Create Your Branding Message

Often referred to as a positioning statement, elevator speech or marketing message, it is one of the most effective ways to communicate your brand. It also serves as your response to the “Tell me about yourself” question. With the exception of your resume, it is the most often used tool in your career management toolbox. Preparation is key and this template will help you “script” your basic message which you can then adapt to networking and interviewing scenarios.

My name is (name) and I’m currently a (MBA candidate at Smeal School of Business) with a concentration in (concentration).

Most recently I’ve been a (position/title/role) at (name of business or organization) where I (primary job function or work you performed), (primary job function or work you performed) and (primary job function). I am particularly proud of (state a notable or relevant accomplishment, project or assignment) where I (state outcome, result or deliverable).

My previous experience includes: (state a prior tenure with a company, military experience, notable volunteer experience, relevant education. It is not, however, necessary to state a chronology of all previous jobs).

I find that wherever I’ve worked or whatever role I’ve been in, I bring three key strengths to the table: strong (strength), excellent (strength) and an ability to (strength).

My goal is to obtain a internship/position in (functional area) within the (industry preference).

Put it all together:

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