

大忙人学英语系列

愈忙愈要学 英文简历

风行全美的简历写作手册

助您完成求职7大事

1. 评估个人技能
 2. 确定目标工作
 3. 学写高效求职信
 4. 建立关系网
 5. 掌握面试技巧
 6. 通晓电子简历写法
 7. 利用因特网搜索工作
- 内容全面、轻松易学

BIZ ENGLISH
for
BUSY PEOPLE



科学出版社

www.sciencep.com

Stanley Krantman (著)
杨会兰 赵春艳 (译)

大忙人学英语系列

愈忙愈要学 英文简历

〔美〕 Stanley Krantman 著
杨会兰 赵春艳 译

科学出版社

北京

图字: 01-2005-3477 号

Stanley Krantman

The Resume Writer's Workbook, 2nd edition

EISBN: 0-7668-2394-6

THOMSON
★

Copyright 2001 © by Delmar, a division of Thomson Learning, Inc.

Original language published by Thomson Learning (a division of Thomson Learning Asia Pte Ltd). All Rights reserved. 本书原版由汤姆森学习出版集团出版。版权所有, 盗印必究。

Science Press is authorized by Thomson Learning to publish and distribute exclusively this bilingual edition. This edition is authorized for sale in the People's Republic of China only (excluding Hong Kong, Macao SAR and Taiwan). Unauthorized export of this edition is a violation of the Copyright Act. No part of this publication may be reproduced or distributed by any means, or stored in a data-base or retrieval system, without the prior written permission of the publisher.

本书双语版由汤姆森学习出版集团授权科学出版社独家出版发行。此版本仅限在中华人民共和国境内(不包括中国香港、澳门特别行政区及中国台湾)销售。未经授权的本书出口将被视为违反版权法的行为。未经出版者预先书面许可, 不得以任何方式复制或发行本书的任何部分。

981-265-451-8

图书在版编目(CIP)数据

愈忙愈要学英文简历/(美)克兰特曼(Krantman, S.)著. 杨会兰,
赵春艳译. —北京: 科学出版社, 2006
(大忙人学英语系列)
ISBN 7-03-016479-2

I. 愈… II. ①克… ②杨… ③赵… III. 英语—履历表—写作
IV. H315

中国版本图书馆 CIP 数据核字(2005)第 135405 号

策划编辑: 郝建华 胡升华 / 文案编辑: 张维华 / 责任校对: 李奕莹
责任编辑: 钱玉芬 / 封面设计: 福瑞来

科学出版社 出版

北京东黄城根北街16号

邮政编码: 100717

<http://www.sciencep.com>

新蕾印刷厂 印刷

科学出版社发行 各地新华书店经销

*

2006年2月第 一 版 开本: B5 (720×1000)

2006年2月第二次印刷 印张: 18

印数: 4 001—8 000 字数: 363 000

定 价: 26.00 元

(如有印装质量问题, 我社负责调换(环伟))

Preface (序)

A COMPLETE JOB SEARCH MANUAL

The Resume Writer's Workbook was originally conceived solely as a resume handbook. However, in today's competitive job search market a good resume is just not enough. Today, it has become increasingly important to master all facets of the job search: cover letters, networking, and interviewing, as well as being able to navigate the Internet. Over the past few years, the art of the job search has undergone tremendous changes, a revolution to be exact. While resumes, cover letters, and networking are all still integral factors, with the proliferation of the Internet with its e-mail and electronic resumes (e-resumes), much has changed. These changes are reflected in the book you now hold in your hands. This workbook has evolved to meet your needs, and is now a complete, comprehensive job search manual designed to guide you every step of the way up your career ladder. I have even added sections throughout titled "Emerging Trends". These are the most modern, up-to-date techniques that are destined to have a lasting impact on the art of job search as we know it.

