

What is a personal profile?

'Also known as an 'About me' a 'Profile', a 'Personal Statement' or a 'Personal Summary',

The aim of this paragraph is to highlight the relevant skills and experience you possess and really sell yourself to employers.

How do I write a personal profile?

In terms of length, a CV personal profile should be no longer than 100 / maximum 150 words. Aim for a few short sentences, four or five should do the job. Consider the voice you'd like to use. Profiles can be written in either the first or third person, but you'll need to maintain this voice throughout - don't switch between the two.

If you're struggling with what to write, break your personal statement down into three parts. Focus on:

1. Who you are - course, University
2. What you can offer – and how you do it
3. Your career aims.

Examples:

'I am an open-minded, approachable, and resourceful student from London College of Fashion with experience in sales, press and marketing. A commercially aware individual, I'm committed to furthering my achievements, and utilising creative and technical dynamism. I'm self-motivated and willing to learn, looking for a role in Press and Marketing to further my skills an experience and help drive sales.'

'A Fashion Design and Development student at UAL London College of Fashion. Previous work experience in a design studio team for a ready-to-wear brand and assisted during London Fashion Week for SS22 and AW22. Proven reliability and commitment to a team, as well as confidence in own ability. Particular area of strength is with the technical development of patterns. Keen to develop skills in fabric and product.

'Graduate of London College of Fashion with BA (Hons) Creative Direction for Fashion. Passionate about brand and a sustainable and ethical ethos. Dedicated to pursuing a career in digital marketing and communications within the luxury fashion and lifestyle industry. Primary skill set includes graphic design, art direction and asset production for fashion media publishing and digital marketing across online platforms and social media.

Previous experience with editorial, social media and digital content design working creatively across multiple platforms in the art and digital departments of companies including Dazed & Confused, VICE Magazine and Penguin Books.'

How to stand out

People can stop sounding like themselves when they write cover letters or profiles. Employers are looking to recruit a real person, and this is your chance to give them an insight into you, your experience and personality.

Do's

- Tailor your CV and Personal Profile
- Be honest.
- Provide evidence of skills and experience
- Use the job description
- Stick to the word limit
- Check for spelling and grammar mistakes.

Don'ts

- Copy and paste from your Cover Letter
- Include unnecessary personal information
- Use clichés, slang or jargon
- Overuse buzzwords
- Ramble