



Business English

Lecture 1

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Writing a CV and a Cover Letter

Warm-Up / Lead-in: Selling Yourself in 30 Seconds

- Imagine meeting a potential employer for the first time.
- You have 30 seconds to introduce yourself and explain why you'd be great for the job.
- Include: Name, Degree/Major, Key Skills, One Strength.
- Class discussion: What was easy? Difficult? Why is this important for a CV or cover letter?

Objectives

- Understand the difference between a CV and a cover letter
- Identify the main parts of a professional CV
- Write a clear, well-structured cover letter
- Use formal, polite, and professional language

What is a CV?

- Curriculum Vitae
- Formal document listing education, experience, skills
- Used for jobs, internships, scholarships
- 1–2 pages for students

What is a Cover Letter?

- Short letter sent with your CV
- Explains why you want the job and why you're a good fit
- Shows motivation and interest
- Usually one page

Why Are They Important?

- First impression on an employer
- Show communication skills in writing
- Tailor application to the job
- Stand out from other candidates

Parts of a CV

- Contact Information
- Objective/Profile (optional)
- Education
- Experience
- Skills
- Achievements/Certifications

Tips for Writing a CV

- Clear and easy to read
- Relevant to the job
- Concise, no unnecessary details
- No grammar or spelling mistakes
- Use strong action verbs

A Sample of a CV

Name: Mohamed Saleh

Address: 22 El-Tahrir Street, Cairo, Egypt

Phone: (+20) 112-345-6789

Email: mohamed.saleh@email.com

LinkedIn: [linkedin.com/in/mohamedsaleh](https://www.linkedin.com/in/mohamedsaleh)

Professional Profile

Detail-oriented and reliable Accountant with over 3 years of experience in financial reporting, budgeting, and tax preparation. Strong knowledge of Egyptian accounting standards and IFRS. Eager to contribute my expertise to a dynamic finance team.

Education

Bachelor of Commerce (Accounting Major)

Ain Shams University, Cairo

Graduated: June 2020 | GPA: 3.5 / 4.0

Key Courses: Financial Accounting, Cost Accounting, Auditing, Taxation

Professional Experience

Junior Accountant

Nile Group Trading Co. – Cairo | July 2021 – Present.

- Prepared monthly financial statements and assisted with year-end closing
- Managed accounts payable and receivable records in compliance with company policy
- Assisted in preparation of VAT returns and tax filings
- Supported internal and external audit processes with accurate documentation

Accounting Assistant

Al-Falak Consulting – Cairo | August 2020 – June 2021.

- Recorded daily journal entries in accounting software (QuickBooks)
- Helped prepare monthly management reports for senior accountants
- Assisted in preparing payroll and calculating deductions
- Maintained organized records of invoices and payments

Key Skills

- Financial Reporting & Analysis
- Accounts Payable & Receivable Management
- Tax Preparation & VAT Returns
- Accounting Software (QuickBooks, SAP, Excel)
- Attention to Detail & Problem Solving
- Strong Communication (Arabic & English)

Certifications

- Certified Management Accountant (CMA) Part 1 – Passed 2023
- QuickBooks Certified User – 2022

Languages

- Arabic (Native)
- English (Fluent)

Volunteer Experience

Event Organizer - University Career Fair 2023

- Coordinated schedules for over 20 company booths
- Welcomed guests and provided logistical support during workshops

Parts of a Cover Letter

- Greeting
- Introduction
- Body Paragraph(s)
- Closing

What is a Cover Letter? (and Why It's Important)

- A cover letter is a one-page document that you submit as part of your job application (alongside your CV or Resume).
- Its purpose is to introduce you and briefly summarize your professional background. On average, your [cover letter should be from 250 to 400 words long](#).
- A good cover letter can spark the HR manager's interest and get them to read your resume.
- A bad cover letter, on the other hand, might mean that your application is going directly to the paper shredder. So, to make sure this doesn't happen, it's essential to know how to write a convincing cover letter.

