

How to write a short yet engaging bio

A short professional biography is a good idea in marketing your career. Here is a basic guide on how to write a short and attractive professional biography.

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As you advance in your career, there may come a time when someone wants you to provide them with a professional biography. Maybe your boss wants something to be included on the company website, or maybe you need to write a blurb about your greatest achievements for a social media page.

Whatever the reason, it's always a good idea to have one ready. However, many people have a lot of questions about writing a short professional bio, including:

1. What is a biography?
2. How to write a short biography?
3. Which voice should be used in a short biography – first person or third person?
4. What is the format of a short biography?
5. What is a good biography example?

Let's find the answer together!

What is a short biography?

Have you ever heard the term 'summary'? Well, that's what a bio is. A bio is usually about 200 words that describes who you are, what you do, what you've accomplished, and what your goals are. If you think that's a lot to write about in a few hundred words, you're right.

This isn't the time to go on and on about everything you've ever done. Since the purpose of a short professional bio is to introduce yourself to whoever is reading it, it's best to just cover the main points.

Think about what you would say if someone asked you the following questions:

1. What do you do?
2. How long have you been doing that job?
3. What do you like most about that job?
4. Have you ever won an award?
5. Why do you want to continue doing what you are doing?

The answers to those questions will help you build your bio, although you may have to cut back on words to keep it within the required word count. Always remember KISS (Keep it Short and Simple).



How to Write a Short Professional Bio

Just like a resume, a short professional biography should contain key details. They should also appear in a predictable order.

1. Current job title and name
2. Professional philosophy
3. Some of the best skills
4. Career Achievements
5. The goals you aim for in the future

You can also include things like a link to your online portfolio or contact information, depending on where your bio will be used. For example, if you're adding a short professional bio to a website that already has contact information, you don't need to include that information in your bio.

Examples of how to write a short biography

Current job title and name

1. **Third Person:** Janet Plunder is the Head of Marketing at We Are Creatives, Inc.
2. **First Person:** My name is Jeff Safeport and I am the Network Manager for BitBytes.

Professional philosophy

1. **Third Person:** She is known for her leadership integrity, fostering a collaborative environment, and constantly seeking innovative solutions that drive success.
2. **First Person:** I am committed to prioritizing customer satisfaction. Additionally, by embracing the idea of lifelong learning, I strive for excellence in every project I undertake.

Your skills and qualifications

1. **Third Person:** Jane is known for creating digital marketing strategies, with a particular focus on SEO and content marketing. She has a proven track record of increasing online visibility, brand recognition, and consumer engagement for countless global branded companies.
2. **1st Person:** One of my strengths is the ability to streamline processes in a way that improves productivity across international teams. I do this through full lifecycle project management and in-depth data analysis.



Leave a lasting mark

No matter what informational or professional document you are writing, the goal is always to leave a lasting impression. That is true even for a short professional biography. It may only be a few hundred words long, but those words matter. **Keep it short, relevant, and engaging, and bright doors will open to propel you on your career journey .**

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