

Background

Elizabeth Jane Bow

PERSONAL DETAILS

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PERSONAL OBJECTIVE

To be an **essential** part of a **creative** team which develops **exciting** marketing campaigns for the corporate world.

CURRENT OCCUPATION

Dec 2009–present, Marketing Assistant
Assistant to MD of small marketing consultancy. Administrative **duties** and giving support to a **busy** team of six people.

PREVIOUS EMPLOYMENT

Sept 2007–Dec 2009, secretarial temp. with London agency
General duties including receptionist and administration **responsibilities**.
Summer 2006, **Volunteer** worker with local environmental organization.

QUALIFICATIONS

2007 July	Introductory Cert. in Business Management (4-week course), Roswell Management Training
2004–2007	BA in Business Studies (specialism in Marketing), Leeds University

SKILLS

Languages: French (fluent) and German (basic)
Computers: Word, Excel, PowerPoint

INTERESTS

netball, rock climbing, adventure travel

REFERENCES

Nigel Habersham MBA, Marketing Solutions, Suite 122, Malvern Way Rd.,
Worcester, WO4 4JB
Stella Taylor, Talented Temps, 12 Waldorf St., London, SW1 2QQ

Exercises

1 Work with a partner and discuss these questions.

- 1 How did you first find out about your current job (e.g. from a newspaper advert)?
- 2 Did you send a Curriculum Vitae (CV) or fill in an application form? What information did you give?

2 Read the CV. Which section gives you the following information?

- 1 What Elizabeth would like to do in the future: _____
- 2 Her education: _____
- 3 Her contact information: _____
- 4 Her jobs in the past: _____
- 5 People who will tell an employer about Elizabeth: _____
- 6 Other abilities she has: _____
- 7 What she does in her free time: _____
- 8 What job she is doing at the moment: _____

3 Short forms / abbreviations are often used in CVs. Read the CV again and find the short forms of the following words.

- | | |
|---------------------------|---------------------------------------|
| 1 temporary office worker | 6 Bachelor of Arts |
| 2 certificate | 7 telephone |
| 3 September | 8 Street |
| 4 December | 9 Road |
| 5 Managing Director | 10 Masters in Business Administration |

4 Match the words in bold in the CV to definitions 1–6.

- 1 always doing something: _____
- 2 producing new and interesting ideas: _____
- 3 person who helps (other people) for no money: _____
- 4 very important and necessary: _____
- 5 things you do as part of your job (2 words): _____, _____
- 6 creating a positive reaction: _____

5 Work with a partner. Decide how Elizabeth would answer these questions in an interview. Use the information in her CV to help you.

- 1 Where are you from exactly?
- 2 What would you like to be doing five years from now?
- 3 Do you have experience of working with groups of people?
- 4 What was your job before you became a Marketing Assistant?
- 5 Have you done any other kind of work?
- 6 Since your university degree, what other training have you done?
- 7 How good is your German?
- 8 What do you like doing in your free time?
- 9 Who can I contact to find out more about you?

6 Look back at the text and choose words that you could use to describe the following.

- 1 Your personal career objectives: _____
- 2 Your current or previous jobs: _____

7 Look back at the text and choose three words that you could use in your day-to-day work.

8 Work with a partner. Discuss these questions.

- 1 How similar is Elizabeth's CV to a CV from your country? Are there any differences?
- 2 What is your personal career objective? Can you say it in one sentence?