

Personal Branding and Cover Letter

Communicate your “why,” stand out, and share your story.



Why Personal Branding Matters

- 1. Clarity:** Know your own value and goals.
- 2. Consistency:** Build trust with a clear message.
- 3. Connection:** People relate to stories, not just facts.
- 4. Confidence:** Understanding your uniqueness helps you stand out.



Personal brand is more than a logo or tagline—it's the cohesive story people associate with you.

Flow Overview

- **Your Why:** Pinpoint your deeper purpose
- **Identity Map:** Visualize strengths, passions, and unique traits
- **Core Message:** Formulate a concise personal value statement
- **Impact Language:** Choose the words that highlight your contributions
- **Interactive Activities:** Group discussion, pair-share, quick role-plays



Finding Your “Why”

- **Reflect:** What drives you? What problem are you passionate about solving?
- **Ask:** “If I had unlimited resources, what would I devote my energy to?”
- **Identify:** Core motivations, values, and personal mission statements.

In pairs, each person asks the other “Why do you do what you do?” 2–3 times in a row.



Creating an Identity Map

You are not one thing. You are a powerful mix of experiences, values, and skills

Break it down:

- Core values
- Strengths
- Life-defining experiences
- Skills you love using
- Cultures, causes, communities that shaped you

Exercise:

Draw or list your identity map with these categories.

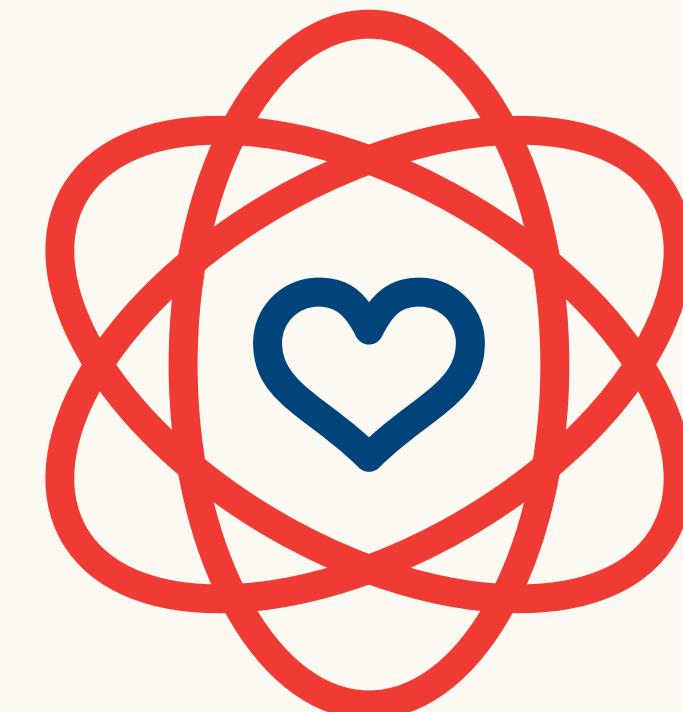


Your Core Message

Examples:

- “I help international students feel at home in Denmark by building community and driving inclusive change.”
- “I use storytelling to connect brands with movements that matter.”

Try crafting your own. Don’t aim for perfection – aim for truth.



Impact Language

Talk about what you make happen, not just what you do.

Switch from:

“I’m a communications assistant.”

“I create messages that move people and build trust.”

Power verbs to use:

Empower | Connect | Transform | Build | Champion | Mobilize | Guide | Shift

Exercise:

Write your LinkedIn headline or intro using 2 impact verbs + 1 core theme.



Your Story

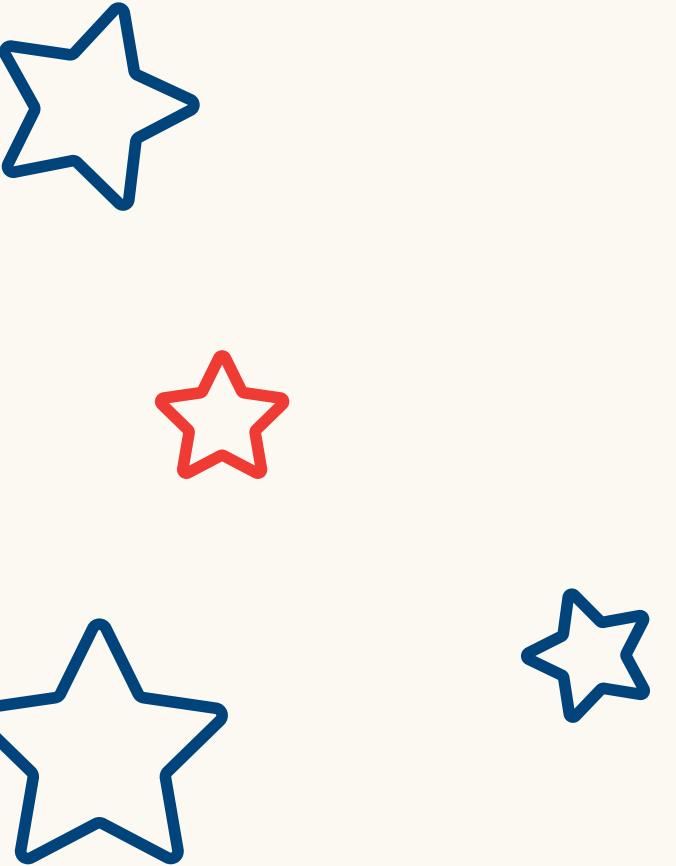
People remember stories, not CVs.

