# 다국적기업에서 네 꿈을 펼쳐라

## 3강-다국적기업에서 영어로 살아남기

www.sungto.co.kr

prohanz

Total HR high-end Consulting Group

Nov. 2008


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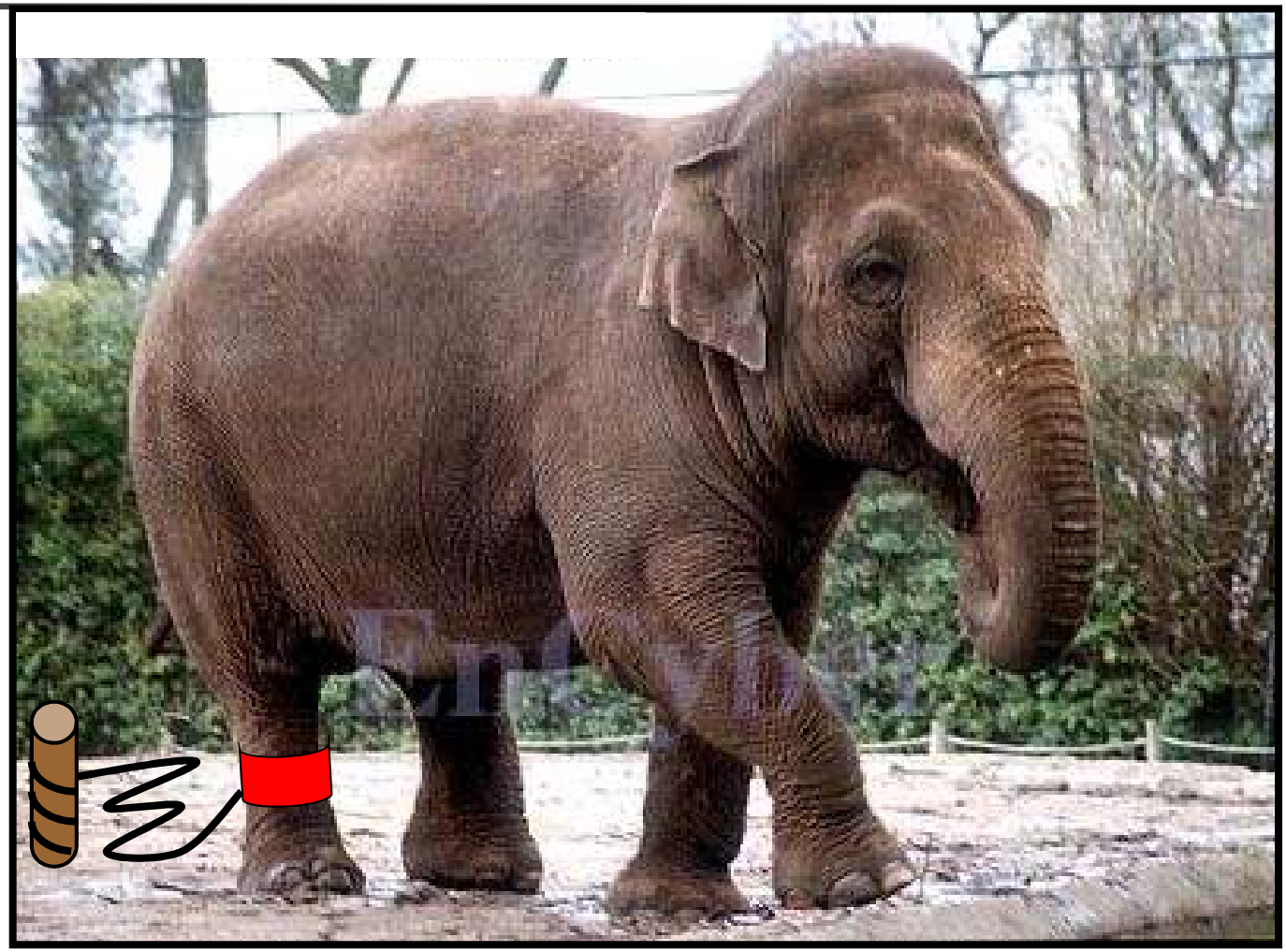
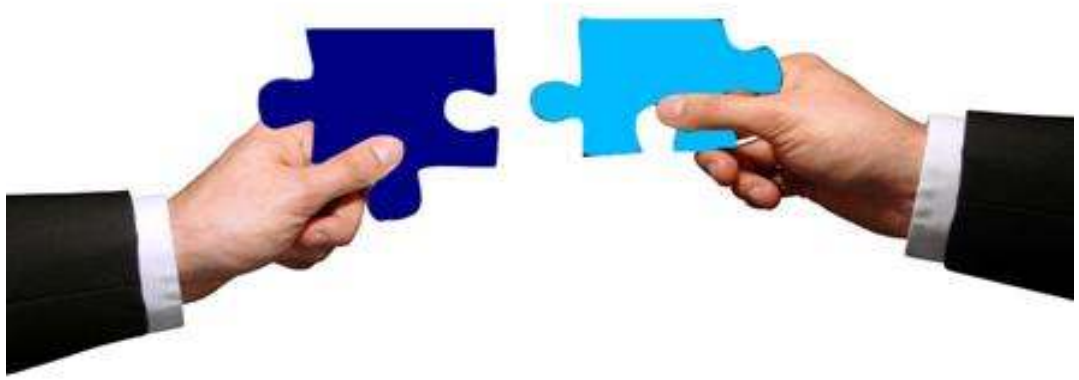
# 쇠사슬을 끊지 못하는 코끼리가 되어가는 건 아닐까요?



