Resume Objectives vs. Resume Profile

Adapted from two articles by Alison Doyle
1. Sample Resume Objectives http://jobsearch.about.com/od/sampleresumes/a/sampleobjective.htm
2. Resume Profile vs. Resume Objective http://jobsearch.about.com/od/resumes/a/resume-profile.htm

Stating an objective can convince employers that you know what you want to do and are familiar with the field…

The more specific your resume objective is the better chance you have of being considered for the job.

Sample Resume Objective Statements

- Obtain a position at XYZ Company where I can maximize my management skills, quality assurance, program development, and training experience.
- Account executive trainee at ABCD advertising agency.
- Position as clinical practice assistant for health maintenance organization utilizing writing, research, and leadership skills.
- Create integrated strategies to develop and expand existing customer sales, brand/product evolution, and media endorsement.
- Management position where I can effectively utilize my expertise in human relations, project management, and staff recruitment and retention.
- Search engine optimization position where I can use my SEO skills and experience to increase site traffic and search engine placement.

A resume profile is a brief summary of an applicant's skills, experiences, and goals as they relate to a specific job opening. While a resume objective states the type of position you are seeking.

Essentially, a profile is a very condensed version of a cover letter. A resume profile is also referred to as career summary, personal profile statement, profile statement, resume summary, and summary of qualifications. All refer to profiling your key qualifications for the job on your resume.

Benefits of Using a Profile

…even if employers only reads your profile (located directly beneath your heading and contact information), they will still have a clear idea of your unique qualifications.

Resume Profile vs. Resume Objective

Stating an objective on your resume is a way to convince employers that you know what you want in a job, while a profile explains what you have to offer the employer and can help sell your candidacy.

For example, while an objective might state, "Experienced English teacher seeking position at independent school," a profile might state, "English teacher with ten years of experience in independent school systems. Success in developing creative teaching strategies to achieve passing grade levels on statewide exams."

Unlike the objective, the profile answers the question, "What can this applicant offer the employer?"

Tips for Writing a Resume Profile

Keep Your Profile Concise. A resume profile should be between one and four (brief) sentences long. You can write your profile as a short paragraph or in bullet form.

Focus on the Job Listing. In your profile, only include the skills and qualifications that relate to the specific job for which you are applying. A profile is particularly helpful if you have work history that is unrelated to your current career goals – it allows you to highlight only your most relevant experience.

Focus on the Future. A profile serves to show what you have to offer an employer – what you will do for the company in the future. Look at the job listing for insights into what the company is looking for in an employee. In your profile, explain how you will meet the company's expectations. Does a sales director position require someone who can improve the company's sales record? Your profile may state you are an "Accomplished sales director with success in developing strategies that have generated 6- and 7-figure revenue growth." Explain what you have done as a way of showing the hiring manager what you will do in the future.

Location Matters. It's important that your resume objective is listed where an employer can see it when they first review your resume, so list your profile at the top of the page, above your work history.

Resume Profile Examples
It's always helpful to review samples to get ideas for your own resume. Here are samples of resume profiles for a variety of job openings.