



Personal Branding Project

STEPHANIE VANCOURT

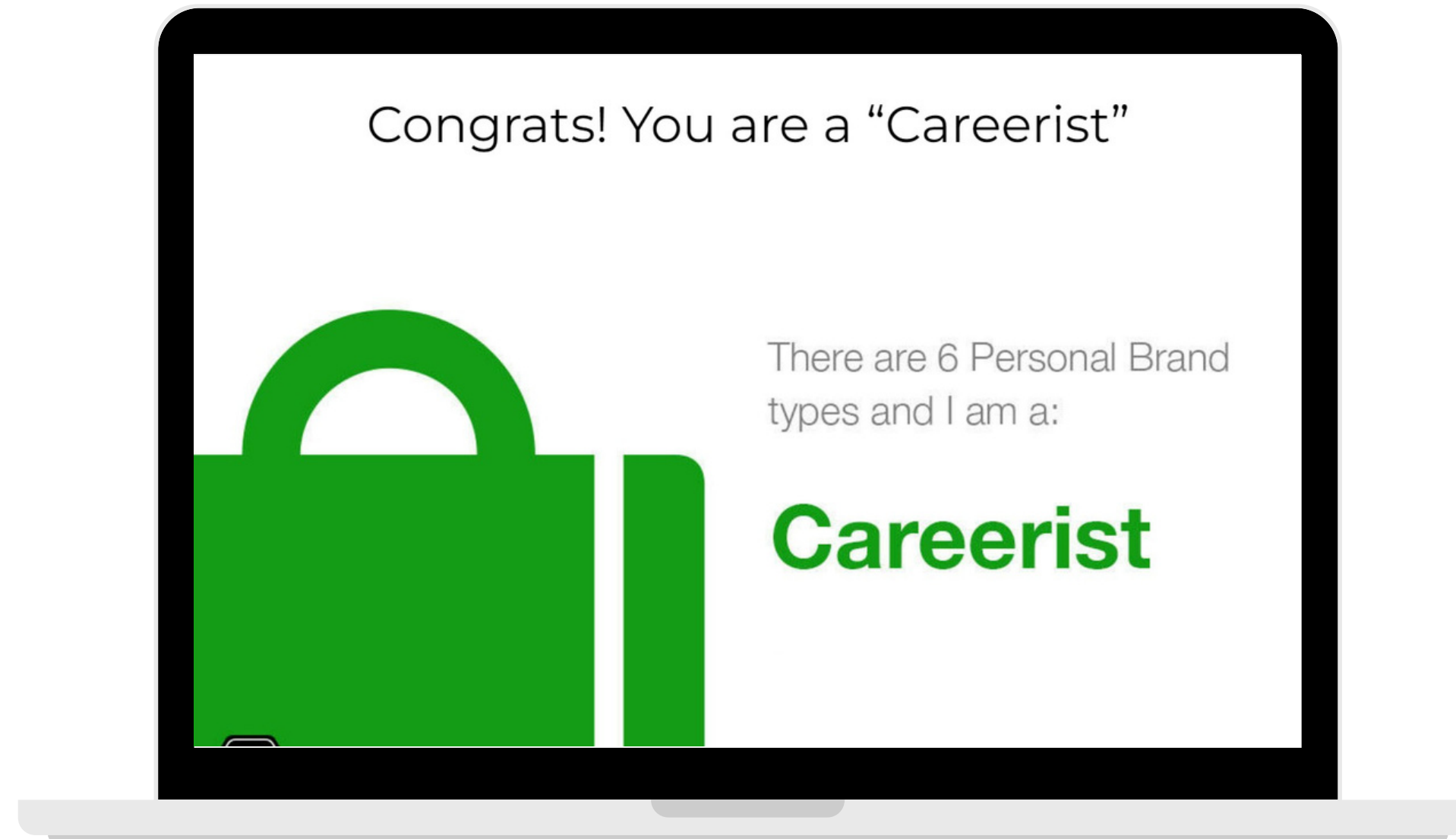


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Internal Audit Exercise

–Personal Brand Quiz–



According to the personal brand quiz I display attributes of a careerist. My results from the quiz show that I value professional achievements above all else. I think this reflects well on my personal brand because my success in the professional world is important to me.

