

College of Management Communication Skills

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CMM 201

Lecture 04





Chapter 4: Résumés, Interviews, and Negotiation

الفصل الرابع: السيرة الذاتية، المقابلات، والتفاوض

السيرة الذاتية، المقابلات، والتفاوض Résumés, Interviews, and Negotiation

Intended Learning Outcomes

After studying this chapter, you should be able to:

1. Identify the six stages of the job-seeking process.
2. Explain the important role of exploring and researching in the job-seeking process
3. Develop a customized résumé and cover letter.
4. Discuss examples of how to interview and negotiate successfully.

المخرجات التعليمية المقصودة

بعد دراسة هذا الفصل، يجب أن تكون قادرًا على:

1. تحديد المراحل الست لعملية البحث عن عمل.
2. شرح الدور المهم للاستكشاف والبحث في عملية البحث عن عمل
3. قم بتطوير سيرة ذاتية مخصصة وخطاب تعريف.
4. ناقش أمثلة على كيفية إجراء المقابلات والتفاوض بنجاح.

The Job-Seeking Process

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السيرة الذاتية، المقابلات، والتفاوض Résumés, Interviews, and Negotiation

Many job seekers focus so much on answering interview questions that they forget they need to ask questions as well. Asking questions is important for two reasons:

- **First**, when done correctly, the questions you ask can confirm your qualifications as a candidate for the position.
- **Second**, remember that you are interviewing the employer as much as they are interviewing you; it is critical to learn if the organization is one you would like to work for.

يركز العديد من الباحثين عن عمل كثيرًا على الإجابة عن أسئلة المقابلة لدرجة أنهم ينسون أنهم بحاجة إلى طرح الأسئلة أيضًا. يعد طرح الأسئلة أمرًا مهمًا لسببين:

- **أولاً**، عند القيام بذلك بشكل صحيح، يمكن للأسئلة التي تطرحها أن تؤكد مؤهلاتك كمرشح لهذا المنصب الوظيفي.
- **ثانيًا**، تذكر أنك تجري مقابلة مع صاحب العمل بقدر ما يجري هو المقابلة معك؛ ومن الأهمية بمكان معرفة ما إذا كانت المنظمة هي التي ترغب في العمل بها.

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Prepare three to five questions for each interview, and plan on asking three of them. Here are three of his examples:

1. What skills and experiences would make an ideal candidate?

- This is a good open-ended question that has the interviewer(s) state exactly what the employer is looking for.

قم بإعداد ثلاثة إلى خمسة أسئلة لكل مقابلة ، وخطط لطرح ثلاثة منها. فيما يلي ثلاثة من أمثله:

1. ما هي المهارات والخبرات التي من شأنها أن تجعل المرشح مثالي للوظيفة؟

- هذا سؤال جيد مفتوح يجعل القائم بإجراء المقابلة (المحاورون) يذكر بالضبط ما يبحث عنه صاحب العمل.

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2. What is the single largest concern facing your staff, and would I be in a position to help you solve this problem?

- This question shows that you are immediately thinking about how you can help the team and encourages the interviewer to imagine you working in the position.

2. ما هو أكبر مصدر قلق يواجه موظفيك ، وهل سأكون في وضع يسمح لي بمساعدتك في حل هذه المشكلة؟

- يوضح هذا السؤال أنك تفكر على الفور في كيفية مساعدة الفريق ويشجع القائم بإجراء المقابلة على تخيل أنك تعمل في المنصب.

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3. What is the next step in the process?

- This is a critical last question and one you should definitely ask. It shows that you're interested in moving along in the process and invites the interviewer to disclose how many people are going for the same position.

3. ما هي الخطوة التالية في العملية؟

- هذا سؤال أخير مهم ويجب أن تطرحه بالتأكيد. يظهر أنك مهتم بالمضي قدما في العملية ويدعو القائم بإجراء المقابلة للكشف عن عدد الأشخاص الذين يشغلون نفس المنصب.

Résumés, Interviews, and Negotiation السيرة الذاتية، المقابلات، والتفاوض

What is the job-seeking process? What does it entail?:

- **Seeking a job** is a multifaceted process that is part research, part performance,
- **The job-seeking** process involves six stages: exploring, researching, applying, interviewing, following up, and negotiating.

ما هي عملية البحث عن عمل؟ وما الذي تتضمنه؟:

- **البحث عن وظيفة** هي عملية متعددة الأوجه، فهي تتكون من جزء من البحث، وجزء من الأداء.
- **عملية البحث عن وظيفة** تتضمن ست مراحل: الاستكشاف، والبحث، والتقديم، والمقابلة، والمتابعة، والتفاوض.

The Job-Seeking Process

عملية البحث عن عمل

1. Stage One: Exploring

- The exploring stage begins with you, the job seeker. During this stage, you will need to explore both **yourself** and potential **careers**.

1. المرحلة الأولى: الاستكشاف

- يرتكب مقدمو العروض أحيانا خطأ تضمين الكثير من الرسوم البيانية والمخططات أثناء محادثاتهم ، مما يؤدي إلى الجمهور إلى زيادة الرسائل.



The Job-Seeking Process

عملية البحث عن عمل

A. Self-Exploration

- Taking time to think about your goals and priorities is an important part of the job-seeking process—it will help you determine what type of career you wish to pursue and what types of organizations you wish to work for.

A. الاستكشاف الذاتي

- يعد قضاء بعض الوقت في التفكير في أهدافك وأولوياتك جزءا مهما من عملية البحث عن عمل - سيساعدك على تحديد نوع المهنة التي ترغب في متابعتها وأنواع المنظمات التي ترغب في العمل بها.



