

BUILDING YOUR BRAND

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Photo credit: @bruce.digital

Whose land are we on?

We respectfully acknowledge that we work on the traditional territory of the Attawandaron (Neutral), Anishnaabeg, and Haudenosaunee peoples. The University of Waterloo is situated on the Haldimand Tract, which includes ten kilometers on each side of the Grand River: land promised and never returned to the Six Nations.

Some incredible local community members on IG:

Bangishimo Johnston @bangishimo, Amy Smoke @amysmoke, C. Elizabeth Best @lizbot5000

Support: O:se Kenhionhata:tie – Land Back Camp, @ose.kenhionhatatie on IG

Reports: TRC Calls to Action, National Inquiry into MMIWG

Reading: The Inconvenient Indian, 21 Things You May Not Have Known About the Indian Act, This Place: 150 Years Retold

What land are you on? native-land.ca



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Today, we will:



Reflect on
your
“personal
brand” and
career story

Start drafting
your public
profile on
LinkedIn

Discuss skills
articulation
for resume
writing

Talk
“storytelling”
tips for
successful
interviews

Share
resources
and supports
for your next
steps



How might we co-create a safe(r) space?

- Participate in a way that feels most comfortable for you!
- Please use the chat or raise your virtual hand during presentation time. Ask questions whenever!
 - Feel free to send me a direct message if you have a question or comment you would like to share privately
- Host yourself!
- Take what works for you and leave what doesn't.

Last housekeeping note: please have a physical or virtual notetaking device handy for this workshop! :)





HOW TO BUILD YOUR BRAND

What is your “personal brand” or “career story?”

**What does “Personal Branding”
mean to you and how do you
feel about it?**



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Why stories matter – for all fields/industries

- We're living in the information age in a VUCA (Volatile, Uncertain, Complex, & Ambiguous) world
- People are story tellers – “our brains are hardwired for narrative” (Medium)
- The world of work almost always involves marketing, pitching, or narrative approaches to communication
- Work search and career navigation is inherently a form of marketing and storytelling
- They help create meaning – for ourselves and others
- They can change and develop over time



What is a Personal Brand?

A **personal brand** is a widely-recognized and largely-uniform perception or **impression of an individual** based on their experience, expertise, competencies, actions and/or achievements within a community, industry, or the marketplace at large.

-personalbrand.com



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The purpose of your brand

- Takes an **active role** in the way you define yourself and the way you wish to be perceived by specific audience(s)
- Articulates a **sum total** of all your interests, talents, attributes and attitudes, values, skills and abilities
- Defines the contributions and impacts you wish to bring to the world of work (potential employers, collaborators, clients, etc.)
- Will develop/evolve over time!

Reflection Activity: SparkPath Challenge Cards

- Create an account app.mysparkpath.com
- Use the code in the chat **SparkChallenge799**
- Sort cards based on your interest
- Once you've sorted, it will show all your "very interested" cards. Take a screen shot, photo, or write them down
- You *can* also select top 3 and download a "profile" if you want



SPARKPATH

Discover the challenges that you want to work on.

Experience a transformative approach to career discovery today.

Get Started

Challenge Mindset – 10 minute activity

From your "very interested" cards or your top 3:

- Click the "information" icon and read through the description. What excites you?
- What words stand out to you? Write them down!
- What are your top two or three cards. What is common among them?
- What surprised you on these cards? What fits with what you know to be true about yourself? What doesn't fit?
- What do you want to know more about related to these ideas?

Brainstorm Your Brand - 5 Minute Individual Reflection

Consider the following prompts:

- What are you interested in? (motivators)
- What's important to you? (values)
- What are you good at? (competencies)
- What problems do you want to solve in the world? (challenges)

Jot down, in point-form (no need to draft a story yet!) your responses to 2-4 of the questions above.



**HOW AND WHERE
DO YOU SHARE YOUR BRAND?**



ALL ABOUT YOU

Tips for your drafting your “About” section on LinkedIn

Why LinkedIn?

- **Employers will Google you! Be in control of what they see**
- **Stay in touch with people you meet in class, at conferences, etc.**
- **Find more people to connect with in your industry**



- **Stay up to date on new ideas and ways to solve problems**
- **Find alumni working in your field**
- **Research future career ideas**



Main Components of a LinkedIn Profile



Profile Picture & Headline



About



Experience



Education



Skills



And more!

