



## PROFESSIONAL PROFILE

### SUMMARY STATEMENT

A “professional profile” is a brief summary statement or personal brand that describes you to a prospective employer in a clear, organized and promotional manner. It is a strategically constructed draft, outline or script that might be delivered in writing or verbally in any number of professional settings or situations in which you wish to communicate your qualifications in a persuasive way.

Your professional profile might be used as a sales pitch (or elevator pitch) at a networking event or career fair. You might use it as part of your script in a job interview. You might use it in a cover letter as a way of succinctly introducing yourself. You might use it in the summary or profile section of your resume. You might post it on a social media site.

### ELEMENTS AND CONTENT

Your professional profile needs to be a compelling and concise overview of your relevant traits, credentials and background. Among the typical elements of a profile statement are descriptions about your knowledge, experience, skills, accomplishments, personal traits, goals, and motivations.

- Knowledge/Education/Training
- Experience/Background/Activities
- Skills/Abilities/Competencies/Expertise
- Accomplishments/Achievements/Awards/Results/Successes
- Personal Traits/Personal Qualities/Soft Skills
- Goals/Focus/Objective/Plans
- Motivations/Inspiration

You may not use all these elements in every circumstance and you may choose to offer more or less details and examples depending on the situation.

Be intentional and strategic about the content of your summary statement and select items that are relevant to the message you are trying to communicate. You must also consider the needs and perspective of your audience. It is best to organize each of the profile items in a clear, logical and orderly fashion. While promotional (and persuasive) in tone, it should be written as though you are simply stating objective facts. It should never sound boastful.

Your professional profile typically does not include personal data like family information, demographics, avocational activities, hobbies, and employment history.

### LAYOUT AND FORMAT

Depending on how your professional profile will be utilized, the message may be communicated formally or informally, narrative or non-narrative. It may be presented as a paragraph in narrative form using formal sentence structure. Or it may be rendered in an outline format using short phrases in a bulleted list format. Be ready to tailor the contents of your professional profile to the particular platform, whether it is verbal, printed or digital. Regardless of format, the elements that describe your qualifications should be the same.

## RESUME PROFILE

When presenting your professional profile on your resume or as a social media post, it is usually best to use a non-narrative approach. It is suggested that you render the information in a bulleted list format with no personal pronouns, articles or periods. Use a truncated or telescopic writing style.

- *Thorough knowledge and understanding of business, marketing and sales concepts*
- *Extensive sales, public relations and customer service experience*
- *Strong administrative, organizational and technical skills*
- *Excellent interpersonal, persuasive and problem-solving abilities*
- *Dedicated, team-player, responsible, quick learner, ambitious, results-oriented*

## INTRODUCTION LETTER

When introducing yourself in a cover letter (or e-mail), the items in your professional profile is used to create a brief paragraph that presents your qualifications in a narrative summary.

*I graduated from the University of Montevallo with a Bachelor of Business Administration degree in Marketing. I possess a thorough knowledge and understanding of business principles, marketing strategy and sales techniques. I have extensive sales, public relations and customer service experience. I possess strong administrative, organizational and technical skills and excellent interpersonal, persuasive and problem-solving abilities. I am dedicated, responsible, ambitious and results-oriented.*

## INTERVIEW SCRIPT

Your professional profile can be used as a script for a sales pitch or job interview. When asked in a job interview to respond to the statement, "Tell me about yourself," your professional profile is the perfect outline to use to craft your remarks.

*I am excited to be a candidate for this position. I feel confident I possess the necessary qualifications, and bring with me a comprehensive knowledge of business, marketing and sales. My area of expertise is sales. I have a degree in marketing and an extensive background in sales, public relations and customer service. My professional experience has strengthened my communication skills, interpersonal abilities and persuasive techniques, and has yielded positive results for myself, my clients and my employer. I have exceeded quotas, increased productivity and earned recognition for my performance. I am a team player, a quick learner and a problem solver. I am dedicated, responsible and ambitious and ready to make a positive contribution to your team.*