

# Knowledge Organiser PC ESOL- Applying for a Job/ Simple Past Tense- Summer 1

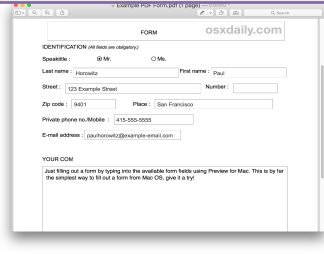


## Different formats : Section A

Type of format

What does it look like?

**A form:** you use a form to provide personal details about yourself.



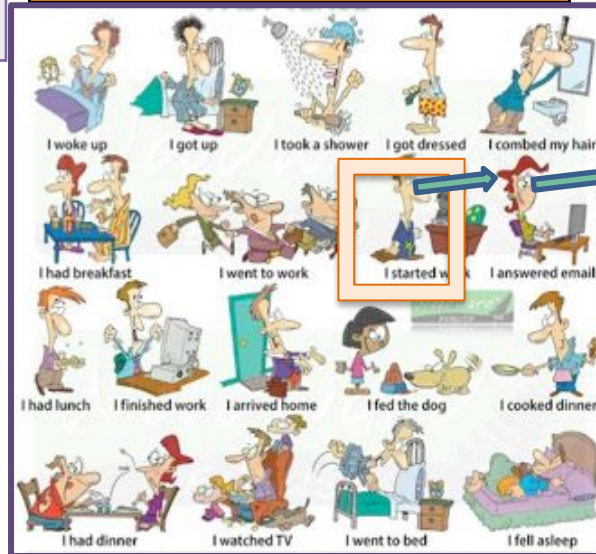
**A letter:** you use a letter to say something about yourself to another person.



**A job advert:** a notification to hire somebody to perform a specific work.



## Everyday actions in the simple past tense: Section C



I answered the phone



I typed a document and booked an appointment



## Homework:

1. Look/cover/write/check to learn the vocabulary in Section A.
2. Look/cover/write/check to learn grammar rules in Section B.
3. Look/cover/write/check to learn grammar in Section C. Find words you don't recognise in a dictionary.
4. Use a bilingual dictionary to translate the new words in Section
5. Write a paragraph about all the things you did yesterday. Make sure to use verbs in the simple past tense.



## Writing Extension:

Imagine you are applying for a job as a receptionist at a hotel. What can you write about yourself that will help you get the job?

## To write about previous work experience: Section D

Verbs to describe previous job experiences should be in the past tense.

You can use verbs like: *created, designed, conducted, proposed, worked on, supported*

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Marketing professional with proven experience in planning and coordinating marketing policies and program, such as determining the demand for products and services offered by a firm and its competitors in order to identify new potential customers. Strong expertise in developing pricing strategies with the goal of maximizing profits.

### WORK EXPERIENCE

- Digital Marketing Manager**  
Astoria Baumax  
06/2017 – Present  
New York
- Created a new format for reporting and presenting the sales, customer engagement and Google Ads reports that shortened the number of meetings by 30% during the last 3 quarters.
- Updated and monitored the Bid Strategy in Google Ads and Bing Ads which resulted in a CTR increase by 3.2% in the first month.
- Redesigned and conducted keyword research for updating the product pages on the online shop which increased the organic keywords in Top 100 by 5.600 and in Top 10 by 315 for high-volume searches (over 10.000 monthly clicks).
- Located and proposed new potential business partnerships (B2B) by contacting potential partners and attending networking events which resulted in 3 new strategic partnerships.

### SKILLS

- Teamwork
- Leadership
- Flexibility
- Time Management
- Empathy
- Problem Solving

### MARKETING SKILLS

- SEO**  
Ahrefs, Semrush and Link-building Techniques
- Google**  
Ads, Analytics and Tag Manager
- Email Marketing**  
ActiveCampaign, Litmus and SendGrid
- CMS**  
WordPress, Joomla and Ghost

### LANGUAGES

## Simple Past Tense: Section B

An irregular verb is any one that doesn't follow the **standard rule** of making a verb past tense

**standard rule:** to add "-ed" to a verb to make it past tense

**Example (regular verb):** "to want" → wanted  
"to roll" → rolled

**Example (irregular verb):** "to begin" → began ✓  
"to write" → wrote

**Model answer:** What past experience and skills do you have to offer?

I am writing to apply for the **receptionist** job at the hotel. I have excellent \_\_\_\_\_ and customer service skills because I \_\_\_\_\_ as a shop \_\_\_\_\_ for two years. I also worked as a babysitter and \_\_\_\_\_ at all the school plays, I have great people skills.

**communication worked receptionist performed assistant**