WHAT THIS WORKBOOK WILL DO FOR YOU

Statistics tells us that the job market is vastly changing. People are changing jobs in the course of their careers more often than ever before. Many companies are becoming more "automated" and economics is forcing companies to "downsize", resulting in lost jobs and unemployment. In short, today's job market is more fiercely competitive than ever. That is why in today's market you need an edge, a competitive edge, to stand out. Having a top-notch resume is still vital. But you will need more. You will need a well-crafted cover letter that demonstrates how your skills can be used to your target company's advantage. You must be equipped with an overall knowledge of your field in general and a deep insight of your target company in particular in order to ace an interview. In today's market you must also have an e-resume replete with significant keywords.

The Resume Writer's Workbook will give you the edge you need to make your job search



successful, and its unique workbook structure will simplify this arduous task. Written in language that is both concise and easy to understand, the material is presented logically so you can master it quickly. In practical terms, this workbook will help you.

- ⊙ Produce a top-notch resume
- ⊙ Write impressive cover letters
- ⊙ Uncover solid job leads
- ⊙ Use the Internet efficiently in your job search
- ⊙ Produce e-resumes and e-cover letters
- ⊙ Create an impressive professional portfolio
- ⊙ Excel at interviews
- ⊙ Follow up all interviews
- ⊙ Keep detailed records of all leads
- ⊙ Stay organized during your job search

THE JOB SEARCH PROCESS

The material is presented in short, easy-to-master sections, and follows the logical sequence of the job search process:

Pre-Resume Preparation

- ⊙ Assessing skills
- ⊙ Deciding on a career objective

Resume Writing Process

- ⊙ Assembling all personal data
- ⊙ Selecting the most relevant information
- ⊙ Printing the resume in an eye-catching layout
- ⊙ Preparing an electronic/scannable version of your resume

Post-Resume Preparation

- ⊙ Networking and selecting serious job leads
- ⊙ Sending a resume and personalized cover letter to each employer
- ⊙ Using the Internet to uncover leads and posting e-resumes on job boards
- ⊙ Interviewing for the job
- ⊙ Following up the interview



- ⊙ Keeping detailed records of all contacts

THE WORKBOOK'S UNIQUE FORMAT

In the first three introductory chapters, you will be presented with the basics of writing an effective, high-power resume. You will assess your skills, choose your career objective(s), and decide upon the best resume format for your individual needs.

Next, each component of the resume is presented in single, easy-to-read chapters. You write your resume one section at a time, directly in the workbook, on the worksheet pages. Experience has proven that concentrating on each resume section individually simplifies the process, and keeps the writing structured and focused throughout.

Charts and worksheets are provided to help you assemble and organize your information. Instruction sheets at the end of the chapters will show you how to select your most impressive information.

After you have completed the worksheets and detached them, a special chapter will show you how to organize them and put everything together. When you are ready to have your resume typed and printed, the sample resumes in Chapter 11 will assist you in selecting an eye-catching layout. Chapter 12 emphasizes the importance of a cover letter and demonstrates seven ways you can make a cover letter work for you. Sample cover letters are provided as models for constructing your own dynamic cover letters.

Chapter 13 deals with newly-developed resume formats resulting from the predominant use of computers and the Internet. You will learn how to prepare an electronic resume, how to write, format, and send or post one. The pros and cons of electronic cover letters are also discussed. Other contemporary and significant job search tools such as the professional portfolio, job search portfolios, and Web pages dedicated to one's resume or professional portfolio are also reviewed.

In Chapter 14, Networking, you will master proven techniques of uncovering the hidden job market and learn how to generate serious job leads and make the most of them.

The next chapter shows you how the Web fits into all areas of your job search. This chapter focuses on using the Web to network and uncover job leads, as well as how to identify the Web's best job boards and how to post your e-resume on them. In addition, you



will discover how you can put the Web to use in other areas of your job search to yield outstanding results.

The chapter on interviewing, Chapter 16, should be an indispensable aid once your interviews become a reality. A mock interview, complete with the most frequently asked interview questions (and answers!) will provide you with the practice you will need to excel and outperform the competition.