The Job-Seeking Process

عملية البحث عن عمل

A. Self-Exploration

- Take time to explore your goals and priorities. Here are just a few questions you should consider: What are you best at? What do you enjoy doing the most? What motivates you? What salary range do you need to live the lifestyle you desire? Is a family-friendly career a priority for you? Would you prefer to work in a large or small organization?

A. الاستكشاف الذاتي

- خذ وقتك لاستكشاف أهدافك وأولوياتك. فيما يلي بعض الأسئلة التي يجب أن تفكر فيها: ما هو الأفضل في؟ ما الذي تستمتع به أكثر من غيره؟ ما الذي يحفزك؟ ما هو نطاق الراتب الذي تحتاجه لتعيش نمط الحياة الذي تريده؟ هل المهنة الصديقة للعائلة أولوية بالنسبة لك؟ هل تفضل العمل في مؤسسة كبيرة أم صغيرة؟

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B. Career Exploration

- Career exploration requires you to research opportunities in your major that correspond with your goals and priorities.

B. استكشاف الوظيفة

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B. Career Exploration

- Career exploration requires you to research opportunities in your major that correspond with your goals and priorities.
- As you narrow down career opportunities, it's important to develop a clear understanding of what each career entails. When you find a career that seems interesting, you need to do some investigating.

B. استكشاف الوظيفة

- يتطلب منك الاستكشاف الوظيفي البحث عن فرص في تخصصك تتوافق مع أهدافك وأولوياتك.
- أثناء تضيق نطاق الفرص الوظيفية، من المهم تطوير فهم واضح لما تستلزمه كل مهنة. عندما تجد مهنة تبدو مثيرة للاهتمام ، فأنت بحاجة إلى إجراء بعض التحقق عنها.

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B. Career Exploration

- Interview several people in that line of work and find out what the job involves. Ask questions that will help you determine if this career lines up with your goals and priorities.
- If it seems like a good fit, try shadowing someone in the field for a week or two. Then seek an internship that will allow you to develop a clearer understanding of this career choice.

B. استكشاف الوظيفة

- قم بإجراء مقابلات مع العديد من الأشخاص في هذا النوع من العمل واكتشف ما تنطوي عليه الوظيفة. اطرح أسئلة ستساعدك على تحديد ما إذا كانت هذه المهنة تتماشى مع أهدافك وأولوياتك.
- إذا بدا الأمر مناسباً ، فحاول تظليل شخص ما في الميدان لمدة أسبوع أو أسبوعين. ثم ابحث عن تدريب داخلي يسمح لك بتطوير فهم أوضح لهذا الاختيار الوظيفي.

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B. Career Exploration

- The interviewing phase of the job-seeking process isn't about finding the candidate with the most qualifications; it's about finding the person who best fits the job and the company.
- The more you know about a given occupation, the more effectively you will be able to describe how your skills line up with the position.

B. استكشاف الوظيفة

- لا تتعلق مرحلة إجراء المقابلات في عملية البحث عن عمل بالعثور على المرشح الذي يتمتع بأكثر قدر من المؤهلات. يتعلق الأمر بالعثور على الشخص الذي يناسب الوظيفة والشركة.
- كلما زادت معرفتك بمهنة معينة ، زادت قدرتك على وصف كيفية توافق مهاراتك مع المنصب.

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2. Stage Two: Researching

- The researching stage of the job-seeking process comprises two components: **researching openings** and researching **potential employers**.

2. المرحلة الثانية: البحث

- تتكون مرحلة البحث في عملية البحث عن عمل من مكونين: **البحث عن الفرص** والبحث عن **أصحاب العمل المحتملين**.



The Job-Seeking Process

عملية البحث عن عمل

A. Researching Openings

- Once you have an idea of what you are looking for in theory, you must begin to seek positions that exist in reality. **For some students When should you start your job search?** This is a process that will take months, so plan accordingly. A good rule of thumb is for graduates to allow between 3 and 6 months to find that first job after graduation.

A. البحث عن الفرص

- بمجرد أن تكون لديك فكرة عما تبحث عنه من الناحية النظرية ، يجب أن تبدأ في البحث عن المناصب الموجودة في الواقع. **بالنسبة لبعض الطلاب متى يجب أن تبدأ البحث عن وظيفة؟** هذه عملية ستستغرق شهورا ، لذا خطط وفقا لذلك. القاعدة الأساسية الجيدة هي أن يسمح الخريجون بما يتراوح بين 3 و 6 أشهر للعثور على الوظيفة الأولى بعد التخرج.

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عملية البحث عن عمل

A. Researching Openings

- **Where should you look for a job?** The answer is simple: everywhere! Begin by using the resources available at your college or university. Most institutions of higher education have career planning centers. Your center may go by a slightly different name, such as career services, career placements, career development, or career consulting; regardless of the name, these centers are a vital resource in your job search.

A. البحث عن الفرص

- **أين يجب أن تبحث عن وظيفة؟** الجواب بسيط: في كل مكان! ابدأ باستخدام الموارد المتاحة في كليتك أو جامعتك. معظم مؤسسات التعليم العالي لديها مراكز للتخطيط الوظيفي. قد يحمل مركزك اسما مختلفا قليلا، مثل الخدمات المهنية أو التوظيف أو التطوير الوظيفي أو الاستشارات المهنية. بغض النظر عن الاسم ، تعد هذه المراكز مصدرا حيويا في بحثك عن وظيفة.

