

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? Write a list of all these things - they are your key words for describing yourself.

For the purpose of the Toronto Tour, your bio must be no more than 200 words. 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.

Example One:

Sally Smith, MLIS Candidate 2015

Sally is driven by her interest in the field of Library and Information Studies and her solid ability to access information for those in need. A graduate of Mount Allison University with an honors degree in English, she has had a substantial amount of experience researching topics and accessing relevant information to deliver quality results in a well-articulated manner.

As elected first year representative of the School of Information Management Student Association and as part of the Dalhousie Journal of Information Management editorial board, Sally is an active member of the IM community in both her academic and personal life.

Her experience with the Leadership Mount Allison program has fueled a desire to help others attain goals and succeed. Her summer position in the Office of the Auditor General's library, as well her current Master of Library and Information Studies program, have developed her skills in the field of Library Studies.

Her desire to continue learning and explore new areas of LIS keeps her on her toes and ready for career opportunities. A career with Canada's Public Service may be a potential fit for her.

185 words

Example Two

Joe McDonald, MLIS Candidate 2017

Joe McDonald takes pride in seizing opportunities and gaining new experiences. Whether it be working with community groups through the public library system to enhance their community or completing marathons, every endeavor Joe pursues is accomplished with heart and determination.

With an in-depth knowledge of literature gained during his undergraduate years at the University of Victoria, Joe appreciates and is excited by the written word. His strong interpersonal skills make him an asset to any team. He continuously strives to achieve team goals and appreciate the value in others' contributions. He is a quick learner who is able to apply creative solutions to problems.

After the University of Victoria, Joe spent several years living and travelling overseas. His organizational skills, commitment to team work, and leadership skills were developed while working in cross-cultural environments as an ESL teacher both home and abroad. Joe consistently demonstrated a creative approach to problem solving, and was instrumental in developing new classes.

Sociable, diverse, adaptable, goal oriented and determined are words used often to describe Joe. Through his extensive volunteer and related work experience he has displayed these characteristics and gained invaluable knowledge. Joe is seeking new challenges and opportunities in information management.

199 words