership | Creativity | Time Management | Persistence | Team player, able to cooperate | Long-term thinking

ACHIEVEMENTS & CERTIFICATES

53rd Richest person in the world - Forbes (2018)
21st on the Forbes list of The World's Most Powerful People (2016)

IEEE Honorary Membership (2015)

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 York University

INTERESTS

Physics | Alternative Energy | Sustainability | Space Engineering | Philanthropy | Reading | Monitor | Extraterrestrial Life | Video Games | AI

novoresume.com

nathan phillips
MARKETING DIRECTOR

PROFILE

Name: Nathan Phillips
Address: 700 Honey Creek Dr. New York, NY 10028
Phone: 212-849-6532
Email: me@nathanphillips.com
Website: www.nathanphillips.com

EXPERIENCE

2015 - Present **Big Bang Design**
Marketing Director
Brief description of the position and the responsibilities you had in this post.

2012 - 2015 **Blogen Communications**
Marketing Manager
Brief description of the position and the responsibilities you had in this post.

2010 - 2012 **Hive Marketing**
Digital Marketing Consultant
Brief description of the position and the responsibilities you had in this post.

2008 - 2010 **Skijo Design**
Marketing Contractor
Brief description of the position and the responsibilities you had in this post.

EDUCATION

2011 - 2013 MA Marketing & Communications
Columbia University, NY

2007 - 2011 BS Business Administration
Columbia University, NY

HIGHLIGHTS

- Basic coding knowledge: HTML & CSS
- Google AdWords certified
- Bing Ads certified
- Knowledge of UX design
- Proficient in SEO implementation
- Exceptional research abilities
- Proficient in all major social media platforms

Résumés - CV

- What employers expect in a résumé?
 - looks good,
 - reads easily,
 - appears honest, a
 - provides only the relevant information an employer needs
- determine whether the applicant should be interviewed

Résumés - CV

Contact information includes name, address, phone, and email	James David Purdy 203 Elmwood Avenue San Jose, CA 95139 Phone: (555) 316-2419 Email: jpur@valnet.net
Career objective is specific and tailored to the job	Objective Customer relations for a hospitality chain, leading to management.
Education section lists school, location, degree, and other relevant details	Education 2012–2014 <i>San Jose City College, San Jose, CA</i> A.A. in Hotel and Restaurant Management, May 2014. GPA: 3.3/4.0. All expenses financed by scholarship and part-time job (20 hours weekly).
Work experience section lists most recent jobs first, and includes skills applied on the job	Employment 2014–present <i>Long View Lodge, San Jose, CA</i> Began as desk clerk, promoted to desk manager (part-time) of 200-unit resort. Scheduled custodial and room service staff, arranged for conventions, and handled customer relations. 2013–2014 <i>Teo's Restaurant, Pensacola, FL</i> Began as waiter, advanced to cashier and finally to assistant manager. Prepared weekly payroll, made banquet arrangements, and supervised dining room and lounge staff. 2012–2013 <i>ALLNU Vinyl Siding, Inc., San Jose, CA</i> Sales representative (part-time). Received top bonus twice. 2011–2012 <i>White Family Inn, San Luis Obispo, CA</i> Bus-person, then server (part-time).
Personal section combines awards, skills, and activities that may be relevant to a job (leadership, language, teamwork)	Personal <i>Awards</i> Captain of basketball team, 2012; Lion's Club Scholarship, 2013. <i>Special Skills</i> Speak French fluently; expert skier. <i>Activities</i> High school basketball and track team (3 years); college student senate (2 years); Innkeepers' Club—prepared and served monthly dinners at the college (2 years). <i>Interests</i> Skiing, cooking, sailing, oil painting, and backpacking.
When no references are included, an "available on request" statement substitutes	References Available on request.

FIGURE 16.2 A Reverse Chronological Résumé Use this format to show a clear pattern of job experience.



