

CAREER DEVELOPMENT

PRESENTATION

Future-Proofing Your Scientific Career: Communicating Your Brand



PRESENTER
DR. CASSIE BRIGGS



THURSDAY
25 SEPTEMBER 2025



TIME
10:00 - 10:45 AM

Communicating your professional brand is about more than job applications—it's about how you tell your story across every stage of your career. From a resume or CV to a LinkedIn profile or personal website, from networking conversations to high-stakes interviews, your brand needs to come through in different formats. This session explores how to craft a clear, consistent story that highlights your values, interests, and skills while adapting to different audiences.

We'll walk through three major contexts for storytelling:

- Written - *permanent* (e.g. resumes, cover letters, emails)
- Digital - *dynamic* (e.g. LinkedIn profiles & professional websites)
- Verbal - *live* (e.g. conferences, interviews, negotiations, panels)

Through real-world examples and sector-based comparisons, you'll see how the same brand can be communicated in multiple ways, whether you're applying for a job, competing for a promotion, or seeking funding. You'll walk away with practical strategies to ensure your brand isn't just defined, but also seen, heard, and remembered.

This presentation references concepts introduced in earlier sessions from the "Future-Proofing Your Science Career" series. Prior attendance is helpful but not required—you'll still gain plenty of value even if this is your first event.

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