Digital Presence Before

-LinkedIn-

The screenshot shows a LinkedIn profile for Stephanie Vancourt. The profile includes a circular profile picture of a young woman with long dark hair, a blue banner, and a white bio section. The bio identifies her as an Advertising Student at the University of Oklahoma in Conroe, Texas, with 17 connections. It lists her affiliations with Gamma Phi Beta International Sorority and the Gaylord College of Journalism and Mass Communication. Action buttons for 'Open to', 'Add profile section', and 'More' are visible. The right sidebar contains options to 'Edit public profile & URL' and 'Add profile in another language', followed by a 'Promoted' section with three ads: a WSJ student membership offer, a GoDaddy online selling promotion, and a museum studies internship. A 'People also viewed' section shows a suggestion for Valerie Berry.

Home My Network Jobs Messaging Notifications Me Work Learning

in Search

Stephanie Vancourt
Advertising Student at University of Oklahoma
Conroe, Texas, United States · [Contact info](#)
17 connections

[Open to](#) [Add profile section](#) [More](#)

Gamma Phi Beta International Sorority
Gaylord College of Journalism and Mass Communication

Edit public profile & URL ?
Add profile in another language ?

Promoted ...

- WSJ** Get a Student Membership
Student Offer: Only \$4 per Month >
- GoDaddy** Start selling online.
Domains, marketing tools, ecommerce — get it all with GoDaddy. >
- MA in Museum Studies**
Intern at some of the world's finest museums while earning your degree! >

