



# *the* PITCHDECK.

*BUILDING DIGITAL CREDIBILITY: A PERSONAL BRANDING ACCELERATOR*

PRESENTED BY STEPHANIE SMITH



# *the* **VISION.**



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*Empowering students to craft professional digital identities that enhance career opportunities through personal branding education, mentorship, and employer engagement.*



# *the* **PROBLEM.**

Today's undergraduate students struggle to create a compelling online presence, despite employers using digital platforms for hiring.

A lack of personal branding education leads to missed opportunities in networking, internships, and jobs.







# the PEOPLE.



## UNDERGRADS

*Learning to build their professional brands*



## EMPLOYERS & RECRUITERS

*Seeking digitally competent candidates with a strong online presence.*



## FACULTY & STAFF

*Supporting the integration of digital branding into career readiness initiatives*



## ALUMNI & INDUSTRY MENTORS

*Providing real-world feedback and mentorship*



# *the* **SOLUTION.**

## **PERSONAL BRANDING ACCELERATOR**

Workshops on LinkedIn  
optimization, digital  
portfolio building, and  
online reputation  
management

1:1 mentoring with industry  
pros & exclusive  
networking events

Employer feedback panels  
about digital branding  
expectations

*Students leave with confidence and career-ready profiles and portfolios.*





the  
**MARKET.**

**Existing Solutions:** traditional career centers providing resume workshops, career fairs, and mock interviews but lacking a focus on digital identity and reputation management

**Competitive Edge:** This program integrates ongoing personal branding strategies, networking maintenance, and employer collaboration for real-world feedback to ensure digital skills and presence align with hiring needs.



# *the* **ROADMAP.**

## **YEAR 1: PILOT**

Develop curriculum and secure employer partnerships.

Host first workshops and mentorship sessions.

Gather student and employer feedback.

## **YEAR 2: EXPAND**

Formalize into a credit-earning or co-curricular program.

Increase employer engagement and mentor pool.

Offer more workshops and enroll more students.

## **YEAR 3: INTEGRATE**

Integrate with career services for long-term sustainability

Explore funding for ongoing mentorship, events, and resources.



# *the* **RESOURCES.**

## CURRENT RESOURCES

- Facilitator expertise in PR, reputation management, and workforce trends
- Potential institutional support through career services and faculty collaboration
- Industry contacts for mentorship and guest speaking

## NEEDED RESOURCES

- Funding for workshop materials and tools
- Expanded employer participation for mentorship and feedback
- Institutional support across colleges, schools, and departments for diversity





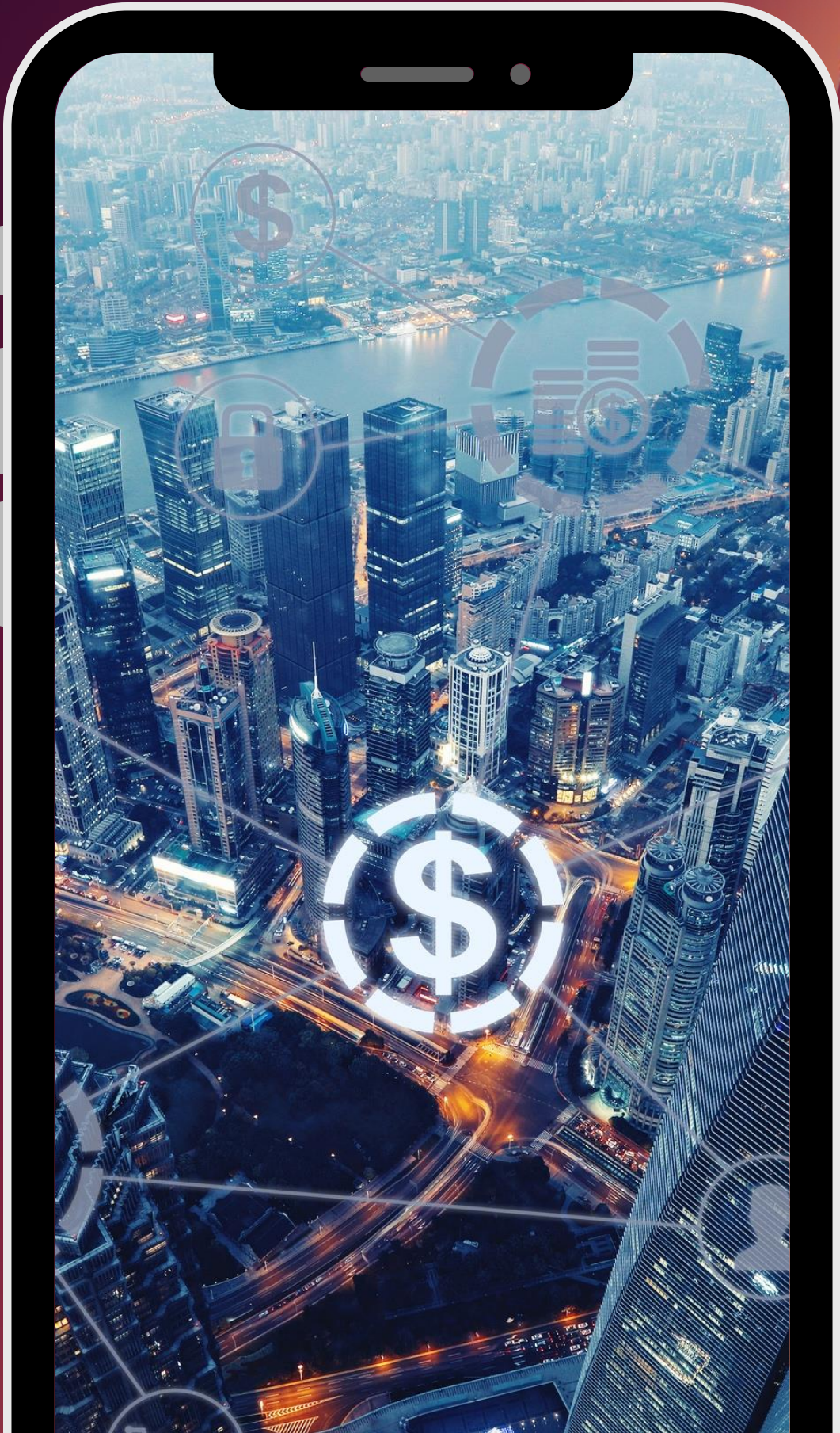
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**MONEY.**

**PROJECTED BUDGET**

○ Program development & materials:	\$5,000
Employer engagement:	\$10,000
Student resources:	\$7,500
Marketing & outreach:	\$2,500

**FUNDING SOURCES**

- • Internal and external grants
- Industry partnerships and sponsorships
- University partnerships







# *the* **ASK.**

## WHAT I NEED

- Institutional commitment to pilot the accelerator
- Support in securing employer & alumni engagement
- Funding to develop high-quality content, resources, and experiences

## WHAT IT ACHIEVES

A scalable, employer-backed initiative that enhances students' career readiness

*the*  
**END.**

*thank you.*

Students lack digital branding and reputation management skills. Therefore, a structured accelerator with mentorship and employer feedback will create career-ready students with a stronger online presence and digital skills.