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عملية البحث عن عمل

A. Researching Openings

- **Career services centers** will often hold job fairs on campus or have information about job fairs in the surrounding community. Find out the dates for these job fairs and come ready to be interviewed. This means you should dress in business attire and have a résumé with you..

A. البحث عن الفرص

- غالبا ما تعقد **مراكز الخدمات المهنية** معارض وظائف في الحرم الجامعي أو لديها معلومات حول معارض الوظائف في المجتمع المحيط. تعرف على تواريخ معارض الوظائف هذه وكن مستعدا لإجراء مقابلة. هذا يعني أنه يجب عليك ارتداء ملابس العمل والحصول على سيرة ذاتية معك.

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عملية البحث عن عمل

A. Researching Openings

- Once upon a time, the classified/help-wanted ads in the **newspaper** were the place to go when looking for a job. When job seeking, you should make it a habit to check the newspaper(s) in the city or cities that interest you. However, realize that in the 21st century, many organizations no longer post positions in the newspaper.

A. البحث عن الفرص

- ذات مرة ، كانت الإعلانات المبوبة / المطلوبة للمساعدة في **الصحيفة** هي المكان المناسب للذهاب إليه عند البحث عن وظيفة. عند البحث عن عمل ، يجب أن تجعل من المعتاد التحقق من الصحف في المدينة أو المدن التي تهتمك. ومع ذلك ، أدرك أنه في القرن الحادي والعشرين ، لم تعد العديد من المنظمات تنشر مناصب في الصحيفة.

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A. Researching Openings

- The Internet has become an excellent tool for locating employment opportunities. Multiple websites are dedicated to matching employees to jobs, including [monster.com](#), [snagajob.com](#), [careerbuilder.com](#), [Job.com](#), [jobs.com](#), [Jobs.net](#), [jobsonline.net](#), [USAJOBS.gov](#), and the like. In addition to employment-based websites, many organizations now post job openings on their company websites.

A. البحث عن الفرص

- أصبحت الإنترنت أداة ممتازة لتحديد فرص العمل. مواقع ويب متعددة مخصصة لمطابقة الموظفين مع الوظائف ، بما في ذلك [gmonster.com](#) [gsnagajob.com](#) [gcareerbuilder.com](#) [gJob.com](#) [gjobs.com](#) [gJobs.net](#) [gjobsonline.net](#) و [USAJOBS.gov](#) وما شابه ذلك. بالإضافة إلى مواقع الويب القائمة على التوظيف ، تنشر العديد من المؤسسات الآن فرص عمل على مواقع شركاتها.

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A. Researching Openings

- Another useful tool for finding openings is **word of mouth**. Tell everyone you know that you are job searching, making certain to be specific about the kind of job you are looking for. Saying "I am looking for a job in business" is very different from saying "I am looking for a job in hotel management." Who should you tell? Tell family, friends, classmates, professors, former employers, people at church, contacts from your internships—tell anyone who will listen,

A. البحث عن الفرص

- أداة أخرى مفيدة للعثور على الفرص هي **الكلام الشفهي**. أخبر كل شخص تعرفه أنك تبحث عن وظيفة ، وتأكد من أن تكون محددا بشأن نوع الوظيفة التي تبحث عنها. إن قول "أنا أبحث عن وظيفة في مجال الأعمال" يختلف تماما عن قول "أنا أبحث عن وظيفة في إدارة الفنادق". من يجب أن تقول؟ أخبر العائلة والأصدقاء وزملاء الدراسة والأساتذة وأصحاب العمل السابقين والأشخاص في الكنيسة وجهات الاتصال من التدريب الداخلي الخاص بك - أخبر أي شخص سيستمع ،

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A. Researching Openings

- One family member you should be certain to contact is your **Uncle Sam**. Yes, Uncle Sam (aka the U.S. government) can help you find a job, In addition to state employment agencies, which are run by the government, **private employment agencies**, also known as head hunters, can assist you in your job search. Unlike state agencies, private agencies are for-profit organizations that charge a fee for their services. The amount of the fee and who pays it varies,

A. البحث عن الفرص

- أحد أفراد العائلة الذي يجب أن تتأكد من الاتصال به هو **عمك سام**. نعم ، يمكن للعم سام (المعروف أيضا باسم حكومة الولايات المتحدة) مساعدتك في العثور على وظيفة ، بالإضافة إلى وكالات التوظيف الحكومية ، التي تديرها الحكومة ، يمكن **لوكالات التوظيف الخاصة** ، والمعروفة أيضا باسم الباحثين عن الرؤوس ، مساعدتك في البحث عن وظيفة. على عكس وكالات الدولة ، فإن الوكالات الخاصة هي منظمات هادفة للربح تفرض رسوما على خدماتها. يختلف مبلغ الرسوم ومن يدفعها،

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B. Researching Potential Employers

- At this point, it should be clear that job searching is time-consuming. Therefore, you do not want to waste valuable time and energy on positions and organizations that do not fit your desires, goals, and priorities. Think about this stage of the job-seeking process as job researching, not job searching. You are not simply searching for vacant positions. You are researching positions and companies to find the right fit between your skills and desires and their needs and opportunities..

B. البحث عن أصحاب العمل المحتملين

- في هذه المرحلة ، يجب أن يكون واضحا أن البحث عن وظيفة يستغرق وقتا طويلا. لذلك ، لا تريد إضاعة الوقت والطاقة الثمينة في المناصب والمنظمات التي لا تناسب رغباتك وأهدافك وأولوياتك. فكر في هذه المرحلة من عملية البحث عن عمل على أنها بحث عن وظيفة ، وليس بحثا عن وظيفة. أنت لا تبحث ببساطة عن وظائف شاغرة. أنت تبحث عن المناصب والشركات لإيجاد الملاءمة الصحيحة بين مهاراتك ورغباتك واحتياجاتهم وفرصهم.