# Chp 3. 다국적기업에서 영어로 살아남기

1. Suvival영어로 승부를 걸어라
2. 살아남으려면 "영7업3"이다?
3. 외국어실력이전에 비즈니스 실력이 먼저다.
4. 이력서도 "전략적"으로 작성하라.
5. 영문이력서 쓰는법은 따로있다.
6. 영어면접시 체크포인트
7. 영어면접시 예상질문

# 1. Survival영어로 승부를 걸어라



# 영어는 비즈니스의 수단

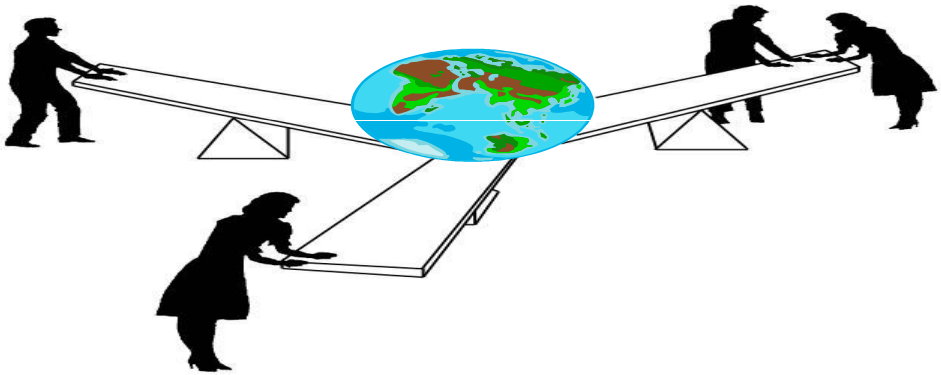
- 입사단계에서는 기본소양을 갖추는게 중요하다.
- 영어실력이 진짜 중요한 시점은 입사 후 부터다
- 인사담당자 – **TOEIC/TOFUL** 성적을 신뢰하지 않는다
- 해외파견시 – 영어유능자 유리
- 문서작성,자기논리 펼칠 수 있으면 **O.K**

# 2. 살아남으려면 "영7업3"이다

# 살아남으려면 영어**70%,**업무**30%**이다

- 외국인동료,상사와 마주앉아 대화
  - 본인의사 전달 및 상대방이 **80~90%**알아듣느다
- 외국어로 된 자료를 읽고 제3자에게 전달가능
- 자기업무분야의 자료를 영어로 요약정리

