

How to write a good profile

Example 1 - what's wrong with this?

I am a self-motivated, enthusiastic, hard-working and very determined individual with excellent communication and team-working skills who thrives in a challenging environment. Looking for a position that will allow me to further my career and build on my existing skills.

- Vague
- Could be written for any job and by any candidate
- Long list of adjectives with no evidence
- Meaningless - no real insights provided

Example 2 - what's right with this?

A final year Business and Marketing student with one year's experience of business-to-business marketing, on track for a 2:1. Excellent communication and customer service skills from developing relationships with clients at 'Bank Busters' to ensure repeat business. In addition, six months retail experience. Now looking for an entry-level marketing position with an innovative retail company.

- The candidate clearly states their current situation and sells their relevant experience with evidence
- They write about their skills in the context of their experience
- Key points are highlighted without resorting to generic statements
- The candidate specifically refers to the type of role they are interested in