Finally, the personal job journal provides an excellent way to stay organized and keep track of your leads.

Follow the workbook and master these crucial job search skills. They are your keys to obtaining the job you deserve. Good luck!

Stanley Krantman

求职完全手册

本书最初的构思是写一本教人写简历的手册。但是，面对今天激烈的工作竞争，单单能写一份好简历远远不够。精通求职的各个方面就显得日益重要：写求职信、建关系网、面试以及网上搜索能力都十分重要。在过去几年中，求职这门艺术经历了很大的变化，确切地说是一场革命。虽说简历、求职信、关系网仍为不可或缺的组成部分，但由于因特网普及了电子邮件和电子简历，情况就大不相同了。这本书覆盖了所有的变化，是内容全面、综合性的求职手册，能满足您的需要，引领您一步步攀登职业阶梯。本书还增加了“即将流行的趋势”，即我们了解到的最新技术，它们将对求职艺术产生深远的影响。

本书为你提供的帮助

统计数据显示职场正在发生巨大的变化，人们也比以往任何时候更频繁地更换工作。很多公司的“自动化”的程度越来越高，经济形势迫使公司缩小规模，这些都导致失业。总之，当今的职场竞争比任何时候都激烈。因此，你需要有优势，一种压倒性优势来脱颖而出。一流的简历至关重要。但这还不够。你还要有精心打造的求职信，充分说明你的技能正好符合公司的利益。若想在面试中胜出，你必须了解相关专业的一般知识，要对即将面试你的公司有充分了解，此外，还要递呈附带有关键词的电子简历。

这本书会帮助你表现自己的优势从而成功找到工作，它独特的结构使这一艰巨的工作简化。本书语言简练、逻辑性强、易于掌握。简言之，这本书将会在以下方面帮助你。

- ◎ 做出一流的简历
- ◎ 写出令人印象深刻的求职信
- ◎ 发现可靠的工作线索
- ◎ 有效地利用因特网
- ◎ 学会写电子简历和电子求职信
- ◎ 拥有令人难忘的职业成绩文件集
- ◎ 面试中出色发挥



- ◎追踪所有的面试
- ◎详细纪录工作线索
- ◎求职过程有条不紊

求职过程

本书内容的呈现形式为简短、易掌握的章节，编排顺序为求职的逻辑顺序。

简历撰写前的准备工作

- ◎评估个人能力
- ◎确定发展目标

简历写作过程

- ◎整合所有材料
- ◎挑选最相关内容
- ◎以最为引人注目的版面编排打印简历
- ◎准备电子或可扫描的简历版本

简历准备的后期工作

- ◎挑选工作线索
- ◎发送简历并发送个人签名的求职信
- ◎利用因特网搜索工作，并将电子简历发送到工作布告栏上
- ◎面试
- ◎面试后的工作
- ◎保存联系人的详细资料

该书的独特布局

本书的前三章介绍写作高效有力简历的基础知识。你将学会如何评估个人的能力，如何确定发展目标和选择最佳简历模式。

简历的每一部分都呈现于简单明了的章节之中。你一次在本书的练习页上只写简历的一个部分。经验证实集中写简历的一个部分能简化整个简历写作过程，使写作结构合理、内容集中。

图表和练习页用来帮助你集中并组织你的个人信息。每章最后的说明页用来指导你挑选最有说服力的信息。

你完成了练习页后，拆下这几页，后面有一专门章节教你如何规划、利用它



们。当你一切都准备好后，第十一章的样板简历能帮助你选择吸引眼球的版面设计。第十二章强调求职信的重要性，并说明了七种行之有效的写法，还提供了范例以帮助你构建自己的动态求职信。

