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 your business with a wide range of expertise surrounding the entire full stack process.**

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 used my SQL skills as a Level II Engineer at McKesson, supporting their HPF\MPF (Horizon Patient Folder\McKesson Patient Folder) Product 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 (CHoMP), I assisted in migrating their HPF 15.1 system over to the new MPF 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 teams, I am uniquely qualified and experienced to be an asset.**

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. Certified via Georgia Tech for Full Stack Development, I used my SQL skills as a Level II Engineer at McKesson, supporting their HPF\MPF (Horizon Patient Folder\McKesson Patient Folder) Product for five years in a live, hospital critical role. As a direct consultant to the Community Hospital of Monterrey Peninsula (CHoMP), I assisted in migrating their HPF 15.1 system over to the new MPF 16.1 system and having worked on several other teams, I am uniquely qualified and experienced to be an asset.**