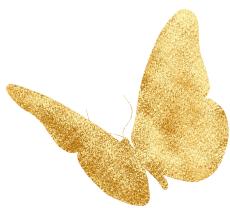# Dream FORWARD University

Bio Crafting Worksheet

Bio Crafting Worksheet

Introduction:
A professional bio is a brief summary of your career, skills, and achievements. It serves as a personal marketing tool, highlighting your unique qualities and professional journey. Crafting both a long and short bio allows you to tailor your introduction to different audiences and contexts.

Step 1: Review Your Resume
Highlight Key Points:

Identify the most important elements of your resume, such as your most significant positions, accomplishments, skills, and education.
Choose Relevant Information:

Select details most relevant to the audience you are writing the bio to.

Bio Crafting Worksheet

Step 2: Crafting the Long Bio

A long bio is typically one to two paragraphs and provides a detailed overview of your career.

Start with a Strong Opening:
Introduce yourself with your full name and current professional title.
Mention your current role and the organization you work for.

Example Opening:
"Jane Doe is a Senior Marketing Manager at XYZ Corporation, where she leads the strategic planning and execution of marketing campaigns."

Bio Crafting Worksheet

Summarize Your Career Path:
Provide a brief overview of your professional journey, highlighting key roles and transitions.

Example:
"With over a decade of experience in the marketing industry, Jane has held various positions ranging from Marketing Coordinator to Senior Marketing Manager. She has worked with notable companies such as ABC Corp and DEF Inc., where she developed a passion for digital marketing and brand strategy."

Bio Crafting Worksheet

Highlight Key Achievements:
Include significant accomplishments and contributions in your career.

Example:
"Jane spearheaded the launch of a major product campaign that resulted in a 20% increase in sales and received the 'Marketer of the Year' award in 2022."

Bio Crafting Worksheet

Discuss Skills and Expertise:
Mention specific skills and areas of expertise that are relevant to your profession.

Example:
"Her expertise includes digital marketing, content creation, social media strategy, and data analytics."

Bio Crafting Worksheet

Conclude with Personal Touch:
Add a personal note or mention any relevant volunteer work or hobbies.

Example:
"Outside of work, Jane is an avid traveler and volunteers with local animal shelters."

Bio Crafting Worksheet

Step 3: Crafting the Short Bio

A short bio is typically one to two sentences and provides a concise summary of your professional background.

Introduce Yourself:
Start with your full name and current role.

Example:

"Jane Doe is a Senior Marketing Manager at XYZ Corporation.

Bio Crafting Worksheet

Conclude with a Personal Touch (optional):
If space allows, add a personal note.

Example:
"Outside of work, Jane enjoys traveling and volunteering at animal shelters.

Bio Crafting Worksheet

Step 4: Review and Refine

Check for Clarity and Brevity:

Ensure your bios are clear and concise.

Avoid jargon and overly complex sentences.

Align with Professional Goals:

Make sure your bios reflect your current professional goals and the image you want to project.

Seek Feedback:

Share your bios with peers, mentors, or instructors for feedback and make any necessary adjustments.

Bio Crafting Worksheet

Example Long Bio:

"Jane Doe is a Senior Marketing Manager at XYZ Corporation, where she leads the strategic planning and execution of marketing campaigns. With over a decade of experience in the marketing industry, Jane has held various positions ranging from Marketing Coordinator to Senior Marketing Manager. She has worked with notable companies such as ABC Corp and DEF Inc., where she developed a passion for digital marketing and brand strategy. Jane spearheaded the launch of a major product campaign that resulted in a 20% increase in sales and received the 'Marketer of the Year' award in 2022. Her expertise includes digital marketing, content creation, social media strategy, and data analytics. Outside of work, Jane is an avid traveler and volunteers with local animal shelters."

Example Short Bio:

"Jane Doe is a Senior Marketing Manager at XYZ Corporation. She has over ten years of experience in digital marketing and was awarded 'Marketer of the Year' in 2022. Outside of work, Jane enjoys traveling and volunteering at animal shelters."

Bio Crafting Worksheet