第十三章介绍由于电脑和因特网广泛使用而带来的最新型的简历模式。你会学到如何准备电子简历，如何写作，如何编排和如何发送或邮寄电子简历的知识。该章也讨论了电子简历的利弊，回顾了目前重要的工作搜索工具，如职业成绩文件集、工作搜索文件集和含有个人简历或个人业绩文件集内容的网页。

第十四章你会掌握行之有效的发现隐藏的工作机会的技能，学会如何找到有价值的工作线索以及如何充分利用工作线索。

第十五章你将会了解网络与求职是如何息息相关，重点说明如何利用网络发现工作线索，找出网上最佳职业公告栏，并且如何发送你的电子简历到工作布告栏上。此外，你会发现网络在求职中其他方面的用处，从而能从中获益。

第十六章关于面试，这一章节为你面试提供必不可少的帮助。模拟面试加上经常提出的面试问题（还有答案！）这样的锻炼会保证你在面试时能超水平发挥。

最后，个人日志使你工作有序，时刻跟踪你的工作线索。

按这本书的要求去做，掌握关键的求职技能。这些就是你找到工作的关键。祝你好运！

斯坦利·克兰特曼

Acknowledgements (致谢)

I was very pleased when Delmar, a division of Thomson Learning, approached me about updating my *Resume Writer's Workbook*. Like many writers, every time I read through a section of my book all I could think about was how each paragraph or section could have and should have been written better. Due to time constraints, some sections of the first edition had to go to press without much modification. I was enthusiastic with the opportunity to rework and improve on those sections. Also, since the first edition, job search has undergone significant changes, particularly in regard to the Web. I earnestly wanted my book to reflect these changes and be brought up to date. I thank Delmar for giving me the opportunity to do just that with this second edition.

I am also deeply indebted to the many people who made this book possible. If not for their efforts, encouragement, and generosity, this book would never have happened. In particular, I want to express my gratitude to:

My former clients at Capital Writers. Working with them and writing their resumes provided me with the experience and background to write this book.

My deepest appreciation to Zina Lawrence at Delmar. Zina's enthusiasm for this project and her wonderful insights and suggestions made working on this second edition a truly enjoyable experience. She is a true professional and I look forward to working with her on other future projects.

Much thanks to Elizabeth Gallagher, Editorial Assistant at Delmar. I probably bothered her way too much with numerous questions regarding the additional material that was added to this edition. She was always patient and her input made a significant contribution to this edition.

Writing a book (even a second edition) is never an easy task and can take its toll. I would like to thank my family for putting up with me while I was preoccupied with my work. I would also like to thank my parents, Julius and Betty Krantman, for all their support and understanding.

To all of you my deepest thanks. I couldn't have done it without you!

S.K.

St. Louis, 2000



REVIEWER ACKNOWLEDGMENTS

The author and Delmar wish to express their sincere appreciation to the following reviewers:

Denise Carr

Beta Tech

Charleston, SC

Maris Roze, Ph.D

DeVry Institute

Oakbrook Terrace, IL

Linda Schulte, Ph.D.

Southern California University for Professional Studies

Santa Ana, CA



Introduction (引言)

WHY YOU NEED A RESUME

In today's job market, the resume has become the number one requirement potential employers request. Before an employer will take valuable time to interview you, he or she wants to meet you on paper. How you impress that employer with your resume can, and will, make all the difference.

Without a resume, you can't even begin to compete, and an inferior resume will quickly eliminate you before you even have a fighting chance. That is why it is imperative to have a superior resume, one that effectively lets employers know what you can do for them.

简历的必要性

简历在当今的职场上成为雇主们的首要要求。在抽出宝贵时间与你见面之前，雇主想先与你在纸上见面。这时，你能否用简历让他记住你将是成败的关键。

没有简历，你就没有竞争的起点。劣质的简历使你没有获得战斗的机会就被淘汰出局。因此，一份高质量的简历，一份能清楚地告诉雇主你能为他们做什么的简历就凸显重要。

A Resume is a summary of your qualifications

The term resume comes from the French and means a "summary". That's exactly what your resume is: a summary of your qualifications, skills and achievements. It shows a future employer what you have done in the past. It details your skills and training, work experience, education and most importantly, the accomplishments you have made with past employers.

