

# PERSONAL BRANDING & ONLINE PRESENCE

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**What do you expect from this masterclass? What are you hoping to learn?**



## **At the end of this workshop, you will have:**

- A sharper LinkedIn headline & about section
- One post idea
- One message you can send today

# LET ME INTRODUCE MYSELF



HET **MARKETING LAB**





1 Why this matters

2 Quick check-in

3 Personal branding

4 The 3-part framework





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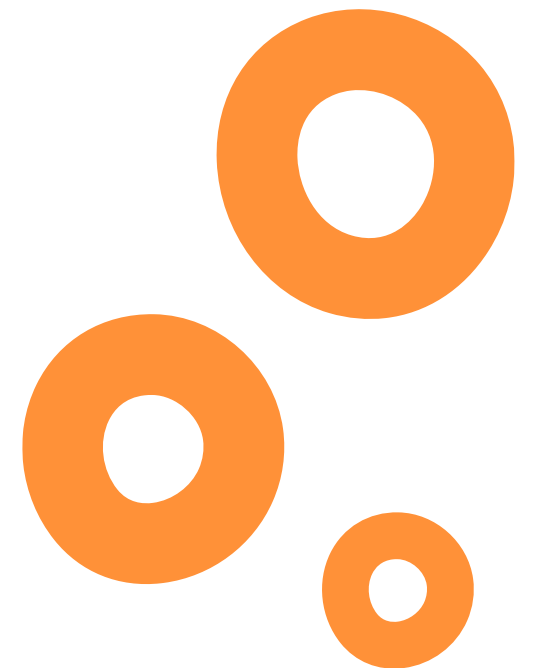


## **WHY THIS MATTERS**

***Your first impression often  
happens online.***



- Recruiters and employers check your online presence
- Your LinkedIn profile helps shape the first impression
- Visibility can create opportunities before you apply





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**QUICK CHECK-IN**

**Where are you now?**



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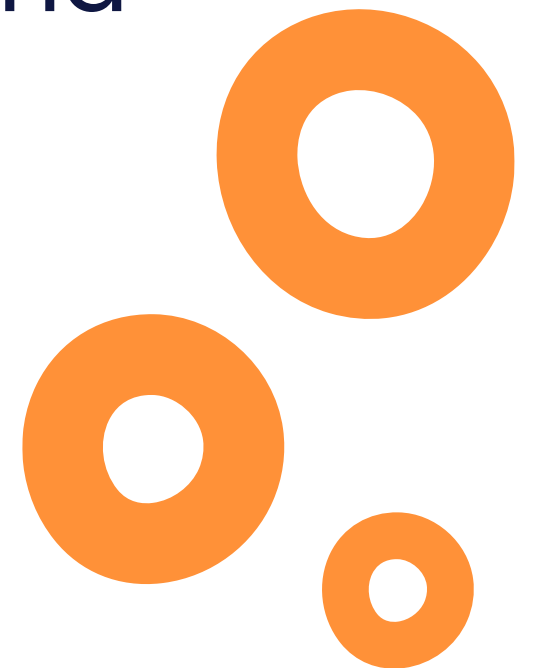
4 The 3-part framework

The background is white with two large, light orange curved shapes. One shape is on the left side, curving from the top towards the bottom. The other is on the right side, curving from the bottom towards the top. They are positioned symmetrically around the central text.

***Personal branding is marketing in a  
small form***



- You are the story
- Employers are the audience
- LinkedIn is the channel
- Your goal is to be clear, relevant and memorable





