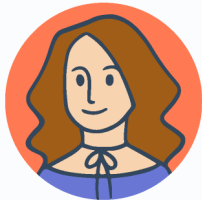
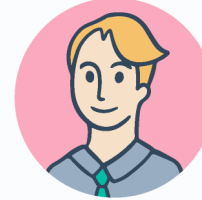




30 Professional Bio Examples











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The importance of an up-to-date bio and closing thoughts

Introduction

Your professional bio serves as an introduction to you – your experience, your strengths, and your interests.

It's an important piece of personal branding real estate that can help you catch the interest of a recruiter, earn a speaking gig, land a guest blogging opportunity, gain admission to a program, or prompt other career wins.

Whether you have 40 years of experience or you're fresh out of college, writing a professional bio helps you build credibility and establish your personal brand. Unfortunately, writing an impactful professional bio isn't an exact science.

That's why we've come up with a handful of guiding principles and customizable bio templates designed to help walk you through the process.

Once you've reviewed them, get started on writing your own personal bio. Remember, we've included customizable templates with this download, so if you're looking for interactive examples, head over to the Google Doc included in your download.

[Or, Click Here to Access the Templates Now](#)



6 Tips for Creating an Impressive Professional Bio

1. Don't limit yourself to one bio.

Before you get started, it's important that you ask yourself: Why am I creating this bio? Where will it be featured? Who is going to read it?

Contrary to popular belief, there's no one-size-fits-all approach to writing a professional bio. In fact, the length of your bio, as well as the skills you choose to include or omit, should be determined by the reason for creating your bio in the first place.

Let's walk through an example from author and marketer Ann Handley to demonstrate how a standard bio can be adapted to meet different needs.



Ann Handley

Chief Content Officer, MarketingProfs



Description: Ann Handley is a veteran of creating and managing digital content to build relationships for organizations and individuals. She's the author of the Wall Street Journal bestseller *Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content* (September 2014, Wiley) and co-author of the best-selling book on content marketing, *Content Rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business* (2011, Wiley). She is the Chief Content Officer of MarketingProfs; a LinkedIn Influencer; a keynote speaker, mom, and writer.

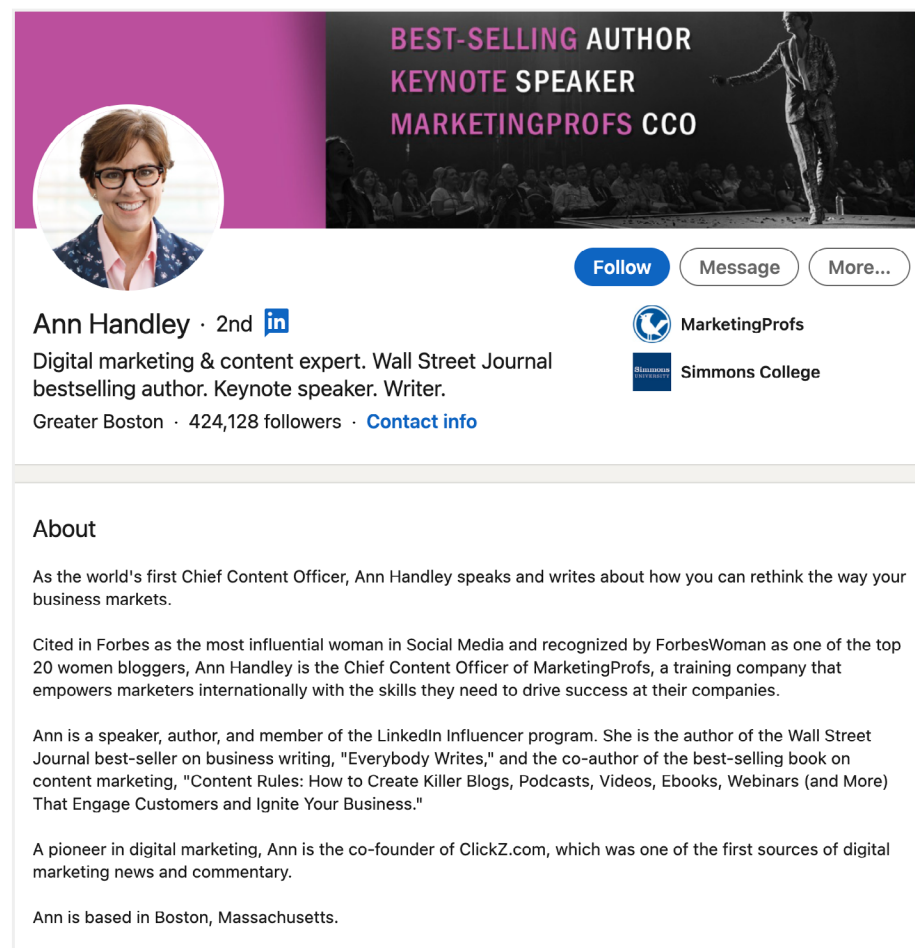
Short but informative. This speaker bio highlights some of Handley's most impressive accomplishments – from her bestseller status to her keynote speaker experience. Sounds like someone you'd like to hear speak, right?

Speaker Bio



This abbreviated version of Handley's bio is perfect for Twitter – covering all the essentials without the fluff.

Twitter Bio



Here's where a longer version of Handley's bio comes into play. On a professional platform like LinkedIn, it makes sense to touch on her public recognition, previous employment, and examples of the work she has done in greater detail.

LinkedIn Summary

2. Explain how you got to where you are.

At the end of the day, your professional bio should aim to tell your unique story. Think of this story as your differentiating factor – the thing that sets you apart from all of the other "Marketing Managers" or "Account Executives."

By tracing your current role back to where you started, you begin to reveal the critical experiences that shaped your current strengths, weaknesses, and perspective.

When looking for past experiences or jobs to reference, remember the importance of context. How can you connect your roots to the work you did yesterday?

The goal isn't to take a long, boring trip down memory lane. Instead, you should aim to identify early accomplishments that contributed to your current expertise in any given area.

3. Give away something personal.

Despite the rise of chatbots, humans still want to collaborate with and learn from other humans. And what better way to highlight your living, breathing ability than to pull back the curtain on something personal – your hobbies, interests, side projects, etc.

Don't know which hobby or interest to feature? Think about something you've always enjoyed doing. Lara Galinsky, who previously ran workshops as a part of Echoing Green's Work on Purpose program, explains that drawing out your earliest interests can help you – as well as others – better understand your current personality and perspective.

"I ask them [Work on Purpose participants] to reflect back on a time when work and play were not always distinguishable," Galinsky told HBR when asked about the workshops she'd been running. "What were they drawn toward before they, their family or teachers started put boxes around their identity?"

When putting together your professional bio, ask yourself these same questions.

The extracurricular activities we take on – and stick with – throughout our lives can reveal a lot about our passions, patience, or level of dedication.

Those are the ones you want to feature in your bio.



4. Ask a coworker or manager for input.

As we mentioned before, writing about yourself can feel a bit, well, uncomfortable. And if you choose to write in the first person, this becomes especially apparent, which is why we recommend taking a third person stance when appropriate.

Regardless of the point of view you choose, finding the right words to describe yourself is much easier when you pull in an outside perspective for help. By collecting input from a coworker that you work closely with or a manager that you've been reporting to for a while, you'll uncover strengths or examples of your professional accomplishments that you may have otherwise glossed over.

If you know of a few people that need a bio refresh, ask them all if they'd like to collaborate as a group.

