



# How to Tell Your Personal Brand Story: Professional Bio Examples, Tips & Templates

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# INTRODUCTION

"You're overthinking this," I told myself as I stared blankly at the empty "About the Author" slide in my very first ebook.

I must have strung together nearly 20 variations of my skills and accomplishments before landing on something that didn't make me feel totally awkward.

But that's just the thing: Writing about yourself is awkward. You don't want to come off as stuffy or egotistical, but you don't want to sell yourself short either.



*After all, 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.

So before you go scribble down a few facts about yourself with no intentions of updating it in the future, don't. Keep reading. We'll walk you through it.

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# CHAPTER ONE:

## 6 TIPS FOR WRITING AN IMPRESSIVE PROFESSIONAL BIO

Upon entering the professional workforce, there are a few things you can count on becoming very apparent, very quickly:

1. **You're going to be expected to "figure it out."** While many companies offer strategic training programs for new hires, there will always be things you're expected to self-educate yourself through. Don't make excuses – you'll be better for it in the long run.
2. **Feedback will take you further.** Even when it's tough to swallow, you should push yourself to recognize good intent and pivot your behavior accordingly.
3. **You're going to have to write some sort of professional bio.** And you're going to feel weird writing it.

If you've been holding down a career for a while now, you've likely come to terms with the first two things, however, depending on the demands of your role and the nature of your work, there's a chance you've managed to push off #3 ... until now.

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 designed to help walk you through the process.

Let's work through some of the tips below so you can start thinking about what you want to include in your bio – and why:

## 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.*

For example, if you're whipping something up for Twitter, you'll want to keep it short and light. However, if you're presenting at a conference, you might choose to highlight some of your previous public speaking experience.

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 ...

#### **Speaker Bio**

**Ann Handley**  
**Chief Content Officer, MarketingProfs**



Ann Handley is a veteran of creating and managing digital content to build relationships for organizations and individuals. Ann is 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?*

**Twitter Bio**



**Ann Handley**

@annhandley Follows you

Author. Marketer. Chief Content Officer waging a war on content mediocrity. My new book is the WSJ bestseller, *Everybody Writes*. I'm also [@marketingprofs](#) here.



## LinkedIn Summary



**Ann Handley** • 2nd

Digital marketing & content expert. Wall Street Journal bestselling author. Keynote speaker. Writer.

MarketingProfs • Simmons College  
Greater Boston Area

[Follow](#)

As the world's first Chief Content Officer, Ann Handley speaks and writes about how you can rethink the way your business markets.

Cited in Forbes as the most influential woman in Social Media and recognized by ForbesWoman as one of the top 20 women bloggers, Ann Handley is the Chief Content Officer of MarketingProfs, a training company that empowers marketers internationally with the skills they need to drive success at their companies.

Ann is a speaker, author, and member of the LinkedIn Influencer program. She is the author of the Wall Street Journal best-seller on business writing, "Everybody Writes," and the 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."

A pioneer in digital marketing, Ann is the co-founder of ClickZ.com, which was one of the first sources of digital marketing news and commentary.

Ann is based in Boston, Massachusetts.

**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, but rather, 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 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 back in 2014 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 and 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, check out the back of a couple books you love, or just read the next two chapters in this ebook, 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.



Now that we've laid the groundwork for how to think about creating a professional bio and what to include, let's put these best practices to work. In the following chapters you'll find both templates and inspiration to help you put together a bio that positions you and your work in the best possible light.

## SHORT PROFESSIONAL BIO TEMPLATES

### *Third Person Templates:*

[NAME] is an experienced \_\_\_\_, \_\_\_\_, and \_\_\_\_\_. Driven by \_\_\_\_, he/she takes pride in providing the best \_\_\_\_ possible. As a [ENTER JOB TITLE HERE], his/her goals include \_\_\_\_, \_\_\_\_, and \_\_\_\_\_. In addition to his/her primary job functions, [NAME] has been recognized by \_\_\_\_ for his/her extraordinary commitment to \_\_\_\_\_.

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[NAME]'s passion for \_\_\_\_\_ can be traced back to \_\_\_\_\_, where he/she spent significant time working on \_\_\_\_\_ and \_\_\_\_\_. As a \_\_\_\_\_, he/she specializes in \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

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[NAME] has worked in the \_\_\_\_\_ industry for \_\_\_\_\_ years, gaining experience in \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. As a seasoned [ENTER JOB TITLE HERE], he/she is passionate about advancing \_\_\_\_\_ and \_\_\_\_\_. In addition to \_\_\_\_\_, he/she is also involved in \_\_\_\_\_ and \_\_\_\_\_. Outside of the office, [NAME] enjoys \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

---

A pioneer in the \_\_\_\_\_ space, [NAME] is the [JOB TITLE] at [CURRENT COMPANY]. He/she started his/her career as the [JOB TITLE] at [PREVIOUS COMPANY], before moving on to do \_\_\_\_\_ at [PREVIOUS COMPANY]. Driven by a mission to \_\_\_\_\_, [NAME] is best known for inspiring \_\_\_\_\_ to \_\_\_\_\_.

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[NAME] began his/her career with [COMPANY], gaining unparalleled experience in the \_\_\_\_ space, while also establishing himself/herself as a respected \_\_\_\_\_. Currently working as a [JOB TITLE] for [COMPANY], [NAME] is widely known for his/her \_\_\_\_, \_\_\_\_, and \_\_\_\_ expertise. While his/her speaking engagements have taken him/her around the world, [NAME] is proud to call [LOCATION] home.

### SEE THIS TEMPLATE IN ACTION:

Jessica Andrews began her career with Sundial Solutions, gaining unparalleled experience in the paid retargeting space, while also establishing herself as a respected SEO. Currently working as a Marketing Manager for Ecommerce Bee, Jessica is widely known for her blogging, email marketing, and paid advertising expertise. While her speaking engagements have taken her around the world, Jessica is proud to call Boston, MA home.

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[NAME] is setting a new standard for how to \_\_\_\_, \_\_\_\_, and \_\_\_\_\_. His/her commitment to \_\_\_\_ is changing the the way \_\_\_\_ handle \_\_\_\_ and \_\_\_\_\_. As [JOB TITLE] at [COMPANY], he/she specializes in \_\_\_\_ and \_\_\_\_\_.



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[NAME] is a [JOB TITLE] specializing in \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Check out his/her website [LINK] or say hi on Twitter @YourHandleHere.

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[NAME] is the [JOB TITLE] at [COMPANY] and loves helping people \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. He/she has spent the majority of his/her career in the \_\_\_\_\_ industry, gaining experiences in areas such as \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. While \_\_\_\_\_ is his/her primary job function by day, [NAME] also enjoys \_\_\_\_\_ and \_\_\_\_\_.

### SEE THIS TEMPLATE IN ACTION:

Loren Powers is the Head of Development at MicroSystems and loves helping people plan, optimize, and launch new websites. She has spent the majority of her career in the SaaS industry, gaining experiences in areas such as UX, UI, and both front-end and back-end web development. While website project management is her primary job function by day, Loren also enjoys spending time with her family and visiting America's national parks.

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Based in [Location], [Name] is best known for his/her contributions to \_\_\_\_\_ and \_\_\_\_\_. When he/she isn't busy running \_\_\_\_\_ at [Company], you can find him/her \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_.

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### *First Person Templates:*

After earning my [Degree] in [Area of Study] from [School], I entered the [Industry] world to explore my passion for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Currently, I work as a [Job Title] for [Company], where I'm focused on \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

---

I've spent the last [Number] years learning everything there is to know about the \_\_\_\_\_ industry -- from \_\_\_\_\_ to \_\_\_\_\_. I'm currently applying this knowledge in my role as [Job Title] for [Company], where I'm responsible for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

## SEE THIS TEMPLATE IN ACTION:

I've spent the last 12 years learning everything there is to know about the real estate industry -- from negotiation to comparative market analysis. I'm currently applying this knowledge in my role as a Realty Specialist for Mural Realty, where I'm responsible for preparing real estate documentation, performing leasing activities, and collaborating with other specialists to align our strategy, schedule, and process.

