

Stredná odborná škola drevárska a stavebná  
Krásno nad Kysucou

Odborná angličtina



Mgr. Eva Sýkorová, Mgr. Dagmar Mečárová

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- **Prioritná os: Vzdelávanie**
  - **Špecifický cieľ: 1.2.1 Zvýšiť kvalitu odborného vzdelávania a prípravy reflektujúc potreby trhu práce**
  - **Prijímateľ: Stredná odborná škola drevárska a stavebná Krásno nad Kysucou**
  - **Názov projektu: Zvyšovanie kľúčových kompetencií žiakov v Strednej odbornej škole drevárskej a stavebnej v Krásne nad Kysucou s ohľadom na moderné technológie a potreby trhu práce**
  - **Kód projektu ITMS2014+: NFP312010AGX2**
  - **Názov pedagogického klubu: Odborná angličtina**

# Marketing and personalistic – basic vocabulary

personnal management - personálny manažment

human resources management - manažment ľudských zdrojov

personal information – osobné údaje

name – meno ulica

surname – priezvisko

age – vek

street – ulica

title – titul

curriculum vitae, resume – životopis

contact address – adresa

ZIP code – PSČ

phone number – telefónne číslo

mobile phone number – mobilné číslo

e-mail address – emailová adresa

# Marketing and personalistic – basic vocabulary

education – vzdelanie

school – názov školy

courses and trainings – kurzy a školenia

work experience – pracovné skúsenosti

employer – zamestnávateľ

position – pracovná pozícia

job task – pracovná úloha

certifications – certifikáty

skills – zručnosti

language skills – jazykové zručnosti

# Marketing and personalistic – basic vocabulary

computer skills – počítačové zručnosti

additional skills – ďalšie relevantné zručnosti

driving licence – vodičský preukaz

interests – záujmy references – referencie

employment – zamestnanie

jobs – zamestnania

employee – zamestnanec

salary – mzda

taxes – dane

bonus – bonus

# Curriculum vitae

## Personal details

- Name
- Surname
- Age
- Date of birth
- Address
- Sex
- Phone number
- email

# Curriculum vitae

## Education background

- Secondary school
- Universities
- After-school studies
- Courses and trainings

# Curriculum vitae

## Work experience

- Current job
- Previous jobs
- Part-time jobs



# Curriculum vitae

## Special skills

- Language skills
- Computer skills
- Driving licence
- Others licences

# Curriculum vitae

## Interests and hobbies

- Reading books
- Listening to music
- Hiking
- Playing the music instruments.....

# Curriculum vitae - example



## CURRICULUM VITAE

### Edward Showthem

Address XYZ 123  
88757 Galaxy  
xyz.xyz@gmxyz.com  
0045/444 55 45

### Education Background

University of Pinkston  
MFA in Digital Media Arts, Class of 2008

University of Pinkston  
MFA in Digital Media Arts, Class of 2008

University of Pinkston  
MFA in Digital Media Arts, Class of 2008

### Skills

- Digital product design
- Information Architecture
- Print and web design
- Lifestyle Photography
- Photo and Video Editing
- User Experience Research

### Languages

English | German | Spain

### Hobby

Sport, Dancing, Literature  
Singing, Yoga

### Work Experience

Senior Art Director  
BHS Young Artists Club | 2019 to present

- Wrote dissertation on Advertising for Millennials
- Creative Director, University of Pinkston Magazine
- Founding Member, Pinkston Creative Circle

Council Secretary  
BHS Young Artists Club | 2019 to present

- Wrote dissertation on Advertising for Millennials
- Prepared the minutes of all official council meetings for dissemination. Maintained communication channels between the council and the student body.
- Founding Member, Pinkston Creative Circle

Senior Art Director  
BHS Young Artists Club | 2019 to present

- Wrote dissertation on Advertising for Millennials
- Creative Director, University of Pinkston Magazine
- Founding Member, Pinkston Creative Circle

Senior Art Director  
BHS Young Artists Club | 2019 to present

- Wrote dissertation on Advertising for Millennials
- Creative Director, University of Pinkston Magazine
- Oversaw all official club activities, such as workshops and exhibitions. Oriented all club members for delegation of quarterly tasks and goals.