This exercise will help you gain a well-rounded view of yourself and the work that you put forth.

5. Don't start from scratch.

We've written enough blog posts, ebooks, and emails to know that, in most cases, nothing good comes from staring at a blank white screen.

Rather than opening up a document and waiting for your professional story to unfold before your eyes, start by gathering some inspiration.

Whether you turn to LinkedIn and pull up a few profiles of folks you admire or check out the back of a couple books you love, taking a look at how others are positioning their skills and abilities should help you gain the perspective you need to get started.

Then, once you have some context, start by putting together a list of your strengths, awards, recognition, favorite projects, and positions (both past and present). You'll be surprised how much easier it is to find the right words once you've done a bit of pre-work.



6. Focus on action verbs.

A big part of explaining who you are involves exploring and highlighting what you do. If you're going to refer to yourself as an expert or a specialist, you'll want to explain what work you've done in your industry to earn that title.

This is where action verbs come in.

- Don't say: "Bill Simmons is a social media expert."
- Say: "Bill Simmons is a social media expert with a proven track record of helping brands build a strong presence across a number of social platforms. Most recently, he created a strategy for BioTime that increased the brand's engagement on Twitter by 140%."
- Don't say: "Janessa Fritz is an experienced financial advisor."
- Say: "Janessa Fritz, an experienced financial advisor, is known for helping, educating, and supporting clients as they develop strategic investment plans for the future."

See the difference? Showing what you do is way more powerful than simply stating your title.



Professional Bio Examples

Speaker/Website Bios

If you've been selected to speak at an event, it's common that you'll be asked to submit a short bio. This bio will most likely be included in promotional efforts for the event, like social media posts or a dedicated landing page on the event organizer's site. Additionally, if the event has programs or brochures for the attendees it's likely your bio will be included.

Website bios are similar, you may be asked to provide a short bio for your company's website, on a team page, as a blog author, or other virtual events.

Try to keep your bio brief and between 75 - 150 words max. If the event host has more specific requirements, be sure to adhere to those as well.

First Person

I am a [Position title] at [Company name]. I've been working in [Industry/industries] for [X amount of time], and [Mention 1 or 2 key facts that directly relate to the event's topic].

I've been recognized for [Mention 1 notable achievement. This could be academic, something you've published, a successful project you spearheaded etc. A great way to stand out is to include specific data metrics or statistics that speak to your expertise].



Third Person

[Name] is a/an [Position title] at [Company name]. [Name] has been working in [Industry/industries] for [X amount of time], and [Mention 1 or 2 key facts that directly relate to the event's topic].

[Name] has been recognized for [Mention 1 notable achievement. This could be academic, something you've published, a successful project you spearheaded etc. A great way to stand out is to include specific data metrics or statistics that speak to your expertise]. Today, [he/she/they] is excited to share [his/her/their] thoughts on [Subject]. Please welcome [Name].



Bonus Tip:

If you have the word limit you can close the bio out with a personal slogan, mantra, or inspirational quote that you admire. Think of this as a personal brand play that will give the audience a brief phrase to keep in mind.


Speaker/Website Bio Examples

1. Carolyn Lyden

Carolyn's bio uses powerful words like "transformative," while also being short and sweet. It's enough to hook anyone looking for a speaker in her industry.

[Link to bio](#)

Making marketing events *a little more fun*



Looking for someone to spice up your next event or podcast?


You're looking for Carolyn.

I'm an educational & passionate speaker that gives transformative talks on SEO, digital marketing, entrepreneurship, + being a woman in a male-dominated industry.

Key Talks + Topics

My key talks range in topic from how to perform an SEO audit to creating a comprehensive SEO-focused content strategy. I also speak on how to negotiate your salary and how to navigate entrepreneurship.

[View Signature Topics](#)



2. Shu Nyatta

Shu's bio is data-driven and speaks highly to his impressive background, thus building his credibility and explaining why an audience would want to pay attention to him. His global experience also makes him a welcomed speaker to audiences of all makeups.

[Link to bio](#)



Shu Nyatta

Managing Partner, Softbank

Shu is a Managing Partner at SoftBank, co-leading SoftBank's new \$5B Latin America-focused technology growth fund and SoftBank's \$100M Opportunity Fund for Founders of Color. Before these roles, Shu was a founding member of SoftBank Group's Silicon Valley investment team, and subsequently the SoftBank Vision Fund. He has made investments spanning a variety of sectors including fintech, mobility, hospitality, media, semiconductors, software infrastructure, machine learning, genomics, robotics and autonomous driving, in the US, Europe, India, China and Latin America. Prior to joining SoftBank, Shu was an investment banker with JPMorgan, a consultant with McKinsey and a singer/songwriter. Shu received a BA from Harvard College, and an MSc. from Oxford University, where he was a Rhodes Scholar.

3. Bindi Karia

Bindi's detailed speaker bio tells her entire story – ranging from her “born and raised” roots to her expansive career in consulting, entrepreneurship, and finance. These facts serve to provide context for the stories and pieces of advice Bindi will share in her presentation(s), and her captivated audience will know these are not light suggestions, but rather methods that she has experienced first hand.

[Link to bio](#)



Bindi Karia

Innovation Expert and Advisor

Bindi is incredibly passionate about all things startup in Europe and connecting the dots between Investors, Founders, Corporates and Government, and as a result, has worked in and around technology startups for most of her career. As a Consultant (PwC Consulting), as a Corporate (Microsoft BizSpark /Ventures), as a Startup employee (Trayport), as an Advisor (Startup Europe, TechStars Startup Weekend, Tech London Advocates, European Innovation Council, WEF), as a Connector (GQ UK, the IoD and Evening Standard have all recognised this) and as their Banker (Silicon Valley Bank). She is deeply inspired by entrepreneurship, and is the founder of a Boutique Advisory Firm, bindi ventures, focused on advising and connecting across four core Innovation pillars (Corporate, Startup, VC Managing Partners, Government) for commercial success.

She currently sits on the Advisory Boards of seven startups, one Venture Debt fund, and is a Venture Partner at a large London VC fund. She also sits on Corporate Digital Advisory Boards (Centrica, Shop Direct), the Advisory Boards of European Innovation Council, Startup Europe, Tech London Advocates, Ambassador for Innovate Finance, Governor at the University of East London, and was recently appointed by World Economic Forum to their Digital Leaders of Europe Group.

Prior to that, she launched Silicon Valley Bank's early stage banking efforts in Europe, as well as driving the Bank's relationships with Corporate & Emerging VCs. Her passion for entrepreneurship was cemented as Venture Capital/Emerging Business lead at Microsoft UK. For five years, she launched and lead BizSpark (now know Microsoft Ventures/Accelerator) She focused on how Microsoft could drive success for early-stage technology companies, and partnered extensively with the UK Investor Community.

Bindi was born in the UK, raised in Canada, but calls London home.

4. Shelly Bell

Shelly's bio speaks to the impact she's brought to those with whom she has worked – particularly the women and founders that have been funded through her organizations. The recognition she has received from leading publications doesn't hurt either.

[Link to bio](#)

Career Clip

Shelly Bell is an ecosystem-builder, serial entrepreneur, and public speaker who has dedicated her career to empowering others, disrupting systems, and building inclusive communities. A computer scientist by training, she built a career path from K-12 educator to Founder and CEO of [Black Girl Ventures](#), a social enterprise that creates access to social capital and financial capital for Black and Brown woman-identifying founders. The organization has funded 76 women and brought 170 founders through its pipeline. Shelly Bell has been heralded as one of the leading voices in tech and entrepreneurship by [Entrepreneur Magazine](#) and [Adweek](#), and has been featured in [Forbes](#), [Crunchbase](#), [Essence Magazine](#), [Fast Company](#), and [AFRO](#), among other notable outlets.