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I've held a number of \_\_\_\_\_ roles, from [Role 1] to [Role 2], but my latest challenge has been helping [Company] improve \_\_\_\_\_ and \_\_\_\_\_ through my contributions as the [Job Title]. You can follow my work here [Personal Website or External Portfolio Link].

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I'm a [Job Title] with a passion for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. In my [Number] years with [Company], I've helped advance \_\_\_\_\_ and \_\_\_\_\_.



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I am a [Job Title] at [Company] in [Location]. In this role, I \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I work with a number of respected \_\_\_\_\_, including \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Prior to [Company], I oversaw \_\_\_\_\_ at [Previous Company].

---

With an extensive background in \_\_\_\_\_, I am an expert on \_\_\_\_\_ and \_\_\_\_\_. This work led me to my current role at [Company] where I am responsible for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Some of my current projects include \_\_\_\_\_ and \_\_\_\_\_.

---

My name is [NAME] and I'm a [Job Title] at [Company] based in [Location]. By day, you can find me \_\_\_\_\_, \_\_\_\_\_, or \_\_\_\_\_. By night, I'm typically \_\_\_\_\_ or \_\_\_\_\_. Follow along on Twitter: @YourHandleHere.

## SEE THIS TEMPLATE IN ACTION:

My name is Elena Cross and I'm a Social Media Manager at HexTone in San Fransisco, CA. By day, you can find me curating content, analyzing post performance, or doodling on our latest Snapchat. By night, I'm typically busy failing at a Pinterest DIY or taking Instagrams of my cats. Follow along on Twitter: @CrazyCatLady9000.

For most people, \_\_\_\_\_ doesn't sound very interesting. For me, \_\_\_\_\_ is a passion I've been chasing for [Number] years. Most recently, my work landed me a position with [Company] where I'm focused on \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I guess you could say I'm living the dream.

**LONG PROFESSIONAL BIO TEMPLATES**

## Third Person Templates:

For over [Number] years, [Name] has been a noteworthy leader in the \_\_\_\_\_ space. You may know him/her from his/her work as the [Job Title] at [Company], but [Name] can also be credited with contributions to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

[Name] has been honored with [Awards/Recognition] for his/her contributions to \_\_\_\_\_. He/She holds a [Degree] from [School] and currently resides in [Location].

---

[Name] has led an impressive career as a \_\_\_\_\_ and \_\_\_\_\_ in his/her [Number] years working in the \_\_\_\_\_ industry. In [Year], he/she was named [Award/Recognition] by [Company] for \_\_\_\_\_. [Name] has also been featured in several well-known industry publications, including \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

Serving as the [Job Title] at [Company], [Name] plays a major role in \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Through his/her commitment to this role, he/she has helped [Company] improve \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

Prior to his/her current role at [Company], [Name] worked as a [Previous Role at Current Company], helping our \_\_\_\_\_ team/division with \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. Before joining the [Company] team, he/she was [Previous Title] at [Previous Company] from [Start Year]-[End Year].



---

A self-described \_\_\_\_, [Name] is a [Job Title] who is committed to \_\_\_\_ and \_\_\_\_\_. He/she has spent the last [Number] years creating \_\_\_\_, and is currently most passionate about the work he/she is doing to \_\_\_\_\_.

As a [Previous Role] turned [Current Role], [Name] has developed a unique perspective when it comes to \_\_\_\_\_. Influenced by \_\_\_\_\_ and \_\_\_\_\_, he/she aspires to \_\_\_\_\_ in the next stage of his/her career.

### SEE THIS TEMPLATE IN ACTION:

A self-described food snob, Fred Ball is a chef who is committed to sustainable cooking methods and farm-to-table culinary experiences. He has spent the last seven years creating resilient food practices, and is currently most passionate about the work he is doing to reduce waste.

As a previous photography turned chef, Fred has developed a unique perspective when it comes to capturing the story behind his work. Influenced by culinary experts Steve Vance and Betsy Sinclair, he aspires to start a sustainable food blog in the next stage of his career.

---

[Name] is the [Job Title] at [Company]. Prior to [Company], [Name] was a [Previous Job Title 1] at [Previous Company 1], a \_\_\_\_\_ in the \_\_\_\_\_ space. Previously, he/she was a [Previous Job Title 2] at [Previous Company 2].

He/she has contributed to a number of different industry publications/charities/events/organizations, including \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

He/she has a [Degree] from [School] and a [Second Degree] from [Second School].

In his/her spare time, he/she \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

---

[NAME] is the [JOB TITLE] at [COMPANY] where he/she is responsible for \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. On a mission to \_\_\_\_\_, he/she is focused on improving \_\_\_\_\_ and creating \_\_\_\_\_.

Prior to taking on his/her role at [COMPANY], [NAME] gained experience in \_\_\_\_\_ and \_\_\_\_\_ as the [ENTER PREVIOUS JOB TITLE] at [PREVIOUS COMPANY].

[NAME] has been featured in \_\_\_\_\_ and \_\_\_\_\_ and has spoken at several industry events, including \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

---

[NAME] has is the [Job Title] at [Company], where he/she oversees [Company]'s \_\_\_\_\_ and \_\_\_\_\_. He/she creates and delivers \_\_\_\_\_ and \_\_\_\_\_, while \_\_\_\_\_.

During his/her time at [Company], he/she has been recognized for \_\_\_\_ by \_\_\_\_ and \_\_\_\_.

Prior to [Company], [Name] was [Previous Job Title] at [Previous Company], where he/she helped to \_\_\_\_, \_\_\_\_, and \_\_\_\_.

He/she attended [School] and currently lives in [Location].

---

[Name] helps people and/or businesses \_\_\_\_, \_\_\_\_, and \_\_\_\_.

As a [Job Title] at [Company], he/she oversees \_\_\_\_, as well as \_\_\_\_ and \_\_\_\_\_. For [Name], doing \_\_\_\_ is the most rewarding part of the role.

Outside of the office, [Name] enjoys \_\_\_\_, \_\_\_\_, and \_\_\_\_.

## SEE THIS TEMPLATE IN ACTION:

Marcus Perkins helps businesses improve customer retention, devise engagement plans, and drive escalation of customer issues.

As a Senior Customer Success Manager at Web Logic, he oversees the services department, as well as training and career development for entry-level customer-facing roles. For Marcus, helping others is the most rewarding part of the role.

Outside of the office, Marcus enjoys fishing, homebrewing, and rugby.



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[Name] has been successfully \_\_\_\_, \_\_\_\_, and \_\_\_\_ for over [Number] years.

As the [Job Title] at [Company], he/she has developed \_\_\_\_ and \_\_\_\_ for \_\_\_\_\_. He/she collaborates with \_\_\_\_ and \_\_\_\_ to \_\_\_\_\_. He/she also \_\_\_\_ and \_\_\_\_\_.

In his/her free time, you can find him/her \_\_\_\_, \_\_\_\_, and \_\_\_\_\_.

---

[Name] oversees \_\_\_\_, \_\_\_\_, and \_\_\_\_ at [Company]. He/she is a trusted \_\_\_\_ who \_\_\_\_ and \_\_\_\_\_.

With more than [Number] years of \_\_\_\_ experience, [Name] has worked on several valuable projects, including \_\_\_\_ and \_\_\_\_\_.

Before joining [Company], [Name] launched his/her career at [Previous Company], where he/she was responsible for \_\_\_\_, \_\_\_\_, and \_\_\_\_\_. His/her expertise and commitment \_\_\_\_ has allowed him/her to be recognized as a \_\_\_\_\_.

[Name] graduated with a [Degree] from [School] in [Location].

---

Combine \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_, and you have [Name]. Serving as a [Job Title] at [Company], [Name] takes on challenging responsibilities, such as \_\_\_\_\_ and \_\_\_\_\_.