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Organize a résumé

Carol R. Chasone 642 Eagle Lane Eugene, OR 97405 (503-314-5555) crchasone@eir.edu	Includes contact information and objective
OBJECTIVE Marketing/communications position with opportunity for advancement	
SALES/ MARKETING SKILLS	<ul style="list-style-type: none"> Wrote recruiting letter now used by Eugene Chamber of Commerce Designed posters to promote industrial development in Central OR Assisted Chamber President in promoting organization's activities Recruited 7 speakers for Chamber meetings Wrote 3 public-relations news articles about a local hospital
COMMUNICATION AND DOCUMENT DESIGN SKILLS	<ul style="list-style-type: none"> Conducted demographic study of small businesses in Central OR Presented study findings to Eugene Chamber of Commerce Wrote 15-page report on results of demographic study Designed and wrote 2 brochures to promote the Small Business Institute Designed 5 issues of <i>Patient Care</i>, 16-page hospital newsletter Wrote 8 articles and conducted 3 interviews for the newsletter Designed 6 posters for in-service hospital programs
ORGANIZATIONAL/ MANAGEMENT SKILLS	<ul style="list-style-type: none"> Coordinated weekly Chamber meetings for Fall 2015 Attended 2 seminars (Houston, Seattle) for hospital public relations Trained and supervised 3 new interns at the Small Business Institute Scheduled and chaired weekly intern meetings
EDUCATION	<p>Eastern Oregon University B.S. in Marketing; Graphic Design minor—May 2016 GPA: 3.3/4.0; Dean's List, 5 semesters Contract Learning: Eugene Chamber of Commerce, Fall 2015 Internships: EOU's Small Business Institute, Spring 2014; Mercy Hospital, Fall 2014</p>
EMPLOYMENT	Personal trainer (part-time and summer 2012–2013)—Ace Gym, Eugene Caddy and Pro Shop cashier (summers, 2010–2012)—Eugene Golf Club
INTERESTS	Golf, fitness, modern dance, oil painting, photography
REFERENCES	Available on request

FIGURE 16.3 A Functional Résumé Use this format to focus on skills and potential instead of employment chronology. (Note that certain items in the above skills categories overlap.)

Résumés - CV

- Part of a résumé?

