

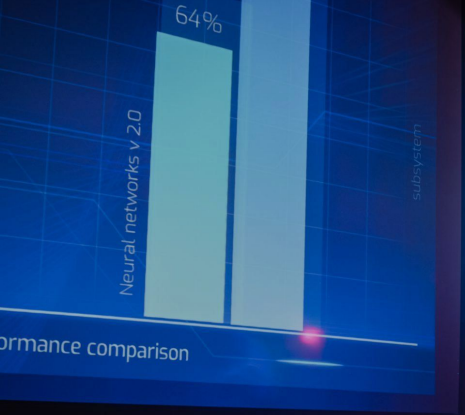


Coming
—2023—
Soon

Branding

DESIGN FOR

Bosses






Personal branding for professional women
by Kelly Bartell



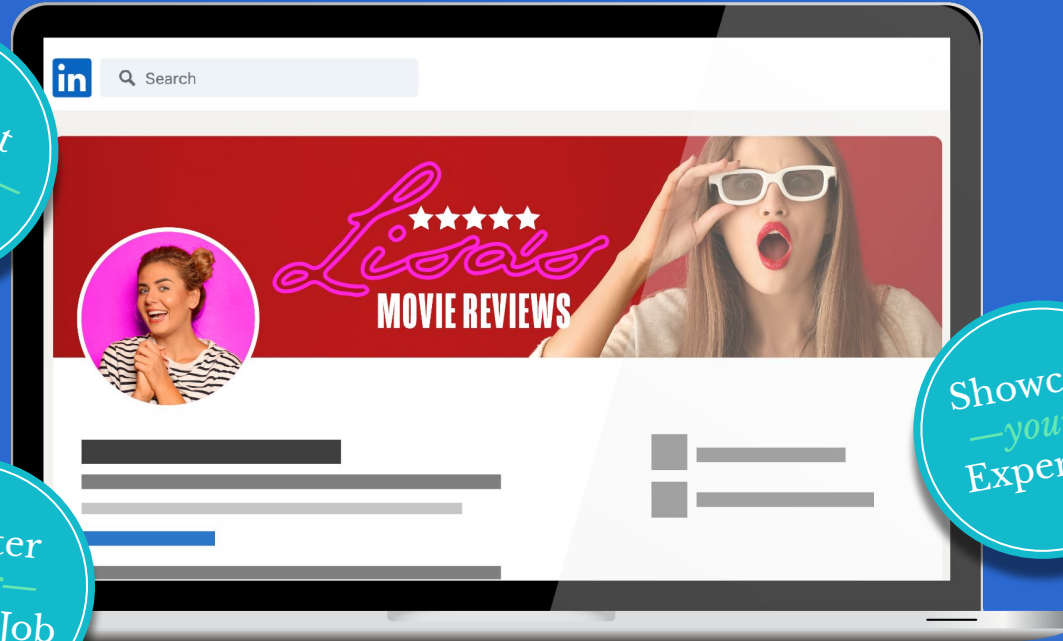


The most powerful job board of our time is filled with dynamic, amazing women...whose image is all the same.

 <p>Desiree Thompson · 3rd Talent Acquisition Specialist, Recruiting, Human Resources Little Rock Metropolitan Area · Contact info 500+ connections Message View in Recruiter More</p>	 <p>Shanay Smith · 3rd Operations Manager & Executive Assistant Toronto, Ontario, Canada · Contact info 500+ connections Message More</p>	 <p>Katrina O. · 3rd Senior Software Developer at Crown Data Systems Miami-Fort Lauderdale Area · Contact info 254 connections Message View in Recruiter More</p>
<p>About</p> <p>One of my first memories in school, is going to a parent teacher conference in kindergarten and having my teacher tell my parents, "Desiree is definitely one of my most talkative, no matter where I move her in class she communicates with everyone!" Throughout my life I have developed this art of being able to communicate with anyone at any given time. From joining the debate team in college, to studying internal and external communication, to working in different careers that allow me to utilize this skill in different ways, I've learned that effective communication is at the core of any successful leader and business.</p> <p>I have developed a passion for not only being the voice of those that cannot communicate for themselves, but</p>	<p>About</p> <p>Being an Operations Manager and C-Level Executive Assistant is exactly what you'd think it's like. I'm the colleague at work that everyone wants to know but nobody wants to be. If you want to get something done, you come to me - everyone knows that! Yet no one wants to have to do what I do because of the amount of personal time and effort that goes into being everyone's go-to.</p> <p>Luckily, I'm obsessed with staying organized and making everyone's life easier. It brings such a genuine joy to my heart to take the burden off of my loved ones' shoulders, and I always do anything I can to enhance that. Work is no different. There aren't many things that can grow a company the way that trust and dependability can, and I</p>	<p>About</p> <p>I caught fire coding.</p> <p>I always thought my dream was to be a proofreader for a little indie publishing company, sipping my cafe con leche and reading the opening lines to the next best-selling vampire novel. It seemed like an appropriate dream given my BA in English. I gravitated toward proofreading and quality control positions and even started my own proofreading business. But I kind of just felt meh. I yearned to learn more, yearned to learn something different.</p> <p>And that's when it happened; the spark I was missing ignited the instant I clicked play on my first Python tutorial</p>

You're a pro. With grit, guts and big dreams. You deserve to stand out.

Step out
—from the—
Crowd



Showcase
—your—
Expertise

Go after
—your—
Dream Job

It can be yours:

The next big job. That sweet
speaking gig. Your dream client.