He/she is a master \_\_\_\_\_, professional \_\_\_\_\_, and skillful \_\_\_\_\_. His/her impressive \_\_\_\_\_ background allows him/her to \_\_\_\_\_ and \_\_\_\_\_, while \_\_\_\_\_.

In addition to [Number] years in the business, [Name] is also \_\_\_\_\_. He/she maintains a role in \_\_\_\_\_ and \_\_\_\_\_.

Ask him/her about how to \_\_\_\_\_. It's his/her secret talent.

---

An \_\_\_\_\_, \_\_\_\_\_, and member of the [Company] family, [Name] is known for wearing a lot of hats. From \_\_\_\_\_ to \_\_\_\_\_, he/she can be credited with \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ in his/her time as [Company]'s dedicated [Job Title].

He/she is proud alum of [School] where he/she received a [Degree]. He/she love to visit \_\_\_\_\_ and spends a lot of time doing \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

## *First Person Templates:*

I joined [Company] in [Year] as the [Job Title].

Prior to [Company], I was the [Previous Title] at [Previous Company] and the [Previous Title 2] at [Previous Company 2]. During my tenure at [Previous Company], I helped the company \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

I am a graduate of [School], where I majored in [Degree]. I currently live in [Location] with \_\_\_\_\_. When I'm not keeping busy with \_\_\_\_\_, you can find me \_\_\_\_\_.

### SEE THIS TEMPLATE IN ACTION:

I joined Oakdale Productions in 2013 as the Social Video Producer.

Prior to Oakdale Productions, I was the Video Content Manager at Branding Media Inc. and the Video Producer at Wickerson Partners. During my tenure at Wickerson Partners, I helped the company launch a social presence across four platforms, devise a strategy for engagement, and build a dedicated team of social media professionals.

I am a graduate of Clemson University, where I majored in Video Production. I currently live in Columbus Ohio with my dog, Tater Tot, and my wife, Susan. When I'm not busy making viral videos, you can find me on the golf course.



---

Over the course of my [Number] year career, I've worked for companies such as \_\_\_\_, \_\_\_\_, and \_\_\_\_\_. In [Month + Year], I took on the [Job Title] role at [Company] to help \_\_\_\_ improve \_\_\_\_, \_\_\_\_, and \_\_\_\_\_.

Since joining [Company], the most rewarding part has been \_\_\_\_, followed closely by \_\_\_\_\_.

My approach to \_\_\_\_ is largely inspired by \_\_\_\_, which you'll find reflected in my \_\_\_\_ and \_\_\_\_\_.

If you're looking for someone to talk to about \_\_\_\_, reach out on Twitter @YourHandleHere or via email: [Email].

---

As the [Job Title] at [Company], I am responsible for \_\_\_\_, \_\_\_\_, and \_\_\_\_\_, while \_\_\_\_\_. [Company]'s mission is to \_\_\_\_, and I support this by \_\_\_\_, \_\_\_\_, and \_\_\_\_\_.

In [Year], I successfully executed \_\_\_\_, helping my team achieve \_\_\_\_ in just [Number] months.

I earned a [Degree] in [Focus Area] at [School] in [Location]. Go [School Mascot]!

---

I believe that \_\_\_\_\_ requires \_\_\_\_\_ and \_\_\_\_\_. In my role as a [Job Title] at [Company], I aspire to live up to this notion by \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

With a background in \_\_\_\_\_, I am passionate about \_\_\_\_\_ and \_\_\_\_\_. My professional values can be summed up as follows:

[Value 1]

[Value 2]

[Value 3]

Reach out if you want to talk about \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, or the latest episode of \_\_\_\_\_: @YourTwitterHandle.

---

From \_\_\_\_\_ and \_\_\_\_\_ to \_\_\_\_\_ and \_\_\_\_\_, I've developed a deep understanding of \_\_\_\_\_ over my [Number] years in the \_\_\_\_\_ industry.

As a \_\_\_\_\_ professional, I take pride in \_\_\_\_\_ and thrive on \_\_\_\_\_. I enjoy working in a \_\_\_\_\_ environment, as it allows me to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

Currently, I work as a [Job Title] at [Company], where I am focused on \_\_\_\_\_ and \_\_\_\_\_. During my time at [Company], I have helped the [Your Department] team \_\_\_\_\_ and \_\_\_\_\_, while maintaining \_\_\_\_\_ and \_\_\_\_\_.

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I run \_\_\_\_\_ at [Company], which includes \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. In this role, I oversee \_\_\_\_\_ and \_\_\_\_\_, while keeping a close eye on \_\_\_\_\_.

As a result of this \_\_\_\_\_ experience, I have a seasoned perspective on how to \_\_\_\_\_ and \_\_\_\_\_.

When I'm not keeping busy with \_\_\_\_\_ and \_\_\_\_\_, I enjoy \_\_\_\_\_ and \_\_\_\_\_.

### SEE THIS TEMPLATE IN ACTION:

I run the accounts receivable at Beyond Gears, which includes processing accounts and incoming payments, preparing bills and invoices, and reconciling accounts. I oversee all of our financial and clerical services, while keeping a close eye on accuracy and efficiency.

As a result of this administrative experience, I have a seasoned perspective on how to organize financial procedures and deliver quality customer service.

When I'm not keeping busy with billing issues and receipts, I enjoy cooking and spending time at my lake house in New Hampshire.

---

As a [Job Title], I'm responsible for overseeing \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. I'm particularly involved with \_\_\_\_\_ and \_\_\_\_\_, as my primary goal is to \_\_\_\_\_.

I bring over [Number] years of experience to my role, including experience working with \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. As a result of this background, my approach is very \_\_\_\_\_ and I bring a high level of \_\_\_\_\_ to the work.



Outside of [Company], I am a self-proclaimed \_\_\_\_\_ who likes to \_\_\_\_\_ and \_\_\_\_\_.

---

As the [Job Title] at [Company], I'm here to ensure we \_\_\_\_\_ and never \_\_\_\_\_. Previously the [Previous Job Title] at [Previous Company], I bring a unique perspective to the work we do by pushing the team to \_\_\_\_\_ and \_\_\_\_\_.

With a knack for \_\_\_\_\_ and \_\_\_\_\_, I'm passionate about finding innovative ways to \_\_\_\_\_ and \_\_\_\_\_. As a result, I've been recognized by \_\_\_\_\_ and \_\_\_\_\_ for my contributions to \_\_\_\_\_.

I am a [School] graduate with a [Degree] in [Focus Area].

---

I am a [Job Title] from [Hometown] who currently lives and works in [Location]. I like to consider myself one part \_\_\_\_\_ and another \_\_\_\_\_.

I spent the early part of my career doing \_\_\_\_\_, before transitioning to \_\_\_\_\_. Currently, I work as a [Job Title] for [Company], where I joined in [Month + Year].

The best part of what I do? \_\_\_\_\_. Hands down.

A true \_\_\_\_\_ in every way, I enjoy spending time doing \_\_\_\_\_ and \_\_\_\_\_.

---

I am a professional \_\_\_\_\_ who is constantly questioning \_\_\_\_\_ and \_\_\_\_\_.

I currently live and work in [Location] by way of [Hometown]. I'm passionate about my role as a [Job Title] because it allows me to \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

I've been told that I have a great frame of reference in \_\_\_\_\_, which has helped me \_\_\_\_\_ and \_\_\_\_\_ during my time at [Company].

One day I wanted to \_\_\_\_\_, but until then, I'll continue to help \_\_\_\_\_ with \_\_\_\_\_ and \_\_\_\_\_, every day.

Want to talk shop? Reach out via Twitter: @YourHandleHere.

