

## ***Your branded bio***

Here's a before and after example of a fictionalized student's bio:

### ***Anna Novak***

#### *Before*

Anna Novak is majoring in marketing at Moscow State University. She has also taken several art related courses and is interested in a career in marketing and advertising. She completed an internship at Best Interactive Creative Agency where she worked on social media campaigns for healthcare clients. In secondary school, she was the class president and was active in organising arts programs.

#### *After: elements for Anna's branded bio*

In her branded bio, Anna incorporated what she learned about herself from the personal brand activities.

Here were her responses:

- Skills/superpowers: Project management, creativity, relationships
- Values: Collaboration, adventure, curiosity, teamwork, making a difference
- Passions: Drawing, creative writing, snowboarding
- Social cause/role: Creative side of marketing, project leadership, contributing to the Campus Advertising society

#### *Branded bio*

Majoring in marketing at Moscow State University, Anna Novak is a marketing enthusiast and an accomplished artist and writer. In addition to taking every marketing course offered, she completed six courses in the arts over the past three years. After her second year at the university, she interned at Best Interactive Creative Agency where she applied her creativity and project management expertise to build social media campaigns for healthcare clients. In secondary school, Anna was the class president. She used her collaboration and relationship-building skills and desire to make a difference to join forces with other local secondary school student councils to organise common local arts programs. A true adventurer and avid athlete, Anna spends her winter breaks perfecting her snowboarding technique.