

# BUILDING YOUR PROFESSIONAL BRAND

Office for Career Success

Your professional brand is how you present your skills, values, and unique strengths to the professional world. It extends beyond those who know you and helps you build visibility and credibility with employers, mentors, and collaborators.

## DEFINE YOUR BRAND

Start with self-reflection. What are your core values? What skills and strengths do you bring? What motivates you and makes you unique? Align these with the qualities valued in your target career field.

## BUILD YOUR ONLINE PRESENCE

### LinkedIn Essentials:

- Create a strong headline beyond your job title (e.g., "Marketing Student | Social Media Strategist | Passionate About Sustainable Brands")
- Write a compelling 2-3 paragraph summary that tells your professional story
- Add a professional photo—profiles with photos get significantly more engagement
- **Quantify** accomplishments in your experience section
- Customize your LinkedIn URL ([linkedin.com/in/yourname](https://www.linkedin.com/in/yourname))
- Engage with your network—share articles, comment on posts, and build connections

### Other Platforms:

Clean up personal social media. Create a portfolio website if relevant to your field. Consider a QR code linking to your LinkedIn for networking events.

## BE AUTHENTIC & TELL YOUR STORY

Your brand is not about perfection. Share your accomplishments and your growth areas. Connect your past experiences to your future goals. Show what drives you and the impact you want to make. Be consistent across all platforms—your story should align.

## MAINTAIN & EVOLVE

- Update LinkedIn and your resume regularly with new skills and accomplishments
- Stay engaged—share relevant content and celebrate professional wins
- Revisit your brand annually to ensure alignment with your goals
- Remember: employers will Google you—make sure your online presence reflects your professional brand