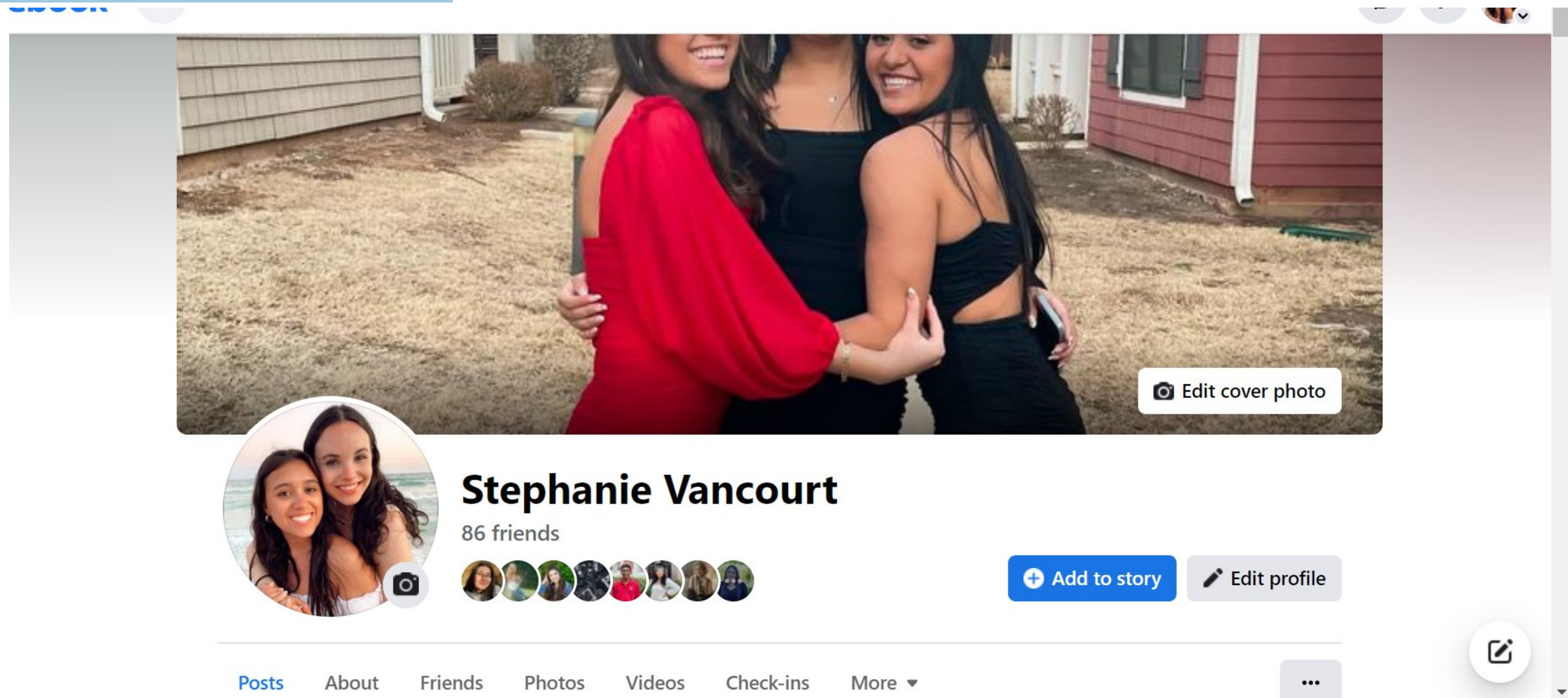
People also viewed

- Valerie Berry** • 3rd+
Messaging

Suggested for you
Private to you

My digital presence on LinkedIn lacks consistency. I have an account and have accurate information about myself but I lack engagement with others and I need to increase my network.

-Facebook-



My digital presence on Facebook also lack consistency. I use this social media app more for personal use then professional use. My goal is to transform my page to reflect my new personal brand.

-Twitter-



The image shows a screenshot of a Twitter profile page for Stephanie Vancourt. On the left is a vertical navigation menu with icons for Home, Search, Notifications (20+), Messages, Profile, and a plus sign for more options. The profile header includes a back arrow, the name 'Stephanie Vancourt', and '6 Tweets'. The profile picture is a circular image of a young woman with long dark hair. The cover photo is a landscape view of a city with a flagpole in the foreground. Below the profile picture is an 'Edit profile' button. The bio section identifies her as an advertising student at the University of Oklahoma and Gaylord College. Her location is listed as The Woodlands, Texas, her birth date as August 30, 2002, and her join date as June 2017. She has 16 accounts she is following and 12 followers. At the bottom, there are four tabs: 'Tweets' (which is selected and underlined), 'Tweets & replies', 'Media', and 'Likes'.

Stephanie Vancourt
6 Tweets

Stephanie Vancourt
@Steph_Vancourt

Advertising student at the University of Oklahoma
[@GaylordCollege](#)

📍 The Woodlands, Texas 🗓️ Born August 30, 2002 📅 Joined June 2017

16 Following 12 Followers

Tweets Tweets & replies Media Likes

My digital presence on Twitter has been more active since starting JMC 3413. My main goal is to make my twitter page reflect my new personal brand and continue posting.

Current Brand

-5 Words to Describe Me-

Thoughtful

Kind

Genuine

Creative

Ambitious

After conducting a personal brand survey these were my most common responses. I think these words reflect my personal brand exceptionally well. I will be including some of these words in my branding statement. I want my personal brand to come off as welcoming but at the same time be taken seriously in the professional world.

–Current Brand Summary–

Creating this new personal brand I want to highlight two main things, my creativity and my strategic thinking. I have always been a creative person so I think that is important to highlight especially in my logo and business card. Besides being creative I am strategic and organized individual which I think is crucial to highlight throughout my new personal brand. My new logo, business card, website, etc. will showcase my creativity and strategic thinking. I want to think of my personal brand as the philosophical concept of yin and yang. I want to show someone can be their creative self but also show their professionalism throughout my brand. I am an advertising major so I also want to make that a big component in my new brand because when I graduate I want to work at an advertising agency.

Branding Statement



I am a motivated, genuine and thoughtful individual that has a drive for being strategically creative and using my communication skills to reach my personal and career goals

–Stephanie Vancourt

I think this statement does a good job highlighting my best attributes. It is also straight to the point and professional. I wanted to make it know that I am motivated to reaching my goals. Also, when someone sees my personal brand for the first time they have a sense of the type of person I am because I used the words genuine, thoughtful and creative.

Professional Email

stephanievancourt@gmail.com

Having an appropriate and professional email is crucial when entering the professional world. The email above has been my email for the past 5 years. I am going to keep the same email because it has my legal first and last name and others will see it as professional.