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# THE 3-PART FRAMEWORK

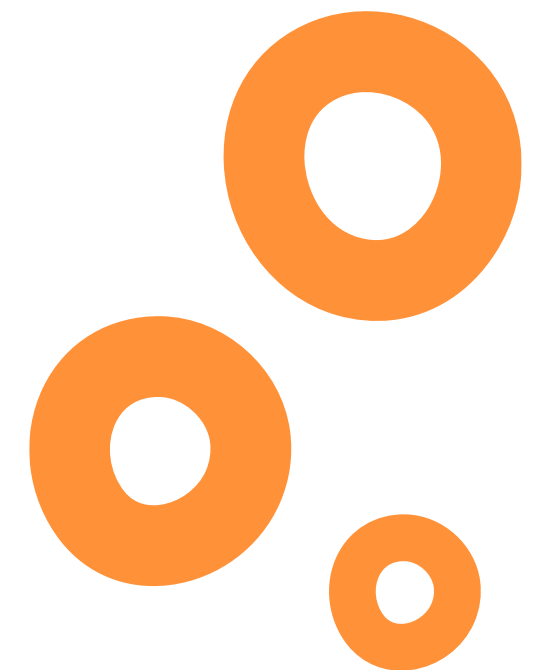
1. Profile: Make it clear
2. Presence: Show you are active
3. Proactive: Connect before you apply



# PROFILE

A good profile shows:

- Who you are
- What you know
- What you are interested in
- What you are looking for



# EXERCISE 1: IMPROVE YOUR HEADLINE & ABOUT SECTION

Use this template:

[Your direction][Skill or Interest][What you are looking for]

Example:

“BSc Biomedical Sciences | Lab Research | Seeking Internship”

“MSc Life Sciences | Cell Culture | Open to Opportunities in Pharma”

“Life Sciences Graduate | Molecular Biology | Interested in Clinical Research”

# EXERCISE 1: IMPROVE YOUR HEADLINE & ABOUT SECTION

**Quickly understand who you are, what you're interested in, and what direction you want to move in.**

## **Template voor de About-sectie:**

Hi, I'm [name], a [study/role] with an interest in [field/industry/topic].

During my studies/work, I have developed experience in [skill 1], [skill 2] and [skill 3]. I'm especially interested in [specific topic or type of work], because [short motivation].

I'm currently looking for [internship/job/opportunity] where I can contribute to [type of company/team/project] and further develop myself in [area].

Feel free to connect with me if you work in [field/industry] or would like to exchange ideas.



# PRESENCE

You can be visible by:

- Commenting on relevant posts
- Sharing what you are learning
- Posting about your interests
- Engaging with companies or professionals
- Showing curiosity about your field



## EXERCISE 2: WRITE YOUR FIRST MINI-POST

Choose one format:

Today I learned...

I am currently exploring...

During my studies, I worked on...

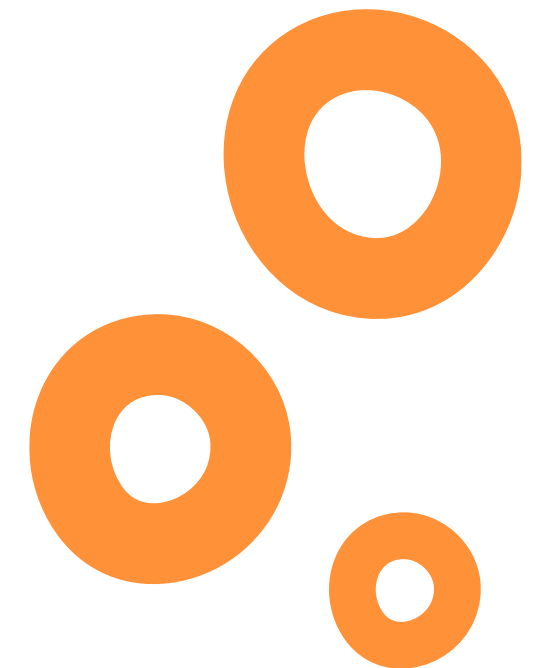
I am interested in learning more about...

I am looking for an internship in...

# PROACTIVE

Before applying, you can:

- Search for the company on LinkedIn
- Look at current employees
- Find recruiters or hiring managers
- Send a short personal message
- Ask about their experience, not directly for a job



## EXERCISE 3: FIND AND MESSAGE A PERSON

Steps:

1. Search for a company you find interesting
2. Click on "People"
3. Choose one relevant person
4. Write a short connection message

*Hi [Name], I'm interested in [company/field] and saw that you work at [company]. I'd love to learn more about your experience there. Would you be open to connect?*



# YOUR NEXT 7 DAYS

Take action:

1. Update your headline
2. Send one connection request
3. Post or comment once
4. Follow 3 companies you are interested in



**Q&A**