5. Gabe Salazar

Gabe's bio captures the range of emotions he promises his audiences by explaining the lows of his life and the uplifting way in which he captures his story. He also calls out the audience reception of his speeches – encouraging venues who wish to inspire the same emotions to book him.

[Link to bio](#)



Meet Gabe Salazar

Gabe Salazar overcame obstacles of homelessness, hopelessness, and gang influence to become the first in his family to go to college. Now, he travels the world making teens laugh, and inspiring them with his message of hope and making smart choices. Gabe reminds teenagers that no one is born on accident. Everyone has a purpose, and he wants to help them figure out how to dream BIG.

After keynotes, gang members have turned in gang rags, kids have handed over weapons, and a teen mom planning to suicide changed her mind, saying she was filled with a renewed purpose to do great things in life for herself and her son.

Over 2 Million Students Reached

Named #1 Latino Speaker by *Popular Hispanics Magazine*

[BOOK GABE SALAZAR FOR YOUR NEXT EVENT](#)

6. Liz Plank

Liz's profile on her website matches her infectious personality on social media, and also highlights her impressive career. With her signature edge and ability to relate to her audience, her website is the perfect opportunity to give a quick snapshot to potential collaborators of what it's like to work with her.

[Link to bio](#)



LIZ PLANK

Liz is an [award-winning](#) journalist, author and the executive producer and host of several critically acclaimed digital series at [Vox Media](#) and [NBC News](#). She's the CEO of Liz Plank Productions and is a columnist for [MSNBC](#) and has been listed as one of [Forbes'](#) 30 Under 30, [Mediaite's](#) Most Influential in News Media, and [Marie Claire's](#) Most Powerful Women, and was named one of the World's Most Influential People in Gender Policy by [Apolitical](#). She's built a loyal following on numerous social media platforms, but her proudest accomplishment by far remains being blocked by the 45th president of the United States.

7. Rachel Cargle

Rachel is an author, speaker, lecturer, and activist, and her bio begins with her core mission and activist work. She highlights her social media following and includes a separate section on media appearances, a focus of her work.

[Link to bio](#)

8. Scott Belsky

Scott, Adobe's Chief Product Officer, is a creative professional with a long history in the industry, having co-founded Behance back in 2006. His bio is a bit longer, incorporating his creative vision, achievements, and mission in a third person format.

[Link to bio](#)



Rachel Cargle is an Akron, Ohio born public academic, writer, and lecturer. Her activist and academic work are rooted in providing intellectual discourse, tools, and resources that explore the intersection of race and womanhood. Her social media platforms engage a community of over 1.8 million through which Rachel guides conversations, encourages critical thinking and nurtures meaningful engagement with people all over the world. Her upcoming book, *I Don't Want Your Love and Light with The Dial Press/Penguin Random House*, is an examination of feminism through the lens of race and how we are in relationship with ourselves and one another.

[FIND OUT MORE](#)

MEDIA

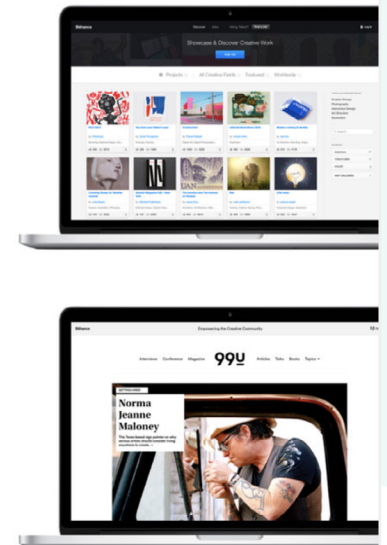
In addition to her talk on the TEDx stage, and her appearance on Red Table Talk, her public lecture *Unpacking White Feminism* has been featured on campuses around the country including American University, Yale and Harvard. Along with a monthly column on HarpersBazar.com, her work has been featured in The Washington Post, Glamour Magazine, PopSugar, Afropunk, Essence, Huffington Post, and Refinery 29.

[FIND OUT MORE](#)

Scott Belsky is an executive, entrepreneur, author, and investor (and all-around product obsessive). He currently serves as Adobe's Chief Product Officer and Executive Vice President, Creative Cloud. Scott's passion is to make the creative world more productive, connected, and adaptive to new technologies. Scott co-founded Behance in 2006, and served as CEO until Adobe acquired Behance in 2012. Millions of people use Behance to display their portfolios, as well as track and find top talent across the creative industries. After Behance's acquisition, Scott helped reboot Adobe's mobile product strategy and led Behance until 2016, when he spent a few years as an investor and advisor to multiple businesses.

Alongside his role at Adobe, Scott actively advises and invests in businesses that cross the intersection of technology and design - and help empower people. He works closely with a number of venture capital firms including Benchmark and Homebrew, and is an early advisor and investor in Pinterest, Uber, sweetgreen, Carta, Cheddar, Flexport, Airtable, and Periscope (now part of Twitter) as well as several others in the early stages.

Over the years, Scott has pursued other projects to help organize and empower the careers of creative people. These include 99U, Behance's think tank and annual conference devoted to execution in the creative world; and a popular line of organizational paper products that help organize creative people and teams.



9. Janet Mock

Janet is a speaker, author, and advocate. Her bio highlights her entertainment career as a producer as well as her milestone achievements (like being the first trans person to sign a production pact with a huge studio), making it informative and inspirational.

[Link to bio](#)



About Janet Mock

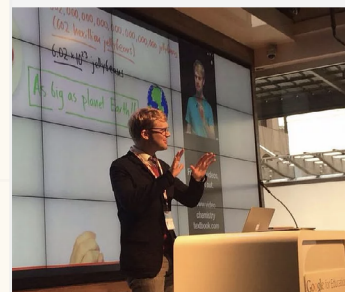
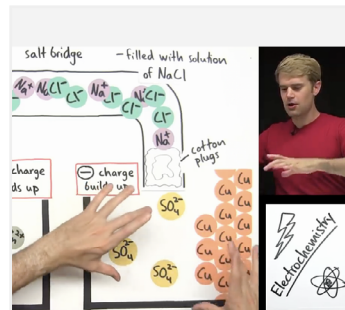
Janet Mock is a writer, director and executive producer for the FX drama series *POSE* and the Netflix limited series *HOLLYWOOD* and *MONSTER*. She's also the New York Times bestselling author of two memoirs, *Redefining Realness* (2014) and *Surpassing Certainty* (2017) about her journey as a trans woman.

In 2019, Mock signed a historic deal with Netflix, making her the first trans person to sign a production pact with a major studio. With her partnership with the streamer, Janet will create and produce her own television projects. That same year, she received Harvard University's Artist of the Year Award and was named one of The Hollywood Reporter's "Women in Entertainment Power 100" and included on Vanity Fair's "New Establishment" list. She has also been named one of TIME's 100 most influential people. She has written for *The New Yorker*, *The New York Times* and *Marie Claire*, and has appeared on the covers of *Entertainment Weekly*, *British VOGUE*, *Marie Claire* and the *Hollywood Reporter*.

10. Tyler DeWitt

We love how Tyler, an education and technology advocate, includes a short and long version of his bio. He calls out partnerships he's had with Google and provides a comprehensive breakdown of how he got to where he is.

