

My Professional Brand

Communicating your value and establishing a professional presence

You bring experience with you to campus—through classes, interests, past jobs, and life roles—and you'll continue growing through class projects, campus activities, and conversations. Your professional brand helps you explore the professional you are becoming as you grow (e.g., your career interests, values, strengths, and goals). It's not a one-time statement, but a reflection tool for self-awareness and growth. Revise it each semester as you gain new experiences and refine your direction. Use this living document to track your development, guide your career planning, and communicate your value to others, whether in introductions, resumes, or networking conversations.

My Expertise

What's your major (write in the left box)? Make a personal connection to the topics you experienced in your classes— name 1 or 2 topics/areas that got your attention, you were curious about pursuing, and/or you feel you have some expertise?

Major:	Interests:
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My Contribution

Who can you help in this field? (Narrow it down. E.g., What kind of company? What kind of customer/client?)

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What can you help them with? Help them do what? (Be as specific as possible. You can include several ways.)

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My Uniqueness

What are your strengths and passions, career-wise? (Use the Career Skills listed on the third page for ideas.)

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My Invitation

What do you need to strengthen your professional development?

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What could you ask others to help you achieve your professional goal? (Use the Career Conversation Questions listed on the third page for ideas.)

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My Professional Brand in Summary

Using the attached worksheet with examples of professional brand summaries, craft a summary of your professional brand that you can use in your professional introduction. Consider what you developed in the questions above and summarize it in 4-5 sentences with a closing question. You should customize the samples to your own style, voice, and goals.

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Networking with My Professional Brand

Now that you know more about your professional brand, you can introduce yourself to professional contacts and start a profile on an online professional networking website like [LinkedIn](#).

Professional Introduction Samples

When we meet new people, at a career fair, for example, we generally introduce ourselves. The Elevator Pitch is that 30-60 second moment when you talk about who you are and what your goals are.

Nice to meet you, I'm Alex Biondo. I'm currently a senior studying Computer and Information Science. I hope to become a computer programmer when I graduate. I've had a couple of internships where I worked on several program applications with a project team. I enjoy developing computer applications for simple business solutions. The position you have listed on Handshake seems like it would be a perfect fit for someone with my skills. I'd like to hear more about the type of project teams in your organization.

Hi, my name is Samantha Atchison, and I am a graduate student studying Environmental Sciences. I'm looking for a position that will allow me to use my research and analysis skills. Over the past few years, I've been strengthening these skills through my work with a local watershed council on conservation strategies to support water quality and habitats. Eventually, I'd like to develop education programs on water conservation awareness. I read that your organization is involved in water quality projects. Can you tell me how someone with my experience may fit into your organization?

Samples from the University of Oregon Career Center

Online Profile Summary (e.g., LinkedIn) Sample

Social networks online typically have an About or Summary section and a headline on the profile page. Use this section to talk about who you are professionally. Be sure that you are posting content that confirms who you say you are and what you say you do – keep it professional in tone and topic. (Why be professional on your social media? A lot of jobs are filled by referrals. Building a network and allowing others to find you because you have skills they seek can help you get into that referral pool.)

I have been interested in all things communication-related since the first time I touched a copy of the Columbia Tribune. As a recent graduate of the University of Missouri, I hope to immerse myself in the world of Public Relations, joining a company that specializes in crisis communication through traditional and social media.

My experiences have resulted in a diverse working background that includes knowledge of:

- copy editing - social media
- creative writing - web content development
- web design - social media marketing

My assertiveness, attention to detail, and a passion for print and digital media have led to the publication of several of my articles and infographics on multiple print/blog platforms (see linked projects).

Currently, I am seeking employment opportunities. I would love to connect!

Sample from <http://www.linkedin.com/in/mizzoustudent>

Online Profile Headline (e.g., LinkedIn) Sample

3D Animator | Environment Artist | Digital Artist – Seeking Entry-Level Opportunity!

Seeking Summer Internship for Sales Management and Marketing roles | Graduate Student at Cal State LA

Software Development Student | Seeking Full-Time Software Engineer Job | Java, PHP, JavaScript, C++ | 2024 Graduation

Samples sourced from “12 Impactful LinkedIn Headline Examples from Real People”, James Hu, Jobscan, August 18, 2021

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Career Skills

To help you, here's a list of five broad skill areas with examples of how you can describe each area. Circle those that you feel you are good at. You can also ask your colleagues. Think of situations in which you have used them effectively and tell your partner. (Choose 1-2 examples.)

Communication: writes clearly and concisely, speaks effectively, listens attentively, openly expresses ideas, negotiates/resolves differences, leads group discussions, provides feedback, persuades others, provides well-thought-out solutions, gathers appropriate information, confidently speaks in public

Interpersonal Skills: works well with others, sensitive, supportive, motivates others, shares credit, counsels, cooperates, delegates effectively, represents others, understands feelings, self-confident, accepts responsibility

Research and Planning: forecasts/predicts, creates ideas, identifies problems, meets goals, identifies resources, gathers information, solves problems, defines needs, analyzes issues, develops strategies, assesses situations

Organizational Skills: handles details, coordinates tasks, punctual, manages projects effectively, meets deadlines, sets goals, keeps control over budget, plans and arranges activities, multi-tasks

Management Skills: leads groups, teaches/trains/instructs, counsels/coaches, manages conflict, delegates responsibility, makes decisions, directs others, implements decisions, enforces policies, takes charge.

Career Skills sourced from "50+ Job Skills You Should List on Your Resume", Jeannette Mulvey, BusinessNewsDaily Managing Editor, March 4, 2012

Career Conversation Questions

You can gain a better understanding of an occupation or an industry by talking to people who are currently working in the field. The following are some suggested questions. (Choose 1-3 questions)

The Nature of the Job

1. What kind of person (in terms of talent and personality) would be best suited for this type of job?
2. What changes do you see occurring in this field? Has technology affected this industry or this job?

Career Path

1. What types of experiences would help someone advance in this field?
2. In this field, are there any specific prerequisites for advancement, such as examinations, higher degrees, advanced certifications, etc.?

Preparation

1. Are there any specific courses I might take that would be of help to me in this field?
2. Are there any extracurricular activities (paid work, volunteering, interning, campus organizations) that would enhance my chances of being hired in this field?
3. What special advice would you give to a person considering this field?

Hiring

1. What types of companies, organizations, or agencies might employ people in this field?
2. Do you have any advice on how I could qualify for an entry-level position in this field?