

Hi, Luke! My name is Suzanne W., and I look forward to working with you today. I have written comments about your submission in the form below and embedded comments directly into your work.

Thank you for choosing us to help you improve your career writing. Let's begin!

**What's Working:**

*The reviewer highlights a strength of the writer's work.*

You're using adjectives and adverbs to effectively accentuate some of your skills in this branding statement. For instance, you mention that you're "hardworking" and that you "actively" participate. Using adjectives and adverbs allows you to better describe yourself in a subtle way. Nicely done!

**What Needs Work:**

*The reviewer provides personalized advice to guide job seekers to a more polished final product.*

I've chosen three priorities to focus on as you revise.

**Content Development**

There are a couple places where you use abstract language to explain what you've done, and this abstract language can be confusing or cause ideas to feel underdeveloped, Luke. For instance, you indicate that you've had "various" duties and that you participate in "a lot of" clubs and activities. These words and phrases can mean different things to different people, so it's often better to use concrete terminology or list specifics.

For instance, rather than saying I've done "some" creative writing, I might say, "I have written short stories and scripted storyboards and graphic novels."

If I've had my work published and am able to disclose what I worked on, I might instead include examples that the employer would either be familiar with or could look up. In this way, I'm able to guide the employer to understand my skills.

Likewise, think about your job experiences and use these questions and suggestions to help you develop more concrete terms:

- What specific clubs and activities do you participate in? Which ones are most closely related to the sorts of jobs you would like to have?
- For the job duties, since you list some of the duties you've performed right after, you might consider removing the idea of "various" job duties altogether and just listing the job duties.
- Alternatively, what other job duties have you performed besides those listed?

**Organization/Formatting**

Consider organizing your skills by type. This will allow you to develop a clearer sense of organization in your branding statement and to allow the employer to easily distinguish between the skills and activities you're highlighting.

Right now, you list "Integrity, intelligence, and initiative" at the end of your statement, but you mention that you're hardworking early in the statement. Separating these sets of skills with your specific job-related skills in between could confuse the reader. Instead, consider the following model:

*Creative, detail- and deadline-oriented, honest writer with experience in creative, academic, career, and technical writing, who has experience writing, editing, teaching, and training and evaluating team members. Frequently engages in open discussions concerning writing strategies and storytelling and enjoys researching new trends in writing, publishing, and language.*

Note that I've kept my general characteristics to one portion of the statement and reserved the rest of the statement for outlining my experiences and interests in the field, which establishes a clearer focus. See if you can do the same in your statement, Luke.

### Sentence Structure

You switch between brief, fragmented statements about your skills/abilities and complete sentences, which can be a bit disorienting to the reader. Instead, select one way of writing your statement and use it consistently. For example, in the previous model, I've used fragmented phrasing. Fragments can be a quick, dynamic way of putting your brand out there and are often used in developing blurbs. Alternatively, for a more polished look, I might opt to use full sentences throughout the statement:

*I am a creative, detail- and deadline-oriented, honest writer with experience in creative, academic, career, and technical writing. I have experience writing, editing, teaching, and training and evaluating team members. I frequently engage in open discussions concerning writing strategies and storytelling and enjoy researching new trends in writing, publishing, and language.*

Here, I've used "I" statements throughout the branding statement. Using "I" completes my sentences, but it does reduce the dynamic feeling of the statement. Either technique can work, but it's up to you to decide what you believe your audience is looking for. Which do you think will work best for your potential employers? Consider looking over the phrasing in job ads from the sort of companies you'd like to work for to see how they phrase their postings. They can serve as a guide to help you decide (for instance, a company that says "we're looking for" might be inclined toward "I" statements, but a company that says "looking for" might prefer fragmented statements).

### Revision Checklist:

*The reviewer reminds the writer of the most important revision needs.*

As you revise, please keep these suggestions in mind:

- Replace abstract language with concrete language/examples.
- Consider placing general characteristics separate from work skills.
- Consistently use either fragments or full sentences.

Thank you for submitting your employee profile for review, Luke! I enjoyed reading it, and I wish you the best of luck with your job search. ~Suzanne W.

You can find more information about writing, grammar, and usage in our [Writer's Handbook](#). Please look for comments **[in bold and in brackets]** in your submission below. We hope to work with you again soon!

### LinkedIn profile:

Hardworking software engineer with a track record of successful initiatives. I perform various duties, including architecture, programming, deployment, and performance enhancements. I also actively participate in a lot of clubs and activities pertaining to my career. **[<Both of these sentences begin with the same word, "I." You can make the writing more interesting and engaging if you vary how you begin your sentences.]** Integrity, intelligence, and initiative.