# CHAPTER THREE: 40+ PROFESSIONAL BIO EXAMPLES

## *Short Bio Examples*

SAGMEISTER & WALSH



**Jessica Walsh**

—

Jessica Walsh is a designer and art director living in NYC working for clients such as Jay-Z, Barneys, The New York Times, Levi's, and The Museum of Modern Art, among many others. Her work has won most major design awards and has been featured in numerous books, galleries, museums and magazines worldwide. She has received numerous distinctions such as Forbes Magazine "30 under 30 top creatives designing the future". Her book "40 Days of Dating" is being turned into a movie.





## Britni Danielle

In addition to serving as GOOD's education editor, Britni Danielle is a journalist, editor, and novelist who is passionate about telling dope stories. She's written extensively for both print and digital publications on a myriad of topics, including dating, feminism, race, parenting, and pop culture for EBONY, Essence, The Guardian, TakePart, Teen Vogue, and the Grio.

*via GOOD*



## Dan Olson

*Founder, Creative Director*

Dan Olson is the founder and creative director of Studio MPLS. With over thirty years of industry experience, he is responsible for some of the most highly awarded and widely recognized design work in the world, including global initiatives for brands like Coca-Cola, BMW, and Sony. A true Northerner in every way, Dan is a lifelong resident of Minneapolis and enjoys spending time at his Lake Superior cabin with his dog, Tom.

*via Studio MPLS*

Luke Fenech — Design & Direction

Luke Fenech is a London-based designer and art director with a focus on **culture, luxury, fashion, interiors, retail** and **hospitality**. Luke provides holistic design solutions for branding and identity with conceptual rigour and a refined aesthetic. Outcomes include **identity, art direction, websites, packaging** and **editorial design**.



## Ari Sawyers — Facebook

Product designer based in London. Music, fashion, photography, and fresh coconut water enthusiast.

*via Interface Lovers*



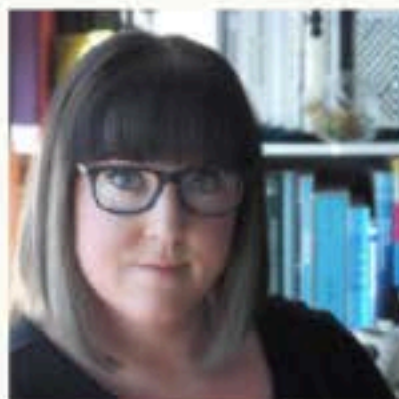
## James Temple

I am the senior editor for energy at *MIT Technology Review*. I'm focused on renewable energy and the use of technology to combat climate change. Previously, I was a senior director at the *Verge*, deputy managing editor at *Recode*, and columnist at the *San Francisco Chronicle*. When I'm not writing about energy and climate change, I'm often hiking with my dog or shooting video of California landscapes.

*via MIT Technology Review*

YOUR HOST

## Mia Blume



FOUNDER & CEO, DESIGN DEPT.

As a former design leader at Pinterest, Square and IDEO, Mia's work is informed by her deep understanding of the unique challenges and opportunities that designers face in hyper-growth start-up environments. She is specifically attuned to the challenges of women in tech—and, more importantly, their potential impact on individuals, teams and organizations when their authentic, empathetic and intuitive leadership style is unlocked.



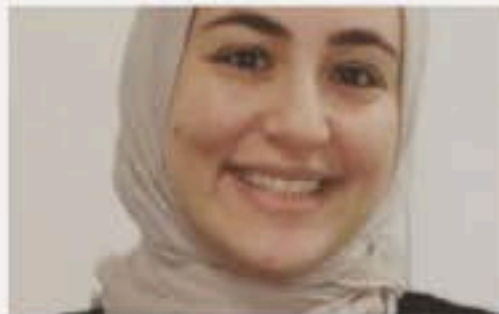


# Scott Boniface

DIRECTOR OF MARKETING SERVICES /  
FOUNDER

At the ripe age of 18, Scott started his career in advertising as a copywriter for brands such as BMW and McDonald's. He used his knowledge of the industry and passion for creating to co-found Playground Inc. with the goal to build the best possible digital products and experiences. Scott brings understanding, communication and organization to his role as a project manager to ensure Playground Inc. meets its deadlines with excellent results.

*via Playground Inc.*



## Mai El-Sadany

**Legal Associate, International Center for Not-for-Profit Law**

"If you are neutral in situations of injustice, you have chosen the side of the oppressor." -  
Desmond Tutu

Mai El-Sadany is a Legal Associate at the International Center for Not-for-Profit Law, as well as a Non-Resident Fellow for Legal and Judicial Analysis with the Tahrir Institute for Middle East Policy. She is passionate about international human rights, domestic civil rights, advocacy, and community organizing; she has been published on legal and constitutional matters in Egypt, human rights issues in Syria, sectarian violence in the Middle East, and the split between Sudan and South Sudan. She holds a J.D. and certificate in refugees and humanitarian emergencies from the Georgetown University Law Center and a B.A. in political science from Stanford University.

[@maitehsadany](#) ↗

[Personal Site](#) ↗

Watch all TEDxStanford talks on  
[YouTube](#) ↗





## Dao Nguyen

Publisher

Dao Nguyen is BuzzFeed's Publisher overseeing the company's technology, product, data and publishing platform. Prior to BuzzFeed, Nguyen was Director of Product Management at FINS.com, a Dow Jones venture. From 2001 to 2008, she worked at Le Monde Interactif, publisher of the leading news site lemonde.fr, where she served as its Chief Executive Officer starting in 2006. During her time as CEO, the site's audience tripled, its revenue doubled, and it turned a healthy profit. While at Le Monde Interactif, she also launched Le Post.fr, a news and entertainment site. Before moving to France, she was Executive Producer at Concrete Media, a small web agency, and a consultant at Andersen Consulting (now Accenture). She has a degree in Applied Mathematics / Computer Science from Harvard.

*via BuzzFeed*



## Chris Savage

CEO and Co-Founder

Chris Savage is the CEO and co-founder of Wistia, a leading video platform that enables business teams to harness the connective power of video. After graduating from Brown University with a degree in Art-Semiotics, Chris and his co-founder, Brendan Schwartz, started Wistia in Brendan's living room in 2006. Wistia has since grown into a multi-million dollar business with over 80 employees and 350,000 customers.

# Long Bio Examples



## Helen Russell



Chief People Officer

Headshot 

Helen Russell is the chief people officer (CPO) of Atlassian.

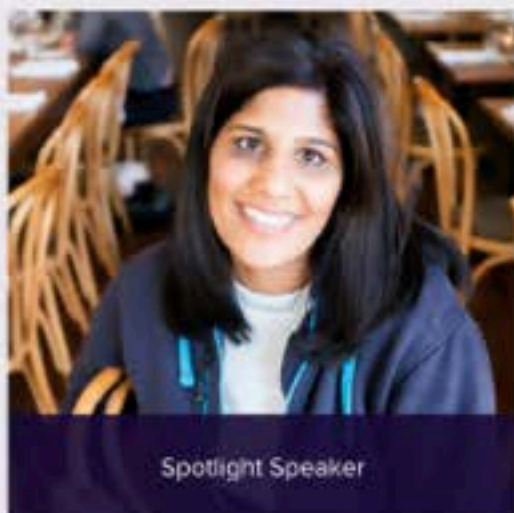
As CPO, Helen has global responsibility for the attraction, engagement, development, and experience of Atlassian's most important asset – its people. She champions Atlassian's mission: 'to unlock the potential of every team,' playing a critical role in enabling the company 'to be the ultimate team.' With a growing employee base, Helen enables Atlassian to scale, while retaining the very elements that have made the company so successful to date.

Helen brings 20 years of people leadership experience across multiple industries, geographies, and scale of businesses. Prior to joining Atlassian, Helen served as CHRO of Sonos Inc., a leader in the home sound system space and CHRO of Kantar, one of the world's largest research, data and insight consultancies. From 2005 to 2010, Helen served as VP HR EMEA for Yahoo Inc. and from 2000 to 2005 as VP HR EMEA for Siebel Systems, an enterprise software company, acquired by Oracle in 2005.