➤ Contact Information

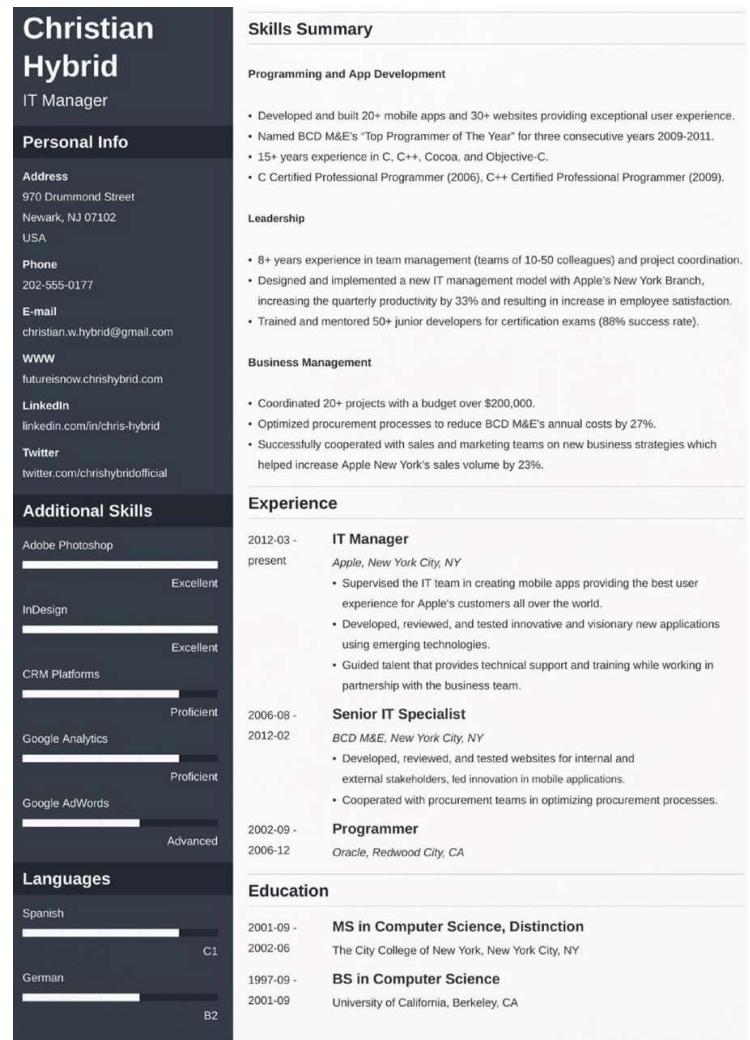
➤ Career objectives

➤ Education

➤ Work experience

➤ Personal data and Interests

➤ References- Người tham khảo



Résumés - CV

- Using template

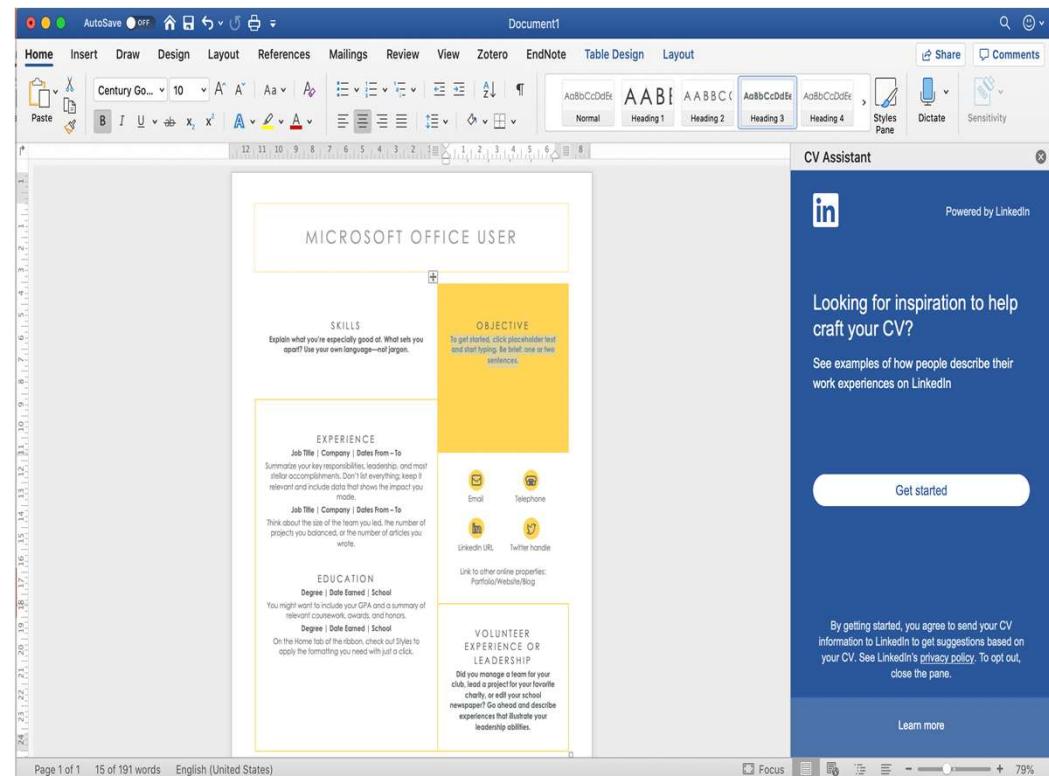
✓ Monster.com

✓ TopCV

✓ Microsoft Word

✓ Apple Pages

✓ ...



Résumés - CV

GUIDELINES for Writing and Designing Your Résumé

- ▶ **Begin your résumé well before your job search.**
- ▶ **Tailor your résumé for each job.** Read the advertised job requirements, and adjust your career objective accordingly—but realistically. Tailor your work experience, personal data, and personal interests to emphasize certain areas for certain jobs—but do not distort the facts.
- ▶ **Try to limit the résumé to a single page but keep it uncluttered and tasteful.** If the résumé looks cramped, you might need to go to a second page—in which case you could have room to list your references (with their permission).
- ▶ **Stick to experience relevant to the job.** Don't list everything you've ever done.
- ▶ **Use action verbs and key words.** Action verbs (*supervised, developed, built, taught, installed, managed, trained, solved, planned, directed*) stress your ability to produce results. If your résumé is likely to be scanned electronically or if you post it online, list keywords as nouns (*leadership skills, software development, data processing, editing*) below your contact information and your statement of objective (see