Business Card



CONTACT ME

 713-578-0334

 stephanievancourt@gmail.com

 stephanievancourt.com




"I am a motivated, genuine and thoughtful individual that has a drive for being strategically creative and using my communication skills to reach my personal and career goals"

I want my business card to come off as professional but at the same time I want to showcase my creativity. On the front I wanted to keep it simple but also be strategically creative. I really wanted to highlight my branding statement and picture on the back so that is why I put my contact information on the front I didn't include my social media links on my card because I have URL links to them on my website.

Blog Post's

–Blog Post #1–



stephanievancourt 
2 minutes ago · 2 min



Elephants Can Paint?!

This past summer I had the privilege to travel to Thailand. I visited four different cities which were Bangkok, Hua Hin, Mueang Chiang Mai and Mueang Udon Thani. I experienced so much in the month I was there and it was truly eye-opening. I dove head first into Thailand's beautiful culture and I got to learn so much about Buddhism and the way of life for the people there.

One experience that truly made my trip so special is when we went to Chiang Mai. We were only there for a couple of days so we were eager to visit all of the adventurous excursions that this city offered. The one I was the most excited for was the

One experience that truly made my trip so special is when we went to Chiang Mai. We were only there for a couple of days so we were eager to visit all of the adventurous excursions that this city offered. The one I was the most excited for was the elephant sanctuary. On the excursion we were able to feed and go on an elephant ride through the jungle and a river.

That day however, I had no idea I was going to experience the coolest thing I have ever seen in my life. At this sanctuary we visited they had elephant shows which showcased the elephants' intelligence through dancing and sports. But to my surprise, the show also showcased the elephants' abilities to paint. Have you ever heard of such a thing? Before the elephants painted, the sanctuary had an auction so you had a chance to win one of the paintings. So of

That day however, I had no idea I was going to experience the coolest thing I have ever seen in my life. At this sanctuary we visited they had elephant shows which showcased the elephants' intelligence through dancing and sports. But to my surprise, the show also showcased the elephants' abilities to paint. Have you ever heard of such a thing? Before the elephants painted, the sanctuary had an auction so you had a chance to win one of the paintings. So of course I participated in the auction and I only ended up spending \$30.

As we waited and watched the elephants paint, I was expecting maybe a circle or some shape, but what the elephants created was honestly so magical. Apparently at this sanctuary we went to they had the best elephant painters in the country. When I saw the painting I won, I literally almost cried because I honestly couldn't believe my eyes. I

As we waited and watched the elephants paint I was expecting maybe a circle or some shape but what the elephants created was honestly so magical. Apparently at this sanctuary we went to they had the best elephant painters in the country. When I saw the painting I won I literally almost cried because I honestly couldn't believe my eyes. I think from everything I experienced on that trip that was one of the most unforgettable.