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B. Researching Potential Employers

- Before applying, take a few moments to research the position and the company. This research not only will help you determine if you truly wish to apply for this position with this organization but also will help you down the line when you customize your résumé and prepare for your interview. Remember, excelling as a communicator means you must be audience-centered. You can't be audience-centered if you do not know your audience.

B. البحث عن أصحاب العمل المحتملين

- قبل التقديم ، خذ بضع لحظات للبحث عن الوظيفة والشركة. لن يساعدك هذا البحث في تحديد ما إذا كنت ترغب حقا في التقدم لهذا المنصب مع هذه المنظمة فحسب ، بل سيساعدك أيضا على تحديد الخط عند تخصيص سيرتك الذاتية والاستعداد لمقابلتك. تذكر أن التفوق كمتواصل يعني أنه يجب أن تكون متمحورا حول الجمهور. لا يمكنك التركيز على الجمهور إذا كنت لا تعرف جمهورك.

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B. Researching Potential Employers

- Where do you find information on potential employers? You can begin by researching their websites, but remember that the purpose of company websites is to make the organization look appealing, so you do not want to end your research there. If you know anyone who works for the organization in question or has a similar type of position with a different organization, interview him or her for insights.

B. البحث عن أصحاب العمل المحتملين

- أين تجد معلومات عن أصحاب العمل المحتملين؟ يمكنك البدء بالبحث عن مواقع الويب الخاصة بهم ، ولكن تذكر أن الغرض من مواقع الشركة هو جعل المنظمة تبدو جذابة ، لذلك لا تريد إنهاء بحثك هناك. إذا كنت تعرف أي شخص يعمل في المنظمة المعنية أو لديه نوع مماثل من المناصب في منظمة مختلفة ، فقم بإجراء مقابلة معه للحصول على رؤى.

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3. Stage Three: Applying

- Once you have researched a place you would like to consider for employment, it's time to turn your attention to **résumés** and **cover letters**.

2. المرحلة الثالثة: التقديم

- بمجرد البحث عن مكان ترغب في التفكير فيه للتوظيف، فقد حان الوقت لتحويل انتباهك إلى **السيرة الذاتية** و**خطابات التغطية**.

Cover Letter vs. Resume: What's the Difference?





ABOUT ME

Dedicated and ambitious student with a track record of outstanding academic performance, leadership, and commitment to learning. Proven ability to apply critical thinking skills in high-pressure situations. Seeking to leverage my abilities to contribute positively to the student community.

LINKS

LinkedIn:
www.linkedin.com/in/HermioneGranger

Twitter:
www.twitter.com/HermioneGranger

REFERENCES

ALBUS DUMBLEDORE
Hogwarts School of Witchcraft and Wizardry
T: +44 20 9876 5432
E: albus.dumbledore@hogwarts.edu

MINERVA MCGONAGALL
Hogwarts School of Witchcraft and Wizardry
T: +44 20 9876 5433
E: minerva.mcgonagall@hogwarts.edu

HOBBIES

- READING
- STUDYING
- HELPING FRIENDS
- TRAVELING
- EXPLORING MAGIC

HERMIONE GRANGER

STUDENT

Hogwarts School, Scotland, London, WC1X 8HB, United Kingdom
+44 20 1234 5678
HermioneGranger@hogwarts.edu

WORK EXPERIENCE

HOGWARTS SCHOOL OF WITCHCRAFT AND WIZARDRY
Scotland
Sep 1995 - Jun 1997

Prefect

- Maintained discipline among school students.
- Assisted teachers in managing students.
- Organized school events and activities.
- Represented student concerns to school management.

DUMBLEDORE'S ARMY
Scotland
Oct 1995 - Jun 1997

Member

- Participated in secret defense lessons.
- Practiced advanced defense spells.
- Assisted in organizing group meetings.
- Participated in missions to fight against dark forces.

EDUCATION

HOGWARTS SCHOOL OF WITCHCRAFT AND WIZARDRY
Scotland
1997

N.E.W.T Level Student

- Specialized in Charms, Defense Against the Dark Arts, Transfiguration.
- Participated in various school activities and clubs.

HOGWARTS SCHOOL OF WITCHCRAFT AND WIZARDRY
Scotland
1995

O.W.L Level Student

- Studied core subjects including Potions, Herbology, Astronomy.
- Participated in the Triwizard Tournament.

SKILLS

SPELL CASTING

POTION MAKING

HERBOLGY

TRANSFIGURATION

ANCIENT RUNES

ASTRONOMY

LANGUAGES

ENGLISH

LATIN

ANCIENT RUNES

HIGH SCHOOL COVER LETTER

135 Cherry St, Chicago, IL 60131 • (312) 994-7765 • your.name@gmail.com

[Today's Date]

[Hiring Manager's Name]

123 Company Address

Company's City, State, Zip Code

(xxx) xxx-xxxx

hiring.manager@gmail.com

Dear [Mr./Ms./Mx.] [Hiring Manager's Last Name],

I'm excited to apply for the Youth Development Summer Internship at [Company Name]. As a high school student with a 3.8 GPA, I'm eager to use my skills in tutoring and helping others. I believe my experience working as a math tutor and volunteering with foster children has prepared me to contribute to your team and support the youth in your program.