[Link to bio](#)



The Short Version

I work at the intersection of science, technology, and education. I spend pretty much every day thinking about how we can use technology to make education more engaging and accessible. I'm the creator of one of the most popular instructional channels on YouTube, and I am the video author for the newly released textbook "*Interactive General Chemistry*," published by Macmillan Learning. In partnership with Google and XVIVO Scientific Animation, I created a [virtual reality tour through a human cell](#). I previously served as Teaching and Learning Lead at *Socratic*. I'm currently the Executive Director of Innovation at *Virtuosi VR*, where I work to bring VR and other advanced learning technologies to pharmaceutical organizations, particularly those manufacturing cell and gene therapies. I'm a frequent speaker and consultant on technology and the future of education. I have an Sc.B in Biology from Brown University, and a Ph.D. in Microbiology from MIT.

The Long Version

It's always frustrated me that education—particularly science education—is incredibly painful and disengaging for so many learners. I'm a fervent believer that new technologies and digital content, meticulously built and thoughtfully deployed, are our best bets for creating accessible educational experiences that scale. I'm particularly passionate about bringing the highest quality education to students outside of the selective "ivory towers." In academia, that's about considering the often-forgotten needs of, say, a struggling single dad returning to community college part-time to start a nursing degree. And in the business world, it's about seeing how brilliant workforce education, instead of mind-numbing training, can

11. Lorenzo García-Amaya

Lorenzo, a linguist and speaker based at the University of Michigan, includes his current research, interests, and a link to a recent project. By including specifics on his research, his bio helps other researchers better evaluate him for partnerships.

[Link to bio](#)



The screenshot shows a professional bio page for Lorenzo García-Amaya. On the left is a blue sidebar with a circular profile picture of a man and a list of categories: PUBLICATIONS, RESEARCH PROJECTS, PUBLIC SCHOLARSHIP, TEACHING, STUDY ABROAD, CV, SPEECH, and PRODUCTION LAB. The main content area has a background image of a historic building. It features the name 'LORENZO GARCÍA-AMAYA' in large blue and black letters, followed by his affiliation: 'DEPARTMENT OF ROMANCE LANGUAGES AND LITERATURES · UNIVERSITY OF MICHIGAN' and 'MODERN LANGUAGES BUILDING · 812 E. WASHINGTON STREET, ANN ARBOR, MI 47405'. Below this is his email 'LGARCIAA@UMICH.EDU'. The bio text describes his work in linguistics and mentions a project titled 'From Africa to Patagonia: Voices of displacement'.

12. Angela Francis

Angela's bio is an example of a third person speaker and professional bio from her website. Her bio takes information that could be on her resume and incorporates personal details, telling the reader her story from her perspective.

[Link to bio](#)



The screenshot shows a professional bio page for Angela Francis. At the top, the name 'ANGELA FRANCIS' is in large grey letters, with 'ACTRESS · SAG · AFTRA' below it. A navigation bar includes links for HOME, BIO, REEL, VOICEOVER, and CONTACT. The 'BIO' link is active. On the left is a portrait photo of a smiling woman with long dark hair. To the right of the photo, the section is titled 'ANGELA FRANCIS' in bold. The bio text describes her background in New Mexico, her education at the University of California, Irvine, her experience with Comedia del Arte, and her professional acting career.

LinkedIn Bio Templates and Examples

Your LinkedIn bio is the perfect place to include the more specific details of your professional experiences. Your bio will be shared in the “About” section of your profile. The final word count can vary, but you’re free to use a maximum of 2,600 characters.

In addition to the standard background information on your professional experience, include some of your most notable accomplishments, or share a link to a stellar presentation or blog post you created.

If you choose to go for a longer form bio, make sure to keep it interesting so your readers are engaged. Lastly, if you’re open to growing your LinkedIn network, encourage people to connect with you.



First Person

My name is [Name] and I am a [Include you main position title and company name, and any additional titles you feel are applicable to your role and skill set].

I have [X years of experience] working in [Industry/industries]. During my time in [Industry] I have [Learned, accomplished, excelled at, etc.] [List your most notable accomplishments, lessons, projects etc].

I'm an expert on [Clearly define your expertise] and have been recognized through [list awards, certifications, industry standard trainings, etc.].

I [Know/believe] [List your core values that explain why you do what you do, and share that with your reader].

In my downtime, I enjoy [List a few of your favorite hobbies]. If you're interested in speaking with me about [Industry and/or expertise] please send me a brief message and connect with me.

Third Person

[Name] is a/an [Include you main position title and company name, and any additional titles you feel are applicable to your role and skill set].

She/He/They has [X years of experience] working in [Industry/industries]. During [Name's] time in [Industry] she/he/they have [Learned, accomplished, excelled at, etc.] [List your most notable accomplishments, lessons, projects etc].

[Name] is an expert on [Clearly define your expertise] and has been recognized through [list awards, certifications, industry standard training, etc.].

She/He/They [Knows/believes] [List your core values that explain why you do what you do, and share that with your reader].

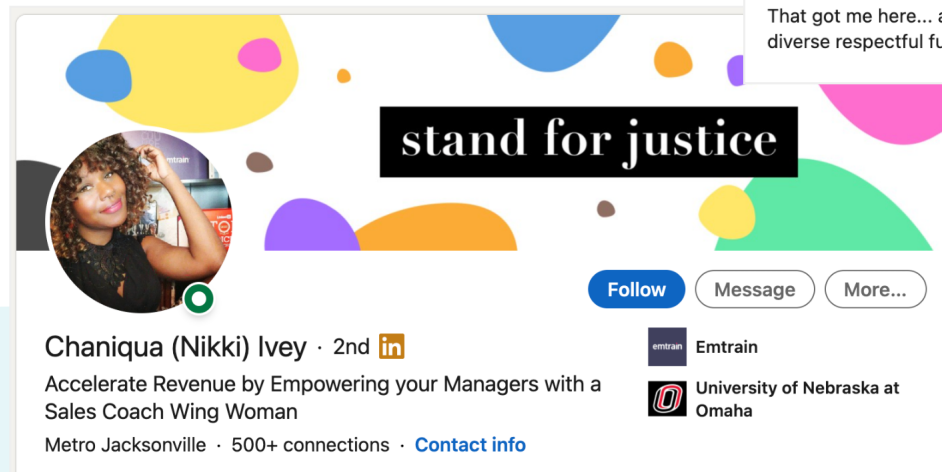
In [Name's] downtime she/he/they enjoy/s [List a few of your favorite hobbies]. If you're interested in speaking with [Name] about [Industry and/or expertise] please send a brief message and connect with her/him/them.

LinkedIn Bio Examples


1. Chaniqua (Nikki) Ivey

Nikki's bio mixes upbeat, personal facts with an overview of her areas of professional expertise. Additionally, she calls out appropriate LinkedIn-related recognitions in the beginning of her bio.

