**My brand attributes**

According to the feedback received, the following are the most common adjectives that the peers I contacted reported about how they would describe me:

* *trustworthy*
* *friendly*
* *curious*
* *honest*
* *down-to-earth*
* *humble*

I found also further interesting articles online regarding brand attributes and personality. It looks like the brand dimension I am more compatible with is the one associated to “sincerity” values. I am not completely sure whether this is still coherent within the purpose of this task, but I thought it was interesting to mention it and make this association.

**My career goal (2-3 years)**

*Lay the foundations to get solid analytical and tech skills to increase my employability and strengthen my credentials as a (senior) professional\*, mostly in the transport and environmental sectors.*

\* Consultant, analyst, manager

**Who’s my audience**

*I’m looking for a job, so my audience is at first composed by recruiters and HR managers. I would also include senior transport & environment experts / Directors / CEOs of small companies, consultancies, start-ups.*

**Personal branding statement:**

The following is the one currently used on my LinkedIn and resume)

*My background is geography and spatial planning. I gained 8 years of experience as officer and analyst in environmental and transport policy sectors, in front-row research, consultancy and tech companies. I worked on 5+ EU-funded projects and delivered 10+ targeted studies to the EU Commission, the EU Parliament and the Alpine Convention. I am truly passionate into sustainable mobility, digital innovations and excited about the radical changes that the transport sector is facing.*

**Personal branding statement:**

I found an interesting web page on the internet, saying that most common and powerful personal branding statements follow this approach.

*Mission statements tend to follow a formula. Typically it goes:*

* *‘[I am] an X with Y looking to do Z’*

*X sums up what you do, ideally with some sort of credential or proof point attached e.g. ‘industry-accredited’ or ‘highly experienced’ or ‘bilingual’.*

*Y relates to your experience and the sort of value you offer e.g. ‘with 5 years’ experience in negotiating merger & acquisition deals in the retail sector’.*

*Z is what you’re looking for next, again ideally also framed as a benefit to your potential audience e.g ‘looking to translate my proven business development skills into effective fundraising initiatives in the non-profit sector’.*

**I wrote the following examples, and put just two of them in my personal canva:**

* *“I help businesses to shape and better understand the mobility of tomorrow”.*
* *“I help both the private and public sector to shape forward-looking transport / environmental policies”*
* *“I help businesses and public bodies to conduct environmentally sustainable initiatives, projects and research”*
* *“Trilingual transport and environmental professional with 8 years of experience, committed to shape the mobility of tomorrow”*
* *“Trilingual transport and environmental expert with 8 years of experience, pursuing sustainable development through targeted research and impactful projects”*