Structure to use:

1. The moment that shifted your path
2. The insight it gave you
3. How you turned that into impact

Bonus Tip:

Make it human. Make it real. Don't polish out the soul.



Which Cover letter would you hire?

Application letter



Dear Nynne and Rasmus,

What a beautiful and sustainable concept you created. With great interest and curiosity, I would like to apply for a position in the Organic Market as Butikchef or assistant. I have worked in the hospitality business for the past 5 years mainly as a chef and I have experience in open kitchens and giving customers a great experience. Although I speak mainly English, I understand kitchen and suppliers' notion of Danish, therefore I am confident that language won't be a barrier. Currently, I work in an organic sustainable kitchen called Banegaarden and am a big fan of Organic Market and sustainability efforts.

Besides working as a chef in high-end cuisines such as Kokkedal Slot and Molkas Palae , I have 3 years of experience in Human Resources from internships and volunteering positions. I have learned a lot about working with people, administrative work, and giving everyone the best experience with empathy and active listening. I am currently studying marketing and social work and I enjoy working with people, but also I pay great attention to details and creativity. In my free time, I enjoy foraging (sanke) for wild plants and mushrooms, and I am training myself to learn more about medicinal plants. I live 5 minutes away from Organic Market and I visit it often. It is such a great concept and the working hours fit me perfectly. If you are looking for a passionate, hardworking employee with a great interest in what you are doing, I hope you can consider me.

Sincerely,

Roxana Lostun

NIELS BROCK



Which Cover letter would you hire?

COVER LETTER

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VELUX Group
Strategic Communications & Planning Team
Hørsholm, Denmark

Motivation – Why VELUX and why this role
I am currently studying Business Management at De Montfort University, in collaboration with Niels Brock Copenhagen. I am applying for the Student Assistant position in your Strategic Communications & Planning team because I strongly believe in the power of purposeful communication to inspire change –and that is exactly what you do at VELUX.

Your commitment to sustainable and healthy buildings, and your clear, courageous voice in the industry, resonate deeply with my own values. I want to contribute to a team that leads with intention, creativity, and a sense of responsibility for both people and planet.

Relevant Experience – What I bring
I have gained hands-on experience in communication, project coordination, and stakeholder engagement through various roles across the education, nonprofit, and creative sectors.
I managed marketing operations for the Raising Women Podcast, where I created content, developed campaigns, and coordinated events.
At THINK International, I supported development projects through research and operational tasks. I currently co-lead Nordic Compass, where I handle partnerships and employability initiatives, and work as an HR Manager at Station, where I design onboarding processes and training material.
Through my work with Vilde Krydderier, I facilitate educational sessions and support student onboarding. Across all of these roles, I have learned how to communicate clearly, organise efficiently, and adapt to different audiences and goals.

Skills in practice – How I will contribute
I will bring strong writing and editing skills to your communication efforts and ensure all materials are visually engaging and aligned with campaign objectives. I can confidently plan and coordinate events, manage content creation, and support cross-functional collaboration. I use tools such as Canva, Figma, Notion, and Podio to organise, design, and deliver high-quality communication outputs.
I approach every task with a balance of creativity and precision, and I enjoy translating strategic messages into content that feels human, clear, and effective.

Collaboration – Who I am as a colleague
I am a proactive, grounded, and empathetic colleague. I take ownership of my responsibilities, value feedback, and communicate openly. I enjoy contributing to a team culture that values both high standards and mutual support. I bring positive energy, strategic thinking, and a strong sense of responsibility into any work environment.

Closing – Thank you
Thank you for considering my application. I am excited about the opportunity to contribute to the VELUX mission and grow within a team that combines professionalism, purpose, and impact. I would be happy to share more about how I can support your work in a conversation.