As an HR executive, Helen's passion is around culture. She has had the opportunity to work alongside Professor Charles O'Reilly and Dr. Peter Finkelstein, both of Stanford Graduate School of Business and leading experts in the leadership and culture space. She is an advisor to a number of smaller businesses, as well as a mentor to a number of emerging HR professionals and executives across the globe. Helen holds a bachelor's degree from the University of Liverpool, England.

*via Atlassian*





#### WHY SELINA IS INBOUND

Selina has had a distinguished career as a leader in business and tech. Currently she's the CEO and co-founder of Gixo, and previously she was the CTO and President of SurveyMonkey and a co-founder of Evite.

#### ABOUT SELINA

Selina Tobaccowala is co-founder and CEO of Gixo, a fitness app that offers live classes for anyone to exercise anywhere. Their mission is to create better, more social fitness experiences. She also currently serves on the board of Redfin.

Prior, Selina was President and CTO of SurveyMonkey, where she was responsible for all products sold through its self-serve sales channel, and led marketing, growth, product, and engineering. During Tobaccowala's tenure at SurveyMonkey, the website has become the world's leading survey platform with more than 15 million customers globally. Before SurveyMonkey, she has held leadership positions at TicketMaster's Europe division and Entertainment Publications. In 1997, she co-founded top online invitation and social planning website Evite, where she led the company's development, operations and strategic direction.

Selina holds a bachelor's degree in Computer Science from Stanford University. She lives in San Francisco with her husband and two children.

*via INBOUND*



### Joe Gebbia

CPO & Co-Founder

Joe Gebbia is the co-founder and CPO of Airbnb, serving on the Board of Directors and Executive staff, while leading Samara, Airbnb's in-house design and innovation studio. An entrepreneur from an early age, Airbnb's groundbreaking service began in his San Francisco apartment and spread to 3 million+ listings in over 191 countries, creating a new economy for thousands of people around the world. He is involved in crafting the company culture, shaping the design aesthetic, and innovating future growth opportunities. Joe has spoken globally about both entrepreneurship and design, and received numerous distinctions such as the **Inc 30 under 30** and **Fortune 40 under 40**. His lifelong appreciation for art and design led him to the Rhode Island School of Design (RISD), where he earned dual degrees in Graphic Design and Industrial Design. Gebbia now serves on the institution's Board of Trustees.





**Kiana Underwood** is the owner of Tulipina, a boutique floral design studio located in San Francisco, California. She is distinguished as a floral artist and teacher with her signature, garden-style designs that pop with color and texture. Kiana employs unique color combinations and floral varieties, including fruits and foliage, that set her apart from her contemporaries and draws admirers and floral designers from all over the world to her sold out workshops.

Since founding Tulipina in 2011, Kiana has quickly become recognized as one of the top floral designers in the world. In addition to chic local and destination weddings and events, Kiana has taught sold-out workshops to hundreds of students in locations around the United States, and in international locations including Canada, Indonesia, Italy, Korea, Mexico, Russia, and Ukraine.

She splits her time between the San Francisco Bay Area and upstate New York.

Kiana's work can be seen in *NY Times*, *Brides*, *Elle Décor*, *Elle Spoco*, *Country Living*, *Marie Claire*, *Flower Magazine*, *French Country Style*, *Luxe Interiors*, *California Homes*, *Veranda*, *Livingly*, *Veter*, *Town and Country*, *Flutter*, *Geraldine*, *Paste*, and more.

*via Tulipina*



### **MA Yansong** **Founder & Principal Partner**

Beijing-born architect Ma Yansong is recognized as an important voice in the new generation of architects. He is the first Chinese architect to win an overseas landmark-building project. As the founder and principal of MAD Architects, Ma leads design across various scales. In recent years, many of Ma's designs follow his conception of the "Shanshui City", which is his vision to create a new balance among society, the city and the environment through new forms of architecture. Since designing the "Floating Island" in 2002, Ma has been exploring this idea through an international practice. At MAD, Ma has created a series of imaginative works, including Absolute Towers, Hutong Bubble 32, Ordos Museum, China Wood Sculpture Museum, Fake Hills, etc. In 2014, Ma was selected as the principal designer for Lucas Museum of Narrative Art in Chicago, which made him the first Chinese architect to design overseas culture landmark. Parallel to his design practice, he has also been exploring with the public the cultural values of cities and architecture through domestic and international solo exhibitions, publications and art works.

In 2006, Ma was awarded the "Young Architects Award" by the Architectural League of New York. In 2008 he was selected as one of the "20 Most Influential Young Architects" by *ICON* magazine. *Fast Company* respectively named him one of the "10 Most Creative People in Architecture in 2009" and one of the "100 Most Creative People in Business in 2014." In 2010 he became the first architect from China to receive a RIBA fellowship. In 2014 he was awarded "Young Global Leaders (YGL)" by World Economic Forum. In 2012, his iconic project "Absolute Towers," two residential towers in Mississauga, Canada was named the "Best Tall Building in the Americas" by the Council on Tall Buildings and Urban Habitat (CTBUH).

Ma graduated from the Beijing Institute of Civil Engineering and Architecture, and holds a Master's Degree in Architecture from Yale University. He is currently a professor in Beijing University of Civil Engineering and Architecture.

# Elizabeth Gray

Senior Associate  
BA, LLB

“My commitment is to work towards a timely resolution—minimising cost and pain at a difficult time.”

Elizabeth has practised exclusively in family law since 1986.

She has successfully negotiated hundreds of pre-litigation settlements, which often involved difficult and complex property and child parenting matters.

Where it is not possible to reach a settlement pre-litigation, Elizabeth provides strong, decisive representation in court proceedings, advancing and protecting her clients' interests.

She has an outstanding knowledge of the law, and is able to make the often complex legal process readily understandable to her clients.

Based in our Melbourne office, Elizabeth enjoys an excellent reputation within the legal profession.





Dharmesh Shah is Co-founder and CTO of HubSpot. Prior to founding HubSpot in 2006, Dharmesh was founder and CEO of Pyramid Digital Solutions, which was acquired by SunGard Data Systems in 2005.

In addition to co-authoring "Inbound Marketing: Get Found Using Google, Social Media and Blogs", Dharmesh founded and writes for [OnStartups.com](http://OnStartups.com) — a top-ranking startup blog and community with more than 500,000 members.

In 2013, Dharmesh published HubSpot's [Culture Code](#), which has garnered over 2.5 million views on SlideShare. Named an Inc. Founder 40 in 2016, he is an active member of the Boston-area entrepreneurial community, an angel investor in over 60 startups, and a frequent speaker on startups and inbound marketing. Dharmesh holds a BS in Computer Science from UAB and an MS in the Management of Technology from MIT.

*via HubSpot*

## Jamillah Moore Ed.D.



**Jamillah Moore, Ed.D.**, is the author of *Race and College Admissions: A Case for Affirmative Action*. She is an educational advocate fighting against inequities, an advocate for student access and an authority on financial aid, workforce training, education policy and international education.

Dr. Moore is the President of Cañada College in the San Mateo County Community College District. She served in the Los Angeles County Office of Education as the Director of Governmental Relations and has been a public policy fellow in the California State Senate. At the state level, she was Senior Vice-Chancellor for Governmental and External Relations in the State Chancellor's Office. She serves professionally as an expert witness for the California Assembly Higher Education Committee, California Senate Education Committee, for civil rights organizations on issues of access, equity and discrimination and for select committees on financial aid, workforce training, accreditation and programs in support of upward mobility and student success.



