

**ISSACK WAITHAKA**  
**cs-sa07-24085**

## **Branding assignment**

### **1. Write down your personal branding statement**

- I am a passionate security analyst specialized in vulnerability assessments, network security and penetration testing. I am flexible in using majority of the tools that are necessary in cyber security. My goal is making the online space a safe place from cyber threats by leveraging advanced technologies and promoting best practices in Cybersecurity.

I have accumulated sufficient knowledge and experience related to security analyst and able to achieve my goals in security.

### **2. Describe what you would like this personal statement to communicate to your potential target market**

- This branding statement should communicate the dedication and passion I have for cyber by trying to make the online world a safer place for every user on it
- This branding statement should communicate the flexibility I have when it comes to using cyber security tools
- This branding statement should assure employers that I am a diligent professional focused on maintaining high-security standards and continuously updating my skill set.
- This branding statement should position me as a dependable collaborator who values excellence and continuous learning in the field of Cybersecurity.