

# CareerAdvisor

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## Build your branded bio

*Whereas a resume is a start to an interview, a branded bio is a start to a relationship.*

*A well-worded bio conveys your values, passions, purpose, and goals. It goes deeper than a resume since it tells the story of who you are versus just listing what you've done. It's a great way to create a connection since you can use more emotional and evocative language in paragraph format.*

*Branded bios do not have to be job-specific since they represent the core of who you are, how you engage with others, and the impact you create. Your branded bio can also include your headshot to allow the reader to put a face with a name.*

*Once you've drafted a branded bio, you can use it in multiple places — both as a paper based tool and as an online tool, such as the “summary” of your LinkedIn profile. Creating a branded bio is well worth your time since you'll get many miles out of it.*

### Step 1

*Assemble the ingredients of your bio. Answer the questions below in order to gather the most compelling content for your bio.*

Category	Answer the question(s)	Personal notes
Strengths	What are your greatest talents and skills? What do other people consistently complement you on?	
Accomplishments and credentials	What do you do and what have you done that's special and stand-out? (certifications, awards, testimonials, external validations, etc.)	
Values	What's important to you?	
Passions	What gets you jazzed up?	
Trademark traits	What makes you unique?	

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## Step 2

*Create your draft.*

Write in the third person. This makes it easier to “find” you when your bio is posted on the web. It’s also easier to say nice things about yourself this way.

Start with a bang to draw the reader in.

Write in your voice so people can get a vibe for what you’re all about.

Share who you are, not just what you’ve done. Include facts, stats and accomplishments along with values, passions, and goals.

End with your contact information.

## Step 3

*Test it out. Use the three **C**'s below to test the quality of your branded bio. Ask your friends, family, and trusted advisors to weigh in and provide feedback.*

<b>Area</b>	<b>Description</b>		
<b>C</b> omplete	No more than one page	Yes	No
	Contains all “key ingredients” from step 1	Yes	No
	Includes keywords that will be important to my target audience	Yes	No
<b>C</b> redible	Contains factual data	Yes	No
	Shows relevant qualifications	Yes	No
	Is authentic	Yes	No
<b>C</b> ompelling	Engages the reader	Yes	No
	Showcases my personality	Yes	No
	Describes me and only me	Yes	No

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## Sample: Jane Smith



Category	Answer the question(s)	Personal notes
Strengths	What are your greatest talents and skills? What do other people consistently complement you on?	Project management, creative writing, innovation, relationships
Accomplishments and credentials	What do you do and what have you done that's special and stand-out? (certifications, awards, testimonials, external validations, etc.)	Internship at 123 Company: social media marketing team Dean's list: four years Business society: "Start" award Sorority fundraising chair: junior and senior year
Values	What's important to you?	Collaboration, adventure, curiosity, family, teamwork, making a difference
Passions	What gets you jazzed up?	Social media, creative writing, art, snowboarding
Trademark traits	What makes you unique?	Love of adventure, risk taker, fearless in trying new things



A senior with a 3.5 GPA in Marketing and Technology from the University of Anywhere, USA, Jane Smith is a social media enthusiast and an accomplished artist and writer. In addition to taking every marketing and technology course offered, she completed four electives in the arts over the past four years. After her junior year, she interned at 123 Company where she applied her data management, business analytics, and social media marketing to special projects to increase the customer base internationally.

Jane has been very active in fundraising activities for her sorority and led an online alumni fundraising campaign that leveraged social media to generate additional revenue sources. Jane has also used her collaboration and relationship-building skills and desire to make a difference in the community. She has joined forces with local area high schools, helping teens raise money for residential arts programs. In addition, she helped create social marketing materials for a local non-profit radio station.

Jane has been on the Dean's List for four years and recently won the Business Society's "Start" Award for her innovative business and marketing proposal for a local start-up company.

A true adventurer and avid athlete, Jane spends her winter breaks perfecting her snowboarding techniques. When she's not on the slopes, she can be found travelling the globe with her two sisters in search of extreme adventures.

### Contact information:

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## **Notes**