Dr. Moore has been featured in the LA Times, Community College Journal, Sacramento Bee and various news media. She led the state recovery team as the Interim President of Compton Community College, following which she served as President of Los Angeles City College. At the national level, she is active in the American Association of Community Colleges and in the Society for Media Psychology and Technology of the American Psychological Association. Dr. Moore's accomplishments, skills, educational background, and training reflect a commitment to the philosophy and mission of Community Colleges and Higher Education. Her career, at every level, has been seminal in advocating workforce development, upward mobility through achieving success in career and technical programs and in "putting America back to work." In higher education, she serves as professor in the Communication Studies, Multicultural Education and Leadership programs of several universities. Her leadership in higher education is evidenced at the local, state and federal levels. She is frequently consulted by news media on social issues related to diversity and equity, accreditation, career and technical education and the international role of community colleges in global higher education.

Dr. Moore earned her doctorate in International and Multicultural Education from the University of San Francisco, a Masters degree in Intercultural Communication and Public Policy and a Bachelor of Arts degree in Communication from California State University, Sacramento.

*via Psychology Today*

# Rebecca Skitt. Chief Operating Officer

As Chief Operating Officer, Rebecca is leading the development of 10x's culture and capabilities to re-imagine banking to make peoples lives much easier.

An experienced global business leader, Rebecca's career has taken her around the world with high profile brands including Unilever and Barclays. She has deep experience in enabling business transformation, establishing innovation centres worldwide and is known for her passion for attracting and mobilising top talent to deliver on breakthrough strategies.

Rebecca's curiosity and fascination with what is important to people has shaped her determination to build high performance organisations that make a difference to peoples' lives.

Her most important role is inspiring her two teenage daughters to follow their dreams with courage.



## Chris Appleton

### Executive Director

Chris Appleton is Co-founder and Executive Director of WonderRoot. At WonderRoot, Chris drives the organization's strategic growth, partnership development and oversees its talented and passionate staff.

An Atlanta native and Georgia State alumnus, Chris is engaged with various community organizations throughout the state of Georgia. He serves on the Board of Directors of the Georgia Arts Network, a statewide cultural advocacy organization; the Advisory Board of Health Connect South; and the Atlanta BeltLine Public Art & Preservation Advisory Board. Previously, Chris served as the founding Board Chair for Burnaway, a regional arts publication; the Governance Chair for Atlanta Celebrates Photography; and on the Board of Directors for Eyedrum.

A leader and voice for progressive change in Atlanta, Chris is the 2014 Americans for the Arts National Emerging Leader Award Winner and a 2014 Outstanding Atlanta Honoree. He holds a certificate from the Fanning Institute at the University of Georgia in Executive Leadership for Non-profit Organizations. Additionally, he is a graduate of the 2013 class of LEAD Atlanta, a fellow with the World Economic Forum's Global Shapers program and a graduate of the 2013 class of New Leaders Council. In 2011, Chris received the Emory Center for Creativity and the Arts Community Impact Award.

Beyond Chris' professional work, he is an avid supporter of animal rights, lover of the outdoors and amateur vegan chef. Chris can be reached by email [here](#).





## About Natalie

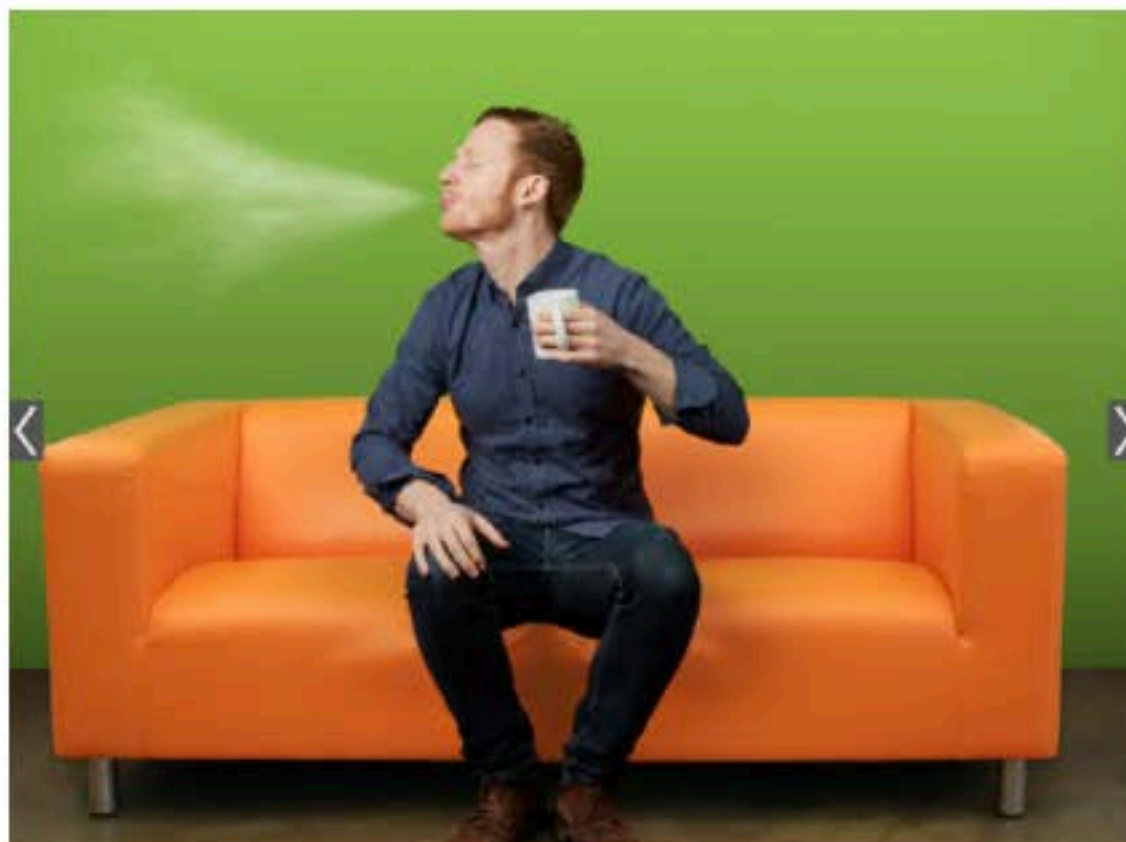
Natalie has been integrating, training, and strengthening employees' cultural connections with IMPACT for almost 5 years. As the third most tenured employee, her career at the agency has spanned multiple roles including Social Media Manager, Director of Client Services, and Process Development Manager.

In her current role as the Director of Talent, Natalie engages in all aspects of employee experience. Working on the leadership team, she has played a key role in developing and discovering IMPACT's core values, vision, and culture code. Some of her key initiatives have been designing IMPACT's cultural orientation and training process, developing a more expansive Human Resources department, and building an ongoing employee appreciation plan.

Outside of her roles at IMPACT, Natalie is an avid foodie with a self-admitted olive addiction. She averages 2-3 eye-rolls per day for her constant puns and "dad jokes", and prides herself on uncovering new coupon apps.

*via IMPACT Branding & Design*

## Funny Bio Examples



### **Conor Hogan**

ASSOCIATE CREATIVE DIRECTOR

EMPLOYEE NUMBER

**319**

REDDIT FRONT PAGES

**4**

DEPARTMENT  
**CREATIVE**

Conor is a ginger from Hartford, CT. Sometimes he makes his own pickles. He's currently amassing a Spotify playlist of semi-obscure cover songs. Please follow. Please. He lives in Crown Heights.

# Leandra Medine

*Leandra Medine is the founder of Man Repeller, which she likes to call a nudist colony, and author of Man Repeller: Seeking Love, Finding Overalls. She just started making her own chia pudding.*

*via Man Repeller*

Lisa's PR background means she's licensed to take people out and chat them up over drinks; her time in London means she can do it in a British accent. She's a firm believer in the transformative power of red lipstick, and in her free time, she's studying French (fluency status: en route). Lisa also happens to be Madwell's only certified etiquette consultant. For now.

