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How to:

Write a CV Profile



The CV Profile

Creating a profile can be hard to write but the effort is worthwhile as it helps you to focus on the key issues around your job search and you can create your profile to summarise who you are. You will also hear or see it referred to as a Personal Profile or Personal Statement.

Your profile should be the first section on your CV and needs to be short, clear and positive - avoid clichés and vague claims. Think of your profile as a snapshot of your skills, accomplishments, and knowledge.

Building your personal profile:

What sums you up?

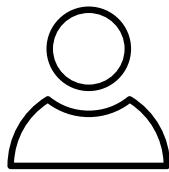
What do you want someone to remember about you? Your profile will help prospective employers to quickly understand who you are and what you can do in terms of:

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

A profile is particularly helpful if you have a work history that is unrelated to your current career goals - it allows you to highlight your most relevant experience.

Structure of a good Profile

Your profile needs to be concise and effective and only three to four sentences long. Any longer and it is probably too complicated.



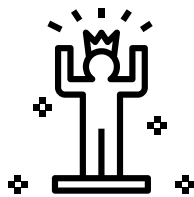
1. You

Who you are in terms of work background, experience and sector knowledge.



2. What

What can you offer in terms of skills, knowledge and experience. What have you done and achieved?



3. What else

What, in your above mix of skills and experience, makes you unusual or an appealing employee?



4. Next

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

Sentence 1 - You

The first sentence of your CV is read with the most attention. It is the paper equivalent of the first impression in an interview.



Avoid empty phrases such as;

- “committed”, “loyal”, “energised” - they are difficult to prove on paper.
- “highly motivated”, “team player”, “great communicator” - everyone claims these.



Try to summarise your occupational role

- Find the right job sector and job title (it doesn't have to be your actual job title)
- Link this to clues about your academic background and professional status, e.g. 'Graduate sales manager' or 'Qualified Motor Technician'

Sentence 2 & 3

- What & What Else

Capture what you have done in a nutshell

- Your 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

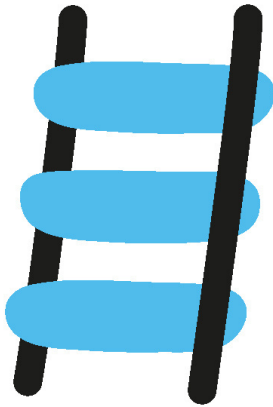


- If you have worked in a **variety of sectors** and you think this will help, then include it here.

If you are new or returning to the job market, you can draw from past experiences in:

Short term or temporary jobs, work placements, voluntary work, outside interests.

Sentence 4 - Next



Your next step

- Say where you want to be next.
 - this needs to link to the 'what' of sentences 2 & 3
- Point to a skill that makes you distinctive
- Explain how and why you want to use it.

You could focus on a specific job or sector:

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



Example of a profile that needs to be rewritten:

I am a committed and loyal staff member with an excellent attendance record. I have worked my way up from entry level 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. (R.L. Davies)

Some of the issues with the above profile:

- 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 of how to write sentence 1:



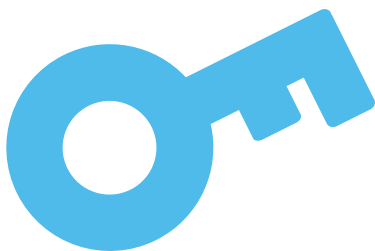
Original opening sentence:

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



New opening sentence:

A degree-qualified professional with 12 years' successful track record in distribution, transport and warehouse organisation.



Get across some key messages:

Qualification, track record, sector background, seniority.

Example of how to write sentence 2&3:



Original 2nd and 3rd 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 2nd 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.



The emphasis is now on recent successes.

It also gets across several complementary pieces of information - current role and status , your background and industry sector. Plus one factor to differentiate from competition.

Example of how to write sentence 4:



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, and highlights direction and motivation.

Example of the complete profile rewritten:



From this:

I am a committed and loyal staff member with an excellent attendance record. I have worked my way up from entry level 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.



To this:

A degree-qualified professional with 12 years' successful track record in distribution, transport and warehouse organisation. 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.

Remember if you want to rewrite your CV profile and require some assistance, your ESO can help.



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