

# CV Profile

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# Building Your Personal Profile

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What sums you up?

What do you want someone to remember about you?

Help them quickly understand who you are and what you can do

- Values
- Skills
- Experience
- What you are looking for

Your profile will give you clearer communications in

- Dealing with recruitment agencies
- Networking meeting
- Social setting
- Online
- Wherever someone asks you “what do you do?”

# Starters to drive the process

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Think about how you would complete these sentences

I am a .....

I have done .....

I want to .....

I care about .....

I am interested in .....

I am someone who .....

# The CV profile

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Can be used at the top of a CV to summarise who you are

- Don't have to have one

Needs to be short, clear and positive

- Avoid clichés and vague claims

Creating a profile helps focus on the key issues around your job search

- Can be very hard to write but the effort is worthwhile

# Structure of a good profile

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Needs to be concise to be effective

- 3-4 sentences long - any longer and it is probably too complicated

## 1: **You**

- Who you are in terms of occupational background, experience and sector knowledge

## 2: **What**

- What you have to offer in terms of know-how, skills, what you have done and achieved

## 3: **What Else**

- What in your mix of skills and experience makes you unusual or attractive

## 4: **Next**

- What's next? What kind of role, organisation, culture and challenges would provide the right next step for you?

# Sentence 1: You

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First sentence of the CV is read with the most attention

- The paper equivalent of the first impression in an interview

Avoid empty phrases

- “Committed”, “loyal”, “energised” ... they are difficult to prove on paper
- Everyone claims things like “Highly motivated” “Team player” “Great communicator” ... Avoid

Try to summarise your occupational role

- Find the right mix sector and job title (doesn't have to be your actual job title)
- Link this information to clues about your academic background and professional status
  - Eg “Graduate sales manager...” or “MBA qualified communications office manager...”

# Sentences 2 & 3: What? / What else?

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Capture what you have done in a nutshell

- The CV has all the detail you don't need to repeat it
- These are the headlines

Summarise what you have done from the point of view of your most recent successes

- Aim for something that shouts **achievement**
- Concentrate on where you are now not the journey
- Focus on recent results and achievements
- If you have worked in variety of sectors and you think this will help then include here

If you are new or returning to the job market can still draw from past results in

- Short term or temporary jobs, Work placements, Voluntary work, Outside interests

# Sentence 4: Next

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## Your next step

- Say where you want to be next

## Needs to link to the what of the previous sentences

- Point to a skill that makes you distinctive
- Explain how and why you want to use it

## Could focus on a specific job or sector

- Needs to be meaningful to each potential employer
- Don't repeat the job title you are applying for – it looks artificial



# Example profile rewrite

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Richard L. Davies

I am a committed and loyal staff member with an excellent attendance record. I have worked my way up from entry positions in a range of occupations, and gained important experience in distribution and logistics. I am now returning to the labour market after retraining. I am looking for an opportunity to prove myself as a hard working highly motivated team player who will add value to your business.

## Some of the Issues

- Repeats “I am” three times
- Includes lots of phrases that sound positive but are not backed up by evidence
- Draws attention to things an employer takes for granted and could be a possible problem
  - “excellent attendance record” or “hard working”

# Example profile rewrite: 1

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## Original opening sentence

- I am a committed and loyal staff member with an excellent attendance record.

## New Opening Sentence

- An MBA-qualified professional with 12 years' successful track record in distribution, transport and warehouse organization.

## Gets across some key messages

- Qualification, track record, sector background, seniority

# Example profile rewrite: 2,3

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## Original 2<sup>nd</sup> and 3<sup>rd</sup> sentences

- I have worked my way up from entry positions in a range of occupations, and gained important experience in distribution and logistics. I am now returning to the labour market after retraining.

## New 2<sup>nd</sup> sentence

- A highly experienced manager with experience of cutting edge IT systems, supported by a background in supervisory roles in the logistics, catering and printing sectors.

## Emphasis is now on recent successes

## Also gets across several complementary pieces of information

- Industry, background, current role and status
- Plus one factor to differentiate from competition

# Example profile rewrite: 4

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## Original last sentence

- I am looking for an opportunity to prove myself as a hard working highly motivated team player who will add value to your business.

## New last sentence

- Currently seeking a decision-making role in a forward looking logistics organisation with a passion for motivating staff towards continual performance improvement.

Describes the level and sector

Highlights direction and motivation

# Example profile rewritten

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I am a committed and loyal staff member with an excellent attendance record. I have worked my way up from entry positions in a range of occupations, and gained important experience in distribution and logistics. I am now returning to the labour market after retraining. I am looking for an opportunity to prove myself as a hard working highly motivated team player who will add value to your business.

An MBA-qualified professional with 12 years' successful track record in distribution, transport and warehouse organization. A highly experienced manager with experience of cutting edge IT systems, supported by a background in supervisory roles in the logistics, catering and printing sectors. Currently seeking a decision-making role in a forward looking logistics organisation with a passion for motivating staff towards continual performance improvement.

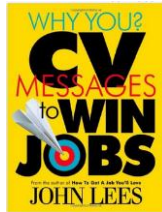
# Next steps

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Create a profile statement for yourself

1. **You** Who you are in terms of occupational background, experience and sector knowledge
2. **What** What you have to offer in terms of know-how, skills, what you have done and achieved
3. **What Else** What in your mix of skills and experience makes you unusual or attractive
4. **Next** What's next? What kind of role, organisation, culture and challenges would provide the right next step for you?

See some more examples of profiles in books and online



Check out the list of power words to use eg <http://www.careerealism.com/top-resume-words/>