# 3. 외국어실력이전에 Business실력!!!



# 외국어실력은 기본이지,전부는 아니다

- S기업 해외영업 부사장 맡았던 K씨 얘기

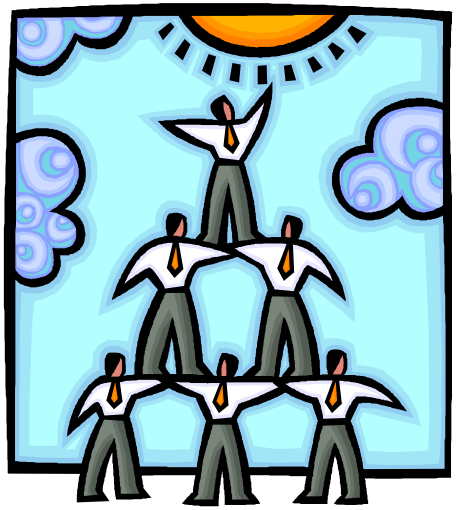
  ex) 짧은영어- 기록적인 물량수출 사례

  "Yes,No,Of Course,Please"

- 외국계 C은행 L씨 얘기

  ex)해외연수경험 전혀없음

  4년간 개인노력-인정



# 4. 이력서는 "전략적"으로 작성하라!!!

# 튀는 이력서가 중요하다

- 창의성,개성을 맘껏 발휘하라

  ex) 게임,인터넷,서비업,IT기업
- 모집분야관련 자격증,경험,아르바이트

  관련경험을 최대한 부각하라
- 자기소개서 작성때 튀어야산다

  ex)Copy Writer가 되어라
- 대기업-채용양식,다른곳-창의성

  ex) 정성들여 디자인하라

# 5. 영문이력서 쓰는법은 따로있다

# 영문이력서 작성시에는 '효율성'이 최고

- 자신의 개성을 잘 나타내야 한다.

  ex) 다른사람과의 차별화

- 전략적인 영문이력서

  ex) 눈에 확 띄는 간결한 '디자인'

- 무엇이 가장 어필될 수 있을까?

  ex) 자신에게 유리한 것 선택

## *Resume sample 1) 비교적 잘 된 영문이력서 (서류합격)

# Resume 1

Address
Mobile
E-mail address

## OBJECTIVE

An Internship in marketing of Benefit Cosmetic

## HIGHLIGHTS

- Good communication skills and Believe the power of co-work and the synergy effect
- Strong computer ability
- Experience in on-line marketing
-

## RELEVANT SKILLS AND EXPERIENCE

### Human Relationship Skill

- Worked in a cooperative effort with other employees in part-time job club and club service during school days
- Gained an objective understanding of different group of people and arranging each other for requirements by holding 'Ajou Tennis Open' in Ajou University
- Worked in a cooperative effort with other team members in Ads competition

### Communication Skills

- Completed collecting membership fee from all A T C members for the first time as a general affairs manager
- Provided proper information and guidelines to customers on both occasions and Kumho Tire Inc Promotion 'Summer safety campaign'
- Contacted the manager of a company and other promotion managers and markets for products and delivered them to the promotion staffs like a sub manager
- Learned conversation skills and expressing as a surveyor and a census taker
- Use various media such as power point, photo shop in promotion

### Dealing with Data and Analyzing thinking Skills

- Summarized the new trends in marketing on cards vouchers
- Sized and Report the cards information into scripts or PPT files in BBDO Korea cards vouchers
- Practiced making a marketing report in several courses and business courses
- Analyzed and synergized data from courses and documents to use the reports
- Solved the problem by making the new MC survey in the pc competition 'Marketing Survey and Ads for Tai could DMB Service' and others
- Organized the w-o-m results by ppt file and sent them to a manager

### Computer Skill and English Abilities

- Strong computer skill in Microsoft Office, (Word, Excel, PowerPoint etc), with Photoshop, Dream weaver, Fig soft ware, and SPSS
- Fluent in English both in writing and Listening Language Certificate : TOEIC 825, April, 2006

# Resume 1

Page 2

### Promotion Experience On-line

- Planned the website "Indigo" to be launch in web site by using some contents made by myself
- Managed "Aowoobang" for promotion and co-marketing of SBS and Daumsoft, the interactive communication service of Daumsoft, personally "Jang Tae-hyun's Aowoobang", the main channel of diaries "On in the beach" (http://www.aowoo.com/pofcn.com)

