

Professional Profile for CV and 'Business Card'

Kate Daubney

PhD & Post-Doc Careers Adviser



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Who am I?

- Important to have clear ways to describe yourself both in a CV and in person
- 'I am a PhD student' is not always the best place to start
- If you have good professional experience use it to frame what you offer
- Then use that frame in social and CV contexts to sell yourself

Step 1: Self-Audit

- Looking at your CV, list your skills and your areas of expertise
- E.g.:
 - Writing, researching, presenting ideas, comparative evaluation, liaising with people from different organisations...
 - Health policy, Africa, children...
- The list doesn't have to be tidy at this stage

Step 2: Grouping your skills

- Group your skills into broader categories to summarise your strengths, e.g.:
 - Communication (writing, teaching, speaking, presenting)
 - Research (archival/evidence, interviewing, fieldwork)
 - Project Development...
 - Analysis....
 - and so on...

Step 3: Choose your top 3

- You can't cover everything in a professional profile, so pick the 3 areas that reflect best your strengths *and* your interests
- You don't want to present yourself as good at something you don't want to end up doing or being known for

Step 4: Area of Expertise

- Returning to the self-audit, look at your areas of expertise
- This is the context in which most of your experience (academic and work) lie
- Again, promote what you are passionate and knowledgeable about

Step 5: Finished Profile

- Bring Step 3 and Step 4 together
- Look at the business cards on the following slides
- The idea is to have 3 or 4 skills fields and 1 area of expertise
- That will frame how you talk about yourself on paper and in person
- Use this outline for business cards, email signatures, and CVs

Business Card

- Here the list is simplified to just the skills words and the expertise line

Your Name

Skill 1, Skill 2, Skill 3

Areas of Expertise

Business Card (1)

Dr Kate Daubney

Writing Research Education

Music in film and popular culture

Business Card (2)

Kate Daubney

Training design & delivery

Professional development in Higher Education

Business Card (3)

Dr Elsie Graduate

Fundraising - Budget management
- Programme delivery -
HIV/AIDS in West Africa

CV Professional Profile

- Sometimes it helps to open your CV with a summary of what you offer (forward looking), instead of a list of what you've done (backward looking)
- This is Step 5
- Important to give EVIDENCE here of your abilities without giving too much detail

Adding Evidence

- Each entry in 'Work Experience' will give the specific outcomes for those jobs
- The point here is to summarise common themes and achievements across your whole profile
- 3 bullet points of detail is optimum (not too many, not too few)
- The example on the next page is incomplete due to space, but indicative

Skills Profile

Communications Specialist

- Write reports, speeches, press releases for wide range of audiences
- Experienced spokesman and media liaison...

Fundraiser

- Experienced fundraising strategy developer...

Programme Manager

- Directed outreach programmes for small NGO with international offices
- Designed and implemented programmes with external accountability...

HIV/AIDS, Health and Development

- Principal expertise drawn from extensive professional experience in Africa
- Practitioner and researcher...