## **IMPORTANT FACT**

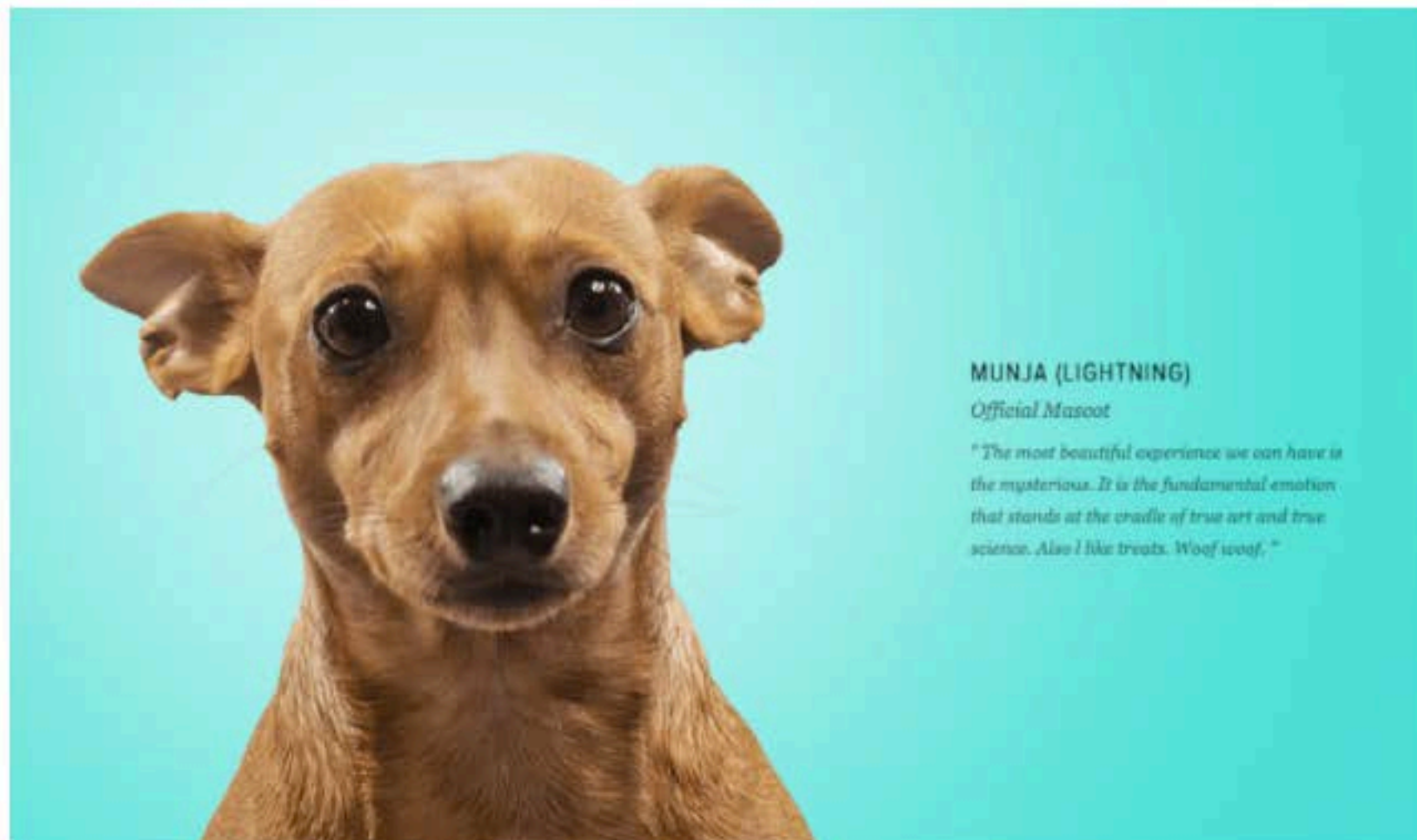
*Lisa is terrified of birds. (You never know what they're going to do next.)*



### Jane Alt

If Jane's adolescent self met her adult self today, the younger version would be shocked (and probably appalled). With aspirations of becoming a corporate CEO at 18, Jane came to her senses after 4 years of college plus 12 years in the business world and traded them in for "the good life". Choosing to be a stay-at-home mom to her son Jake (and her garden), Jane is passionate about organic gardening, reading about gardening, all kinds of music, good food and wine, and her family (sometimes in that order). She is a graduate of UC Santa Cruz and proudly participated in the vote to name the Banana Slug as the official school mascot way back in 1986. When Jane's not cleaning the garden dirt out from under her fingernails or listening to [radioparadise.com](http://radioparadise.com), you can find her delivering library books to homebound seniors or knitting. A dyed-in-the-wool, native Californian, she lives in Marin County with her husband Roger and their son Jake.

*via Goodlifer*



*via Case 3D*



# ALICIA McELHONE

## RESPONSIBILITIES

- Being Wait But Why's Manager of Lots of Things
- Having a huge bucket of responsibilities dumped on her head daily
- Teaching herself how to do things because Tim and Andrew don't know how to do the things she has to do
- Turning Wait But Why from a land of chaos to a well-organized and on-top-of-its-shit site
- Treating Tim like an eight-year-old and keeping him on a productive schedule
- Editing posts
- Posting Dinner Tables
- Managing translations, syndication, PDFs, partnerships, and other time-consuming things
- Helping to figure out what Wait But Why is and where it's going
- Saying no to opportunities in the Wait But Why inbox that are ultimately distractions
- Reading every Game of Thrones book, possibly multiple times each, and following George R. R. Martin on every social media channel that exists
- Typing 168 words per minute like a psycho



*via Wait But Why*

## Sam Balter

@sbbalter

Definition of Balter: to dance artlessly, without particular grace or skill but usually with enjoyment. Sounds right.

Marketing @ HubSpot. 🎙️ Host of Weird Work

Even before she made a name for herself on the silver screen starring in films like *Pitch Perfect*, *Up in the Air*, *Twilight*, and *Into the Woods*, Anna Kendrick was unusually small, weird, and “10 percent defiant.” At the ripe age of thirteen, she had already resolved to “keep the crazy inside my head where it belonged. Forever. But here’s the thing about crazy: It. Wants. Out.” In her autobiographical collection of essays *Scrappy Little Nobody*, she invites readers inside her brain, sharing extraordinary and charmingly ordinary stories with candor and winningly wry observations.

Enter Anna’s world and follow her rise from “scrappy little nobody” to somebody who dazzles on the stage, the screen, and now the page—with an electric, singular voice, at once familiar and surprising, sharp and sweet, funny and serious (well, not that serious).

*via Scrappy Little Nobody*

# Doug Kessler

Creative Director

Doug is a displaced Yank who started his career at Ogilvy & Mather, New York. Soap and fabric softener bored him rigid so he jumped ship to specialise in B2B.

Doug is a content marketing junkie. He’s a copywriter at heart but with a secret jones for analytics. And Lagavulin.

*via Velocity Partners*

Hola, I am the Chief Sumo at [Sumo.com](#) and [AppSumo.com](#), where we help entrepreneurs kick more ass. Before that I worked at Intel, and was employee #30 at Facebook and #4 at Mint.

