Create Your Personal Brand

Personal branding is creating an impression of your professional self that impacts your credibility and development with employers. Fill out these sections to identify the elements of your brand. This will help you create a strong, unique brand that you can convey to employers and networking contacts.

Professional associations and student clubs

Academic training and courses

Work experience

Strengths

Interests

Goals

Personality attributes

Your personal branding statement

Based on the previous sections, try to write a personal branding statement that you can use on social media, during networking events and when you attend career fairs. Learn more about writing a personal brand statement.

Gilmour Hall 110 | (905) 525-9140 x24254

@MacSSC
studentsuccess.mcmaster.ca
studentsuccess@mcmaster.ca