[Link to bio](#)




stand for justice


Chaniqua (Nikki) Ivey · 2nd 

Accelerate Revenue by Empowering your Managers with a Sales Coach Wing Woman

Metro Jacksonville · 500+ connections · [Contact info](#)

[Follow](#) [Message](#) [More...](#)

 Emtrain

 University of Nebraska at Omaha

About

Nikki is an award winning B2B Revenue Growth Leader and Sales Culture SME. This one woman demand-gen engine was recently recognized as a 2020 LinkedIn Top Sales Voice, and Sales Success Summit Top 100 LinkedIn Sales Star. She's hosted and appeared on hundreds of industry webinars, podcasts and blogs around improving rev growth strategy at SaaS companies .Over the last decade, Nikki has built multiple sales development programs from the ground up, generating millions in pipeline for Startups. Clients rave about Nikki's high energy, engaging and attentive approach that centers on metrics, mindset and a little bit of magic. Her upbeat and accessible communication style has driven her career from one who chased leads to one who attracts leaders. At the heart of what sets Nikki apart from the pack is her commitment to creativity and innovation in revenue growth strategy. Her success is fueled by refusing to uphold an outdated status quo. A respected luminary among leaders in the space, Nikki disarms and delights clients and prospects alike with her heightened ability to create quick connections and cut through the noise.

In a sales career that spans more than a decade, I've been the only Black woman on the team 99% of the time.

I never challenged that reality in any meaningful way while in those roles because I was afraid it would jeopardize my job or the camaraderie I wanted to have with my teammates. So I accepted the status quo that caused me to shrink myself, swallow pain, and laugh awkwardly at jokes that were not funny- jokes in which simply being black was the punchline. I did it because seeing so few people who looked like me or shared any measure of commonality with my frame of reference reinforced the feelings of not belonging that had always characterized my life in white spaces. I was coping, having accepted that this was just the best we could do as an industry and as a country. I felt lucky to be there and not really there at all.


But as my accomplishments and influence grew, so too did my confidence to take action. I'd started publishing content and building communities around the deeply held belief that attracting, supporting and retaining diverse talent is a professional and personal imperative.


That got me here... and I guess it's what brought you here too. So let's work together on creating the inclusive, diverse respectful future that naysayers never believed in...and let's invite them along for the journey.

2. Joyce Guan West

Joyce's LinkedIn summary adds a human spin to the experiences listed in her profile. She effectively walks through her professional life story, which culminates with what she's focused on now.

[Link to bio](#)



Joyce Guan West · 2nd 

Career Coach, Interview Coach, Resume & LinkedIn Profile Writer, Business Coach. 🦄 Unicorn Coach specializing in coaching leaders who like to win, Asian Americans, POC and women.

University of California, Berkeley · Coaching With Empathy
San Francisco, California, United States · 500+ connections

[Connect](#) [Message](#)

About

I founded and successfully sold an office snack distribution company to corporate offices, and love being an early stage employee at fast growing and innovative companies where I can make an impact.

I'm a General Manager and operating executive for growing companies. I love change management, turnarounds, and strategically fixing problems and fueling growth. I love balancing the two sides of every business equation (supply and demand) – creating demand and making it rain through sales and business development, and also driving excellence in operations/fulfillment.

I'm also a seasoned Chief Revenue Officer experienced in creating strategy and world class execution for the entire sales cycle. I can play a CRO role or a VP of Sales role. I have extensive experience with creating aggressive finance strategy, managing cashflow, and optimizing pricing, costs and revenues.

Fast forward to 2020 – my passion is career coaching, executive and leadership coaching, business coaching, and sales coaching.

I coach a wide range of clients, but am a unicorn 🦄 coach when it comes to serving ambitious leaders (of all ethnicities and genders), Asian American leaders (or those looking to move into leadership), people of color / minorities, and women. There aren't many coaches who do what I do to get more Asian Americans to break the bamboo ceiling, so that is a particular mission and passion of mine.

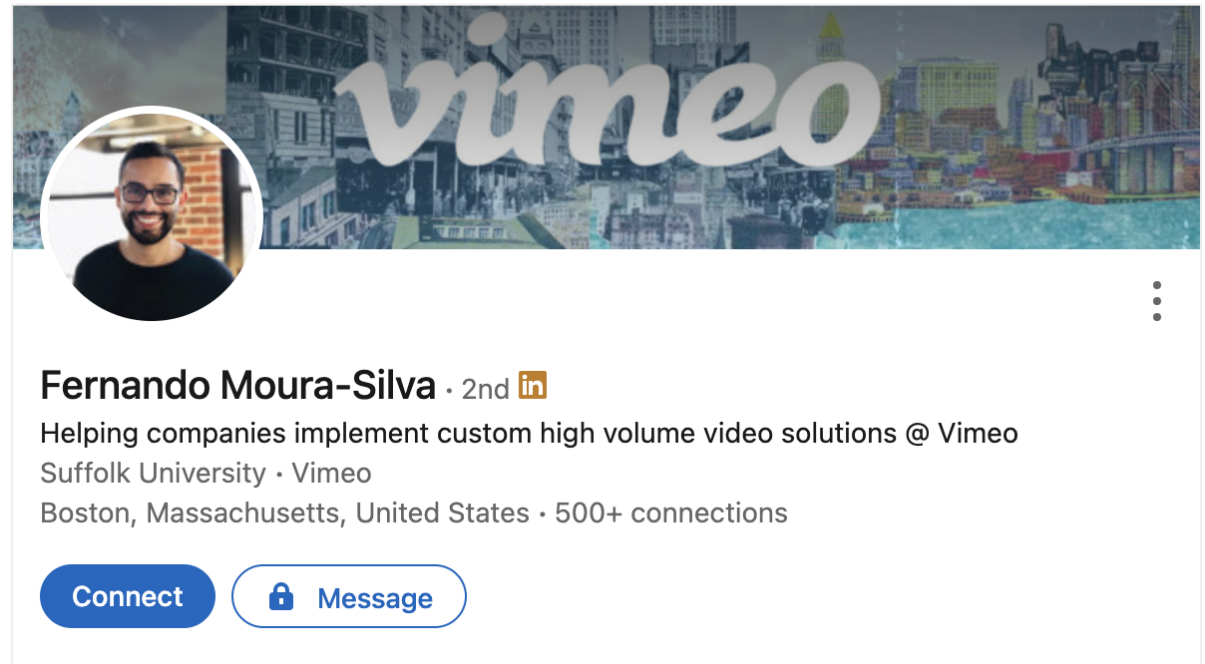
I'm a serial entrepreneur who started her first business in college, and I've never known what it's like to not be in charge and be a leader. If you're someone who wants to gain that executive presence, stop being an apologist for who you are, and train to be in the C-suite and executive management, let's talk. #diversityplease

If you think I can help, drop me a line or book time with me: <https://calendly.com/coachingwithempathy/introcall>

3. Fernando Moura-Silva

Fernando's human-first bio draws attention for what inspires him in his life and career. He quickly pivots into explaining his experiences and professional passions.

[Link to bio](#)



About

A city dweller who loves to travel and find new adventures along the way. I have experience working in SaaS and Start-Ups. I have found that nothing satisfies me more than meeting new people, developing new relationships, solving problems, and contributing to the growth of businesses.

4. Allison Zia

Allison hones in on one key skill set in her bio – her problem-solving abilities. She also raises eyebrows by dropping the names of the companies she’s helped, like Netflix and Tesla.

[Link to bio](#)



About

I like to solve problems. Throughout my career, I have been driven by my intellectual curiosity to find answers to the most pressing questions. Whether it's finding a perfect song for a film or finding a rare product for a rocket, I've been able to quickly uncover a customer's pain point and identify a strategic solution.

With my refined skill set, I bring customer-centric mindfulness that enables firms to innovate and thrive. This is what I've done for my clients at Universal Music Group as I licensed music to media giants like Fox, Sony, and Netflix, and it's what I've also done at McMaster-Carr as I provided technical expertise on industrial products to visionaries like SpaceX, Boeing, and Tesla.

