

Appendix D

Profile Tips and Sample

A profile is a brief summary of your accomplishments and unique attributes. Your profile should be 150-200 words and written in the third person. It is written to grab the reader's attention and create an interest in wanting to know more about you.

Writing Your Profile

Writing your own profile or bio is one of those few occasions when you are actually encouraged to talk about yourself. It's time to let the world know the value proposition for hiring you with a clear marketing pitch. If you were a car or a magazine, why would someone buy you?

Start the process by thinking of the most positive words you are comfortable using to describe yourself. Think of what motivates you. Think of the most special academic and professional experiences you have had. Think of your goals for study and work, as well as your accomplishments outside work and school.

Begin your profile by reviewing the list of key words and thinking about what really makes you tick. Write your opening sentence with all this in mind – it should sum up the feeling/flavour of your personal brand. Like a news story, the lead sentence is the hook that will cause someone to read on. Spend some time on writing this sentence because the rest of your bio will be a logical presentation of the remaining key words and the facts associated with them.

Sample Profile: Jane Doe (MBA Student, 2009-2011)

Entrepreneurial flair, a thirst for knowledge and the commitment to complete four marathons combine to make Jane Doe an exciting prospect.

Jane has a keen interest in the finance industry and is completing level one of the CFA designation. During her time at Dalhousie University, she has been committed to a variety of organizations including the Finance Club, Women in Capital Markets and the MBA Student Society.

Previous experiences as a small business owner, project coordinator and teaching assistant have added to Jane's capacity to achieve results under pressure while remaining client focused. The recent sale of her home-decorating business has given her the financial freedom to pursue her academic goal of obtaining a Master's of Business Administration.

Having been described as sociable and outgoing, but also analytical and logical with a strong aptitude for conceptual problem-solving, Jane is interested in a career opportunity that would combine these skills. Wealth management and investment banking have attracted her as possibilities.