Résumés - CV

GUIDELINES for Writing and Designing Your Résumé

- ▶ **Use bold, italic, underlining, colors, fonts, bullets, and punctuation thoughtfully, for emphasis.** Do not use highlighting or punctuation to be artsy. Keep punctuation consistent and as simple as possible.
- ▶ **Never invent or distort credentials.** Make yourself look as good as the facts allow. Companies routinely investigate claims made in résumés, and people who lie will certainly not be hired.
- ▶ **Use templates and examples to get started.** But check with a career counselor and with others in the field (alumni, mentors, or trusted colleagues) to be sure your final résumé is organized appropriately for the particular career and job you are interested in.
- ▶ **As a rule, do not include hyperlinks on your résumé.** Instead, use an e-portfolio or dossier to provide access to additional information.
- ▶ **Proofread, proofread, proofread.** Don't rely on autocorrect, spell check, or grammar checkers. Famous résumé mistakes include winning a "bogus award" instead of a "bonus award" and "ruining" rather than "running" a business.

Application Letters

- **Application letter, (a.k.a cover letter)**
 - explain how your credentials fit the particular job
 - highlight specific qualifications or skills
 - convey a sufficiently informed, professional, and likable persona for the prospective employer to decide that you should be interviewed
- **Structure of an application**
 - Introduction: *name the job, how you get job adverts (job search, people introduce and encourage you) identify yourself and your background,*
 - Body: *demonstrate your qualifications, but don't repeat your resume*
 - Conclusion: *restate your interest and emphasize your willingness to retrain or relocate if necessary*
- **Two types of application letters**
 - Solicited Application letters (*positions advertised in print or by word of mouth*)
 - Unsolicited Application letters (*organizations have not advertised an opening but that might need someone like you*)

Application Letters

The diagram illustrates an unsolicited application letter with various annotations pointing to specific sections of the text.

Annotations:

- Subject line announces purpose of letter** → Points to "Subject: Inquiry about a Marketing/Communications Position with Your Firm"
- Highlights special skills and opens forcefully** → Points to the opening paragraph where Carol R. Chasone highlights her enthusiasm and relevant experience.
- Focuses on experience** → Points to the second paragraph where Carol describes her internships and professional experiences.
- Relates background to employer's needs** → Points to the third paragraph where Carol relates her background to the employer's needs, mentioning her public relations work and promotional letters.
- Focuses on relevant personal traits** → Points to the fourth paragraph where Carol emphasizes her conscientious, disciplined, energetic, and reliable personal traits.
- Encourages follow-up** → Points to the closing paragraph where Carol expresses her availability for an interview after 4:00 p.m.
- Writer identifies self and purpose** → Points to the subject line and the opening paragraph.
- Establishes a connection** → Points to the second paragraph where Carol describes her previous work at Zithro Marketing Associates.
- Relates specific qualifications from his résumé to the job opening** → Points to the third paragraph where Carol relates her background to the employer's needs.
- Applies relevant personal interests to the job** → Points to the fourth paragraph where Carol discusses her part-time work as a personal trainer and salesperson.
- Expresses confidence and enthusiasm throughout** → Points to the fifth paragraph where Carol expresses her availability for an interview.
- Makes follow-up easy for the reader** → Points to the closing paragraph where Carol encourages the reader to contact her after 4:00 p.m.

642 Eagle Lane
Eugene, OR 97405

March 1, 20XX

Martha LaFrance, Personnel Director
Zithro Marketing Associates
132 Main Street
Portland, OR 42290

Subject: *Inquiry about a Marketing/Communications Position with Your Firm*

Dear Ms. LaFrance:

Does your company need an enthusiastic, reliable marketing and communications professional who is ready to go and excited to contribute to Zithro's reputation for customer satisfaction? If so, please consider my attached materials. As a recent Marketing graduate of Eastern Oregon University, I believe my coursework in marketing research, visual design, and technical communication combined with two internships and other employment experience make me an excellent fit for your company. My experience includes writing and analyzing surveys, researching market trends, speaking before groups, and creating promotional materials.

