

A professional profile

Learn how to write a professional profile.

Before reading

Do the preparation task first. Then read the text and tips and do the exercises.

Preparation task

Match the definitions (a–f) with the vocabulary (1–6).

Vocabulary

1. brand loyalty
2. brand awareness
3. sector
4. a proven track record
5. to drive engagement
6. strategic

Definition

- a. evidence of all the successes you have had in the past
- b. customers' habit of always buying the same product from the same company
- c. to encourage people to be interested
- d. how much customers know about a product
- e. helping to achieve a plan
- f. an area of economic or professional activity

Reading text: A professional profile

David Beddingfield

Digital Marketing Manager

Summary

Over the past six years I have held various roles in the field of digital marketing and communication and currently lead a small team in the Fast-Moving Consumer Goods (FMCG) sector. I have a proven track record of planning and implementing successful digital marketing campaigns across a range of channels.

Experience

Digital Marketing Manager

Krunch Ltd
Jan 2017 – Present

My role involves strategic focus on all areas of digital marketing within the company and working closely with the main marketing and communications teams. I design and lead all our digital marketing campaigns.

Digital Marketing Executive

Krunch Ltd
June 2014 – Dec 2016

I was responsible for overall social media strategy. I worked on many campaigns to drive engagement with the customers of our breakfast cereals and bars to build brand loyalty. I also led on three key product launches.

Digital Marketing Assistant

Food2Grab Ltd
Sept 2013 – May 2014

In this role I developed my existing knowledge and skills in the fields of social media and consumer goods. I supported the design of multi-channel marketing campaigns to promote brand awareness of our healthy snack range.

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Tips

1. Your online profile needs to be concise, engaging and convincing.
2. State a clear title/role under your name.
3. Your summary should be in short paragraphs.
4. Think about who you want to read your profile and write in an appropriate style for them.
5. Add links to examples of your work if you have them.
6. Check it carefully and get feedback from a friend or colleague.

Tasks**Task 1**

Are the sentences true or false?

	Answer	
1. David Beddingfield specialises in marketing products via the internet.	True	False
2. David manages people.	True	False
3. He joined Krunch Ltd in 2017.	True	False
4. He is responsible for creating new digital marketing campaigns.	True	False
5. The objective of the breakfast cereal and bars campaign was to tell people about the new product.	True	False
6. The objective of the healthy snack range campaigns was to make sure people knew about the product.	True	False

Task 2

Circle the best verb to complete each sentence.

1. Over the past 18 months, I have ____ different roles across the telecommunications sector.
 - a. done
 - b. held
 - c. worked
2. I have a proven ability to ____ strong relationships with customers and key stakeholders.
 - a. meet
 - b. support
 - c. build
3. I ____ project teams from other departments.
 - a. worked
 - b. supported
 - c. produced
4. During this role I ____ specialist knowledge and skills in the area.
 - a. developed
 - b. supported
 - c. made
5. I was responsible for ____ marketing campaigns.
 - a. creating
 - b. performing
 - c. drawing
6. I worked with the communications team to ____ customer engagement with our brand.
 - a. make
 - b. drive
 - c. force
7. I designed campaigns to ____ brand loyalty among customers.
 - a. make
 - b. do
 - c. build
8. The first objective was to ____ brand awareness for the new range of healthy snacks.
 - a. work
 - b. recommend
 - c. promote

Task 3

Complete the sentences with words from the box.

have	am	an	with	to	of
for	for	In	in	on	on

1. I currently editor and team leader for Chestnut Books.
2. Over the past four years I held various roles the field of publishing.
3. I'm currently responsible managing book projects from initiation to completion.
4. My role involves strategic focus new books for children and teens, working closely the editorial team.
5. In my previous role, I worked several non-fiction books adult readers and developed my knowledge marketing.
6. my current role, I have also organised two book launches with authors promote their new books.

Discussion

Do you have an online profile? Which other tips for profile writing can you share?

Answers

Preparation task

1. b
2. d
3. f
4. a
5. c
6. e

Task 1

1. True
2. True
3. False
4. True
5. False
6. True

Task 2

1. b
2. c
3. b
4. a
5. a
6. b
7. c
8. c

Task 3

1. am | an
2. have | in
3. for
4. on | with
5. on | for | of
6. In | to