My intellectual curiosity also drives me to be a lifelong learner. I recently earned my MBA from USC's Marshall School of Business, with a graduate certificate in strategy and management consulting.

My specialties:

- + Management Strategy
- + Customer, Partner, and Client Relations
- + Sales Management
- + Organizational Design
- + Process Improvements
- + Statistical Analysis and Data Mining
- + Marketing and Brand Strategy
- + Growing Start-Up Organizations
- + Leading Acquisitions and Nurturing

I have since taken everything I've learned and started my own business in the cottage food industry, selling decorated sugar cookies. There, I continue to solving problems - whether it's operational, regulatory, strategic, or growth issues - and wholeheartedly enjoy every moment of it.

I love traveling around the world, fostering dogs, going on adrenaline-filled outdoor adventures, and discussing the benefits of veganism, so if you ever want to bounce ideas off of me, please feel free to contact me: allison.zia.2018@marshall.usc.edu.

5. Kimberly Hill

Kimberly's bio calls out her many sectors of experience and her personal values. It's a perfect mix of all elements a great LinkedIn Summary needs.

[Link to bio](#)



Kimberly Hill · 2nd 

Program Manager at Amazon Studios, Diversity, Equity & Inclusion | Intrapreneur | PSBJ

40 under 40

Northwest University · Amazon Studios

Los Angeles Metropolitan Area · 500+ connections

Follow



Message

About

I am a highly motivated individual driven to find the gaps and innovate ways to serve customers' needs. I have experience ranging a wide spectrum including: from the non-profit, for-profit sector, recruiting, digital marketing, business development and program management.

In 2018, I was selected by Jeff Bezos and his leadership team to be a recipient of Amazon's Just Do It Award. In addition, I was recognized by the Puget Sound Business Journal as a member of the 2018 class of 40 Under 40 business leaders in the Seattle region.

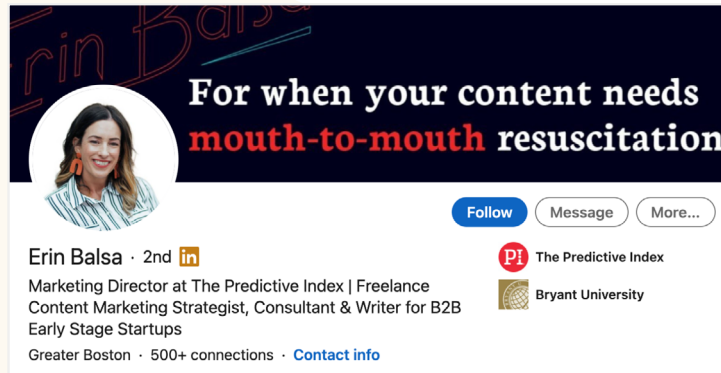
One of my personal values and highest priorities is It is important for me to serve my community through non-profit work, community organizing, mentoring, and planning events. Since living in Seattle I have worked with several community organizations focused on education and mentoring youth. I believe in being a supportive mentor and driver of positive change to the next generation what that I wish I had as a child and it fuels me to serve others. I recently completed United Way's Project LEAD Board Development Program and welcome the opportunity to serve on a board.

I am passionate about the intersection of business, entrepreneurship, and social responsibility. I welcome opportunities for board work, philanthropy, or industry connections.

6. Erin Balsa

Erin is a copywriter, so her LinkedIn bio truly speaks for itself. With her personable tone and success metrics, she connects with sales leaders, marketers, and other professionals, with an all-inclusive CTA at the end.

Link to bio



About

As seen on Content Marketing Institute, American Marketing Association, HubSpot, Drift, Orbit Media, Databox, Growth Hackers, MarketerHire, G2, Intuit, Greenhouse, Zenefits, Ladders, Boston, Parents (and roughly 999 other websites). Holla if you want to chat about content marketing + talent optimization!

--> Nobody ever set eyes on a crusty ol' website and said, "Gee, this company is straight fire. Let me go grab my credit card!"

If selling was THAT easy, every Joe Shmoe would be a millionaire.

But Joe Shmoe isn't on his yacht dripping in diamonds and popping bottles of Dom Pérignon. He's obsessively refreshing his new landing page and yelling WHY IS NO ONE CONVERTING?!

- Could it be the copy's bad?
- Could it be the offer's wrong?
- Could it be the page isn't optimized for conversions?
- Could it be aliens kidnapped his audience? 🙄

Enough about Joe Shmoe. Let's talk about you.

It can be hard to pinpoint exactly what's wrong with your content and harder yet to fix the problem. You wonder if maybe you're too close to your product to see it through a prospect's eyes. (The answer is yes.)

I can help.

I'm your one-stop-shop for consulting, content strategy, internal content team training, and writing. Over the past 10 years, I've worked with 100+ companies—with sick results.

- ✓ Increase blog traffic by 583% (content optimization)
- ✓ Generate 155k+ in revenue (research report)
- ✓ Shorten sales cycle by 30% (customer story)
- ✓ Generate 67 request demos and 115k in revenue (SEO blog post)

WORK WITH ME

"Erin is a wonderful partner to break down the near and long-term investments your business needs to improve discovery. She has an amazing ability to think strategically, along with help execute some of the tactics."

I'm your one-stop-shop for content strategy, consulting, writing, and editing. Whether you need someone to help you launch your new B2B product OR implement processes to scale, I'm your gal.

FOLLOW ME

I post about content marketing, content writing, leadership, hiring, and talent optimization. Follow me for tips on growing your business through content—plus how to hire and inspire your content team.

7. Nataly Kelly

Nataly is a localization expert, and she skillfully incorporates her passion into her professional LinkedIn bio. She also uses other features of LinkedIn like name pronunciation, which is helpful for foreign language speakers, as a reflection of her field.

[Link to bio](#)



Nataly Kelly · 2nd

VP of Localization at HubSpot

Universidad Andina Simón Bolívar Ecuador · HubSpot

County Donegal, Ireland · 500+ connections

Connect

Message

About

I love helping tech companies achieve global scale. I've worked as a B2B SaaS executive in marketing, international operations and globalization. My speciality is bridging gaps of geography at high-growth businesses. I enjoy creating the "global glue" that helps people unite across functions and locations. I write about these topics for Harvard Business Review, and on my own blog, www.borntobeglobal.com. A lifelong language nerd, my latest book (Found in Translation) was published by Penguin Random House.

8. Sarah Kennedy Ellis

Sarah's LinkedIn is written in the first person, includes metrics from previous roles, and includes her personal outlook on business and marketing.

[Link to bio](#)



Sarah Kennedy Ellis · 2nd 

Vice President, Google | Former Division CMO, Adobe | Former CMO, Marketo | (She/Her/Hers)

Baylor University - Hankamer School of Business · Google
Denver, Colorado, United States · 500+ connections

Connect

 Message

About

Relentlessly passionate marketing executive & business leader, with a unique love for tackling the most complex challenges in B2B marketing.

Have led multiple companies through marketing transformation in a variety of ownership environments including private equity as CMO of Marketo (Acquired by Adobe for \$4.75B Nov. 2018), as well as in publicly-traded environments as the CMO for the enterprise software division at both Adobe and Sabre.

Repeated success building marketing teams that thrive on a borderline savage commitment to putting the customer first in everything we do, built on a hardened foundation of operational rigor, financial discipline and nonstop optimization of marketing performance.

As a leader, on a more personal level...

