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Career Information • Resources • Résumé & Cover Letters

Profiles

Creating an effective introduction

The profile is the thesis statement briefly identifying skills and experience you have and your objectives in an industry or a particular company. It summarizes:

1. your education,
2. your work experience,
3. your work habits, and
4. your objective for this particular résumé.

Do this after the résumé is finished so that you can look over what you have prepared and make the profile statement matches what follows. For the purpose of contrasting the information and tone of various profile statements one job and degree area has been chosen. However, the same selection of basic, assertive, slightly informal, personality-based and biographical profiles could be created for anyone in any field. It is in fact a good experiment to try to make a profile statement of various kinds.

Note how information about all those 4 subjects is included in this sample profile:

Energetic and organized Commerce graduate with administration and support services experience seeking Marketing Coordinator position with Xerox.

This formula sentence works well to get you working toward a professional statement but other forms are also possible, including one that actually **identifies you as an active member of that field**. A more assertive summary of that same individual might be:

Administrative professional with BComm in Business Management and experience supporting a sales department. Energy and organizational skills round out the qualifications needed for the role of Marketing Coordinator with Xerox.

Starting immediately with **an emphasis on being an administrative person** in general starts off an introduction that may have the employer concentrating on his or her experience, not the fact that the applicant is fresh out of university.

If you have full time or otherwise considerable **related job experience specific to the job role**, say so.

Experienced Marketing Coordinator with Bachelor of Commerce in Business Management. Energy and proven skills in managing a successful team round out the experience needed for the role of Marketing Coordinator with Xerox

More **creative, somewhat less formal** profiles may be useful, providing you know the audience and are confident an informal approach will be received well. Creative profiles put into detail more personal aspects of their personality:

Marketing Coordinator with energy and creativity to spare. Experience leading a 5 member team to position products in the marketplace on a national level. (more details about education and particular experiences.)

Sometimes people want to **show off their potential**:

Marketing Coordinator with Bachelor of Commerce degree who excels at motivating sales teams, creative problem solving and understands the clientele and customers of the ... industry.

Note that this profile does *not* mention specific experience. Maybe the applicant doesn't have direct experience in this specific industry as a Marketer, but has put together the skills through other jobs and duties in a number of past jobs.

A more **personality oriented** profile would still have some details about experience and education, but would focus on the behaviors and traits rather than a list of experiences.

Active and creative Marketing Coordinator who can make your team work wonders. Collaborative and results-oriented professional with 5 years experience marketing products that range from children's toys to household appliances. ...

Or maybe more of a **biography**:

I have built my career after finishing my degree by working for 3 years with educational products and have developed a large repertoire of marketing tools and methods. Prior to finishing my education, I worked in teams both at work, at school and in my community. ... (The applicant would then add more details, probably features listed in the ad.)

Whatever form you choose, make sure you are picking up on:

- a. The qualifications and assets from the job ad,
- b. The related experience that you have, or as close as you can get,
- c. Certifications and numbers (years of experience, for example) mentioned in the ad,
- d. The skills you are featuring in the various sections of your résumé and
- e. The kind of person they can expect if they hire you: work habits, personality strengths.

An effective profile is succinct description suitable for the occasion. It asks the reader to look for information you want them to see, guiding them over any rough spots or gaps that you may feel you have concerning the requirements for the job. If it doesn't hide the gaps, a profile and the rest of the résumé can offer proof you have been active in other ways, some that are just as valuable, and you have pulled together the skills through a variety of experiences.

A profile can also be the assertive and defining statement that gets the attention and insinuates your vast experience and mature professionalism from the start. Either way, a profile is essential to being noticed and remembered in a competitive job market.