

*introduction to...*

# KNOW YOUR BRAND!

If your resume and cover letter tell your professional story, your personal brand drives the character development. In short, it's all about "Why you?" It's not about treating yourself like a product or merely posting your name and content online. Instead, building your personal brand is about strategically, creatively, and professionally presenting what makes you, you.

*parts of your brand...*



## EXPERIENCE

Experience might be academic (courses, major, projects), an internship, a part or full-time job, a volunteer opportunity or any relevant activity that helped you gain knowledge or build skills.

- ***"My robust experience in a wide variety of digital media production roles..."***
- ***"My varied experiences in event planning and design..."***



## SKILLS

This part of your brand is all about what you can do! Your skills are center-stage here. These skills might have been honed in a class or a job - or a skill you developed on your own.

- ***"My deep skills in data analysis and visualization..."***



## BACKGROUND

Your background is rich territory for shaping your brand in an authentic and compelling way. Sometimes it's cultural identity or a unique athletic history. Regardless, this part of your brand says something meaningful about you!

- ***"My background as a volunteer interpreter in a trauma 1 neonatal unit..."***
- ***"My background as a first generation college student who has successfully navigated***



## PASSION

Your passions drive the decisions you make and they tell an employer a lot about what motivates you.

- ***"My passion for establishing relationships with various communities to advance the fight for environmental preservation..."***

# brand statement...



A brand statement is an easy way to try to collect the most important parts of your brand into a single sentence that you can use in a cover letter, elevator pitch, interview or just to reflect on where what makes you distinctive. Use this worksheet to brainstorm a couple of versions of your brand statement.

"MY , , and 

## MAKE ME AN EXCELLENT CANDIDATE."



EXPERIENCE

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BACKGROUND

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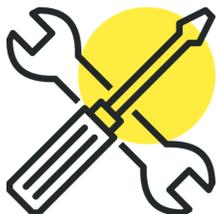
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SKILLS

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PASSION

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