

FIU Business
Office of Marketing and Communications
Guidelines for Writing and Submitting a Professional Bio

Revised: 05-06-2020

General:

- Please do not cut-and-paste from LinkedIn profile, business/corporate website or any social media platform. Original bios should be written to the required word-count, highlighting the most important points.
- If length is longer than requested, our office reserves the right to edit.

Length

- e-blast – 75-100 words
- brochure or conference agenda – 200-225 words

Information to be included:

- Position and full name of company
- Primary role/function/expertise
- Previous job
 - o Time worked there - important if individual is currently retired or a consultant
- Education – degrees + name of university/universities
- Top 1-2 voluntary/philanthropic interests (optional)

Photo

- Please provide a professional head shot
- High resolution photo file
- Preferred file formats: JPG, PDF