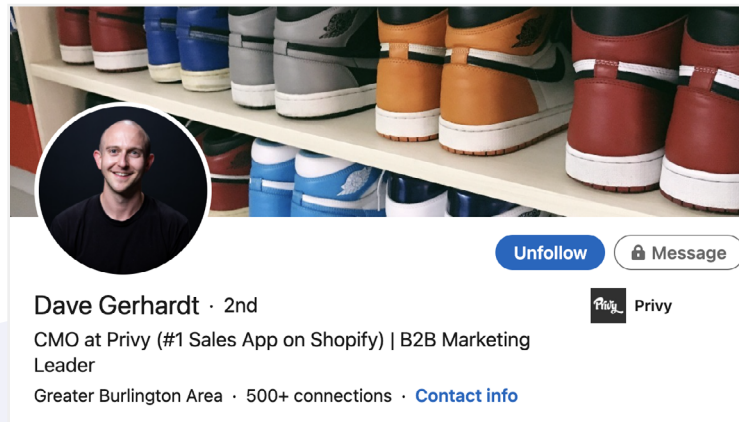
I love building and leading teams that are driven by the power found at the intersection of art & science in marketing. And I recruit marketers willing to serve customers selflessly, every day, as if they are family, as well as communicators capable of combining powerful stories with world-class demand generation strategies to unlock new growth.

Proud to spend the rest of my career as an aspiring comma catalyst for every quota-carrier my team supports, because "ride or die" sales and marketing partnerships are what high-growth dreams are made of.

9. Dave Gerhardt

Dave, a LinkedIn guru, includes his professional story along with his speaking engagements, accomplishments, and metrics.

[Link to bio](#)



About

Regarded as one of the leading brand builders in B2B today.

Currently Chief Marketing Officer at Privy (the #1 app for sales on Shopify).

Before that I did marketing at Drift 4+ years and helped create one of the fastest growing SaaS companies of all-time.

I also host the B2B Marketing Leaders podcast and created DGMG - a community of 2,500+ B2B marketers --> [dgmg.co](#)

--

I love building something from nothing and getting the right people to pay attention. I'm addicted to the feedback loop in marketing. But for me, marketing isn't about tools & technology or the latest growth hack -- it's about copywriting, storytelling, and understanding people. The rest follows.

From 2015-2019 I did marketing at Drift. I joined the company as a marketing manager and the first full-time hire, and over the course of four years I got promoted from manager to director to VP. While at Drift I helped the company create the category of Conversational Marketing, grow from 0 to eight-figures in revenue, and become one of the fastest growing SaaS companies of all-time.

I co-wrote & created the marketing strategy behind the Conversational Marketing book with Drift CEO David Cancel, published by Wiley in January 2019. The book was an instant #1 on Amazon in the marketing & sales categories, and went on to become one of the top 20 business books in 2019.

I helped create HYPERGROWTH, Drift's annual conference, which became one the world's fastest growing business events, reaching over 10,000 people in three years across Boston, San Francisco, and London.

The weirdest thing about me is that marketing is what I love. It's not only my job, it's my hobby. I've traveled around the world and given over a dozen talks on marketing in the last few years, I'm a guest lecturer 2x/year at Harvard Business School, and I run DGMG, a group for modern B2B marketing. Now 1,600+ members at [dgmg.co](#)

--

Prior Speaking Engagements (in case you want to invite me to your event in the future)


- MarketingProfs B2B Forum (Boston)
- B2B Sales & Marketing Exchange (Boston)
- Flip My Funnel (Boston)
- OpenView Go-To-Market Forum (Boston)
- SaaS North (Ottawa)
- SaaSStock (Dublin)
- OnBrand (Amsterdam)
- Traffic & Conversion Summit (San Diego)
- Demandbase ABM Summit (San Francisco)
- Full Contact Connect (Denver)
- Outreach Unleash (San Diego)
- ZoomInfo Growth Summit (Boston)
- G2 Reach (Chicago)


"It may well be that creativity is the last unfair advantage we're legally allowed to take over our competitors." - Bill Bernbach

10. Lindsey Boggs



Lindsey's LinkedIn bio is a great example of writing with your own personal style. She includes her professional background, how she got there, and what she hopes to accomplish professionally.

[Link to bio](#)



Lindsey Boggs ☕ · 2nd 🗣️ 

Salesforce Top Influencer 2021 | Sales Leader @ Citrix |
TEDx Speaker | Social & Modern Day Selling Enthusiast |
Mental Health Advocate | Co-Founder @ UNCrushed
Raleigh-Durham-Chapel Hill Area · 500+ connections ·
[Contact info](#)

 Citrix
 Florida State University

[Follow](#) [Message](#) [More...](#)

About

When I was little I always wanted to be on stage. From the time I was 7 years old I was on stage and spent my childhood all the way through college mastering classical music, specifically, opera.

Now, I'm still on stage, it's just a different stage.

Opera and sales have a lot of parallels and was a natural transition for me. Within the first couple months of starting a career in software sales I realized I had a knack for prospecting, and since then my career has grown and have been labeled a 'social selling pioneer.'

I never thought I was 'social selling,' I was simply building relationships and connecting with new people through social channels. In my first sales role I turned to LinkedIn to prospect and crushed my numbers and made President's Club my first year on quota. My unique prospecting outreach was adopted throughout the entire sales organization and was recruited to other software companies where it was additionally adopted.

In 2015 I set out a goal to do two things: publish more articles on LinkedIn about my successful prospecting efforts, and speak at LinkedIn's annual conference. Both ended up happening, and I relate a lot of my musical background back to my success in sales. I'm passionate, I'm persistent, and I'm driven. When I have a goal set in my mind, I just go for it and ask for forgiveness later.

LinkedIn's Sales Connect 2015 was a defining moment for my career. Not only was I recognized for having the highest Social Selling Index (SSI) score, but I was asked to shoot free throws with Shaquille O'Neal on stage. You miss 100% of the shots you don't take.

Currently, I help Citrix sell better. I manage a team of inside sales professionals and help them prospect more efficiently and close more deals using social and modern day selling. Leadership is my passion and couldn't be happier to empower sales at Citrix.

For a full summary of me, please visit: www.lindseyboggs.com

11. Manny Medina

Manny, a proud immigrant, includes his most relevant professional info in his bio, and gives a shoutout to his business growth.

[Link to bio](#)



About

CEO of Outreach, the #1 Sales Engagement Platform.

Previously led GroupTalent, Microsoft's Windows phone Business Development team in Latin America and Canada. Prior to that, engineered Amazon's compensation system for Amazon Associates (the web's largest and most successful affiliates business) and Web-Services which accounts for 15% of A's traffic.

MBA from Harvard Business School, MS in Computer Science from University of Pennsylvania.

12. Kim Janey

Kim, Boston's newest mayor, has a third person LinkedIn bio that includes her professional story, including speaking engagements, professional organizations she serves (and founded), and her advocacy mission.

[Link to bio](#)

About

Kim M. Janey has more than twenty years of experience in community organizing and child advocacy. As Senior Project Director at Massachusetts Advocates for Children, Ms. Janey leads the Boston School Reform project in its effort to advocate for systemic policy reforms that ensure equity and excellence in education for all children in the Boston Public Schools, with a special emphasis on closing opportunity and achievement gaps for children of color, children living in poverty, English language learners, and students with disabilities.

