Professional Headline Examples

Use Position Passion Purpose to communicate your direction

Your headline appears below your name and in search results; it can differ from your current job title. [1] The PPP formula is a writing tool: Position tells readers where you are now, Passion identifies your focus, and Purpose describes the contribution you want to make.

A graduate friendly formula

[Student or graduate status] | [Relevant field or demonstrated skills] | [Practical interest or contribution]

Use plain terms familiar in your target field. Keep your status accurate: “interested in data analysis” is different from holding a Data Analyst role. Prioritise the most useful words; you do not need to fill every available character.

Students

- Business Student | Event Coordination and Excel | Interested in Improving Team Organisation
- Computer Science Student | Python and Web Projects | Building Practical Digital Tools
- Psychology Student | Research Methods and Literature Review | Exploring Student Wellbeing
- Mechanical Engineering Student | CAD and Design Projects | Interested in Sustainable Engineering
- Media Student | Writing and Video Editing | Creating Clear Stories for Community Audiences
- Public Policy Student | Research and Data Interpretation | Interested in Education Policy

Recent graduates

- Accounting Graduate | Excel and Financial Reporting Projects | Seeking Entry Level Finance Opportunities
- Marketing Graduate | Content Planning and Survey Research | Interested in Customer Insights
- Civil Engineering Graduate | Design Coursework and Site Internship | Interested in Infrastructure Delivery
- HR Graduate | Recruitment Coursework and Event Support | Interested in People Operations
- Graphic Design Graduate | Visual Identity and Layout | Portfolio of Student and Community Projects
- Business Graduate | Organisation and Stakeholder Communication | Interested in Administrative Coordination

Adapt the headline to your evidence

Master's students and early career professionals

- Master's Student in Data Science | Python and Statistical Modelling | Exploring Public Health Applications
- Master's Graduate in Education | Research and Learning Design | Interested in Student Development
- Administrative Assistant | Scheduling and Document Coordination | Helping Teams Stay Organised
- Marketing Intern | Content Research and Social Media Support | Developing Audience Focused Campaigns

Improve a vague headline

Vague: "Student at University."
More informative: "Economics Student | Research and Excel | Interested in Economic Development."

Vague: "Hardworking graduate seeking anything."
More informative: "Business Graduate | Project Coordination and Data Accuracy | Seeking Operations Opportunities."

These examples illustrate structure, not claims to copy. Use a tool, achievement, or specialization only if you can discuss it and show evidence. A current student can present a clear direction without sounding like an experienced specialist.

Position My accurate status

_____

_____

Passion My field or strongest skills

_____

_____

Purpose The contribution or work that interests me

_____

_____

My draft headline

_____

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Final review

☐ My status is accurate and easy to understand.

☐ The keywords reflect work I can demonstrate.

☐ The most useful information appears early.

☐ The headline sounds natural and fits the editor's current limit.