## RELATED COURSES / TRAINING

- Marketing school course, KT&G, 2005 (2 months)
- Ad Vision Advertising Comp, Korea Broadcasting System, 2005
- Marketing course, Arview (Advertising Club, part Ku-see Ad agency Monitoring (a year)

## HONORS AND ACTIVITIES

- Scholarship for Academic Excellence from Ajou University, 2002-2004
- Scholarship from Ou-woo Foundation, 2006
- Grand prize, 2005 Nationwide University Student Promotion contest, Ad Vision Advertising comp, KOBACO

- Advertising Club Ad Stars, Ajou University, Suwon, 2002-2006
- Tennis Club A T C , Ajou University, Suwon, 2002-2006
- Advertising & Marketing Club, Arview, August 2004 – present
- Volunteer, Wooo Food bank, Suwon, 2005

## WORK HISTORY

| | | |
|---|---|---|
| 2001 12 – 2002 02 | Mao Wan Pusan | MyungJong Japanese restaurant, Pusan |
| 2003 01 - | Facilities & Parking Staff | Lotte Mart, Pusan |
| 2004 06 – 2006 01 | On-Line W-o-m Staffs for Movie | Ziocs Communication, Seoul |
| 07 – 2005 02 | Trends Watcher | BBDO Korea, Seoul |
| 2005 01 | Consumer Surveyor | Rice Communication, Seoul |
| 03 – 05 | On-Line W-o-m Staff | Normedia, Seoul |
| 2005 08 | Promotion Staff | KumhoTireInc, Gheung |
| 07 – 09 | Promotion Aowoobang Master | Daumsoft, Seoul |
| 11 | Census Taker, | Population Census 2005, Suwon |
| 2006 06 | Circuit Group Member | KT project, KMAC, Seoul |

## EDUCATION

Bachelor of Business Administration, August 2006, University of Ajou, Suwon, Kyunggido
Research : Marketing Intensive Course, Ajou Business School, Ajou University, 2006

# *Resume sample 2) 호감이 안가는 영문이력서 (서류전형 탈락)

Resume 2

Address

Mobile & Email address

**OBJECTIVE** INTERN

**EXPERIENCE**

MAY 2006-AUG 2006 **Vision Real Estate Group** New York, NY

- An internship of Marketing/Investment Department
- Served researching
- Participated in launching project of Greenpoint Loft Building, assisting presentations, PR activities

MAR 2004-PRESENT **Marketing study group of Sogang Univ. "LENS"** Seoul, Korea

- Studying as a Member of "LENS"
- Activities; Weekly seminars and study about marketing cases

APR 2006-PRESENT **Volunteering at Housing Works ( Non-profit organization)** New York, NY

- Organizing Promotion Events such as concerts, a gay festival, etc.

MAY 2006 **BOSNIAN-HERZEGOVINIAN FILM FESTIVAL** New York, NY

- Served volunteering job;
  Doing research, organizing program, assisting promotion events

SEP 2005-NOV 2005 **Kolon's "W store"** Seoul, Korea

- Participated in consulting project
- Studied what "W-store" should do to be successful in online market. ( W store is a brand of drugstore in Korea.)

AUG 2005 **SEOUL INTERNATIONAL YOUTH FILM FESTIVAL, SIYFF** Seoul, Korea

- Contacted with the guest of the festival, arranged the program

FEB 2005-JUN 2005 **Mirae journal ( on-line journal)** Seoul, Korea

- Served as a student reporter;
  Writing news about social economy once a week

FEB 2005-DEC 2005 **SOGANG UNIVERSITY** Seoul, Korea

- Worked as an Researching Assistant to Prof. Bu-ho Koh

MAR 2005-MAY 2005 **SEOUL ARTS CENTER** Seoul, Korea

- Served as a program guide of the Opera House

DEC 2004-FEB 2005 **EBS, "Talks on Education-Live"** Seoul, Korea

- Served as a monitor watching program and analyzing

AGU. 13-17, 2004 **IT volunteers serving farm-lands organized by KT** Seoul, Korea

- Assisted farmers with farming and IT education

MAR. 2002 **Member of "ANTI" – Art Performance Planning Group** Seoul, Korea

- Prepared special events, and performance for annual college festival

**EDUCATION**

**Sogang University** Seoul, Korea

Major : Economics / Minor : Business Administration

Relevant Courses: Micro/Macro Economics, International Trade, International Management, Marketing, Innovative Management, Principle/Managing Accounting, Financial Management, etc.

