

How to Write your Personal Profile on your CV

Does your CV impress straight away? If a CV is viewed as an 'advertisement', this needs a strap line; a hook that appeals and makes the reader want to read more.

The personal profile is the perfect place for this, but so many candidates fail to impress straight away.

A recruiter, on first sift, will probably give the front page of your CV no more than a 15 second scan. Can they immediately pick out relevant, differentiating and quality aspects that they are looking for? If yes, they'll read on, if no – well, you know what happens.

Common Flaws

- Recruiters are unlikely to take the time to read a block of text
- It doesn't really say anything value – nothing stands out
- It says the same as so many other profiles
- It isn't written well

Keep it Snappy

The personal profile should be a set of short phrases that highlight what your strengths are and show that these relate to the brief. Ideally, they should be tabulated with white space around so they can be picked up immediately when a reader scans the page.

It is inevitable that we will use some of the classic phrases i.e. 'customer focused', because job descriptions are full of these competencies, so if we are to highlight that we meet the spec, we do need to play some of them back. But do try to rephrase them slightly if you can.

There are two immediate advantages to this format: firstly, you are highlighting, very simply, your strengths against the brief. This will get you noticed.

Secondly, if you want to re-order or amend the strengths then it is a short and simple process rather than re-crafting a whole paragraph of prose.

Make your CV stand out with a great profile

The intention is to make your strengths jump off the page so that the reader immediately engages with the content. This is the most successful way of conveying your personal profile in a strengths format, if you can do this, you will be one step ahead of the competition.