Warm regards,
Roxana Lostun



Cover Letter Structure (Your 4 Pillars)

- Motivation – Why this job, why this company?
- Professional Background – What experience do you bring?
- Skills in Action – How will you apply your skills here?
- Team Fit – What kind of colleague are you?

Keep it:

- One page
- Clear and specific
- Honest and human



Motivation

Goal: Show you've done your research and genuinely care.

Answer:

- Why are you excited about this role?
- Why this company?
- What connects you to their mission or values?

Tip: Be sincere, avoid generic statements like “I’ve always wanted to work for a global company.”



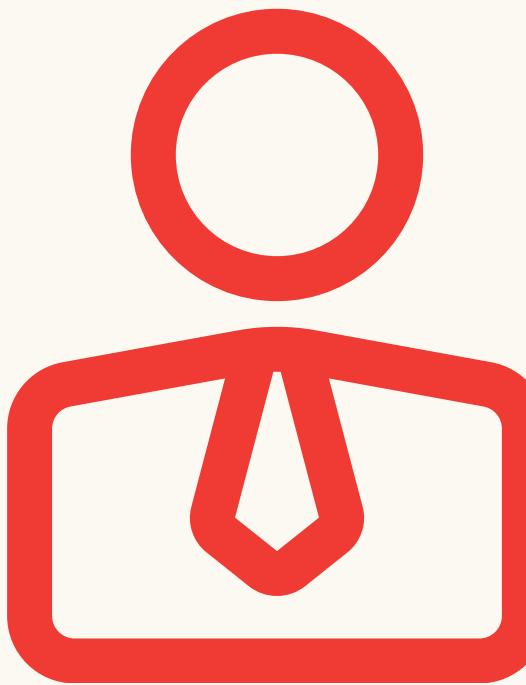
Professional Background

Goal: Highlight relevant experience and achievements.

Answer:

- What have you done so far that's relevant to this role?
- How did you contribute in past roles?
- What skills did you build?

Tip: Focus on impact, not just tasks. Use active verbs like "led," "supported," "created," "organised."



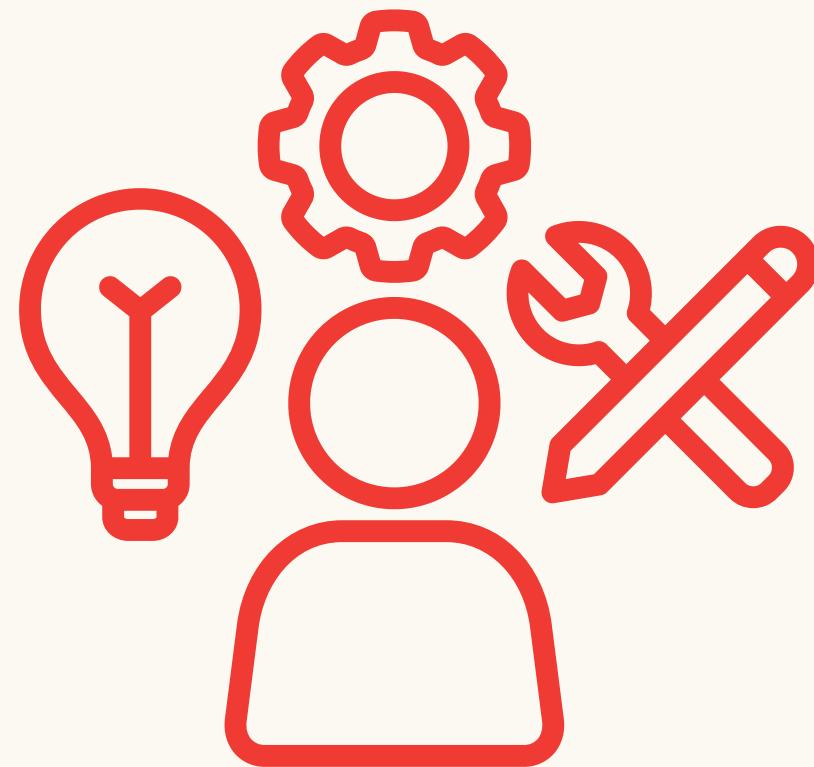
How You will Apply Your Skills

Goal: Show how you'll be valuable in this role.

Answer:

- What skills will you bring to this team?
- How will you use your experience in this context?
- What tools or systems are you confident using?

Tip: Be specific. “I can support internal communication efforts by creating clear, on-brand content using Canva and Figma.”