**LANGUAGE SKILLS**

Korean : Native/ English : Advanced Intermediate

**COMPUTER SKILLS**

Microsoft Offices ( PPT, MS Word, MS Excel, etc.)

# *Resume sample 3) 짧지만 attractive한 영문이력서 (서류합격)

## RESUME 3

*Address*
*Phone*
*Mobile*
*Email*

### EDUCATION

March 1999-April 2006 — Yonsei University — Seoul, Korea
- Major: Electrical and Electronic Engineering / Minor: Business Administration
- Candidate for Bachelor of Arts degree, February 2007 GPA : 3.41/4.3

July 2006-August 2006 — University of Cambridge — Cambridge, England
- Participated in the International Summer School

### EXTRACURRICULAR ACTIVITIES

September 2005-Present — YMCG (Yonsei Management Consulting Group) — *Chief Technology Officer*
- Managed group homepage as an important communication method linking alumni with young members
- Supported a technical backup for informing every event by producing a short video and making a lot of banners in online, which play a crucial role in 30% increase in number of applicants

April 2005-Present — IEEE (Institute of Electrical and Electronic Engineers) — *Member*
- Had a good grasp of new trend in the ever-changing mobile telecommunication technology
- Organized student study group for Digital Multimedia Broadcasting and young mobile market, new products and users, resulting in have professional technological background

March 1999-November 2002 — SEO-CHO Catholic Church — *Executive Staff in conformity LEGIO*
- Experienced volunteer and service in 'House of St. Raphael' with the Sunday school teacher
- Developed mentoring program in order to strong relation among members including an alcohol, which was adopted in a whole church's movement

### WORK EXPERIENCE

April 2006-July 2006 — Telus International Korea — Seoul, Korea — *Intern, Blackberry Team*
- Undertake a task for inventory operation about customer information management and relative service
- Make an intensive investigation into Blackberry's marketability in Korea market, of PDA as a market and maintained the strong relationship with partner company

December 2005-February 2006 — Samsung Electronics — Suwon, Korea — *Intern, Telecommunication and Network Department*
- Analyzed new trend of mobile telecommunication network industry, which results in finding out the way of firm's development and investment strategy
- Proposed discussion about technology and management in high-tech industry with my fellows

### HONORS AND AWARDS

January 2006 — Hyundai Motor Marketing Forum,
- Evaluated the necessity and feasibility of launching premium brand in Korea automobile market

December 2005 — Honor prize for Scholarship, Yonsei University
- Won the honor prize for high grade (top 5%)

June 2004 — The Most Outstanding Private Soldier Award 2004, Republic Of Korea Air Force
- Honored for long term commitment in the 10th fighter wing, Suwon

### LANGUAGE AND OTHER

Language — Fluent in English, both verbal and written English ( TOEFL : 260 )

Computer Skill — Proficiency in operation of computer software as MS office, Matlab, C/C++

Other — 2nd Degree black belt in Tae Kwon Do, enthusiastic basketball player

## Resume 4

Address
Mobile
E-mail address

### OBJECTIVE

To obtain a position as a Brand Marketing Assistant that will utilize my experienced marketing knowledge, strong people skills and communication abilities at LVMH Group

### WORK EXPERIENCE

Jan 2006 – May 2006 — Groupon — U.S.
*Intern in the Content Partner team of the marketing Department (Jan.2006- May5th.2006)*
- Analysis of the musical/computer technology industry & the U.S. blog market
- Supporting Mobile Music ID Team with Korea mobile music market and Korean handset carriers (including business proposals, workshops and negotiations work with Samsung, SKT, KTF and others)
- Managing the quality of Chocoolate music database called CDDB and manual process
- Revamping Chocoolate quarterly newsletter, brochure and homepage and processing new CD plays