Cover letter format

- Header with date and contact information
- Salutation or greeting
- Opening paragraph
- Middle paragraph(s)
- Closing paragraph
- Letter ending and signature

How to Write the Perfect Cover Letter (And Get Hired!)

- 1- Start the Cover Letter with a Header


John Doe
Customer Service Professional

To:
Doris Johnson
Human Resources Manager
Optimal Workplace Inc.
321 Employment Avenue.
San Francisco, CA
21 March, 2019

john.doe@gmail.com 
416-821-9879 
San Francisco, CA 
linkedin.com/in/john.doe 
john.doe 

- **2. Include a greeting**
- Example greetings:
- *Dear Hiring Manager,*
- *Dear Tyler Wallace,*

- **3- Write an Attention-Grabbing Introduction**
- So, it's essential to catch their attention from the **very first paragraph**.

- **4- Explain why you're the perfect person for the job**
- This is where you show off your professional skills and convince the HR manager that you're a better fit for the job than all the other applicants.
- But first things first - before you even write anything, you need to learn what the most important requirements for the role are. So, open up the job ad and identify which of the responsibilities are the most critical.

- **5- Explain why you're a good fit for the company**
- Once you've written the last paragraph, you might be thinking - I'm a shoo-in for the job! What else do I need to write? I'll just wrap up the cover letter and hit that sweet **SEND** button.
- Well, no. You're not quite there yet.
- The HR manager doesn't only look at whether you'll be good at the job or not. They're looking for someone that's also a good fit for the company culture.
- After all, employees that don't fit in are bound to quit, sooner or later. This ends up costing the company a ton of money, up to 50% of the employee's annual salary.
- Meaning, you also need to convince the HR manager that you're really passionate about working with them.

• **6- Wrap up with a call to action**

- Finally, it's time to finish up your cover letter and write the conclusion.
- In the final paragraph, you want to:
- **Wrap up any points you couldn't in the previous paragraphs.** Do you have anything left to say? Any other information that could help the hiring manager make their decision? Mention it here.
- **Thank the hiring manager for their time.** It never hurts to be courteous, as long as you don't come off as too needy.
- **Finish the cover letter with a call to action.** The very last sentence in your cover letter should be a call to action. You should ask the hiring manager to take some sort of action.

- **Good Example:**
- *So to wrap it all up, thanks for looking into my application. I hope I can help Company X make the most out of their Facebook marketing initiatives. I'd love to further discuss how my previous success at XYZ Inc. can help you achieve your Facebook marketing goals.*

- **7- Use the right formal closing**
- Once you're done with the final paragraph, all you have to do is write down a formal "goodbye" and you're good to go.
- Feel free to use one of the most popular conclusions to a cover letter:
- Best Regards,
- Kind Regards,
- Sincerely,
- Thank you,

- 8- End with your signature at the bottom.

Daniel McAllister
Missoula, MT

Mr. Donald Lafferty
Home Depot
42 Mountain View Way
Missoula, MT

February 10, 2022

Dear Mr. Lafferty,

I saw the Home Depot Cashier (Team Lead) job opening advertised on Jobseeker, and I am thrilled to apply. My skills and experience make me an excellent fit for this role, as I will outline in more detail within this letter.

I currently work as a Cashier (Shift Lead) at the IGA here in Missoula, where I regularly handle 300+ transactions per shift, assign the cashier shifts and manage the team schedule, and, of course, fulfill every aspect of my cashiering duties. I also previously worked as a cashier at Bob's QuickMart & Gas Station, where I was the sole cashier on duty and handled all customer questions and transactions.

In these two roles, I have gained plentiful experience with operating point of sale systems, managing a team of cashiers, and problem solving. I would like to bring my skills and experience to the Home Depot cashier team in order to take my career to the next level and provide excellent service to Home Depot's customers.

I would be happy to further explain my motivation for applying to the position of Cashier (Team Lead) during a personal meeting. You can reach me either by phone at (456) 789-1234 or by email at d.mcallister@example.com.

Thank you for your consideration. I look forward to hearing from you.

Sincerely,

Daniel McAllister

Attachment: Resume



Thank You

