Professional Brand Statement Criteria

Concise — Consists of 75 to 150 words. Keep it focused, and make every line count.

Targets role — First line presents you in your desired role. Avoids identifying as a student (as you will use this after graduation).

Ex: Back End Developer, Front End Developer, QA Specialist

**I am a full stack developer who enhances business with a wide range of expertise surrounding the entire full stack process as I am certified via Georgia Tech for Full Stack Development.** Includes Education — Includes only relevant degrees, certifications, and/or trainings. Ensure you have included the bootcamp to demonstrate your technical training.

Ex: Certificate in Full Stack Web Development from XYZ University.

**I am certified via Georgia Tech for Full Stack Development.**

Includes Skills & Strengths — Includes 3-5 relevant technical skills and professional strengths that align with desired role.

Bonus:

If available, you use the job description to determine which are the best skills to include.

Show how you have applied these skills and strengths in roles or projects.

**I have successfully used my SQL skills at McKesson, supporting one of their proprietary products for five years in a live, hospital critical role.**

Demonstrates value — Showcases professional or academic achievements, accomplishments, major successful projects, and recognitions.

Hint: Aim for professional, but if you lack professional, pull from academic.

Includes Motivation/Aim – Determine what motivates you professionally. What end-results do you hope to achieve in your role?

**As a direct consultant to the Community Hospital of Monterrey Peninsula, I helped migrate their McKesson (version 15.1) system over to the all-new McKesson 16.1 system.** Positions Yourself — Sell, don’t summarize! Connect how your past experience, skills, and/or training have prepared you for your desired role. This is a place where you can give examples to support your claims.

Hint: To show that you are a team player, give an example of how you have worked successfully in a team environment. Show outcomes of your work.

**Having worked on several other teams, I am uniquely qualified and experienced to be an asset because of my extensive background with proprietary software and supporting it on both the front end and the back end with skills such as MySQL, Node.js, and networking (to name a few). I am looking for a company that values their employees and desires for them to grow.**

Presentation— No spelling or grammar errors. No slang. No redundant word choices. Varied sentence structures.

**I am a full stack developer who enhances business with a wide range of expertise surrounding the entire full stack process as I am certified via Georgia Tech for Full Stack Development. I have successfully used my SQL skills at McKesson, supporting one of their proprietary products for five years in a live, hospital critical role. As a direct consultant to the Community Hospital of Monterrey Peninsula, I helped migrate their McKesson (version 15.1) system over to the all-new McKesson 16.1 system. Having worked on several other teams, I am uniquely qualified and experienced to be an asset because of my extensive background with proprietary software and supporting it on both the front end and the back end with skills such as MySQL, Node.js, and networking (to name a few). I am looking for a company that values their employees and desires for them to grow.**