



# HOW TO WRITE A KICKASS SEEK PROFILE



HERE ARE THE TIPS ON HOW TO WRITE A STAND OUT PROFILE THAT SAYS "HIRE ME":

1

## WRITE AN ELEVATOR PITCH

AN ELEVATOR PITCH IS A VERY BRIEF SUMMARY OF WHY AN EMPLOYER SHOULD HIRE YOU. IT'S A SUMMARY OF YOUR PROFESSIONAL SELF AND AMBITIONS AND CAN LAND YOU A JOB.

2

## INCLUDE DETAIL

MAKE SURE YOU FILL OUT AS MANY SUCCINCT DETAILS AS YOU CAN ABOUT YOUR CAREER HISTORY, CURRENT STATUS, SKILLS AND QUALIFICATIONS, AND ROLE PREFERENCES.

3

SELL YOURSELF. YOUR PROFILE IS YOUR SALES PITCH. BE PUNCHY AND CRAFT THOSE WORDS WITH GUSTO. IF YOUR PROFILE SPARKLES THE RECRUITER OR EMPLOYER WILL TAKE NOTICE.

4

USE ACTIVE LANGUAGE NOT PASSIVE. ACTIVE LANGUAGE IS STRONG LANGUAGE. IT ADDS IMPACT. DON'T SAY: "I WAS RESPONSIBLE FOR PRODUCING REPORTS FOR THE DEPARTMENT". INSTEAD SAY: "I MANAGED THE PRODUCTION OF ALL REPORTS FOR THE DEPARTMENT".

5

FOCUS ON YOUR SKILLS AND ACHIEVEMENTS. INCLUDE BULLET POINTS OR SHORT POWERFUL SENTENCES TO HIGHLIGHT YOUR EXPERTISE AND ACHIEVEMENTS.

6

BE CONSISTENT. IF YOU HAVE MORE THAN ONE PROFILE ONLINE OR A PROFILE AND A PERSONAL/PROFESSIONAL WEBSITE MAKE SURE THE CONTENT MATCHES AND IS UP-TO-DATE ON BOTH.

7

INCLUDE LINKS. LINK TO DETAILS OF YOUR PAST SUCCESSES OR EXAMPLES OF YOUR WORK IF THEY CAN BE FOUND ONLINE. YOU COULD ALSO LINK TO PROFESSIONAL GROUPS THAT YOU'RE INVOLVED WITH. SELF-MARKETING CAN BOOST YOUR PERSONAL BRAND.

8

UPLOAD YOUR CV. YOUR SEEK PROFILE ALLOWS YOU TO UPLOAD A RESUME. THIS SAVES EMPLOYERS ASKING FOR IT AND TAKES YOU ONE STEP CLOSER TO GETTING THE JOB. A GOOD PROFESSIONAL IMAGE IS ESSENTIAL, SAYS MCNEILL.



ALL ACTIVE JOB SEEKERS AND THOSE WHO WOULD SWITCH JOBS FOR THE RIGHT OPPORTUNITY NEED TO HAVE AN ONLINE PROFILE, OUTLINING THEIR SKILLS AND EXPERIENCE. IT'S A 21ST-CENTURY ESSENTIAL AND REALLY CAN BE THE TICKET TO YOUR NEXT JOB.



IT'S LIKELY THAT YOUR ONLINE PRESENCE IS BECOMING PART OF YOUR WRITTEN RESUME. SO DO IT NOW. IT ONLY TAKES A FEW MINUTES TO GET YOUR BASIC PROFILE UP AND RUNNING.

THE MORE EFFORT YOU PUT INTO YOUR SEEK PROFILE, THE MORE YOU'LL GET OUT.