In school, we get used to doing heads down, quiet, quality work without ever having to talk it up. In the workplace, the rules change.

—Goop, From [this article](#) on *Women and Self-Promotion*



Personal branding is the conscious and intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, ... [Wikipedia](#)

Personal

HERE'S THE PROCESS

branding

First: boost your image in three simple steps



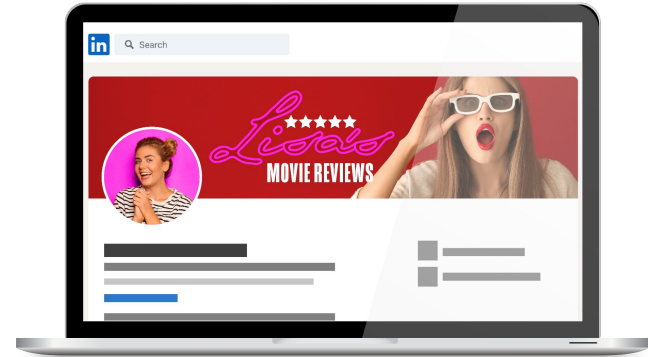
Shoot

Your brand mood, story and market position.



Design

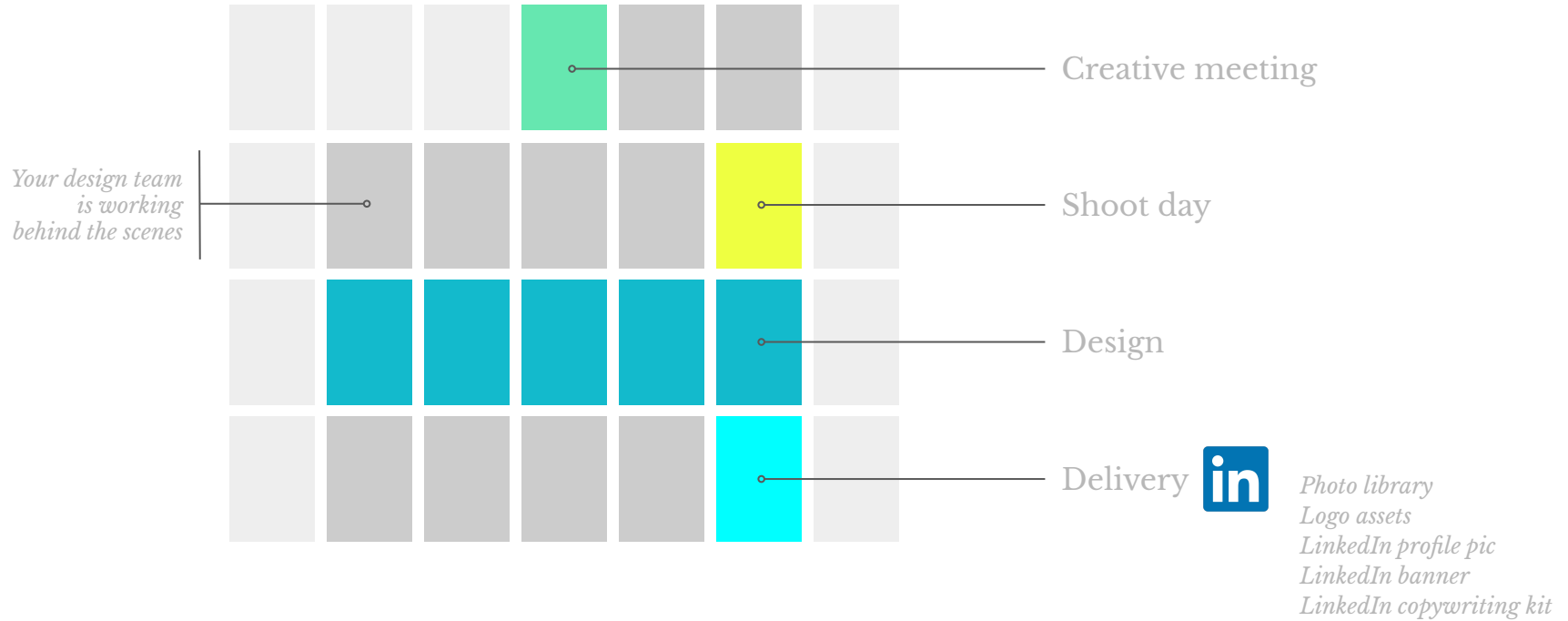
Your unique logo suite, color palette and look



Deliver

Your branded banner design and copywriting tool kit

It's only four weeks from start to finish



Next, dial it up across the board.

LISA'S MOVIE REVIEWS

EXPERIENCE

EDUCATION

SKILLS

LISA FRANK
612.867.5309

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LISA'S MOVIE REVIEWS

Rotten Tomatoes The Washington Post IMDb HUFFPOST FANDANGO

BEST IN SHOW

P*NK

Do it.
PREMIERE TONIGHT

BEN

I'm gonna make him an offer he can't refuse.
COLLABORATION 1579

TINA

LITERALLY MY FAVORITE SHOW OF ALL TIME.
Lisa

Stationery Suite

Site Strategy

Social Templates **Canva**

Starts at \$150

Starts at \$1250

Starts at \$450

Timing varies on this stuff since it's variable levels of complexity



ONE WEEK

Stationery
Suite



3—4 WEEKS

Site
Strategy



1—2 WEEKS

Social
Templates





**I see what makes others shine, and I can
make the rest of the world see it too.**

Kelly Bartell, Executive Creative Director & Storyteller



Branding

LET'S TELL

your story



www.kellybartell.com