Ms. Janey is a recognized leader for her work in ensuring equal access to high quality education. She has earned unique credibility with grassroots parent and community groups, as well as civic leaders and city officials. Ms. Janey has received national recognition for her work and was invited to appear as a panelist on the Melissa Harris-Perry Show on MSNBC. Ms. Janey is often sought after for her insight and expertise on education issues and is frequently quoted in the media. She has been invited to speak to a number of groups and organizations, including serving as a guest speaker for classes at the Harvard Graduate School of Education, and as a panelist during the 2014 Roxbury International Film Festival and the EWA National Seminar in 2016.

While attending Smith College, she facilitated the coordination of three Freedom Schools under the guidance of the Children's Defense Fund, after completing training at the Ella Baker Child Policy Training Institute at Shaw University. Born and raised in Boston, she is a proud resident of Roxbury and is the parent of a BPS graduate. She serves on the Board of Directors for MassVOTE and Diamond Girls Boston, Inc. and is an active member of the Boston NAACP. Ms. Janey was re-elected as a member of the Ward 12 Democratic Committee in 2012 and again in 2016. She is also the founder the Historic Moreland Street Neighborhood Association and served as its president for its first four years.



Kim Janey · 3rd

Mayor of Boston -- Historic first Black mayor, first woman mayor of Boston. Not acting, doing. Will always give my all to the city that gave me everything! #MadamMayor #HerStory

Boston, Massachusetts, United States · 500+ connections · [Contact info](#)

[Connect](#) [Message](#)

 City of Boston

 Smith College

Twitter Bio Templates

A Twitter bio is all about personality. The 160 character count is very brief. So, the key is finding a way to showcase who you are with incredibly limited space.

Consider including carefully selected keywords to include since Twitter bios are searchable and have the potential to rank on search engines. Multiple adjectives that describe what you do are a great way to set up this type of bio.

Ultimately the goal is for your bio to be memorable and encourage people to follow and engage with you.



First Person

I'm [Name], a/an [Professional title or catchy synonym that clearly conveys what you do]. I'm all about [Include your core professional focuses and something unique that shows who you are].



Bonus Tip:

Emojis are the perfect way to visually communicate something about yourself without taking away from your characters count.

Third Person

[Name], is a/an [Professional title or catchy synonym that clearly conveys what you do]. She/He/They is all about [Include your core professional focuses and something unique that shows who you are].



Bonus Tip:

Emojis are the perfect way to visually communicate something about yourself without taking away from your characters count.

Twitter Bio Templates and Examples

1. Dharmesh Shah

We're admittedly a bit partial to our Co-Founder Dharmesh, but we truly love his Twitter bio. He sums up his role, company, and major publication from which people would know him far under the 160 characters that Twitter allows.

[Link to bio](#)



Hi, I'm @dharmesh

I'm co-founder & CTO here

These are my favorite topics

STARTUPS

SCALEUPS

TECH-POWERED PARENTING

HubSpot

THE CRM Platform For Scaling Companies

dharmesh ✓

@dharmesh

Co-Founder/CTO @HubSpot (\$HUBS). The CRM platform for scaling companies. Co-author, "Inbound Marketing".

Find me here: dharme.sh/dharmeshtb

📍 Boston, MA dharme.sh/dharmeshtb 📅 Joined March 2008

706 Following 280.6K Followers

Followed by CXD Studio, jessica, and 2 others you follow

Tweets Tweets & replies Media Likes

Pinned Tweet

dharmesh ✓ @dharmesh · Nov 19, 2020

2. Alexa by Amazon

Looking for inspiration for a product or business Twitter bio? Look no further than Amazon Alexa. The bio is silly, self-aware, but also accurate.

[Link to bio](#)



alex

Alexa ✓

@alexa99

∞ / Official Twitter feed of Alexa: voice AI at Amazon. I ❤️ Star Trek, bad puns, and platypuses. Tweets and opinions are my own.

📍 The Cloud amazon.com/everythingalexa 📅 Joined November 2014

96 Following 1.3M Followers

Followed by OMGFacts

Tweets Tweets & replies Media Likes

Pinned Tweet

Alexa ✓ @alexa99 · Mar 29

Summer is still a few months away, but I'm always sending you warm vibes! ☀️

3. Vanessa Nadal

Vanessa Nadal's bio uses the simple format of now/then/forever to show her background and infuses her personality/ethos.

[Link to bio](#)



4. Justine Jordan

Justine's Twitter bio tells a story in a few words – she is an inclusive marketing leader with an impressive background in tech currently leading the team at Wildbit. As a marketer, she knows how to succinctly communicate her whole persona using key phrases like "people-first".

[Link to bio](#)



5. Jess Meher

Jess, the co-founder of Wonderment, a tech startup, shares her past roles and current endeavors as an advisor and investor.

[Link to bio](#)



Jess Meher
@Jessicameher

CEO & co-founder [@hiwonderment](#). Advisor + Investor. [@notarize](#) [@invisionapp](#) [@hubspot](#) alum. Be kind, wear a mask.

📍 Boston, MA [wonderment.cc](#) 📅 Joined July 2008

8,983 Following **10.2K** Followers

Followed by Katherine Boyarsky, jessica 🌟, and Barack Obama

Tweets Tweets & replies Media Likes

📌 **Pinned Tweet**

Jess Meher @Jessicameher · Apr 3, 2018

If you don't land your dream job right away, don't get discouraged.

In 2008 I applied at [@hubspot](#) and got flat-out rejected. So I worked on my skills to become a better marketer. 2 years later, I was a HubSpotter.

Work hard and make an impact and you'll end up somewhere great.

💬 31 🔄 92 ❤️ 641 📌

6. Kevin Young

Kevin is an author and shares his work, accomplishments, website, and a personal mission statement in just one hashtag – #organdonor.

[Link to bio](#)



Kevin Young ✓
@Deardarkness

Poet. Nonfictionist. Poetry Editor [@NewYorker](#). BROWN and BUNK both named [@NYT](#) notable books. [@NMAAHC](#) [#organdonor](#).

📍 Washington, DC [kevinyoungauthor.com](#) 📅 Joined June 2009

1,169 Following **26K** Followers

Followed by Katherine Boyarsky

Tweets Tweets & replies Media Likes

📌 **Pinned Tweet**

Kevin Young ✓ @Deardarkness · Mar 18

Holds up! Give a listen!

📖 **Virginia Quarterly Review** @VQR · Mar 18

Looking for new music? Check out the playlist @Deardarkness curated for our Winter 2014 issue: "These are not just first loves of mine but songs about that very subject, about falling in love and falling apart."

[vqronline.org/multimedia/201...](#)

Conclusion

Your professional bio has the power to help you land a job, speaking engagement, or new client. By showcasing your professional background, accomplishments, and interests, you can stand out against the competition and create a personal brand that you're proud to share. Seek out ways to consistently update your professional bio, like earning certifications from [HubSpot Academy](#) or speaking at events like [INBOUND](#). Use your bio as your professional calling card and don't be afraid to brag a little about all of the incredible things you've done.



HubSpot Academy

Grow Your Career and Your Business

HubSpot Academy is a free learning hub that gives you access to courses and certifications in marketing, advertising, sales, service, and more. Brush up on your skills or learn something completely new with HubSpot's expert instructors on your own time.

HubSpot Academy includes courses like:

[Excel for Marketers](#)

[Designing Effective Google Ads Campaigns](#)

[Taking Your Business Online with HubSpot](#)

[Sales Management Training: Certification for Developing a Successful Modern Sales Team](#)

[Start Learning Today](#)