In my role as a Virtual Math Tutor with EnCorps, Inc., I have helped students improve their math skills through online tutoring sessions, and I've seen an average 18% improvement in their test scores. My time as a volunteer at The Academy Project also taught me how to mentor and assist children with their reading skills. These experiences have strengthened my communication skills and my ability to connect with young people in different ways.

I'm particularly drawn to [Company Name] because I admire how you support youth and help them succeed. I would love the chance to be part of your team and apply my skills to help make a difference. Thank you for considering my application. I hope to discuss how I can contribute further during an interview.

Sincerely,

Your Name

The Job-Seeking Process

عملية البحث عن عمل

A. Developing Résumés

- A résumé provides a picture of who you are as an employee by highlighting your skill set.
- An excellent résumé illustrates how you fit this position and this organization and highlights the skills you possess relevant to the skills required by the position for which you are applying.

A. تطوير السيرة الذاتية

- توفر السيرة الذاتية صورة عن هويتك كموظف من خلال تسليط الضوء على مجموعة مهاراتك.
- توضح السيرة الذاتية الممتازة كيف تتناسب مع هذا المنصب وهذه المنظمة وتسليط الضوء على المهارات التي تمتلكها ذات الصلة بالمهارات التي تتطلبها الوظيفة التي تتقدم لها.

The Job-Seeking Process

عملية البحث عن عمل

A. Developing Résumés

- There is no one standard form for a résumé—it's not one size fits all. When selecting the format for your résumé, select a format that will highlight your strengths and downplay your weaknesses.
- Regardless of which format you select, whenever possible, you should customize your résumé to each position and organization.
- Although formats vary, every résumé should be no more than one page and must be visually appealing.

A. تطوير السيرة الذاتية

- لا يوجد نموذج قياسي واحد للسيرة الذاتية - إنه ليس مقاس واحد يناسب الجميع. عند تحديد تنسيق سيرتك الذاتية ، حدد تنسيقاً يسلط الضوء على نقاط قوتك ويقلل من نقاط ضعفك.
- بغض النظر عن التنسيق الذي تحدده ، كلما أمكن ذلك ، يجب عليك تخصيص سيرتك الذاتية لكل منصب ومؤسسة.
- على الرغم من اختلاف التنسيقات ، يجب ألا تزيد كل سيرة ذاتية عن صفحة واحدة ويجب أن تكون جذابة بصرياً

The Job-Seeking Process

عملية البحث عن عمل

A. Developing Résumés

- Chances are you'll be applying for multiple positions while you are job-seeking. Therefore, it's important to develop a generic résumé that you can use as a starting point for the customized résumé you develop for each position.
- When developing your résumé, you will have to determine if you plan to use a **chronological, functional, or combination résumé**.

A. تطوير السيرة الذاتية

- من المحتمل أنك ستقدم لشغل وظائف متعددة أثناء البحث عن عمل. لذلك ، من المهم تطوير سيرة ذاتية عامة يمكنك استخدامها كنقطة انطلاق للسيرة الذاتية المخصصة التي تقوم بتطويرها لكل منصب.
- عند تطوير سيرتك الذاتية، سيتعين عليك تحديد ما إذا كنت تخطط لاستخدام **سيرة ذاتية ترتيبية أو وظيفية أو**

مركبة.

The Job-Seeking Process

عملية البحث عن عمل

A. Developing Résumés

i. Chronological Résumés

- This is the most common form and probably the easiest to prepare. The chronological résumé emphasizes employment and/or experience history, listing elements in reverse chronological order (i.e., your most recent experience first). This format is especially useful to new graduates or those with limited work experience.

A. تطوير السيرة الذاتية

i. السيرة الذاتية المرتبة زمنيا

- هذا هو الشكل الأكثر شيوعا وربما الأسهل في التحضير. تؤكد السيرة الذاتية الزمنية على تاريخ التوظيف و / أو الخبرة ، وتسرد العناصر بترتيب زمني عكسي (أي تجربتك الأخيرة أولا). هذا الشكل مفيد بشكل خاص للخريجين الجدد أو ذوي الخبرة العملية المحدودة.



+1 222 222 222
name.sn@mail.com
NY, USA
linkedin/in/name.surname

LANGUAGES

- English: Native
- French: Bilingual
- Spanish: Basic

SOFTWARE

- Excel, Word, PowerPoint
- Salesforce CRM
- Project Management Tools
- SAP ERP

SKILLS

- Sales and Marketing
- Process Optimization
- Cross-functional Collaboration
- Training and Development
- Lean Manufacturing

Name SURNAME

JOB TITLE

Dedicated and results-driven professional with over 10 years of experience in strategic leadership and operational management. Proven track record of driving business growth, optimizing operational efficiency, and enhancing team performance. Adept at developing and implementing innovative strategies.

EDUCATION

- 20XX – 20XX **MBA Business Administration**
NYU
- 20XX – 20XX **BA Business Administration**
NYU

PROFESSIONAL EXPERIENCE

- OPERATIONS MANAGER | 20XX – 20XX**
DEF Solutions – NY, USA
 - Led a cross-functional team to streamline operational processes, resulting in a 20% increase in overall efficiency within one year.
 - Developed and implemented cost-saving initiatives, reducing operational expenses by 15% while maintaining high-quality standards.
- REGIONAL SALES MANAGER | 20XX – 20XX**
ABC Company – NY, USA
 - Oversaw a sales team of 15 professionals and successfully exceeded quarterly sales targets by 25%.
 - Implemented a training program that enhanced the sales team's product knowledge, resulting in a 15% increase in customer satisfaction and repeat business.
- DIRECTOR OF OPERATIONS | 20XX – 20XX**
XYZ Solutions – NY, USA
 - Streamlined operational processes, resulting in a 20% increase in overall efficiency within one year.
 - Developed and implemented cost-saving initiatives, reducing operational expenses by 15%.

