**Name: Moti Begna Date: 2/3/19**

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| --- | --- | --- | --- | --- |
| **Values**  Core strengths, competencies  Positive Attributes | **Personal interests and Experiences** expertise,  main career goal, something you aspire to be or are passionate about | **Power Words** such as: motivated, energetic, resourceful, creative,  detail oriented, self-starter | **Influencers or  Groups to follow**  Who inspires you in your professional field?  Who do you follow to keep up-to-date in your profession? | **Who’s your audience?** Who do you hope is reading your statement?  **In which sites would you post your personal statement?** Just LinkedIn? Any others? |
| -Unwavering focus when working  -Ability to prioritize  -Fast learner  -Ability to motivate others  -Motivation to pursue knowledge  -Ability to see beyond black and white viewpoints | -Languages such as Python, Java, and C  -Experience in Object Oriented Programming  -Experience in Functional Programming  -To be a Software Engineer  -To lead a group project | - Resourceful  - Quick Learner  - Compassionate  - Self Motivated  - Courageous  - Situationally Aware  - Understanding | - Bill Gates  - Linus Torvalds (Linux/Git founder)  - Jarvis Johnson (Software Engineer/Youtuber)  -Devon Crawford (Software Engineer/Youtuber) | - LinkedIn  - UMN GoldPASS/Handshake  - Facebook  - Google + |

Personal Branding Statement

**Part 2: Personal brand statement**

Personal branding is a marketing strategy focused on your most important product: *you.* Developing a personal brand requires figuring out who you really are (your skills, values, passions, and personality), who you want to serve (your target market or audience), and how you differ from the competition (your unique niche). A successful brand creates a consistent, targeted impression that helps you achieve your personal and professional goals. It also allows you to live authentically because a great brand is always honest; you can’t fake your way into a successful brand.

**Examples:**   
1) Professional linguist with a knack for crafting easily digestible content. Teacher by nature who looks to help those who want to enhance their career prospects. Avid drummer and a proud recent father.

2) My three major interests and passions are Computer Science, Math, and Music, and I believe that there is a creative fusion between all these disciplines. I engage wholeheartedly in these areas both in my school courses and out of school, and hope that I will be able to continue doing so.

3) A developing broadcast professional with three years internship experience working in digital media. Hoping to find my next challenge in the world of marketing, and to grow my digital portfolio within an innovative and exciting company.

**Write your profession brand statement for LinkedIn summary below:**

I am currently a junior at the University of Minnesota College of Science and Engineering majoring in Computer Science. My programming knowledge includes Python, Java, C, and intermediate knowledge of C++. I am a quick learner who specializes in utilizing all my resources to fully understand the tasks that are presented to me, as well as having the self-motivation to see those tasks to their end.

This summer, I will be interning for Best Buy as a Digital Engineer in order to expand my knowledge of software engineering, development, and information technology.