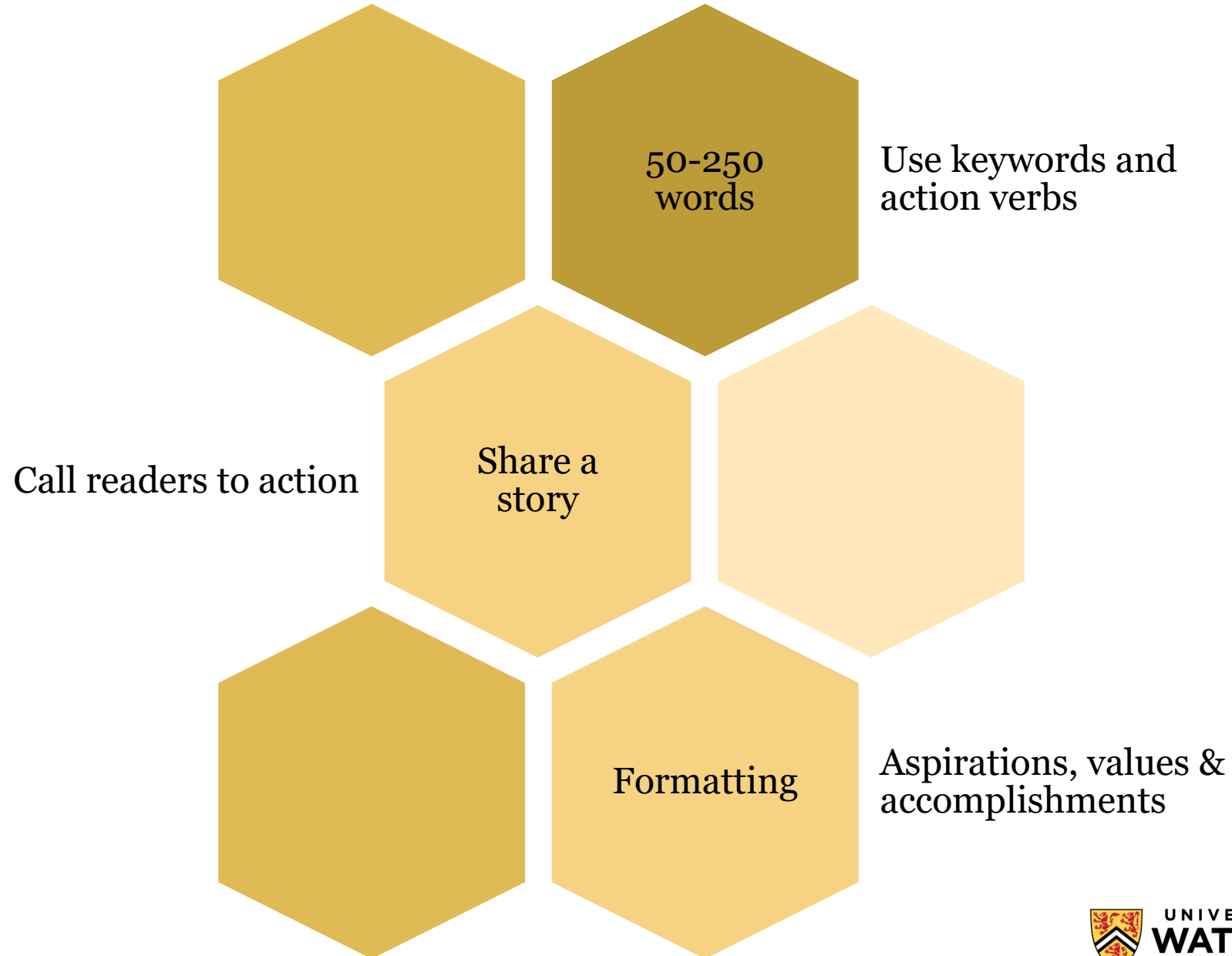
Consider attending CCD's "Digging into LinkedIn" workshop for more on this topic!



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About You



About You

- **An open-ended space for people to gain understanding of your professional life**
- **Formatting can vary:**
 - Small, concise paragraphs → story approach
 - Numbered list → highlights outlining achievements, values, skills, and experiences
 - Hybrid paragraph-bullet combination
- **Use descriptive words and action verbs**

Sentence Structure

- **Action verb versus skill verb.**

- Instead of starting with “designed”, start with results:
 - Streamlined, enhanced, improved, increased the efficiency, promoted relationships. Etc.

