

Build Your Professional Brand

How to Transform from Student to Career-Ready

Offline

- Make a list of professional goals
- Write an elevator pitch
- Find a mentor/advisor
- Design a resume with CED team
- Attend networking events on and off campus
- Attend speakers/conferences
- Connect classroom theory to career skills
- Participate in shadowing/internship experiences



Online

- Create professional email address
- Delete old profiles/websites no longer relevant
- Bookmark industry-related sites
- Create profile on internship/job search sites. EX: Handshake and Interstride
- Read/Connect/Follow industry influencers
- Google" yourself- be sure to check images

Social Media

- Adjust privacy settings
- Test profile through "public" settings
- Have a quality profile picture
- Scan and delete anything inappropriate
- Craft an informative bio/profile
- Follow companies/influencers in industry and join the conversation

LinkedIn and Handshake

- Good quality headshot picture
- Use resume to update profile sections
- Include relevant skills and examples of work
- Share updates and industry articles
- Connect with professionals/companies in your industry
- Ask for recommendations from supervisors and professors
- Develop a professional summary (elevator pitch)
- Follow groups with similar interest/in industry and join the conversation