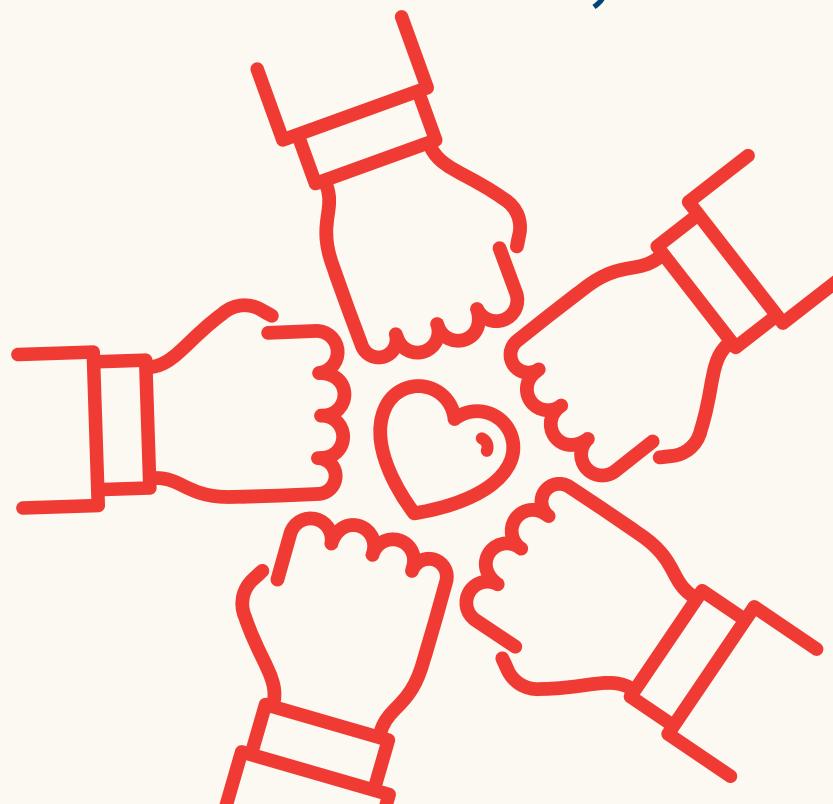
How You Work – Your Team Style

Goal: Help them picture you in the team.

Answer:

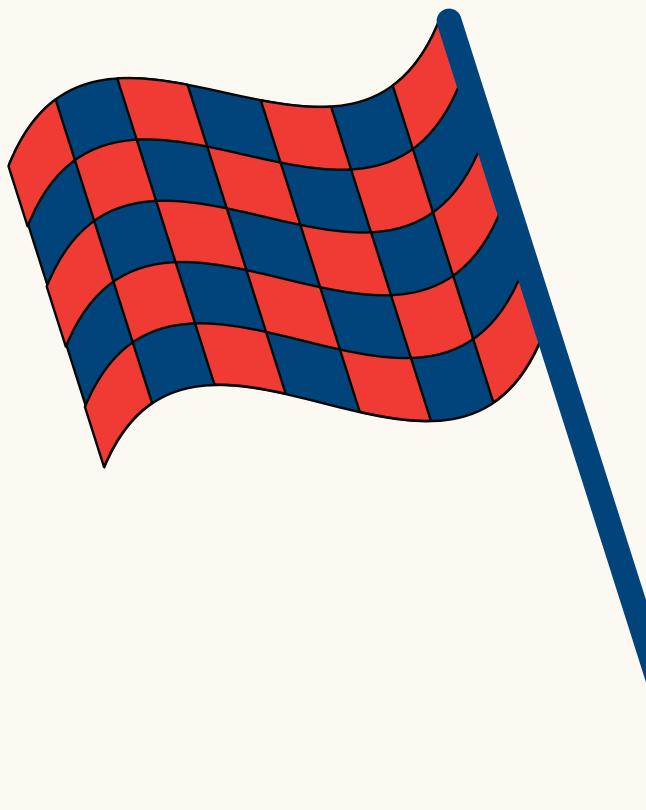
- What kind of colleague are you?
- How do you collaborate?
- What do you value in a work environment?

Tip: Be real. “I value feedback, take initiative, and bring calm energy when projects get busy.”



Final Tips

- Keep it to 1-2 pages
- Use full verbs – no lists
- Keep tone professional but natural
- Address the letter to the team or hiring manager if possible
- Always proofread (read it out loud!)



Q&A

Use this time to reflect:

- What makes you genuinely excited about a role?
- What experience are you most proud of?
- What's one thing you'd want a future teammate to say about you?



Your story is your fingerprint on the world. No one else can tell it like you can

*Your
story
inspires*

You're not just part of the conversation – you shape it.



you +
+ ARE
+ awesomE

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