-OR-

- **Use narrative structure or a story.**

- This was my first co-op term and I was excited about being in a hands-on role, applying my skills in...
- I was able to observe senior engineers doing...
- ...and I learned a lot about
- It was an amazing experience because...



Write a sketch of your public profile – 5 minute activity

Take a moment to reflect and jot down:

- What stories can you share that relate to your career identity/personal brand?
- How would you like to present your career interests, especially if you have multiple audiences?
- What experiences/projects do you want to highlight?
- Do you want to include some bullet points for other info or skillsets?
- What other types of information would you like to include?

The background is a solid yellow color. It features several abstract geometric shapes: a red L-shaped bar in the top-left corner; a pink L-shaped bar below it; a horizontal bar at the bottom composed of a pink segment on the left and a teal segment on the right; and a blue shape on the right side that includes a vertical bar and a curved bottom section. A pink diagonal bar also crosses the bottom-right area.

ARTICULATING YOUR SKILLS ON YOUR RESUME

STEPS TOWARDS BUILDING A GREAT RESUME

1



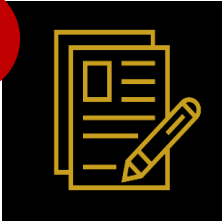
IDENTIFY your skills, interests, experience, values and work search goals.

2



ANALYZE job description(s) and **IDENTIFY** what employers are looking for in a successful candidate.

3



DESIGN & CREATE a document that showcases how you could contribute through your skills/experience.

4



REFINE your document to ensure it is making the right impression, highlighting your strengths, and speaking to employers.

Consider attending CCD's "Resume Tips: Thinking Like an Employer" workshop for more on this topic!



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Skills Can Come From Anywhere



Image from: <https://blog.jobactive.gov.au/how-to-write-about-skills-experience-your-resume>

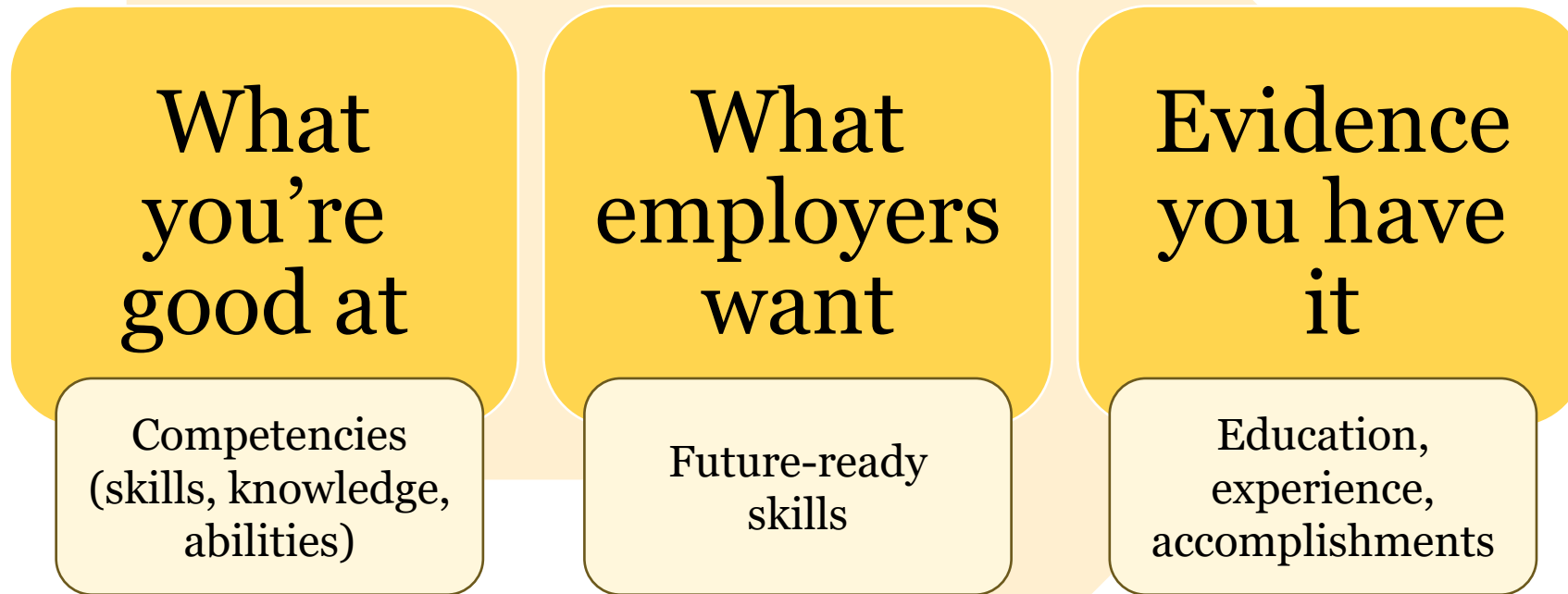
- Formal / informal training, courses, workshops
- Relevant skills/experience:
 - Paid jobs
 - Volunteering
 - Student club
 - Extracurricular activities
- Relevant projects/achievements
- Awards and recognitions



