

Profile Writing Format

The AKAD mentorship requires students write and present a profile of themselves as the first document in personal branding and marketing. We kindly request you focus on the following four things;

1. **Your call to fame; awards, positions, etc.**
2. **What you are currently doing (school, work, etc.)**
3. **Your history – of how you got to (2) above**
4. **Your future aspirations – where you are going**



Akad mentees at the Intercontinental Hotel, Gap Year Mentorship 2017 Field Event in January 2017

This basic document INTRODUCES you to your audience, and is the basis of also introducing yourself with the famous “Elevator Pitch”, which at AKAD, needs to be given within 30 seconds.

The idea is to give an appetizer about yourself so that the listeners and audience will want to know more about you. You therefore need to think through the most important things about you that create interest – from which follow up conversations can be had with invitation to present your Resume or CV. The first paragraph must capture one’s attention as motivation to read or listen to the rest of your information.

Profile length may be pre-defined in number of words or paragraphs. If asked for ONE paragraph, 4 lines long, do you know to say?

At AKAD this primary introductory document is then shared as below;

1. Media houses that require profiles of youth for specific programs
2. Networking partners – to show cause as to why we wish to include you in particular events & seminars.
3. Job Shadowing – demonstrate your interest in a particular industry or opportunity
4. Internships – as in (3) above
5. Potential employers – seeking youth with particular skill sets
6. Admissions officers – as basis for references into academic and other programs

Document format

As a rule of thumb, we humbly request document format be as below;

1. Length: 1 page only
2. Title and Name on top of the document
3. Ownership based on;
 - Profile picture (Head and shoulders photo – “passport photo”) to the left of the document. We encourage you to have a photo in which you are seen to be smiling, not looking like “Dr. Death”. We discourage you from offering a profile photo of yourself in a tee-shirt. Formal is always better.



- Contact details next to the profile photo, (easier done using a “Text box” when using MS (Word)
 - Mobile telephone number (including country code)
 - Email address
 - Facebook address link
 - LinkedIn address link
 - Any other relevant addressThese allow one to independently and directly contact you as needed.

4. Page orientation: Portrait.
5. Save one version in MS Word, another in PDF Format (which fixes the data on the page)
6. Save the file with your NAME, short title and month & year – Do NOT save it as “Profile” or “Essay”
7. Attach this document to email.
8. Forwarding email MUST have an introductory paragraph explaining WHY and basis for sending this attachment. Do not assume we know who you are. DO NOT send an attachment alone – if we do not recognise who you are, we will NOT open the attachment as we are NOT in the habit of opening attachments from unknown persons that may contain viruses
9. Font type: Easy to read font (do not use Chinese, Arabic, emoji’s, hard to read font styles, etc.)
10. Text Font size; 11 or 12
11. Do not send document full of grammatical errors and miss-spelt words!
12. No need to include the Akad logo or address in the profile
13. Email to: info@akadeducationafrica.com

By emailing us your profile, you consent to AKAD sharing the same with the above and other stakeholders. AKAD reserves the right to revise the document length, grammar, etc. but not content when sharing with relevant stakeholders.

Thank you and let us have fun going forward!



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