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**

**Top 3 Things You Want Employers to Think:**
1. ____________________________________________
2. ____________________________________________
3. ____________________________________________

**Step 2: Assess the landscape**

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<tr>
<th>What is your audience looking for?</th>
<th>What do you have?</th>
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<td>What are employers looking for when hiring for jobs you’re interested in? <em>(Use keywords from jobs/internship postings)</em></td>
<td>What do you currently have that you want to communicate in your documents and social media profiles?</td>
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<th>Strengths/Skills</th>
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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**
- You
- Audience

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**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 you 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”)

- LinkedIn
- Facebook
- Twitter
- Pinterest
- Instagram
- Tumblr
- Personal website

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.