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# HOW TO CREATE YOUR PERFECT PERSONAL PROFILE

A 4-Step Process for Creating  
Your Personal Profile

*by Lisa Dubino*

# Why you need a Personal Profile

A personal profile defines who you are and identifies your speciality. It explains how you pursue that purpose and makes you credible. It's important because it helps people looking at your resume better understand you in the most efficient way possible. Recruiters and hiring managers appreciate that!

## How to write a Personal Profile

1. Say **WHAT** you are.
2. Say **WHO** you help.
3. Say **HOW** you make their life/work better.
4. Give **PROOF** that you are credible.

## Examples

- Digital Marketing Specialist/Media Consultant/Solopreneur who helps businesses reach more customers. Featured on Huffington Post.
- Fundraising Consultant who helps major non-profits raise more money. Clients include the Red Cross and YMCA.
- Personal Trainer who helps high school athletes get stronger and faster. Certified by the American Council on Exercise.
- Project Coordinator who works with non-profits to raise money and awareness through a variety of communication channels and grant writing. Part of team awarded \$625,000 grant for Drug Free Communities.
- Solar energy professional with focus on residential and commercial sales, design and installation. Completed 2018 Solar Professionals Residential and Commercial Photovoltaic Systems certificate program.



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# Your turn:

1. Say WHAT you are.

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2. Say WHO you help.

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3. Say HOW you make their life/work better.

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4. Give PROOF that you are credible.

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# Now put it together:

Profile #1

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Profile #2

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Profile #3

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