f  in 

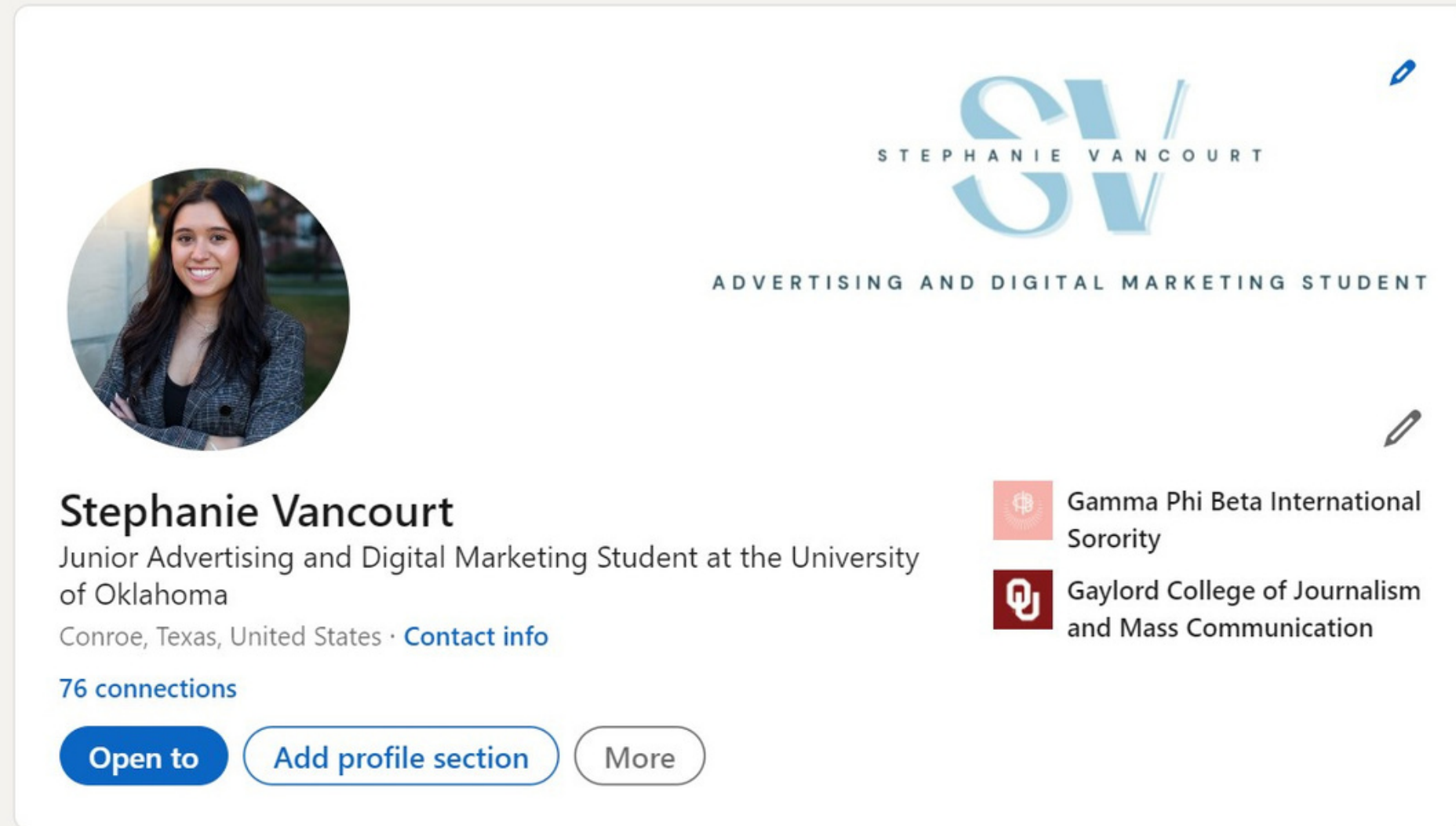
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Digital Presence After

- Updated LinkedIn -



STEPHANIE VANCOURT

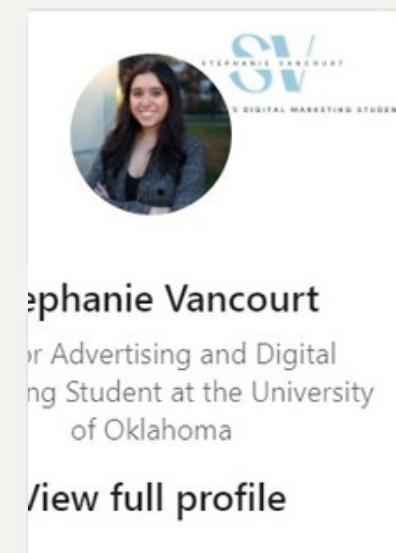
ADVERTISING AND DIGITAL MARKETING STUDENT

Stephanie Vancourt
Junior Advertising and Digital Marketing Student at the University of Oklahoma
Conroe, Texas, United States · [Contact info](#)

