

What to include in your personal profile

When drafting your personal statement for your dream job in 2019, split it into three sections: who you are, what you can offer the company, and your career goals.

TIP: Bullet point things you might mention under each of these sections, then list the qualities that position you as the ideal person for the job.

Part 1

In the 'who you are' section you might state that you're:

- A recent graduate with a 2:1 degree in Creative Writing from the University of Surrey seeking an entry-level position in...
- A highly-skilled mechanical engineer looking to resume a position in...
- An ambitious purchasing manager looking to progress into...

Part 2

In the 'what you can offer the company' part, you're selling your absolute top skills and strengths. You should also back them up with evidence. If you're tweaking your CV for a particular job, use the job spec to create your statement. For example, if the employer is looking for someone with attention to detail and you've got experience meticulously proofing essays or presentations etc., then say so.

If you're crafting a more general personal statement, be sure you include key achievements that make you stand out. For example, if you're looking for a position within graphic design and you've got extensive Photoshop experience working on a major campaign, not only can you claim you have these skills in your personal statement, but you can back them up too – perfect!

The important thing to remember here is not to litter your personal statement with [a trail of buzzwords](#). You might well be an 'extremely driven strategic thinker with excellent communication skills and extensive experience in marketing', but all you've really done here is told the recruiter that you've worked in marketing with no proof of your other claims.

To top it off, you've also revealed this information in an extremely boring way. Recruiters will have heard a million times before; when it comes to selling yourself, you don't want to write something as bland and soggy as overcooked rice; you want to lovingly craft a seafood paella.

Try to highlight real, relevant skills and back them up with evidence to make the statement strong. Try something like this for the middle section:

- During my degree, I have developed an excellent eye for detail, due to the heavy demands of assignments and research. As a result, I am also able to work under pressure. Especially when balancing my educational workload with my volunteering placement at local nursing homes
- Knowledgeable engineer with a wide skill-set, including condition-based maintenance, through working on automated systems such as...
- Through utilising my communications skills when working in managerial positions at large corporations, I have developed successful working relationships and resultantly, an advantageous professional network

Part 3

The final section of the personal statement is to highlight your career goals. More than anything this shows the recruiter that you're a professional worth investing time and money in. Take a look at these examples:

- I am looking for a challenging, fast-paced environment within media to utilise my written knowledge and develop my creative skill set further
- Looking to re-establish a career in a progressive organisation which requires engineering expertise, after taking [maternity leave to care for a new-born](#)

- I am looking to secure a challenging role in a market-leading automotive company where I can bring fresh strategic vision and value to the business

Dos and don'ts

Here's a quick breakdown of the key points to remember when crafting that all-important statement.

Do

- Get straight to the point – recruiters don't like to read waffle!
- Provide evidence of your skills and experience, but be brief! Offer just enough to hook the recruiter
- Remember that you're marketing yourself
- Make the statement look purposeful – you need show you know what you're talking about, without sounding too arrogant
- Reflect the job specification in your statement
- Be real! Recruiters ultimately want to know you as a person and what you can bring to the table
- Proofread for spelling and grammar
- Read it aloud to make sure it flows properly. Probably best to get someone else to run an eye over it too

Don't

- Overuse buzz words – You might want to chuck a few in there. But, a hyperbolic stream of empty qualities and meaningless words is just off-putting
- Mix the grammatical person – remember either first person or third, not both
- Be boring – you want to sound unique with noteworthy qualities
- Copy from your cover letter or copy your cover letter from your statement – that's just lazy
- Ramble!

Complete personal profile examples for 2019

Here are a few final examples of personal statements for you to gloss over. Hopefully, it'll spark some inspiration for your own.

'I am a recent graduate with a 2:1 degree in Creative Writing from the University of Surrey seeking an entry-level position in copywriting. During my degree, I have developed an excellent eye for detail due to the heavy demands of assignments and research. Over the last year, I have also balanced an editing position at Surrey's media society. Here, I devised content ideas and managed a small team of writers. This proves that I have potential to excel within a professional writing field. I am looking for a challenging, fast-paced environment within media to utilise my creative knowledge and develop my writing skill-set further.'

'A highly-skilled mechanical engineer looking to resume a position in industrial construction. Extremely knowledgeable with seven years industry experience. Possesses a wide skill set, including condition-based maintenance, through working on automated systems on large-scale building projects. Looking to re-establish a career in a progressive organisation which requires engineering expertise after a short career break to take care of a new-born.'

'I am an ambitious purchasing manager looking to progress into a senior purchasing position within the automotive sector. Having developed communication skills when working in managerial positions at large automotive corporations, I've nurtured successful working relationships. As a result, I possess an advantageous professional network. Due to over 12 years of experience within this industry, I am fully equipped with commercial awareness and product knowledge. My hopes are to secure a challenging role in a market-leading automotive company where I can bring fresh strategic vision and value to the business.'