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Skills Identification & Articulation



Role/Activity/Project/Class/Club	Experience	Skills/Attributes
Took Biol 130 (Introductory Cell Biology)	-Completed a DNA extraction and sequencing project and created a presentation for the class (received a grade of 89%)	-Project management-Communication and presentation skills -Laboratory skills (DNA extraction and bacteria culture)
Organized Fundraiser for Environmental Club	-Organized and scheduled club meetings, annual clothing drive, bake sale events -Created posters and advertising material for events -Managed the club's community bank account	-Microsoft Excel, Canva -Event planning, organization, and management -Budget and financial reviews
Part-time Waiter at a Restaurant	-Coordinated activities with other staff to ensure tasks were done quickly and accurately -Commended twice by manager for excellent customer service	-Time management and problem solving -Customer service and relationship building

Skills Assessment Chart



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Drawing Connections

Draw connections between what employers want and what you have.

What employer wants	Evidence I have it
Time management	Effectively balanced role as club president and a full-course load while maintaining Honour Roll status.
Verbal communication	Prepared and delivered 15-minute presentation to a panel of judges; received feedback that ideas were clearly communicated and convincing.
Microsoft Excel	Created functional Excel spreadsheet to club meetings; increased efficiency of scheduling process.



Self-reflecting on your skills - 3 minute activity

Pick one activity you have done as a student/volunteer/employee/as part of a personal project...

- 1) Identify what you do/did to complete that activity. What roles did you play? What tasks were you responsible for?
- 2) Describe the skills you use to successfully complete the activity



Sections of a Resume

Contact Information

**Summary of
Qualifications**

Education

Work Experience

Volunteer Experience

Projects

**Awards and
Certificates**

**Activities and
Interests**

Other sections: objective statement, technical skills, languages, relevant courses, publications, references



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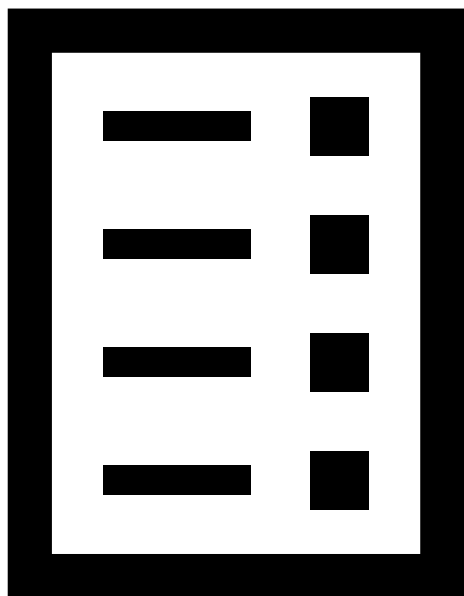
Summary of Qualifications

A “highlight reel” of 4-6 points:

- Relevant experience/accomplishments related to your field/industry.
- Relevant knowledge/skills/expertise (language, technical, transferrable).
- Education/awards that complement practical experience.
- Relevant personal characteristics and attributes.
- Specialized training/education
- Strengthen bullet points by referencing where or how you developed the above skill



Writing Bullet Points



A few strategies:

- Skill + Evidence
- What + How + Why
- Action + Impact
- Job duties/responsibilities

A few tools:

- Action verbs
- Quantification
- Bolding/emphasis



Writing Experience Bullet Points

- **Paint a picture with words** (help the employer envision you doing the work).
- **WHAT—HOW—WHY**

