

MATHS 3025 - Professional Practice III

Branded Bio Assignment

Semester 1, 2021

Background

A branded bio, or personal statement is a short (about 1/4 page) description of who you are, what drives you, and what you have to offer. It should demonstrate your:

- Strengths and Skills (what you are good at);
- Passions (what you enjoy doing);
- Values and Motivation (what is important to you, what motivates you); and
- Purpose (what you want to achieve).

Where possible, you should demonstrate these with previous activities and accomplishments. Your branded bio should be authentic (showing who you really are) and specific (showing how you are different from others).

You can use (elements from) a branded bio for several things:

- In a cover letter.
- As your LinkedIn intro.
- During an interview, e.g., when you are asked to introduce yourself.
- When you talk to an employer at a careers event.

Writing a branded bio also forces you to think about what is important to you and what you have to offer.

You can write a branded bio in the first person (“I am currently studying...”) or the third person (“Sarah Smith is currently studying...”), but you should be consistent throughout your bio.

Deliverable

A branded bio in Word or PDF format, to be uploaded to MyUni. The maximum length is 12 lines, in 10-12pt font.

Material/Information

- Lecture 1 and Workshop 1
- The document *Personal Branding* on MyUni
- Marking template on MyUni

There is also a document *Writing a Personal Bio* on MyUni. This document is about a more specific format for writing your branded bio, and you may find it useful if you are having trouble getting started or formulating your bio. If you use this format, you may end up with a branded bio that is a little less authentic or specific than if you choose your own format, formulations, and phrases, but it will still be a useful bio (remember that marks **are** awarded for how specific and authentic your branded bio is).

Due Date

Friday 12 March, 11:59PM.

Weight

5% of your final grade.