

Personal Branding Statements

Before and After

Here are several examples of personal branding statements that candidates used to successfully differentiate themselves from their competition.

EXAMPLE #1

Before: Manage and guide the full project life cycle from concept design, to blueprint and analysis, through implementation, roll out, and successful delivery.

After: High-impact Software Application Architect who leverages IT & Automated Solutions to improve processes and drive cost savings.

LinkedIn Headline: S/W Application Architect: Drive Cost Savings | Automate Solutions | Improve Processes

EXAMPLE #2

Before: Customer Relations Professional with proven ability to exceed commitments to customers through efficient management of orders throughout the invoicing process, effective and pro-active communication, and prompt resolution of customer issues.

After: Versatile Client Relations Professional: Leverage Six Sigma to improve customer service and positively impact profits.

LinkedIn Headline: Versatile Client Relations Professional: Leverage 6-Sigma | Improve Customer Service | Positively Impact Profits

EXAMPLE #3

Before: None. [This candidate didn't have a personal branding statement. She introduced herself as the former TITLE from the former COMPANY and hoped the listener understood who she was and where she added value.]

After: Bilingual Talent Acquisition Specialist who maximizes workforce effectiveness by identifying and recruiting top leaders and ensuring talent is positioned for success.

LinkedIn Headline: Bilingual Talent Acquisition Specialist: Maximize Workforce Effectiveness, Identify & Recruit Top Talent, Drive Success



EXAMPLE #4

Before: Software Engineer with extensive experience in software protection including copyright, antitrust, and export.

After: Software Engineer & Corporate Legal-Technical Liaison who protects software products from intellectual property loss.

LinkedIn Headline: Software Engineer & Corporate Legal-Technical Liaison: Protect software products from intellectual property loss

EXAMPLE #5

Before: Accomplished Senior Financial Manager with extensive experience in multiple industries in finance, project management, business services, and retail environments.

After: Senior Financial Manager who implements process improvements that optimize efficiency and deliver significant cost savings.

LinkedIn Headline: Senior Financial Manager: Improve Processes | Optimize Efficiencies | Deliver Significant Cost Savings

EXAMPLE #6

Before: Human Resources leader in Total Rewards with experience in multiple industries; known for ability to implement innovative solutions aligned with organizational objectives.

After: Compensation Director who designs Total Rewards programs that attract, retain, and motivate a world- class workforce.

LinkedIn Headline: Compensation Director: Design Total Rewards Programs that Attract, Retain & Motivate a World- Class Workforce