It should also inform the employer of your career objective (the job you are seeking) and communicate in a concise manner the benefits you will bring to the job if hired.

A resume is an advertisement. It advertises you, your unique skills and qualifications, and it stresses the benefits you have to offer.

简历是对你资质的总结

简历(resume)一词来自法文,是总结的意思。简历正是名副其实的个人资质、技能和业绩的总结。它告诉你潜在的雇主你过去取得的成绩、你的技能、接受过的培训、工作经历和教育背景,这其中最重要的是你过去的业绩。

简历还要说明你的求职目标(你正在寻找的工作),简明扼要地传达出受雇后你能为公司带来的利益。

简历即广告。它推销你,推销你独有的技能和资质,强调你能带来的利益。

HI-TECH BRINGS NEW CHANGES TO RESUMES

Today's workplace has become more competitive than ever before. Changing jobs has become a way of life. Many companies are downsizing to save money and as a result, more people, even those with solid backgrounds and skills, are out looking for work. Many people become quickly dissatisfied with their jobs and are looking to move into new jobs, too. On top of this, the increasing number of Internet job boards have made it possible for thousands of applicants to answer each job ad. Now more than ever, you need a top-notch resume to put you above the competition. Your resume must stand out or you will be lost in the shuffle.

高科技对简历产生的影响

当今的职场竞争比以往任何时候都激烈。变换工作已成为人们的生活方式。许多公司在缩小规模,节省开支。其结果造成更多的人,甚至有坚实背景的人都在找工作。也有很多人不满意自己的工作,寻找机会跳槽。除此之外,日益增加的网络职业公告牌让数以千计的申请人能够应聘每个工作广告。你现在比以往任何时候都需要一份一流的简历,使你在竞争中处于优势地位。你一定要有出类拔萃的简历,否则就过不了简历筛选这一关。

SKILLS VERSUS EMPLOYER BENEFITS

One way to rise above the competition is to make sure that your resume is loaded with employer benefits, not just skills. According to resume expert Peter Newfield, today's resumes must be "results-driven" rather than the skills-driven resumes of the past. By reading your resume the employer must quickly understand what advantages you offer his company. Think of yourself as a product and the employer as the consumer. How would you sell your product (yourself) to the employer?

When a leading soap manufacturer came up with a new formula for their detergent, they told the public they had added a new ingredient, green crystals, and mentioned its scientific name. However, ingredients and technical jargon mean little to the consumer. What sold the product was the manufacturer's claim that these crystals were responsible for getting clothes cleaner and brighter. Whether you are selling soap or your services, people want to know the bottom line: What can you do to improve my situation? What can you offer me? Or, in short, why should I hire you?

An employer is more interested in the benefits you have to offer, than in your impressive repertoire of skills. When you write your resume, make every effort to highlight these employer benefits. For example, if you are proficient in Pagemaker and desktop publishing, do not just list your skills (such as "Mastery of Pagemaker"). Translate those skills into benefits. Tell the employer what you are able to do with your desktop publishing skills (for example, "ability to produce attractive brochures at a low cost").

Skills indicate your potential, while benefits demonstrate your actual accomplishments — what you have achieved with your skills. An employer realizes that many applicants are well-versed in Pagemaker. Your job is to explain to the employer what you can do with this skill and what kind of job tasks you have accomplished with Pagemaker. This is what impresses employers.

To give you another example. Let's say an actor listed his skills on his resume such as: "proficiency in character acting" or "ability to use dialects convincingly" or whatever other skills an actor may have. Chances are his resume will read like hundreds of others who

also possess these skills. If this actor had won a prestigious acting award, listing that accomplishment would be far more important than a list of skills. By listing such an accomplishment, the actor is demonstrating to the employer, in concrete terms, what he or she has done and is capable of doing with his or her skills. This is what an employer looks for and this is what will make your resume stand out.

