

# Writing Your Profile

Writing your own bio is one of those few occasions when you are actually encouraged to talk about yourself. While you are the most interesting person you will ever meet, you may have noticed that the people around you seldom seem to realize this. If so, it's time for brand development for *ME Inc.*. It's time to let the world know the value proposition for hiring you with a clear marketing pitch. If you were a car or a magazine, why would someone buy you?

Start the process by thinking of the most positive words you are comfortable with using in describing yourself. Think of what motivates you. Think of the most special academic and professional experiences you have had. Think of your goals for study and work. Think of your accomplishments outside of work and school. How would your grandmother describe you to her friends? How do you stand out? What makes you different or more marketable than the student sitting next to you? Write a list of all these things - they are your key words for describing yourself.

For the purpose of this event, your bio must be no more than 200 words and must be written in the 3<sup>rd</sup> person. The end result should illustrate your commitment to your chosen field of study and what you hope to get from your next job (step in a career path, things you want to learn, career goal).

Start your bio by reviewing the list of key words and thinking about what really makes you tick. Write your opening sentence with all this in mind - it should sum up the feeling/flavour of your personal brand. Like a news story, the lead sentence is the hook that will cause someone to read on. Spend the most time on writing this sentence. The rest of your bio will simply be a logical presentation of the remaining key words and the facts associated with them.

## **Sample 1: Bell Broady, BMgmt Candidate**

*Bell Broady is an energetic person who brings determination and enthusiasm to every project she undertakes. Bell is committed to working on a variety of social and environmental justice issues for an environmental consulting firm.*

*Bell is working towards a Bachelor of Management degree from Dalhousie University with a major in Environment, Society and Sustainability. To combine her interests and education, last summer Bell volunteered at a high school in rural South Africa where she taught classes in English and Canadian History. This experience presented Bell with many cross-cultural learning opportunities and demonstrates her adaptability and strong interpersonal skills.*

*Over the course of her university studies, Bell volunteered with many organizations and worked in the public, private and not-for-profit sectors. Most notably, she led her team to gold as the coordinator of the national Commuter Challenge in both 2007 and 2008.*

*Bell has played soccer in community leagues for the past fifteen years and completed her first long distance bike ride in the summer of 2006 to raise funds for the Multiple Sclerosis Society of Canada.*

**Sample 2: Dale Dogood, BComm Candidate**

*Dale is in the process of completing a Bachelor of Commerce Degree and will graduate with a major in marketing.*

*In school, Dale has been actively involved with Toastmaster's International receiving the Competent Communicator designation in record time. He also took on the role of VP Public Relations. He has an interest in languages and is fully fluent in French, English and Spanish.*

*At one of his work terms with Scotiabank, Dale demonstrated his strong leadership and communication skills when he took on and ran the sponsorship for one of their major national campaigns throughout the summer. He was also able to provide support to his team as a major sponsor for the CFL with some of his work appearing on TSN. Part way through this academic term he even travelled to one of the CFL games to help out and represent the company.*

*Dale thrives in team situations, which is evident from his performance at Scotiabank where he was able to excel through leading a team as well as provide support to other teams. His proven ability to adapt to new cultures and his professional business acumen makes him an excellent candidate.*

**Sample 3: Susan Smart, MBA Candidate**

*Susan Smart is currently working towards her Corporate Residency MBA at Dalhousie University, majoring in Finance. Her interest in this area is due to the increasing globalization of capital markets, the deregulation of the banking industry and the evolution of the derivative assets that have created opportunities for finance professionals.*

*Finishing at the top of her class, Susan is a scholarship graduate of Lakeview College High School. At Dalhousie, Susan received the Canadian Millennium Scholarship Foundation and has achieved Dean's list standing. She has also completed the Boston Marathon run in 2007. At the age of 17, Susan's initiative and hard work lead her to start her very own investment club business, where she expanded the company to \$87,000 in revenue.*

*She is presently looking to secure a residency in the sales and marketing area of the capital market sector. She is advancing her requisite skills by enrolling herself in the CFA level 1 exam in August 2009.*