



DEVELOPING A PROFILE STATEMENT

Developing a profile statement allows you to set the stage for your resume by creating a brand proposition for yourself.

The Profile is the most creative piece of writing you will do on your resume and must be a unique reflection of who you are. It is important to use strong, descriptive language in the profile. You can use bullet points or paragraph format. The profile should be 3-5 fragmented sentences or bullet points in length and should interest the reader in further exploring your resume. A good profile will buy you time with the recruiter by presenting you in a polished, professional manner and will provide the reader with an idea of your professional expertise, industry knowledge, level of experience and your unique competitive advantages in the market.

SAMPLE PROFILE

Seasoned Management professional with broad-based marketing experience in both the private and not-for-profit sectors. Experience in Advertising, Retail, Broadcast and Film, Financial and Accounting services. Proven track record in identifying and capitalizing upon strategic market opportunities resulting in profitability and solid business relationships. An influential business strategist with exceptional interpersonal, presentation, and creative abilities. Highly adaptable, able to build and lead professional teams that consistently exceed expectations.

A Profile is essentially an Executive Summary of you. Please use the template below to begin to craft your own profile.

Who and What you are Professionally:

Your area of Expertise/Level of Experience:

Two or three unique strengths or competencies:

Now put it all together!

Remember:

- Strong action verbs – proven, demonstrated, achieved, etc.
- No I, me or my
- You can use quotations – be prepared to back them up.
- Quantify your experience – scope, level of responsibility etc.