



Your personal brand is a voice or theme that articulates what makes you different or unique. Your brand helps to express your unique value to an employer, and differentiates your skills, experiences, and abilities from your competition. A successful brand should be unique, credible, consistent, and relevant. Personal branding is an important part of the job/internship search, because of the competitiveness of the job market. It also improves your likelihood of finding a good fit within a company and gives you increased self-confidence and focus in your search.

□ Define your brand

As you begin to create your personal brand, you will need to think introspectively, both internally and externally. When considering your internal perceptions, you will want to ask yourself the following questions:

- How do I want to be perceived?
- What do I want others to remember about me?
- What are my strengths?

As you are considering your external perceptions, you will want to ask yourself the following questions:

- How do my peers describe me?
- What have previous supervisors said about my work?
- What do my resume and cover letter say about my work experience?

The answers to these questions are the foundation of your personal brand.

□ Create your personal branding statement

Creating a personal branding statement can help turn these abstract ideas, themes, and values into tangible statements. Your personal branding statement should be 3-4 paragraphs, which outline who you are, your unique skills and experiences, and future goals and interest.

Use the framework below to structure your personal branding statement.





□Market your personal brand

Now that you've defined and created your personal brand, you can market your brand through the following platforms: resume, cover letter, portfolio, LinkedIn profile, self-introduction/elevator pitch, and social media outlets. Make sure that all of these platforms are consistent with what you've outlined in your personal branding statement. Ensure that each of these platforms are visible to multiple audiences including employers, peers, alumni, faculty, and advisors.

Need additional help?

If you are unsure of how to create and market your personal brand, make an appointment with your career consultant for additional support and resources.