

# BUILDING YOUR BRAND



PLEASE RESPOND TO THE FOLLOWING QUESTIONS FOR EACH SECTION:

## Identify Yourself

- Who are you? Where do you want to go?
- What are your goals, personal drivers, values?
- How does your uniqueness translate to value?
- How do others describe you?
- What values are important to you personally and professionally?

Write your response:

## Crafting Your Personal Value Proposition

- Who is your target audience?
- What are unique skills and experiences that differentiate you from other candidates?
- What achievements will support your proposition?

For **[target audience]**, I will make a difference by offering **[unique value you provide]**. Among all **[competitive cohort]**, I stand out because of **[distinctive capabilities/skills]**.

- **Example:** For advertising agencies looking for dynamic, strategic thinkers, I will make a difference by offering innovative campaign management and leadership skills. Among all other advertising students, I stand out because of my ability to blend creativity with data-driven insights to deliver impactful campaigns.

Write your own personal value proposition:

## Craft your Elevator Pitch

- Transform “Tell me about yourself” into a narrative showcasing problem-solving skills.
- Create an elevator pitch
  - Introduction (Name, major, current role)
  - Value Proposition (What you offer)
  - Unique Selling Point (What makes you stand out)
  - Call to Action (What you want)
- **Example:** “Hi, I’m [Your Name], a senior at the University of Miami studying Advertising. I specialize in strategic campaign management and have hands-on experience from internships where I successfully led projects that increased engagement. I’m passionate about blending creativity and data-driven insights to deliver strong results, and I’d love to discuss how I could contribute to your team.”

**Write your own elevator pitch:**

## Communicate & Maintaining Your Brand

- Build your online presence
  - Optimize your LinkedIn Profile
- Maintain consistency
  - Across platforms
  - Messaging in interactions
  - Regular updates and reflections

**Complete this Checklist:**

- Use this worksheet to build and refine your personal brand.
- Ask your “truth tellers” for feedback.
- Practice your elevator pitch with friends, classmates, or professors.
- Make sure your resume, LinkedIn, and social media profiles reflect your personal value proposition.

## Key Elements of a Resume:

Consistency	Concise	Correct
<ul style="list-style-type: none"> <li>● .5 - 1-inch margins all around</li> <li>● Dates, bullets, sections are aligned evenly and consistently throughout</li> <li>● Font &amp; font size doesn't change</li> <li>● 10-12 size font for bullets. Your name should be the only "BIG" thing</li> </ul>	<ul style="list-style-type: none"> <li>● Think quality over quantity</li> <li>● Avoid unnecessary words or entries</li> <li>● Avoid personal pronouns (e.g. "I", "me", "we")</li> <li>● Keep it to 1-page</li> <li>● Don't use a template with tables to separate each section</li> </ul>	<ul style="list-style-type: none"> <li>● Proofread!</li> <li>● Make sure your experiences are factually correct.</li> <li>● Anything you have on there; an employer can ask you about.</li> </ul>

## What sections to include:

Definitely	Depends
<ul style="list-style-type: none"> <li>● Name</li> <li>● Contact Information &amp; Links</li> <li>● e.g. LinkedIn, Portfolio Website</li> <li>● Education</li> <li>● Professional Experiences</li> <li>● Skills, Languages, &amp; Certifications</li> </ul>	<ul style="list-style-type: none"> <li>● Extracurricular Involvements/ Activities</li> <li>● Leadership</li> <li>● Media, Publications, &amp; Productions</li> <li>● Research</li> <li>● Service</li> <li>● Awards/ Affiliations</li> <li>● Summary Professional Profile</li> </ul>

## Create strong bullet points:

### BULLET POINT: ACTION VERB+TASK/SKILL+RESULT

Specify the WHY or HOW you accomplished what you did. What value will you bring to the employers?

- Always start with a strong action verb emphasizing a transferable skill
- Use short and direct statements
- Communicate results and initiatives -- more important than responsibilities
- Quantify and qualify achievements/results