76 connections

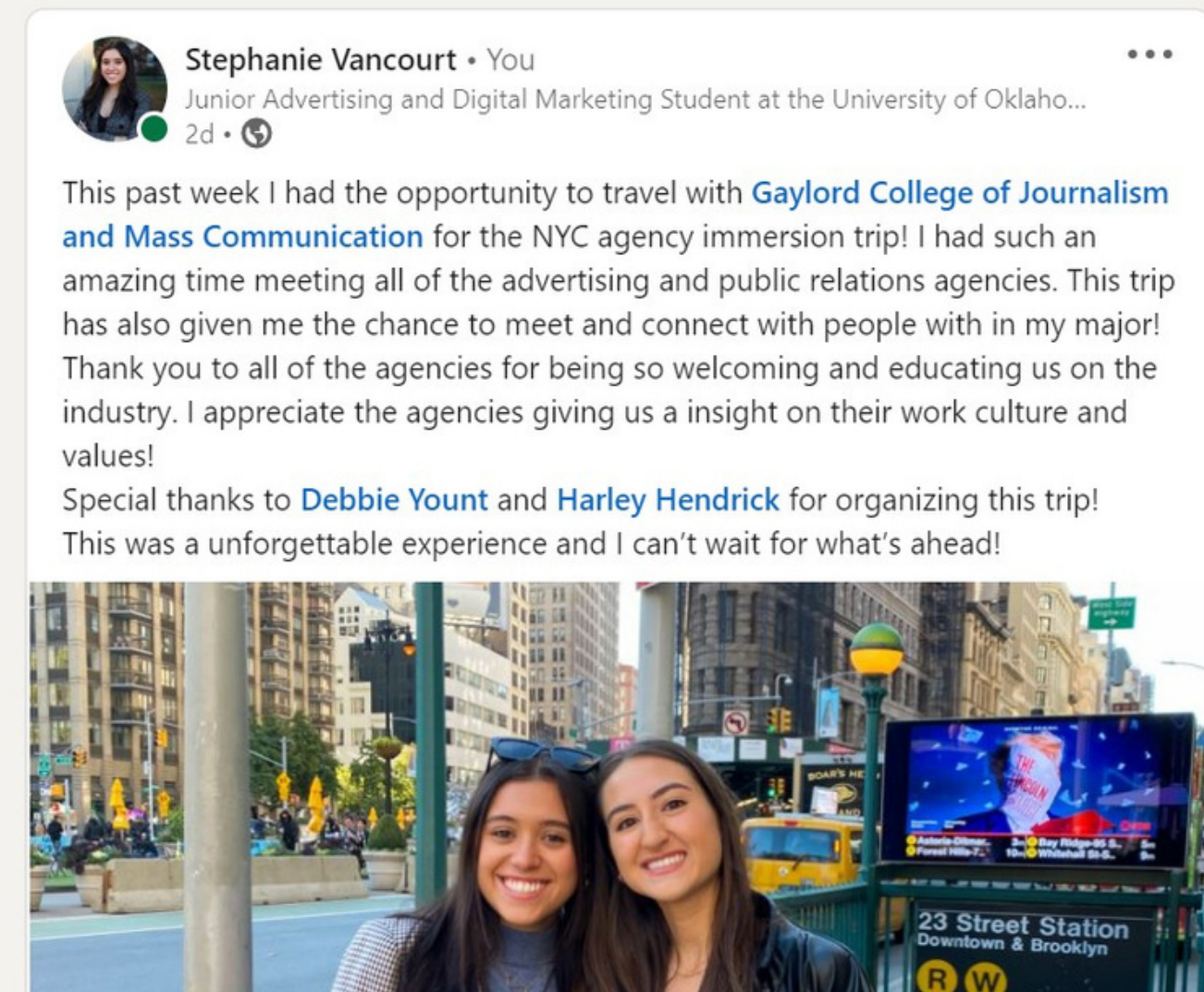
[Open to](#) [Add profile section](#) [More](#)

Gamma Phi Beta International Sorority
Gaylord College of Journalism and Mass Communication



Stephanie Vancourt
Junior Advertising and Digital Marketing Student at the University of Oklahoma


[View full profile](#)



Stephanie Vancourt • You
Junior Advertising and Digital Marketing Student at the University of Oklaho...
2d · 🌐

This past week I had the opportunity to travel with [Gaylord College of Journalism and Mass Communication](#) for the NYC agency immersion trip! I had such an amazing time meeting all of the advertising and public relations agencies. This trip has also given me the chance to meet and connect with people with in my major! Thank you to all of the agencies for being so welcoming and educating us on the industry. I appreciate the agencies giving us a insight on their work culture and values!

Special thanks to [Debbie Yount](#) and [Harley Hendrick](#) for organizing this trip! This was a unforgettable experience and I can't wait for what's ahead!