# How do I write a cover letter in English?

- read the job announcement
- brainstorm the aspects of your background, education and skills
- address the letter to a specific person

# How do I write a cover letter in English?

- do some research about the organization/company/institution
- font size which is comfortable to read
- reflect your personality and originality

# Expressions you need to know to write your letter:

- Start your letter with the classical phrase: **Dear + a title** such as Mr. Mrs. Ms. Dr. + surname or **Dear + Name + Surname**
- I am writing to express my keen interest in...
- I am excited to be applying for the ... role at...
- As a long-term admirer of... work being done by..., I am delighted to submit my application for... position posted on...
- Please find enclosed my CV in application for the post advertised in...

# Expressions you need to know to write your letter:

- Avoid just listing cliché adjectives like: “self-motivated,” “think outside the box,” “dynamic,” etc. This kind of clichés drains life from a cover letter. Instead, write about concrete examples that provide evidence of what you have accomplished (and use numbers when possible and if pertinent. E.g. “I increased sales by 10%”, “I helped 60% of students with deficit attention disorder”, etc.).
- To conclude, you can use: Thank you so much for your time and consideration. And then, use any of the following letter closings:
- Sincerely, Respectfully, Kind regards, Best regards, Yours Faithfully, Yours sincerely.

# Sample cover letter in English

*Dear Mr. Corben,*

*I am excited to be applying for the Lead Digital Marketing position at Aquitaine Media Strategies advertised in Indeed.com on 30 April. As a passionate email marketing specialist with three years of professional experience doing market research, and gathering A/B testing statistics in order to drive successful marketing campaigns, I am confident that I will be really able to contribute to your team's success at Aquitaine Media Strategies.*



# Sample cover letter in English

*Your advertisement mentions you need someone knowledgeable in campaign development and A/B testing, both of which happen to be areas I have experience in. I am currently working at Electronic Arts, where I have led a digital promotion campaign for the company's new simulation game, BigCity 4, that has improved our sales by a 35% immediately upon its release.*

*My proven track record in creating highly effective solutions to achieve e-commerce objectives and stimulating new customer acquisition across platforms such as websites and mobile applications makes me a valuable asset at Aquitaine Media Strategies.*

# Sample cover letter in English

*I look forward to discussing the Lead Digital Marketing position as well as my qualifications with you in more detail. You can contact me at your earliest convenience. I will contact you next Monday to make sure you have received my application.*

*Thank you very much for your time and consideration.*

*Respectfully,*

*Lauriane Roussillon*

# Revision

## Structure of a Cover Letter

### 1. Contact Details

### 2. The Hiring Manager / Department Information

### 3. Opening Paragraph

Make it personal and tailor it for each job application to grab the reader's attention.

### 4. The Body

Describe what are your major achievements and how will you help them solve their current challenges. Mention why you are the right person for the job

### 5. Closing Paragraph

### 6. Formal Salutation

**John Doe**  
Digital Marketer

john.doe@gmail.com  
202-555-0166  
New York, USA  
john-blog.com  
linkedin.com/in/john.doe  
@johndoe

To:  
Elba Solutions Aps  
Erling Karc, CMO  
Frederiksberg, Denmark  
erling@elbasolutions.dk

21 August, 2019

Dear Mr. Erling Karc,

The creativity and enthusiasm of My Choice: Creative Agency has sparked my enthusiasm to apply and become your next Digital Marketer. My ambitious interest in digital marketing and social media combined with working at your company would be a unique and enriching experience for both parties.

Having more than 4 years of work experience within the Marketing industry, I have developed strong expertise in customer research, social media activation, project management and content creation.

The main achievements that I had in my previous position, that are highly relevant to your specific case and prove the value that I can add to your team, are:

- Increased the conversion from normal users to paying customers from 1,5% to 3,8% in the last year.
- Created over 5 new social media campaigns which increased the engagement (shares and comments) of our users with over 200%.
- Improved the existing strategy to incorporate the latest technological changes to help the organization expand in 3 countries in Northern Europe.
- Researched the differences in consumer behavior for the 3 countries in Northern Europe and created a go-to action plan for each specific one and reached the 1st year targets in the first 3 months.