HOBBIES & INTERESTS

- Outdoor Activities (hiking, cycling)
- Continuous Learning (attend industry conferences, workshops)
- Volunteer Work (community service, charity events).

Maria Rojas

Professional Graphic Designer

Dynamic and innovative professional with 6+ years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creation, graphic design, animation, and visual conceptualization. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.

maria@novoresume.com (123) 600 2019 Toronto, Canada maria-rojos.com instagram.com/maria_rojos

WORK EXPERIENCE

Professional Graphic Designer Freelance – Orange Media

08/2018 – Present

Achievements

- Establish and manage a freelance graphic design business that aims to assist companies in brand development.
- Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies.
- Develop creative advertising content for various media, including catalogs, menus, business cards, flyers, posters, t-shirts, and product packaging while ensuring maximum brand awareness of target audience/market.
- Conceptualize logo design, gif animations, videos, websites, and social media channels to promote product brands.
- Leverage rebranding expertise in enhancing client's corporate image to ensure profitability and business growth.

Graphic Designer BIDA KUH Marketing & Media

03/2015 – 07/2018

Achievements

- Produced both eCommerce and non-eCommerce creative website layouts and content for the use of clients.
- Created designs, concepts, and sample layouts, based on knowledge of layout and esthetic design concepts.
- Prepared illustrations and rough sketches of material, discussing them with clients, and making necessary changes.
- Developed graphics and layouts for product illustrations, logos, and websites mirroring company brand style.

Graphic Designer Blue Lens Media Corp

05/2013 – 02/2015

Achievements

- Utilized After Effects and other computer proficiency in making motion graphic animations for video productions.
- Performed video and sound editing for diverse ads while ensuring high-quality media productions.
- Coordinate with the client to successfully create prolific social media graphics suitable for target marketing.

AREAS OF EXPERTISE

- Visual Design & Storytelling
- Typography
- Advanced Graphic Design
- Media Production
- Infographics Design
- Dynamic Visual Design

TECHNICAL SKILLS

Adobe Suite

Photoshop, Illustrator, After Effects and InDesign

Coding

HTML, Java & CSS

PERSONAL PROECTS

Content Producer - Personal Youtube Channel (09/2018 – Present)

- Developed concept and overall content of my personal YouTube channel.
- Edited videos for proper timings of audio and texts while choosing a creative video thumbnail for uploading.
- Reached 10.000 subscribers in the first year.

Graphic Artist @ 2017 Cancer Awareness Campaign

- Led the creative process and developed innovative concepts for the 2017 Cancer Awareness Campaign.
- Provided infographics and other materials and posters for the use of the Ontario Cancer Awareness Foundation.

EDUCATION

Bachelor of Fine Arts in Visual Arts University of Toronto

2011 – 2014

INTERESTS

- Video Games
- Artificial Intelligence
- Photography
- Renewable Energy

The Job-Seeking Process

عملية البحث عن عمل

A. Developing Résumés

ii. Functional (Skill-Based) Résumés

- This functional résumé emphasizes skills and attributes that can be applied to a variety of employment situations; your skills are broken down into categories that quickly communicate to employers what you can do for them. This format is useful for candidates without direct employment-related experience or for those who wish to work in fields unrelated to their academic major..

A. تطوير السيرة الذاتية

ii. السيرة الذاتية الوظيفية (القائمة على المهارة)

- تؤكد هذه السيرة الذاتية الوظيفية على المهارات والسمات التي يمكن تطبيقها على مجموعة متنوعة من حالات التوظيف. يتم تقسيم مهاراتك إلى فئات تنقل بسرعة إلى أصحاب العمل ما يمكنك القيام به من أجلهم. هذا الشكل مفيد للمرشحين الذين ليس لديهم خبرة مباشرة في مجال التوظيف أو لأولئك الذين يرغبون في العمل في مجالات لا علاقة لها بتخصصهم الأكاديمي.



Rosalie Ann Santos

Flight Attendant

Personable and people-oriented Flight Attendant with 9+ years of experience in in-flight operations and procedures while providing excellent customer service to passengers. Proven ability to provide exceptional organizational and relationship-building capabilities. Adept at safety, health, and sanitation standard with practical knowledge in aviation. Equipped with first-aid and medical emergency skills to respond to inflight emergencies and security concerns.

✉ rosalie@novoresume.com

📍 Fort Lauderdale, FL

📧 medium.com/@rosalie.ann

📞 7481 345678

🌐 linkedin.com/in/rosalie-ann-santos

📷 instagram.com/rosalie.ann

WORK EXPERIENCE

Flight Attendant Spirit Airlines

08/2018 – Present

Fort Lauderdale, FL

- Identify, document, and analyze cabin maintenance issues and promptly report findings to the Pilot-in-Command.
- Oversee the maintenance of comfort, safety, and security of all passengers by utilizing a client-centered work ethic.
- Explain the use of safety equipment to passengers to ensure compliance with federal regulations during all flight activities.
- Interact with patrons and attend to the needs and requests of all travelers, prioritizing safety in all flights.
- Resolve passenger conflicts during flights, including issues with disorderly travelers and medical emergencies.

Flight Attendant

JetBlue Airways Corporation

01/2014 – 07/2018

Long Island City, NY

- Conducted pre-flight safety checks of cabin emergency equipment, including safety briefing of passengers before flight.
- Assisted during onboard emergencies by providing CPR and basic first aid while maintaining a calm composure.