I have updated my linkedIn profile to match my new personal brand. I changed my profile picture and I also changed my background to match my logo. I included "advertising and digital marketing student" under my logo so furture employers can easily see what career I want to purse. I created my first post and shared some pictures to start growing my digital presence on LinkedIn. My post was about my trip to New York with Gaylord College to visit advertising agencies. I also have started to follow companies that I am interested in and enjoy their content.

- Updated Facebook -

facebook



Stephanie Vancourt

Intro

Add bio

Studies Digital Marketing at Price College of Business at the University of Oklahoma

Studies Advertising at Gaylord College at the University of Oklahoma

Studies at The University of Oklahoma

From The Woodlands, Texas

<https://www.linkedin.com/in/stephanie-vancourt/>

https://twitter.com/Steph_Vancourt

stephanievancourt.com



ADVERTISING AND DIGITAL MARKETING STUDENT

Edit cover photo



Stephanie Vancourt

86 friends



Add to story

Edit profile

I have updated my Facebook page to match my new personal brand. I used the same profile picture as my LinkedIn page and I also used the same background with my logo. In my about section I included all my links to my other social media accounts and included a link to my website. My page now shows my professional side and provides information that employers look for. The Facebook page I had before had dated profile pictures and didn't provide links or education information.

– Updated Twitter –

Stephanie Vancourt



The image shows a screenshot of a Twitter profile page for Stephanie Vancourt. The profile picture is a circular photo of a young woman with long dark hair. The background of the profile header is a light blue color with the 'SV' logo in a stylized font, with 'STEPHANIE VANCOURT' written in small capital letters below it. Underneath the logo, it says 'ADVERTISING AND DIGITAL MARKETING STUDENT'. To the right of the profile picture is a button that says 'Edit profile'. The name 'Stephanie Vancourt' is displayed in bold, followed by the handle '@Steph_Vancourt'. Below that, it says 'Advertising student at the University of Oklahoma' and '@GaylordCollege'. There are also location and website links: 'The Woodlands, Texas' and 'stephanievancourt.com'. Birthdate and join date are listed as 'Born August 30, 2002' and 'Joined June 2017'. At the bottom, it shows '16 Following' and '12 Followers'. On the left side of the profile, there are several icons: a hashtag, a notification bell with '17', an envelope, a person icon, a speech bubble, and a blue plus sign in a circle.

#

17

✉

👤

💬

+

Stephanie Vancourt
@Steph_Vancourt

Advertising student at the University of Oklahoma
[@GaylordCollege](#)

📍 The Woodlands, Texas [stephanievancourt.com](#)
📅 Born August 30, 2002 [Joined June 2017](#)

16 Following 12 Followers

Edit profile


I have updated my twitter to match my new personal brand. I used the same profile pic as my LinkedIn and Facebook and I used my logo as my background. I think my new twitter looks more put together and looks aesthetically more professional. I have began following more of my classmates and companies that I think post education and entertaining content,

Resume, Cover Letter & References

– Mock Job Position –

The mock job position I have chosen for this personal branding assignment is an account manager at 9th Wonder Agency in Houston, Texas. I chose this position because being an account manager at an agency is my career goal. This position matches my personal brand and I think I am a good candidate for this type of job. Account managers have to have good communication skills and be genuine because they handle client accounts and keep communication between the clients and the rest of the agency.


Account Manager

 9thWonder Agency
Houston, TX (On-site)

11 days ago · 25 applicants

 Full-time · Entry level

 201-500 employees · Advertising Services

 See how you compare to 25 applicants. [Try Premium for free](#)

Apply 

Save

Job description

9thWonder, is a diverse agency, offering a casual, fun and rewarding environment where every associate is valued, is growing, and we're looking for people that are passionate about building brands and pushing boundaries. We love to find what makes a brand tick, dig into strategies and insights, uncover new consumer markets, and develop creative that connects deeply and resonates broadly. Its's approach we call The Power to of Difference. And if it sounds like something you'd like to be part of, then keep reading.

