

PERSONAL BRANDING STATEMENT EXAMPLES



These personal branding statements clearly state who the person is and what they do. Hopefully they will inspire you as you create your own personal branding statement. Remember to make sure that it's clear, catchy and speaks to your individuality.

8-10 SECOND STATEMENT

Ann Handley

"Empowering ridiculously good marketing. I am a digital marketing pioneer, writer and speaker who inspires marketers to create marketing magic that gets real-world results."

Sujan Patel

"I grow companies. I help companies grow through my own marketing agency, Web Profits, and build and grow my own SaaS companies through Ramp Ventures."

Graham Keen

"Inspirational CEO/CFO turned positive-psychologist resiliently transforming businesses and financial performance."

Kristen A. Jackoway

"I leverage my avid love of learning and mastery of online technology to facilitate career management for trend-setting professionals who strive to be dynamic and high achieving in their business."

Hubert Rampersad

"Passionate and compassionate to inspire learning individuals to unlock their potential and dedicated to energize innovative organizations within the service and manufacturing industry. Using my holistic insight and innovative Total Performance Scorecard principles, I promise to help my customers to realize their financial dreams."

30-60 SECOND STATEMENT

Tamara Dowling

"As a catalyst for positive change, I have a history of engaging board and staff members to generate new ideas and increase overall performance. I am adept at establishing policies, procedures, and technologies to enhance efficiency, financial health, and service to organize constituents. I enjoy building and strengthening strategic alliances. My passion is to guide nonprofits, specifically those focused on youth empowerment, to achieve new heights."

Kristin Daeda

"I help individuals and companies make the most of talent. I work as a part of the team. I am a straight shooter who isn't afraid to have the tough conversations. I also believe that people are more capable and valuable than they often give/get credit for.

My method marries the sublime with the systematic — allowing for creativity and change with a strong focus on foundation and implementation."

Sheri K. Czar

"I rescue troubled companies. I have a documented track record of business development, operational planning, and leadership. My ability to find solutions that lead to success, foster team cohesion, pursue excellence, and work with a high degree of integrity has become my brand.

In one case, I led a company through unparalleled growth and success, increasing revenue from \$30 million to \$60 million. In another, I managed significant software changeover/upgrade for more accurate and timely processing of accounting functions, inventory reports, and financial statements."

Wendy Enelow

"Recognized for 20+ years of success in linking science-based achievements with decisive market leadership to build high-performance organizations with significant financial rewards. Led strategic and operational breakthroughs in proactive health informatics and communications technologies, evidence-based prevention and care management products, and cost-effective healthcare delivery systems. Pioneer in wellness and prevention programs, disease management and population health."