

Professional Branding: 5 Ways to Build & Share Your Story

Your professional brand is how others perceive your strengths, values, and goals—online, in person, and on platforms like LinkedIn and Handshake. These five tips will help you clarify and express your brand with confidence.

1. KNOW WHO YOU ARE

- Identify your top strengths, interests, and values. (e.g., *creativity, collaboration, sustainability*)
- Define what you want to be known for in your career
- Think about how you would introduce yourself in one powerful sentence

“I am a data-driven communicator passionate about helping nonprofits tell their story through digital media.”

2. CRAFT YOUR ELEVATOR PITCH

- Create a 30–60 second summary of who you are, what you do, and what you are aiming for
- Use it in interviews, networking, and profile summaries
- Focus on clarity, confidence, and authenticity

“I am a marketing student with experience in event planning and social media. I am looking to bring my skills to a mission-driven organization that values creativity and community.”

3. USE LINKEDIN AND HANDSHAKE STRATEGICALLY

- Keep profiles current with your experiences, skills, and a professional photo
- Write a strong, brand-aligned summary:

“Aspiring software engineer with a passion for accessible design and clean code”

- Engage: follow companies, apply for jobs, and attend events

4. BE CONSISTENT AND PROFESSIONAL

- Align your resume, profiles, and email signature with the same tone and key message
- Use professional language and visuals across platforms
- Keep social media profiles clean and appropriate—you can also set them to private

5. COMMUNICATE YOUR VALUE

- Share achievements, projects, or leadership roles
- Use action words and quantifiable results where possible:

“Increased student org engagement by 40% through targeted marketing.”

- Let people know how you can help, solve problems, or make an impact