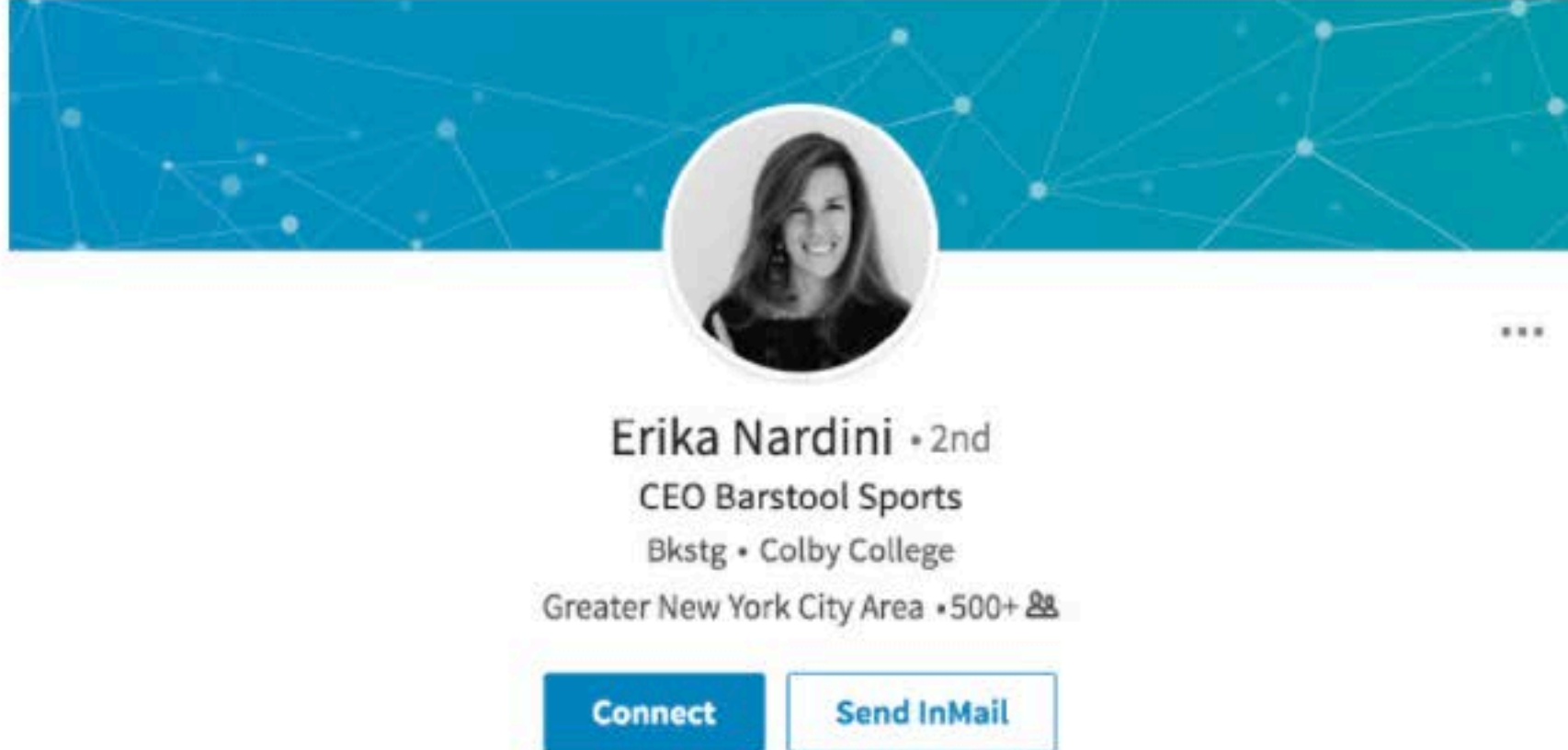
Our site includes in-depth guides and strategies on [how to start a business](#), [marketing](#), and [more](#).

Specifically, you’ll learn secrets about the best ways to write a [cold email](#), my favorite [business books](#), [how to deal with depression](#), [growing email lists to 20,000+](#), and how to make it [easy for others to say yes](#). I’ve failed and succeeded over the years, and these are my stories.

You can email me at hinoah [at] okdork [dot] com. Yes, that is my real email. I reply to people who send me [Taco Deli gift cards](#). 🌮



# Social Media Bio Examples



A dynamic media and technology executive, Erika is known for her tenacity and passion for building, marketing and monetizing digital brands.

In July, 2016 Erika joined Barstool Sports as the company's CEO. Contrary to the Barstool Sports comment section, Dave Portnoy did not find her at a Times Square Chilis restaurant.

Prior to Barstool Sports, Ms. Nardini served as President and Chief Revenue Officer at Bkstg, a platform that empowers Artists to go Straight-to-Fan. Launching in Fall, 2015, Bkstg's mission is to unlock value for Artists and Fans by creating a direct relationship between the two. Ms. Nardini is responsible for the Company's brand positioning, programming, revenue and Artist partnerships.

Ms. Nardini has held several notable positions in the advertising and media industries, most recently as CMO, AOL Inc. Prior to AOL, she built Demand Media's marketing and sales operation leading to their January, 2012 IPO.

Ms Nardini was an early pioneer in branded entertainment and built global operations inclusive of marketing, product development and programming at both Yahoo! and Microsoft following leadership roles in creative services and media at Digitas, Havas and Arnold Worldwide.

Ms. Nardini began her career at Fidelity Investments, launching their first digital practice in the late 1990s. In 2015 she was named to the AAF Hall of Achievement and serves on several private and non profit boards. Ms. Nardini lives in New York with her husband, their children, and two Bernese mountain dogs.





**Henneke Duistermaat** ✓

@HennekeD

Irreverent writer on a mission to stamp out gobbledygook. Regular contributor [@copyblogger](#).

*via Twitter*



...

**George B Thomas** • 1st

Professional Sales & Marketing Speaker at The Sales Lion

The Sales Lion

Charlotte, North Carolina Area • 500+ 

[Message](#)

I'm an Inbound Marketer, Video Jedi & Co-Owner of The Sales Lion with more than 25 years of sales & marketing experience. I'm a HubSpot Certified Trainer with a record-breaking fourteen certifications including Inbound, Email, HubSpot, Contextual and Content Marketing.

I utilize my expertise in graphic design, web development, video editing, social media marketing and inbound marketing to partner with, teach and develop solutions for companies looking to develop their businesses and increase their revenue.

I am a teacher and motivator at heart, my true passion is helping others to be inspired, educated, and willing to work hard in order to achieve unlimited success!

*via LinkedIn*



**leilajanah** 

[Follow](#)

**Leila Janah** 🌍 Founder of @Samasource and @LXMlofficial - businesses in service of people and planet. Wilderness lover. Author of #GiveWork (just released!) 🙌🙌 [givework.org](https://givework.org)





alexisohanian ✓

Follow

1,994 posts

122k followers

689 following

Alexis Ohanian Sr. 🌐 Co-founder, Reddit. General Partner, Initialized Capital. Bestselling author, Without Their Permission. Making the world suck less. 📄 [redditblog.com/2017/10/18/announcing-the-reddit-internship-for-engineers-rife](https://redditblog.com/2017/10/18/announcing-the-reddit-internship-for-engineers-rife)

*via Instagram*



**Lee Odden**

@leeodden Follows you



CEO TopRank Marketing. Author,  
Speaker, B2B Content Marketing &  
Influencer Marketing Pro. Proud Dad,  
Traveler, Foodie, Beardie. Find me next at  
#WatsonMarketing

*via Twitter*



rachelryle



Follow

807 posts

1.1m followers

154 following

Rachel Ryle Illustrator, Animator & Storyteller | Facebook, Twitter, Musical.ly, Snapchat:  
[@rachelryle](#) | Collect my artsy iOS Stickers for iMessage: [bitly.com/2ct5wY9](https://bitly.com/2ct5wY9)

*via Instagram*



# Kathrine Larsen MS

@KatLarsenMS

Denmark's 1st Master Sommelier. UK Sommelier of the Year 2014. Passionate wine specialist/judge/educator. Glass-half-full-girl. Proud mum to a Superstar!



**Benjamin Young** • 2nd

CEO of Sworkit by Nexercise Inc.

Sworkit • The Wharton School

Washington D.C. Metro Area • 500+ 

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Ben is a proven leader with over 20 years of experience managing and delivering business and information technology solutions. He possesses a unique blend of entrepreneurial spirit combined with a deep passion for both technology and business. His skill set ranges from executive management, software development, product management, to sales and marketing.

Specialties: Mobile & Internet Technology Strategy (includes the whole whole spectrum from Business Development to Software Development)





**Bobby**

@bobbyjkane Follows you

Sr. UI Designer [@numberFire](#) (a [@FanDuel](#) company). Previously [@ESPN](#).  
Plays guitars, drinks coffee, and likes to  
build things with wood. Tweets are mine.

*via Twitter*