Determine which benefits are most important to your target employer, then stress them in your resume! Remember, while many people have the same skills as you do, few will translate those skills into benefits on their resume. To be one step ahead of the competition, be sure that your resume highlights those important employer benefits you have to offer.

个人技能与雇主的利益关系

要想在竞争中脱颖而出,简历要能大幅度体现你能带给雇主的利益,而不仅仅是展现技能。按简历专家彼得·纽芬德的说法,现在的简历一定是“结果”驱动型的,而不是像过去的技能驱动型。雇主在看过你的简历后能迅速知道你将为公司带来的好处。如果把自己设想成某种产品,而老板为消费者,你要怎么把产品(你自己)推销给消费者(雇主)呢?

当某个大洗涤用品制造商开发了新配方时,他们会告诉公众他们添加了新成分——绿色结晶并介绍它的学名。但对消费者来说,新添加的成分和技术术语没有任何意义。真正能使商品售出的诀窍是生产商声称这些结晶能有效去除衣服污渍,使衣服更干净、更洁白。无论你出售物品还是服务,人们想知道一个基本事实:你有什么办法改变我的现状?你能带来什么?简言之,我为什么应该雇你?

相较于你所展现的技能,雇主往往对你能带来的利益更感兴趣。在撰写简历时,尽量强调你能带来的利益。举例说,假如你能熟练运用 Pagemaker 软件和桌上电脑出版系统,不要只是简单列举这些技能(如 Pagemaker 大师),把技能转变成利益。向雇主展示你的桌上电脑出版技能能做什么(如能够以低成本做出漂亮的手册)。

你的技能说明你的潜在能力,而利益说明你的实际业绩——你以个人的技能所取得的成绩。雇主清楚很多人都精通 Pagemaker,你要做的就是说明你用这一技能可以做出什么,已经做过什么。这才是你触动雇主的地方。

再举一例,比如说一个演员在简历里说“精通表演”或“能使用地道的方言”或者其他技能,这个简历就会与其他无数列举具备这样技能的简历没有差别。假如一个演员得过表演奖,这一成就就比其他技能显得举足轻重。这一成就以具体的词

汇说明他所取得的业绩以及他能够达到的目标。这正是雇主搜寻的资质，这才是使你的简历脱颖而出的条件。

挑出对潜在雇主最重要的利益，在简历中加以强调。记住，虽说很多人具备同样的技能，但很少人能在简历里把技能转换成能带给他人的利益。若想在竞争中领先一步，简历中就要突出带给雇主的重要利益。

THE PURPOSE OF THE RESUME IS TO GET YOU AN INTERVIEW

Most people think that a good resume will get them a job. This is a mistake. It is rare in today's market to find an employer who hires anyone solely on what they have read in their resume. Employers want to check you out in person before they hire you. They want you to substantiate your resume, and see if you have the personality they are looking for. This, of course, requires an interview. It is actually the interview that ultimately gets you the job.

But it is the resume that gets you the interview! In today's market where many companies utilize resume tracking programs, where a computer selects your resume based on keywords, you must be extra careful to load your resume up with benefits. You not only have to impress the employer, today you must impress his computer as well! The purpose of any resume, electronic or otherwise, is simply to get you an interview.

How often have you thought, "If only I had met with the employer in person, I could have convinced him that I was the right person for the job!" Your only chance is to compose an impressive resume, one that will get noticed and get you in the door so you can meet the employer in person and get the job.

简历的用途：获得面试的机会

许多人认为一份好简历就能使他们获得一份工作。这是大错特错！在今天的职场中很少有雇主仅凭一份简历就雇佣某人。在雇你之前，雇主要先亲自考察你。他们需要证实简历中的内容，考察你是否具备他们要寻找的个性。这当然需要面试，