

***My “Professional Brand”:***  
**Communicating your value, establishing a professional presence, and moving forward your professional development**

***My Interests/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

***My Contribution***

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

List your strongest skills. What are your strengths and passions, career-wise? What makes you memorable and special? (Check the word bank 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?

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***My Professional Brand in Summary: Professional Introduction***

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 and seek to start a conversation to help us get closer to our professional goals.

*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 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 Atcheson, 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 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 you are posting content that confirms who you say you are and what you do – keep it professional in tone and topic. (Why be professional on your social media? Referrals fill many jobs. 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*

## ***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 five 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