WHAT you did	HOW you did it	WHY it's important
<ul style="list-style-type: none">• Action or achievement verb (e.g., arranged, updated, prepared)	<ul style="list-style-type: none">• Tool (e.g., programming language)• Approach/methodology• Adverb (e.g., effectively, accurately)• Role (e.g., member, treasurer)	<ul style="list-style-type: none">• Result or accomplishment• Outcome• Impact• Quantify where possible

Format = strong action verb + what + how + why + highlighting a skill





TELLING YOUR STORY IN AN INTERVIEW

Know Yourself

Reflect on what you want them to know about you + your brand + your resume:

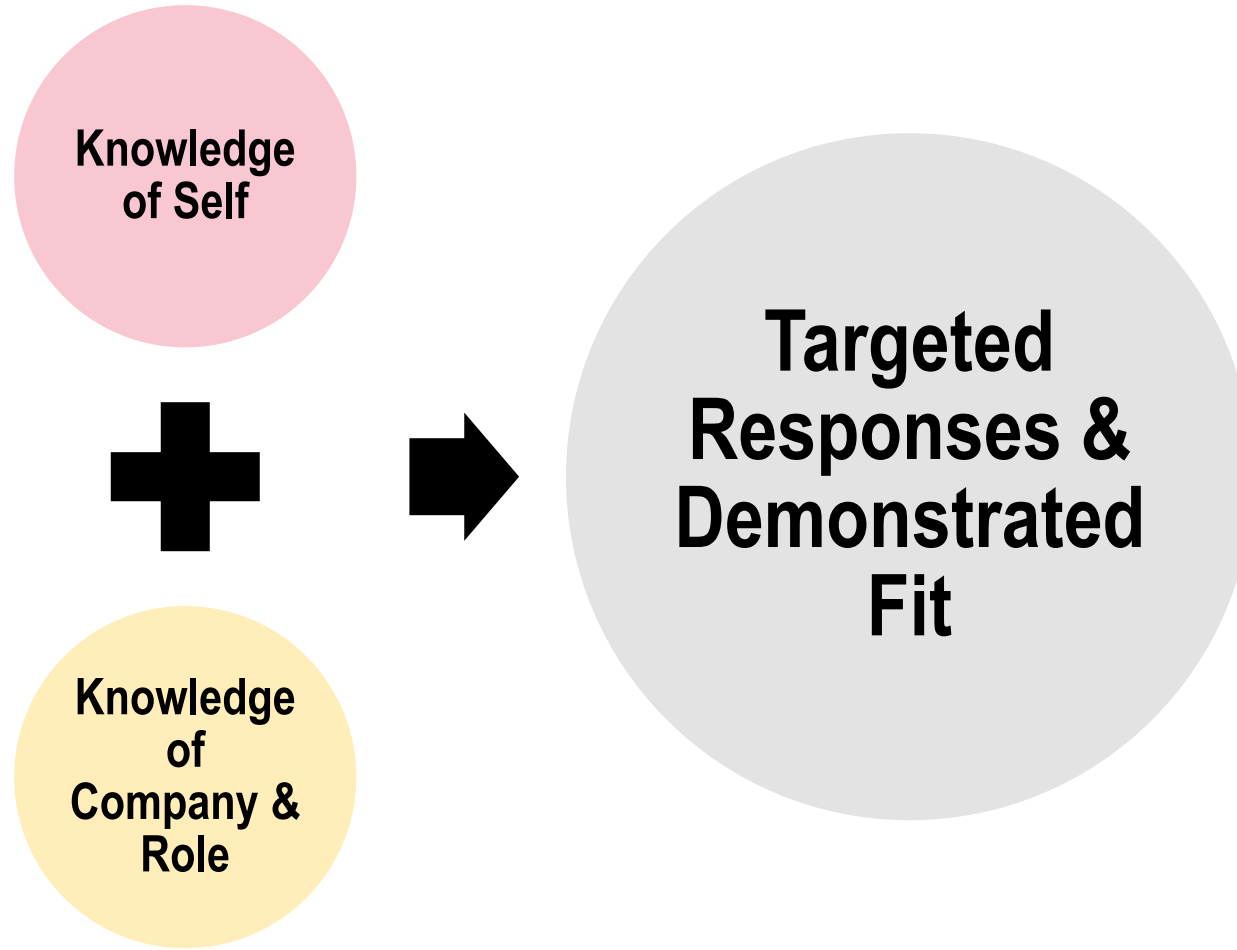
- What kinds of problems are you good at solving?
- What personal strengths & skills are most relevant to the work you want?
- Which of your experiences **SHOW** you can do the job?
- What values are you committed to in your current and future work?