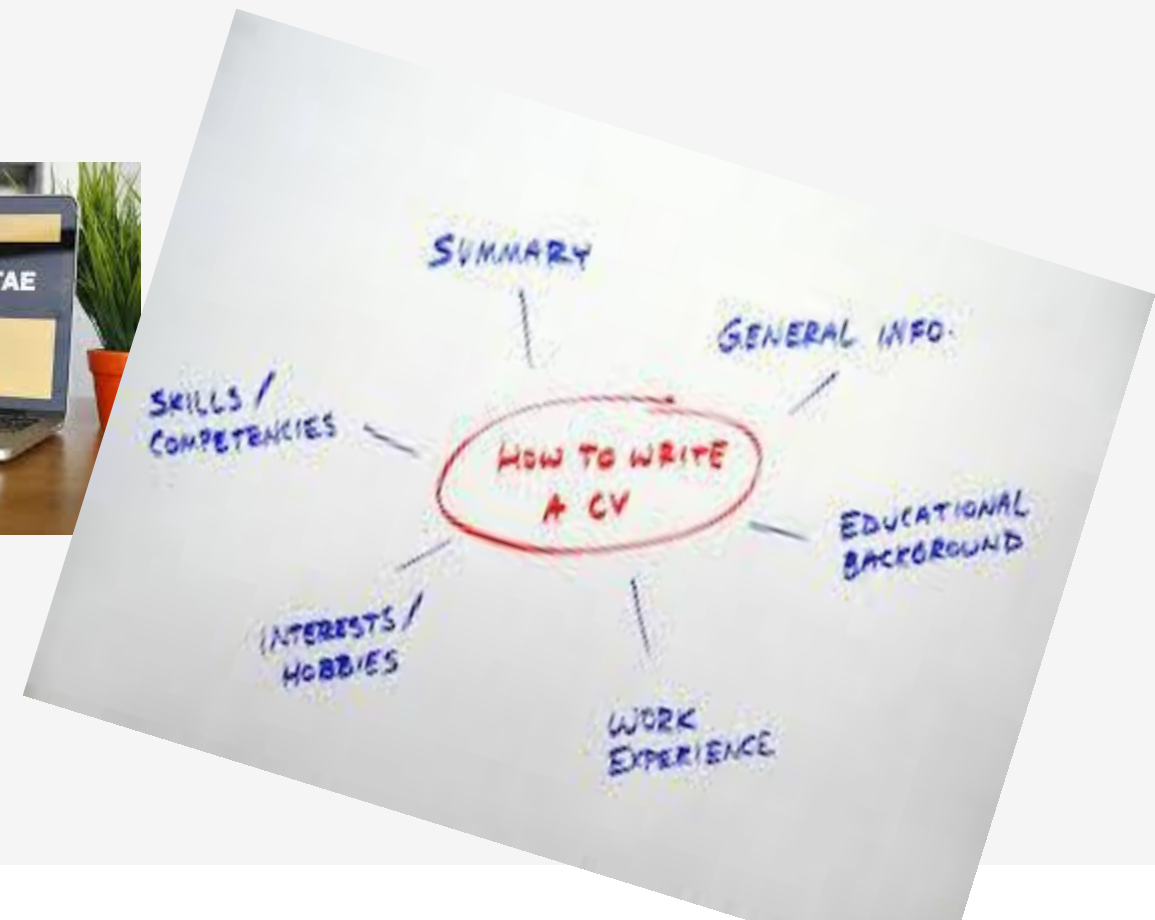
In addition to this, my internship in a tech start-up for which I was managing independently the whole digital marketing department gave me the perfect insights into your current targeting challenges for expanding in new countries.

Analyzing the target markets, creating social media content and ads for platforms such as LinkedIn, Facebook and Twitter, as well as applying the right communication strategies were the tasks that I took care of and would highly fit your current needs as I already found 3 new ways of reaching new customers for your company through these platforms.

I succeed at working independently as much as I enjoy mutually sharing creative ideas with other team members. Additionally, I am enthusiastic about analyzing market researches as I have an eye for consumer behavior as my previous position has proven.

I will call you next Wednesday in order to follow up on my application at My Choice: Creative Agency and arrange an interview.

Sincerely,  
John Doe



Thank you for your attention