



## WRITE AN EFFECTIVE PROFILE TEXT

### Why?

A profile text is a brief summary of your most important skills, interests, strengths and goals. A good place for a profile text is at the top of your CV. When a recruiter reads your CV, it is essential that they understand your professional context, your abilities, and your plans for the future. This is where a concise profile text can be helpful. Especially if you are making the transition from education to employment or are switching fields, it is important to help the recruiter understand what you are doing and why.

A similar format can also work well in a job interview as an answer to the brief “Tell us something about yourself”. You can also use the profile text as a tool of increasing your self-knowledge, i.e., as a way of summarising your professional profile in a nutshell. It works equally well in the ‘About’ section of your LinkedIn profile or as an introduction when you meet a professionally interesting person.

### How?

Your profile text must contain your key skills and experience relevant to the position. As part of your CV, its title may be ‘Profile’, ‘Summary’, ‘About me’ or ‘In brief’. The main thing is that this text summarises the key points briefly and clearly.

The minimum length of a profile text is three to five sentences. It can be formatted as full sentences in a paragraph or written as short bullet points. It is also important to add a specific professional goal at the end, such as: “My goal is to find a job in content production in the third sector.”

### **Profile text example format:**

- I am an X professional/I am an X future professional/I am studying...
- My key interests are/In my studies, I have concentrated on...
- Through my work experience/hobbies/elected positions, I have gained experience in X and Y over a period of Z years...
- As a person I am/My approach to work is/I have received positive feedback on...
- My future goal is to/I am now looking for/The position you advertised would be... (Explain how the position would fit with your goals.)