

memo

To: Pam O'Brien
From: Benjamin Briggs Brady
Date: March 23, 2017
Re: Changes to International Resume and Cover Letter

I write to you today to discuss the changes I made to my resume and cover letter to appeal to an international audience. I made changes to the word choice, the verb use, and the overall style to fit the intended audience.

Word Choice

To help my international audience better understand my CV and cover letter, I eliminated words or jargon that might confuse an E2, E3, or E4 audience. Terms such as “fact sheet” were replaced by “organization information” and “managed” were replaced by “supervised”. Using words with more clear definitions and meaning than the jargon words we use will help the international audience understand the content better. I also replaced words that ended in “-ing” with the present tense to help the audience better understand. The present progressive is not used in many languages, so removing this helps a majority of people reading it.

Verb Use

In my CV and cover letter, I changed how we use double verbs in English to fit the international English standard. Adding a “to” in between the double verbs helps the E2 audience understand what the verbs are referring to in the sentence. For example, the phrase “helped create” was changed to “helped to create”. Adding this “to” helps clarify the verb use in this sentence for an E2 audience.

Overall Style

I chose an organization and job in Spain to focus my CV and cover letter on, so I needed to include certain professional tendencies common in Spain. For example, CVs in Spain order their work experience in chronological order. They also put the academics section before the work experience section, so I included that as well. I also included Spanish terms and phrases to better appeal to the Spanish audience and help guide them through the CV and cover letter.

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23 May 2017

Alberto Montenegro
Comunicación en FC Barcelona
FC Barcelona
Aristides Maillol s/n
08028 Barcelona
Spain

Estimado Señor Montenegro:

Hóla! I am Briggs Brady, a graduate from the University of Pittsburgh in Pittsburgh, Pennsylvania U.S.A. I write to you today to apply for the asociado de comunicaciones position with FC Barcelona. This letter will describe my educational and work experience and why I am the best candidate for this position.

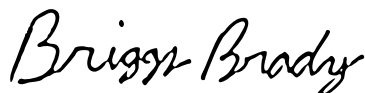
Please consider me as a candidate for this position because I fulfill the requirements that you requested on the job description. I work for the University of Pittsburgh's Athletic Department, where I promote and write about the University's sports teams. We create communication documents such as press releases and news stories that discuss the sports team's activities and events. I work with the fútbol teams at the University of Pittsburgh and played fútbol since I was a child.

In April 2017, I graduated from the University of Pittsburgh with a Bachelor's Degree in Communication and a Certificate in Public and Professional Writing. I acquired the Bachelor's Degree and Certificate by studying Communication and Public and Professional Writing for four years and took over 30 classes in those areas. In these classes, I learned about writing, communication, teamwork, presentations, persuasion, and international work. I acquired skills that I will use in the FC Barcelona position to succeed and to help your organization.

From my work experience and my education, I am the best candidate for this position at FC Barcelona. I have the ability and desire to travel and will move to Barcelona if given the position with FC Barcelona. Please consider me for an interview with your organization. You can contact me on the phone at +001 201 956 3359 or email at briggsbrady4@gmail.com.

Espero tener noticias tuyas pronto. Gracias.

Cordiales saludos,



Benjamin Briggs Brady

Benjamin Briggs Brady

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Email: briggsbrady4@gmail.com

American

Single, No Children

Born: 10 January 1995



Formación académica

2013-2017 University of Pittsburgh

Bachelor's Degree in Communication

A Bachelor's degree is acquired after a student completes four years of school. I have completed 30 classes to acquire this degree. I have taken over 20 classes that focus on the subject of communication. Communication focuses on topics such as media, language, persuasion, and communicating with people.

Relevant Coursework

Mass Communication Process

I learned about mass media, which is information given to a large audience. I studied the history of media, news, audiences, and the changes that occurred in time.

Theories of Persuasion

I learned different techniques about how to persuade individuals or groups of people. I learned how written, oral, and visual communication helps persuade someone.

Communication Ethics

I learned about the history and practice of ethical communication.

Organizational Communication

I learned about how to communicate for work at an organization.

Certificate in Public & Professional Writing

A Certificate is acquired after a student completes six classes that focus on Public and Professional Writing. Each class requires good academic scores for the student to complete the class. Public and Professional Writing focuses on topics such as public relations, advertising, social media, and international writing.

Relevant Coursework

Public Relations Writing

I learned how to write and create Public Relations documents such as brochures, memos, and organization information. I created a collection of documents that focused on a sports organization in the United States.

Professional Writing in Global Contexts

I learned how to write for an international audience. I researched the culture and history of Spain and created a collection of documents for Spain.

Persuasive Writing in Advertising and Fundraising

I learned different advertising and fundraising methods. I created an original advertising campaign for an organization in the United States.

Professional Uses of Social Media

I learned about different social media websites such as Facebook, Twitter, Snapchat, Instagram, and Pinterest. I created a presentation about these social media websites.

Experiencia profesional

2009-2012 Busy Bee Summer Camp Glen Rock, New Jersey, USA

Cargo: Counselor
Función: I supervised 20 children every day, organized activities for the children, and entertained the children.

2012-2013 Busy Bee Summer Camp Glen Rock, New Jersey, USA

Cargo: Assistant Director
Función: I created the event calendar, planned events, and created groups for the children. I supervised seven counselors and instructed them to supervise their groups of children.

May-August 2014 Class Act Performing Arts Studio South Orange, New Jersey, USA

Cargo: Administrative Assistant
Función: I helped the employees at the organization when I answered the telephone, sent emails, organized files and computer documents.

May-August 2015 Cablevision Oakland, New Jersey, USA

Cargo: Media Sales & Production Intern
Función: I created sales packets for the employees for the employees to persuade customers to use the organization. I helped create television advertisements for our customers to help our customer's organization succeed. I helped the employees at Cablevision when I answered the telephone and organized Cablevision's information.

September-December 2015 Media Trust London, United Kingdom

Cargo: Communication Intern
Función: I worked for a nonprofit organization that helped smaller nonprofit organizations improve and succeed. I created 30 letters for financial contributors of Media Trust, to ask the contributors to contribute to Media Trust. I wrote news articles about Media Trust and the upcoming events for Media Trust. I helped to plan events for Media Trust to collect money from people and organizations that wanted to help Media Trust. At one event, we received over \$10,000 US.

May-August 2016 Eco Ed Warrior Foundation Glen Rock, New Jersey, USA

Cargo: Project Coordinator
Función: I helped to create a non-profit organization that educates young children about the environment. I helped to create classes for young children to teach children about the environment and its importance to the Earth's future. I created

activities for the children to make the education more fun and enjoyable. We taught these classes at local schools.

January-Present

**2017 University of Pittsburgh Athletics Department
Pittsburgh, Pennsylvania, USA**

Cargo: Media Relations Intern
Función: I work at the University of Pittsburgh in the Athletics Department, where I help to promote the sports teams and players. I create news articles about the sports teams, individual players, and events that happen for each team. I attend different sports events and write the results of the players and the event. I speak with the players and coaches about the events. I research information about the University of Pittsburgh's teams and other teams in the United States. I write information for our social media websites, such as Facebook, Twitter, and Instagram.

Otros datos

Idiomas English: Nivel alto.
Español: Nivel básico.

Informática Microsoft Office. Nivel alto
Google Apps. Nivel alto
Mac Software. Nivel alto
Windows Software. Nivel alto
Adobe InDesign. Nivel intermedio
Adobe Photoshop. Nivel intermedio

Aficiones Fútbol. I have played fútbol since I was six years old
Fútbol Americano
Viajar. Travel is enjoyable to me.

Referencias

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