Aug 2000 – Apr 2005 — Interbrand — Korea
*Brand Name Strategy for new product launch for KT, Korea Telecom and KTF &C, Korea Telecom and Cheong Wa Dae (Oct.2004- Apr.2005)*
- Responsible for establishing brand name strategy, creating new brand and doing pre-records, FGI (Focus Group Interview) on creative concepts in the new brand before launching

Tour express
*Project Team Leader for CI Renovating Project (Jan.2004- Mar.2004)*

Diamond AD
*Project Manager for Chrome Tools, 'Finitude' (Aug.2003-Oct.2003)*
- In charge of researching market, planning, creating new brand identity, such as brand name and packaging design concept, and evaluating brand achievement

*Project Team Leader and Team Member (May.2002- Feb.2003)*
- Developed brand communication strategy, brand name, and the design of an environmentally-friendly aqueous paint, 'Super)' of KCC
- Participated in numerous branding projects as a freelancer

Onion bb
*Intern in the planning team with material/CATV/FR and Encyclopedia/entertainment*

Mass branding
*Brand name strategy in the Samsung Economy project (Aug.2002- Oct.2002)*
- Participated in creating the first family brand in the field of home appliance in Korea
- Led several brand naming projects including aluminum cookware brand, Tiara and CJ Spices

### AWARDS

Jul 2003
- Won THE *FIRST ANNUAL KOREA INTERNET MARKETING AWARD* and received 3rd place in the field of marketing planning

### EDUCATION

Sep 2005 – Dec 2005 — UC BERKELEY EXTENSION — Berkeley, CA
*International Diploma in Marketing*

May 2005 – Aug 2005 — KAPLAN LANGUAGE SCHOOL — Berkeley, CA
*General English Intensive Program.*

Mar 2004 – Dec 2004 — KOREA HERALD INSTITUTE — Seoul, Korea
*Certificate English Translation and Interpretation course*

Mar 1999 – Feb 2004 — HANKUK UNIVERSITY OF FOREIGN STUDIES — Seoul, Korea
*Bachelor of Arts in Italian*
*Bachelor of Political Science in Communication and Information*
- Graduated with GPA of 3.84 out of 4.5
- Won The First Dongsung Scholarship two times

### SPECIALIZED TRAINING / ACTIVITY

- Participated in ADSEP, the campus wide advertising study club (Korea, June 2001-Aug 2003)
- Completed 'the 13th Blood Donating Educating course' in Hanbitbood (Korea, Aug-Oct 2000)

### SKILLS & NOTABLES

- Fluent writing skills and conversational proficiency in English (TOEFL 270) and Italian
- Proficient knowledge of marketing concepts and practical experience of brand marketing
- Proficient use of graphic programs such as Photoshop, Illustrator
- Excellent working knowledge of computer applications such as MS Office
- Proficient use of Internet, Intranet and other networks

# 6. 영어면접시 체크포인트

# 당황하지 말고 첫 단추를 잘 꿰어라

- 인사말(Nice to meet you)(Glad to meet you)

  ex) I'm Kim,Seong-Jung How do you do?

- 질문을 알아듣지 못했을때...(Beg your pardon,sir.)

  ex)Would you say that again,sir.

- 대답은 정중하게 구체적으로...

  ex)Yes, I am, No, I don't

- 상대방의 말에 맞장구 칠때...

  ex) I agree with you

- 상대방의 말에 관심을 나타낼때...

  ex) That would be interesting!

# 7. 영어면접시 예상질문

# 예상질문을 뽑아 미리 준비하라!!!

- Tell me a little bit about yourself,please.
- What school did you graduate from?
- What kind of personality do you think you have?
- What are your strong points?
- Why do you apply for this company?
- Why are you looking for a job?
- What kind of hobbies do you have?
- What's your favorite sports?
- Tell me something about your experience in high school?
- What club activities were you involved in during your school days?
- What section would you like to work in?

# Epilogue

"고객에게 진정 가슴으로 다가가는 프로핸즈" 가 되겠습니다

감사합니다.　　Thank you !