Flight Attendant

Workplace/Company

01/2011 – 12/2013

Las Vegas, NV

Sales Associate

Crossings Merchandise

04/2009 – 12/2010

Phoenix, AZ

- Developed and implemented a successful loyalty program with customers, which caused clients to double their orders.
- Developed partnerships with multiple small, medium, and large-scale groceries that promoted referral revenue.

SKILLS AND COMPETENCIES

Personalized Customer Service Cabin Maintenance & Use

Emergency Care & Procedures FAA Safety Procedures

Airbus A319 & 320 Operation First-Aid Intervention

Long-Haul Flight Stress Tolerance

TRAININGS AND CERTIFICATIONS

Airbus 320 Series (06/2012)

Flight Safety Corporate Flight Attendant Training (11/2010)

FAA Flight Attendant Certification (11/2010)

American Red Cross (AED) and First Aid Certified (10/2010)

The Corporate School of Etiquette (08/2010)

ACHIEVEMENTS

Flown in over 5,000 hours long-haul flights in different airlines.

Moved 10,000 units in a single sales transaction as a Sales Associate for Crossings.

LANGUAGES

English
Native

Spanish
Full Professional Proficiency

French
Full Professional Proficiency

Italian
Full Professional Proficiency

INTERESTS & HOBBIES

🎮 Video Games

🏊 Swimming

🧘 Mindfulness

🔍 Typography

Diana Johnson

Customer Service Representative

Multi-lingual employee looking to help XYZ Inc. provide stellar customer experience. Strong communication skills. Fluent in Danish, Swedish, English and German. Basic knowledge of CRM systems.

✉ diana@novoresume.com

📞 044 412 2019

📍 Copenhagen, Denmark

🌐 jonathan-dawa.com

🌐 linkedin.com/in/diana.johnson

COMPETENCIES

Empathy

Patience

Upselling

Active Listening

Positive Attitude

Phone Skills

Resolving Conflict

Intercom

HubSpot

INTERESTS

🎮 Video Games

💬 Chat Bots

🌱 Renewable Energy

🔍 Artificial Intelligence

SKILLS SUMMARY

Customer Service

- Developed and implemented a successful loyalty program with customers, which caused clients to double their orders at 5toGo Café.
- Developed partnerships with multiple small and medium companies that promoted referral revenue.
- Educated thousands of customers on the superior quality of Company products and services. Ensured that all customers were educated on our products and services.
- Provided superior services and promoted a friendly, comfortable environment by providing fast and friendly service.

Product Knowledge

- Tested and got familiarized XYZ Inc. services and offerings over the last 2 weeks.
- Discovered 3 cases where new users can face difficulties in the on-boarding process, which are currently not mentioned in the Help Center.

Problem Solving

- Used analysis skills to plan out a sales campaign that helped attract younger customers to 5toGo Café.
- Oversaw team members and developed best practices to balance workload during peak hours, reducing hourly burden per employee.

CERTIFICATES

Become a Conversational Support Expert (01/2021)

Intercom Academy

Customer Success & Account Health Check (11/2020)

HubSpot Academy

Culture of Services: New Perspective on Customer Relations (06/2020)

edx.org

EDUCATION

BA in English and Organizational Communication
Copenhagen Business School

08/2017 – 06/2020

PROFESSIONAL EXPERIENCE

Barista

5toGo Café

06/2019 – 03/2020

The Job-Seeking Process

عملية البحث عن عمل

A. Developing Résumés

iii. Combination Résumés

- For many candidates, a combination of elements from the chronological and functional résumé formats works best. Regardless of which résumé type you select, your résumé will include some or all of the following sections..

A. تطوير السيرة الذاتية

iii. السيرة الذاتية المركبة

- بالنسبة للعديد من المرشحين ، تعمل مجموعة من العناصر من تنسيقات السيرة الذاتية الزمنية والوظيفية بشكل أفضل. بغض النظر عن نوع السيرة الذاتية الذي تحدده، ستتضمن سيرتك الذاتية بعض أو كل الأقسام التالية.

LOIS LANE

Brand Manager

+1 888 777 6666

lois@hiration.com

Milwaukee, US

SUMMARY

7 years experienced and result oriented brand management professional skilled in marketing, brand & product management. Have delivered impactful results while acting as the brand custodian for the national & international branding for multiple products. Proficient in conducting extensive market and consumer research and then drafting a unique marketing & communication plan around it. Adept in the hands-on execution of both ATL & BTL marketing including print, radio, TV etc. Also, skilled in conducting all relevant activities for the development of new products.

KEY SKILLS

- Brand Management • Market Research
- Advertising • Integrated Marketing • Communication
- Agency Management • Media Planning & Buying • Sales Promotion

SELECTED PROJECTS

E-business, '10

- Conceptualized & set up AN online **brand consulting** service
- Devised custom **branding strategies** for 2 clients
- Secured **USD 10k+** revenue

Development of a novel approach for digital marketing, '08

- Designed a new approach to execute search engine marketing for small brands

PROFESSIONAL EXPERIENCE

Yellow Comfort FMCG

Brand Manager

Milwaukee, US

May '13 - Present

The Yellow Comfort group is one of America's leading producers of FMCG products including soaps, perfumes, shampoos etc.

