# Example Of A Personal Profile On A Cv



**Sophia Worthington**
PR Specialist

**Personal Info**

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**Twitter**
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**Skills**

Press releases
Excellent

Media relations
Advanced

Crisis management
Advanced

Facebook marketing
Intermediate

Creative writing
Excellent

**Languages**

Spanish
Bilingual

Chinese
Intermediate

Senior PR specialist with 9+ years of experience in marketing and corporate public relations. Pitched press releases to the most prominent industry magazines to secure over 20 leads a month in top media outlets. Managed multiple PR and marketing annual budgets from £5,000 to £300,000. Helped increase clients' annual sales by up to 40%.

## Experience

2013-03 -
present

**Senior PR Specialist**
*Berkadia, London*
- Developed and implemented policies and procedures for overall public relations effort in cooperation with sales and customer service teams.
- Supervised the external communications team in securing leads in top media outlets in the UK and in international media.
- Supervised the preparation and distribution of materials such as news releases, fact sheets, and scripts to media outlets.
- Reviewed all forms of communication prior release.
**Key achievement:** 100% efficiency in meeting the external communications department's projects' milestones and goals.

2009-06 -
2013-03

**PR Specialist**
*Adidas Originals, Southampton*
- Created and maintained lists of media contacts.
- Researched opportunities across online media channels.
- Produced product pitches and press kits.
- Responded to media inquiries and supported event organization.
**Key achievement:** Lead a project team in designing and implementing a comprehensive social media relations strategy for a new line of lifestyle products - grew Facebook fan base from 0 to 12,000 in 4 months, gained 35,000 Instagram followers in 3 months.

2008-08 -
2009-06

**Junior Communications Specialist**
*SAP, London*
- During industry events, distributed notes, press credentials, set up press boxes, recorded and transcribed press conferences.
- Helped keep PR storage areas organized and the resources easily accesible, assisted in office administration activities.
- Assisted with producing press releases, organizing press conferences, publicity events, and off-day media availabilities.
- Performed minor translating tasks, including translating press releases into Spanish and assisting live translations into Spanish.

## Education

2007-09 -
2008-07

**MA in Social Communications, specialization in PR and Media Marketing**
King's College, London

**Example of a personal profile on a CV** is an essential component that can significantly impact your job application. A personal profile, also known as a personal statement or CV summary, provides a concise overview of your professional identity, skills, and career aspirations. It offers potential employers a snapshot of who you are and what you bring to the table, setting the tone for the rest of your CV. In this article, we will explore the purpose of a personal profile, provide examples, and offer tips on how to craft an impactful statement that will help you stand out in the competitive job market.

# The Importance of a Personal Profile on a CV

A personal profile serves several crucial functions in your CV:

- **First Impression:** It is often the first section that recruiters read, making it an opportunity to grab their attention.

- **Summary of Skills:** It encapsulates your key skills and experiences, allowing you to highlight your strengths efficiently.

- **Career Goals:** It gives you a platform to communicate your career aspirations and how they align with the potential employer's objectives.

- **Personal Branding:** It helps establish your personal brand and creates a narrative around your professional journey.

With these points in mind, let's delve deeper into how to write an effective personal profile.

# Key Components of a Personal Profile

To create an impactful personal profile, consider including the following elements:

## 1. Professional Identity

Begin your personal profile by clearly stating your professional identity. This includes your current job title or area of expertise. Be specific and relevant to the position you are applying for.

## 2. Key Skills and Strengths

Identify and highlight your most relevant skills and strengths. Focus on those that are applicable to the job you are targeting. Use keywords from the job description to ensure alignment with the employer's requirements.

## 3. Relevant Experience

Briefly mention your relevant work experience, especially the roles or achievements that showcase your capabilities. This section can also include notable projects or responsibilities that demonstrate your expertise.

## 4. Career Goals

Conclude your personal profile with a statement about your career goals. This can include what you hope to achieve in your next role and how it fits into your overall career path. Tailor this to reflect the values and objectives of the company you are applying to.

# Examples of Personal Profiles on a CV

To illustrate how to effectively implement the above components, here are a few examples of personal profiles tailored for different professions:

## Example 1: Marketing Professional

"Dynamic marketing professional with over five years of experience in digital marketing and brand management. Proven track record in developing and executing successful marketing strategies that increase brand awareness and drive sales. Skilled in social media management, content creation, and data analysis. Passionate about leveraging innovative marketing techniques to engage audiences and achieve business objectives. Seeking to contribute my expertise to a forward-thinking company that values creativity and strategic thinking."

## Example 2: Software Engineer

"Detail-oriented software engineer with a strong background in developing scalable web applications and a passion for coding. Experienced in Java, Python, and JavaScript, with a solid understanding of database management and software development life cycles. Adept at collaborating with cross-functional teams to deliver high-quality software solutions on time. Eager to join a tech-driven company where I can contribute my problem-solving skills and grow as part of an innovative team."

## Example 3: Project Manager

"Results-driven project manager with over eight years of experience leading projects in the construction industry. Expert in project planning, risk management, and stakeholder communication, with a history of delivering projects on time and within budget. Strong leadership skills with a focus on team development and collaboration. Looking to leverage my extensive experience to drive successful project outcomes for a reputable construction firm that prioritizes quality and safety."

# Tips for Writing an Effective Personal Profile

Creating a compelling personal profile requires thoughtful consideration. Here are some tips to help you craft an effective statement:

## 1. Keep It Concise

Aim for a length of 3 to 5 sentences. A personal profile should be succinct yet informative, providing enough detail to engage the reader without overwhelming them.

## 2. Tailor to Each Job Application

Customize your personal profile for each application. Highlight the skills and experiences that are most relevant to the specific role you are applying for.

## 3. Use Action-Oriented Language

Start your sentences with action verbs to convey a sense of proactivity and impact. Words like "achieved," "developed," and "led" can make your profile more dynamic.

## 4. Avoid Jargon

While it's important to use industry-specific keywords, avoid excessive jargon that may confuse the reader. Aim for clarity and accessibility in your language.

## 5. Proofread for Errors

Ensure your personal profile is free of grammatical and spelling errors. A polished statement reflects your attention to detail and professionalism.

# Conclusion

In summary, the **example of a personal profile on a CV** is not just a formality; it is a powerful tool that can influence your job application's success. By understanding its purpose, knowing the key components to include, and following the tips for writing an effective statement, you can create a personal profile that not only showcases your qualifications but also reflects your personal brand. Remember, your personal profile is your chance to make a memorable first impression—make it count!

# Frequently Asked Questions

## What is a personal profile on a CV?

A personal profile on a CV is a brief summary that highlights an individual's skills, experiences, and career goals. It provides potential employers with a quick insight into the candidate's qualifications and suitability for the position.

## How long should a personal profile be on a CV?

A personal profile should typically be around 3 to 5 sentences long, or about 50 to 100 words. It should be concise and focused, providing key information without overwhelming the reader.

## What key elements should be included in a personal profile on a CV?

A personal profile should include the candidate's professional title, relevant skills or expertise, years of experience, and career aspirations. It should also reflect the specific requirements of the job being applied for.

## Can you provide an example of a personal profile for a marketing professional?

Certainly! An example could be: 'Dynamic marketing professional with over 5 years of experience in digital marketing and brand management. Proven track record of increasing online engagement and driving sales through innovative campaigns. Seeking to leverage expertise in a challenging new role at a forward-thinking company.'

## Should I customize my personal profile for each job application?

Yes, it's highly recommended to customize your personal profile for each job application. Tailoring it to align with the specific job description and company culture can significantly enhance your chances of standing out to potential employers.

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