Through internships with Mercy Hospital and the Small Business Institute, I have done public relations work, assisted in publishing the newsletter, written ads and public relations stories for local newspapers, interviewed key personnel, prepared layout and copy, and edited text. While working for the Chamber of Commerce, I wrote promotional letters, designed brochures and posters, organized events, and collaborated in promoting the organization's goals. Jobs as personal trainer and as salesperson not only have covered 75 percent of my college expenses but also have taught me a great deal about motivating and getting along with people.

My references will confirm that I am conscientious, disciplined, energetic, and reliable—someone willing to take on new projects and prepared to adapt quickly.

If you have an opening and you feel that I could make worthwhile contributions to your firm, I would welcome an interview at your convenience.

Sincerely,

Carol R. Chasone

Carol R. Chasone
Encl: Résumé

FIGURE 16.6 An Unsolicited Application Letter



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Digital Versus Print Job Application Materials

- **Digital**

- ✓ Follow the instructions of the job application site:
format, file size, **file name**
- ✓ Unless otherwise noted, use PDF, to retain the look and feel
- ✓ File name: ManhNV_ Application

- **Print**

- High quality paper
- give to recruiters/ point out items of interest on the spot
and make a lasting impression during interview

Interviews and Follow-Up Letters

- Tell Me About Yourself - A Good Answer To This Interview Question
 - <https://www.youtube.com/watch?v=5v-wyR5emRw>
- Common Questions, Body Language & More
 - <https://www.youtube.com/watch?v=HG68Ymazo18>
- Job Interview Good Example copy
 - <https://www.youtube.com/watch?v=OVAMb6Kui6A>

Interviews and Follow-Up Letters

- **How people fail job interviews?**

- ❖ They know little about the company or what role they would play as an employee in this particular division or department.
- ❖ They have **inflated** ideas about their own worth.
- ❖ They exhibit little or **no self-confidence**.
- ❖ They have little idea of how their education prepares them for work.
- ❖ They dress inappropriately.
- ❖ They have only vague ideas of how they could benefit the employer.
- ❖ They inquire only about salary and benefits.
- ❖ They speak negatively of former employers or coworkers

Interviews and Follow-Up Letters

• Questions to expect?

- ❖ Why does this job appeal to you?
- ❖ What do you know about our company? About this division or unit?
- ❖ What do you know about our core values (for example, informal management structure, commitment to diversity or to the environment)?
- ❖ What do you know about the expectations and demands of this job?
- ❖ What are the major issues affecting this industry?
- ❖ How would you describe yourself as an employee?
- ❖ What do you see as your biggest weakness? Biggest strength?
- ❖ Can you describe an instance in which you came up with a new and better way of doing something?
- ❖ What are your short-term and long-term career goals?

Interviews and Follow-Up Letters

• Follow-up letters

- Thank you letter: Within a day or so after the interview, send a thank you letter or email to the person who interviewed you. If you were interviewed by multiple people, send each one an individual thank you letter (different email, not cc)
- Acceptance or refusal letters

I am delighted to accept your offer of a position as assistant recreation supervisor at Liberty International's Lake Geneva Resort, with a starting salary of \$44,500.

Accept an offer
with enthusiasm

As you requested, I will phone Elmer Druid in your Personnel Office for instructions on reporting date, physical exam, and employee orientation.

I look forward to a long and satisfying career with Liberty International.

Interviews and Follow-Up Letters

TIPS

- Confirm the interview's exact time and location. Arrive early, but no more than ten minutes
- Don't show up empty-handed.
- Make a positive first impression
- Don't worry about having all the answers
- Avoid abrupt yes or no answers—as well as life stories
- Don't answer questions by merely repeating the material on your résumé
- Never criticize a previous employer
- Prepare to ask intelligent questions

► **Show some class.** If you are invited to lunch, don't order the most expensive dish on the menu; don't order an alcoholic beverage; don't salt your food before tasting it; don't eat too quickly; don't put your elbows on the table; don't speak with your mouth full; and don't order a huge dessert. And try to order last.

Exercise

- **Hold a job interview**
- Each group choose one person to become job applicant, others will play a role of recruitment board
 - Show job advertisement
 - Invite job applicant to introduce herself/ himself
 - Q&A: Each member of recruitment board ask questions to job applicant
 - Meeting at the end of interview to give comments about Resume and interview

