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**PROFILE**

Write this section last. Trust me – it will be easier and faster once you’ve written your achievements.

Resist the temptation to use cliches (e.g., hard-working, innovative, dynamic, team player, motivated, detail-oriented, strong work ethic, extensive experience, self-starter). Those are boilerplate statements. You might as well declare that you “have a pulse”.

Instead, focus on your track record. Have you delivered projects before deadlines? Great. What did that mean for the business (e.g., $X in cost savings). Have you negotiated deals skillfully? Great. What did you deliver (e.g., X% more supply chain flexibility). Have you led teams? Great. What have they achieved (e.g., expansion into X new markets).

Don’t forget to focus on your human side. What beliefs and values do you bring to the table, and how do they colour your approach to work? How do your colleagues describe you?

For example, are you a dog-with-a-bone salesperson who gets a rush from exceeding targets? Or are you successful at negotiating partnerships because you believe that all wealth comes from long-term deals? Perhaps you’re known for staying cool under intense pressure, and often act as the voice of reason in chaotic situations?

**KEY ASSETS**

Treat this section as a snapshot of your biggest achievements. Lead each sentence with a power verb (e.g., “built”). Follow up by quantifying your impact and providing business context. For example, “a sales team of three that increased net sales by $2M in just 6 months – during the economic downturn of 2024”. Here are some power verbs to help you:

* Built a…
* Oversaw a turnaround of…
* Increased net sales...
* Identified an opportunity that...
* Developed relationships with...
* Resolved tension between...
* Rebuilt confidence in...

**PROFESSIONAL Experience**

YOUR POSITION JUNE 2022 – PRESENT

*Company Name*

Explain your mandate in 2-3 sentences here. Why were you hired? What was the business context? (e.g., “Promoted to steer the digital marketing team through a period of volatility…”)

Explain your responsibilities in either 2-3 paragraphs or 4-6 bullets. What were you responsible for? (e.g., “Oversaw the 300,000 marketing budget. Owned the CRM and all of company’s web assets”.)

**ACHIEVEMENTS**

* Write your first achievement in 1-2 sentences, using ARTA, COSR or STAR method. See here for instructions - https://arielle.com.au/how-to-write-highly-persuasive-resume-achievements/.
* Write your second achievement.
* Write your third achievement.
* Write your fourth achievement.

YOUR POSITION MARCH 2009 – JUNE 2010

*Company Name*

Explain your mandate in 2-3 sentences here. Why were you hired? What was the business context? (e.g., “Promoted to steer the digital marketing team through a period of volatility…”)

Explain your responsibilities in either 2-3 paragraphs or 4-6 bullets. What were you responsible for? (e.g., “Oversaw the 300,000 marketing budget. Owned the CRM and all of company’s web assets”.)

**ACHIEVEMENTS**

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* Write your third achievement.
* Write your fourth achievement.

YOUR POSITION APRIL 2011 – JUNE 2018

*Company Name*

Explain your mandate in 2-3 sentences here. Why were you hired? What was the business context? (e.g., “Promoted to steer the digital marketing team through a period of volatility…”)

Explain your responsibilities in either 2-3 paragraphs or 4-6 bullets. What were you responsible for? (e.g., “Oversaw the 300,000 marketing budget. Owned the CRM and all of company’s web assets”.)

**ACHIEVEMENTS**

* Write your first achievement in 1-2 sentences, using ARTA, COSR or STAR method. See here for instructions - https://arielle.com.au/how-to-write-highly-persuasive-resume-achievements/.
* Write your second achievement.
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* Write your fourth achievement.

**EARLIER ROLES**

**Your Position** **MAY 2007 – APRIL 2009**

*Company Name*

**Your Position** **APRIL 2009 – DECEMBER 2010**

*Company Name*

**CERTIFICATIONS & QUALIFICATIONS**

**Certification or Degree** **2007**

*Institution Name Institution Location*

**Certification or Degree** **2001**

*Institution Name Institution Location*

**PROFESSIONAL CONTRIBUTIONS**

* Frequent panel contributor at…
* Speaker at…
* Invited to…

**REFERENCES PROVIDED UPON REQUEST**