Know the Company & The Role



Bringing it all together...



Different Types of Interview Questions

Classic

Behavioural

Situational

**Skill Testing/
Problem Solving**



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“Tell Me About Yourself”

- Several approaches
 - Personal brand
 - Past-present-future: background, experience, current endeavors, future goals
 - “Fit in before you stand out”
- How much to share?
 - ~90-second interview answer, ~30 elevator pitch, can be expanded/condensed based on the nature of your conversation
- Consider your audience and tailor your story accordingly

Outline for “Tell Me About Yourself”

- When/how did you become interested in this field/role/opportunity?
- What knowledge, skills and/or experience do you have?
- What are your short/long-term career goals?
- Can you tie all this into the opportunity you’re pursuing?
- Anything else worth sharing? (interests, hobbies, fun facts?)
- Give yourself about 90 seconds (give or take) for this answer in a job interview (can be condensed/expanded depending on the context (e.g., elevator pitch vs. networking conversation))



Behaviour-Based Questions

Past behaviour is a good indicator of future behaviour.

Typical behavioural questions begin with:

- Tell me about a time when...
- Describe a situation in which...
- Recall an instance when...
- Give me an example of...

STAR Approach



Situation	Background and context
Task	What you needed to do
Action	What you did and how you did it
Result	The outcome of your actions



Q: TELL ME ABOUT A TIME YOU COMMUNICATED SCIENTIFIC KNOWLEDGE TO A NON-SCIENTIFIC AUDIENCE

Situation	“Let’s Talk Science” Volunteer
Task	Create workshop on climate change for 8 th graders
Action	<ul style="list-style-type: none">• Researched the 8th grade science curriculum• Consulted with professors and TAs on strategies to simplify information• Delivered the workshop to 20 students and kept them engaged by inserting analogies, videos and activities into the workshop
Result	Students expressed their newfound interest in climate change, and I was invited to deliver another workshop



The background is a solid yellow color. It features several thick, colorful lines and shapes: a red L-shaped line in the top left; a light purple L-shaped line below it; a horizontal light purple bar at the bottom left; a horizontal teal bar at the bottom center; a light purple line that starts from the bottom left, goes right, then diagonals up and to the right, then down, and finally right again; and a thick blue line that starts from the bottom right, goes left, then curves upwards and to the right, ending near the top right corner. There is also a small red vertical bar at the bottom right.

MOVING FORWARD

Potential next steps and resources for your career journey

Informational Interviews



What To Ask In An Informational Interview

- About their career/educational background
- About their day-to-day job, especially how they are dealing with changes
- About their recommendations/advice for you
- About possible opportunities (volunteer, part-time, full-time) to help with any demand they may be facing

Is there anyone else you'd recommend that I talk to?



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Take the 5-Contact Challenge - 5 minute activity



Prepare to network.

Write down the names of three-five people that you know who might be helpful to speak with

Get insight

“What advice do you have for me?”

Gain new contacts

“Do you know anyone that I would benefit from connecting with?”



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Welcome to the Centre for Career Development



<https://uwaterloo.ca/career-development/>

Visit our website for:

- Booking appointments/drop-ins
- Job search resources
- Pre-recorded workshops
- And more!

Online Resources

- CareerHub: <https://careerhub.uwaterloo.ca/>
- WaterlooWorks: <https://waterlooworks.uwaterloo.ca/>
 - Book appointments
 - Register for workshops
- Job search: <https://uwaterloo.ca/career-development/job-search>

Workshops/Events

- Recorded asynchronous workshops
 - <https://uwaterloo.ca/career-development/workshops-and-events/recorded-sessions>
 - More on LinkedIn, resumes/cover letters, interviews, networking, etc.,
- In-person/online workshops – see our “Career Centre Events” calendar on WaterlooWorks
- Employer Information Sessions



Thank you! Any questions or comments?

- What has come up for you during this session?
- Feel free to go mic on to ask questions, or use the chat feature
- Please don't hesitate to reach out!

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YOU+WATERLOO

Our greatest impact happens together.