



Building Your Personal Brand Worksheet

Step 1: Set the target

What do you want employers to think about you after viewing your resume and social media profiles? (Example: I want employers to think I am innovative, professional, and eager to learn about my field)

Brainstorm

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Top 3 Things You Want Employers to Think:

1. _____
2. _____
3. _____

Step 2: Assess the landscape

What is your audience looking for? What are employers looking for when hiring for jobs you're interested in? (Use keywords from jobs/internship postings)

Strengths/Skills

_____	_____
_____	_____
_____	_____

Characteristics

_____	_____
_____	_____
_____	_____

Experience

_____	_____
_____	_____
_____	_____

What do you have? What do you currently have that you want to communicate in your documents and social media profiles?

Strengths/Skills

_____	_____
_____	_____
_____	_____

Characteristics

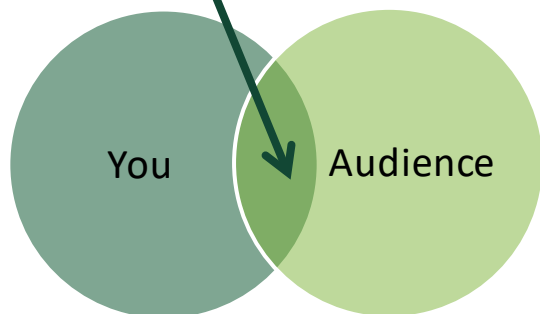
_____	_____
_____	_____
_____	_____

Experience

_____	_____
_____	_____
_____	_____

Where are the areas you align with your audience—target companies/industries/job functions? Given the above information, what keywords do you want to be sure to include in your documents and social media?

Alignment



My Keywords

Step 3: Put it into action

Using the strengths, characteristics, and experience above to write your headline and summary.

Headline: Keep it short, keyword-packed, and future-oriented.

Examples:

- Aspiring marketing professional specializing in digital platforms
- Business Student '18 | Social Media Strategy | Aspiring Marketing Professional

Summary: Show your personality, and keep it professional. Feel free to write a paragraph followed by some bullet points. A good outline is to answer the three questions. Who are you? What have you done? Where are you going?

Example:

I am a second year Business Administration student at University of Oregon with an interest in marketing, advertising, and social media. With experience executing social media strategy, I am seeking an internship where I can elevate a company's brand through social media outreach, developing marketing plans, and conducting customer research. I put an emphasis on results, and thrive working in a team-oriented office.

Specialties:

- Event planning
- Social networking and marketing
- Account management
- Microsoft Office (Word, PowerPoint, Excel)
- Adobe CS5.5 Suite

My LinkedIn Headline:

My LinkedIn About section/ Bio:

What proof do you want to highlight that shows you have the strengths/skills and characteristics that your audience is looking for? Use this section to brainstorm experiences, projects, coursework, volunteer experiences, interests, you'll include on your social media profiles and examples of your work (pictures, webpages, sample work PDFs, etc.).

Which social media platforms do you want to focus on for professional use? (make the other ones "private")

- | | | |
|-----------------------------------|------------------------------------|---|
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Personal website |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Instagram | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Tumblr | <input type="checkbox"/> _____ |

Next Steps:

- ☐ **Have someone else read your summary and headline.** What are their main takeaways? Do their interpretations reflect what you were trying to convey?
- ☐ **Go to our [Personal Branding Resource Page](#)** to learn how to implement your personal brand across all platforms using the Broadcast Your Personal Brand Checklist in "Attachments".

Make an appointment. If you'd like to talk through your value proposition, make an appointment with one of our professional career advisors through [Handshake](#).