- Working as the brand custodian of the 'Fresh Intense' range of deodorants (**annual revenue: \$ 20.5 mn.**)
- Responsible for a **90% YoY growth in the sales** revenue through **complete brand ownership**
- Handling and deploying a total **marketing budget of \$ 5mn.** across multiple channels

Marketing Communication

- Driving research on consumer trends using techniques such as the mining of consumer insights, **need gap analysis** etc.
- Creating the brand's entire communication plan; **launched the pan US TV campaign** including multiple commercials
- Executing **multiple ATL & BTL marketing** initiatives incl. Print, Radio, Digital, Events & other channels
- Conducting end to end **effective media evaluation** & targeting **maximum ROI** by coordinating with key media providers
- Coordinating with multiple agencies for conducting ATL, BTL implementation as well as other media work

Collaboration

- Liaising with the packaging department for feasibility around packaging shapes & printing etc.
- Working with internal & external **designers** to create **marketing collaterals** for the brand range

Sales - Marketing Integration

- Collaborating with the sales team to implement as well as analyze marketing initiatives through sales analysis etc.
- Engaging regularly with different channels, the sales teams, Regional Managers etc.

Stark Tech LLC

Brand Associate

New York, US

Jun '10 - Apr '13

One of North America's leading manufacturers of computers and mobile devices

- Appointed as the brand custodian for the G2 laptop brand (**annual rev.: \$ 5 mn.**); worked with the brand head
- Executed the brand promotions & publicity for national & international markets leading to **vol. improvement of 15%** in 2 years

EDUCATION

BBA - Marketing

UC Berkeley

Berkeley, US

Jul '06 - Apr '10

DAVE WILLIAMS

Vancouver, BC • 000-000-0000 • email@email.com

Marketing Manager

Qualifications Profile

Marketing

- Proven track record in delivering clear, insightful strategies with tactical solutions which have moved markets and drove new initiatives.
- Marketing roadmap creation based on SWOT, annual customer research, business objectives and industry/customer analytics.
- Intimate understanding of the customer and applied targeted customer insights to all marketing directives.
- Experience in brand development, marketing, technology, customer care and sales to drive conversion and expand customer LTV.
- Cloud-based business suite/CRM and database integration to improve business operations, create brand awareness, and drive revenue.

Project Management

- Have led dozens of large projects to completion, including strategic roadmap for the company, brand, content, and navigation.
- Budgeting, cost tracking, requirements tracking, scheduling, interpersonal, vendor selection, and reporting with senior management.
- Familiar with tools such as Visual Paradigm and ActiveVOS.
- Have demonstrated outstanding leadership, with great coaching acumen with direct reports and cross-functional teams.

Business Analysis

- Have good exposure in building queries, optimizing queries, requirement gathering & analysis.
- Build daily, weekly, and monthly dashboards and delivered to stakeholders.
- Strong knowledge of business and systems architecture to provide knowledge to IT Management and Business Representatives.
- Mentoring and training junior Business Analysts to boost organizational Business Analysis capabilities.
- Banking, finance, capital markets, treasury and derivatives in partnership with IT Management to build organizational capability in the domain.
- Working closely with IT Management and Business Representatives to review business initiatives and recommend solutions.
- Contribute to feasibility studies, business case development, project definition, requirements definition, and technical specifications.

Work experience

Oct 2016 - Present

Chief Marketing Officer

Sirtex Medical Limited

- Developed an online strategy, including online reputation, visits, and conversion improvement and the online experience, that supports the company's overall goals and oversee all aspects of its implementation.
- Promote opportunities for the growth and execute strategies, then initiate, execute and monitor them to take advantage of these opportunities.
- Intimately understand the online audience and apply targeted customer insights to execute online, mobile, and social media strategy.
- Analyze user flow on all landing pages to recommend and bring into effect changes to improve conversions.

Sept 2010 - Sept 2016

Marketing Director

Influenster

- Created long-term marketing roadmaps based on SWOT, customer research, and customer analytics.
- Created and executed a strategic roadmap for the company including the brand, content, navigation, search engine optimization, responsive/mobile-friendly build-out, and internationalization.
- Created and championed an intimate understanding of the customer and applied targeted customer insights to all marketing directives.
- Brand/product development, marketing, technology, customer care and sales to create brand awareness, drive conversion, and expand customer LTV (lifetime value).
- Integrated a cloud-based business suite/CRM and database to improve business operations, create brand awareness and experience, customer loyalty and drive revenue.

Jan 2008 - Aug 2010

Associate Business Analyst

Ingram Micro

- Worked on building a set of six weeks and four daily dashboards which helped in understanding sales, revenue, NPS and other top line metrics from all direct channels for extended warranty provider client.
- Enabled the stakeholders to identify the reasons for low customer satisfaction and sales.
- Identified the pinpointing the agencies that were not meeting the expected revenue goals.
- Worked on the development of a full-fledged multi-channel view of a customer, which along with the use of online performance data, was used to drive improvements to the customer experience.

2004

Bachelor of Science

Texas Tech University

Education

NEXT LECTURE

المحاضرة القادمة

1. Contact Information.
2. Objective and Summary.
3. Education.
4. Experience.
5. Skills.
6. Employment Experience.
7. Awards and Hobbies.
8. References.

Customizing Résumés.

1. Review Your Audience.
2. Creating Visual Appeal.

Developing Cover Letters.

1. معلومات الاتصال.
2. الهدف والموجز.
3. تعليم.
4. تجربة.
5. المهارات.
6. الخبرة في العمل.
7. الجوائز والهوايات.
8. مراجع.

تخصيص السير الذاتية.

1. راجع جمهورك.
2. خلق جاذبية بصرية.

تطوير خطابات الغلاف.



Thank You