• Certified Great Places to Work 2022

Unlimited Vacation & Summer Fridays



Home



My Network



Post



Notifications



Jobs

– Resume –

STEPHANIE VANCOURT

713-578-0334
stephanievancourt@gmail.com
Houston, TX
www.linkedin.com/in/stephanie-vancourt

EXPERIENCE

Elements Massage / The Woodlands, TX / May 2020–Present

Wellness Membership Advisor (WMA)

- Sold Elements Massage Wellness Programs and additional services to new and current clients.
- Built customer retention by answering questions and handling complaints.
- Meeting studio objectives to ensure growth and profitability.
- Helped build brand awareness by photographing the studio and employees for social media content.

Gamma Phi Beta Sorority / Norman, OK / August 2020–Present

Member and Internal Social Chair

- Coordinates social events for approximately 400–600 guests.
- Use creative abilities to make an overall unity in each event throughout all components.
- Managed event logistics within a certain budget.

EXTRA–CURRICULAR ACTIVITIES

OU Campus Activities Council / Family Weekend / September 2021–May 2022

Executive Committee of Public Relations

- Created graphics and designs to promote the event.
- Increased turnout by creating merchandise and advertisements.

OU Campus Activities Council / Family Weekend / December 2020–October 2021

Executive Committee of Sponsorship

- Contacted hundreds of local businesses to find potential sponsors for the event.
- Formed strong relationships with sponsors.

SKILLS

- Bilingual: Spanish/English
- Problem–Solving
- Project Management
- Adobe Creative Cloud
- Website & Graphic Design
- Client Relations
- Leadership
- Communication
- Creative Concepts

EDUCATION

The University of Oklahoma / Expected Graduation: May 2024

Bachelor's Degree in journalism and mass communication, major in advertising

Minor in Digital Marketing

GPA: 3.6

Honors:

Dean's Honor Roll / Fall 2020–Spring 2022

– Cover Letter –

STEPHANIE VANCOURT

713-578-0334
stephanievancourt@gmail.com
Houston, TX

www.linkedin.com/in/stephanie-vancourt

October 25, 2022
9th Wonder Agency
1201 San Jacinto St Suite #267
Houston, TX 77002
(713)862-5100

Dear 9th Wonder Agency,

Thank you for taking the time to consider me as a candidate for the account manager position at your agency. This job would be a huge opportunity for me to develop in the professional world. I think this position could help me learn new skills and also let my existing skills flourish.

I am currently a studying at the University of Oklahoma and I am pursuing a degree in Advertising at Gaylord College of Journalism and Mass Communication and a minor in Digital Marketing at Price College of Business. I'm continuing to learn about the advertising and marketing industry and I am eager to showcase what I have learned in a professional position.

I posses many skills that will help me be successful in this role. I am a creative individual who is meticulous and organized in any task that is given. My skillset is in photography, event planning and writing. I also show effective communication skills and a qualification that is listed that I posses is being bilingual.

I look forward to hearing from you,

Regards ,
Stephanie Vancourt

– References –

STEPHANIE VANCOURT

713-578-0334
stephanievancourt@gmail.com
Houston, TX
www.linkedin.com/in/stephanie-vancourt

REFERENCES

Matt Mandalinci

matt.mandalinci@mandalincigroup.com

- Owner of Elements Massage.
- Motivated and instructed employees.

Beth Webster

beth.webster@mandalincigroup.com

- Director of Operations Elements Massage.
- Mentored me to help improve my communication skills.
- Hired and trained me.

– Resume, Cover Letter & References Summary–

This part of the personal branding project has helped me understand the task of creating a resume and cover letter. Besides just making these I had to create them while still maintain my personal brand. I consistently used the same theme throughout the resume, cover letter and references page. I made sure in these documents to highlight my brand attributes and as well show my creativity through my vision and my word choice.

E-Portfolio



Stephanie Vancourt

Advertising Specialist



Hello!

Check Out My Work...

[RESUME](#)

[WORK & SKILLS](#)

My name is Stephanie Vancourt and I am a student at the University of Oklahoma. I'm pursuing a degree in Advertising at Gaylord College of Journalism and Mass Communication and a minor in Digital Marketing. I created this site to showcase my creative abilities and provide more information about me.



[HOME](#) [RESUME](#) [WORK & SKILLS](#) [CONTACT](#) [Blog](#)

Resume

[DOWNLOAD RESUME](#)

STEPHANIE VANCOURT

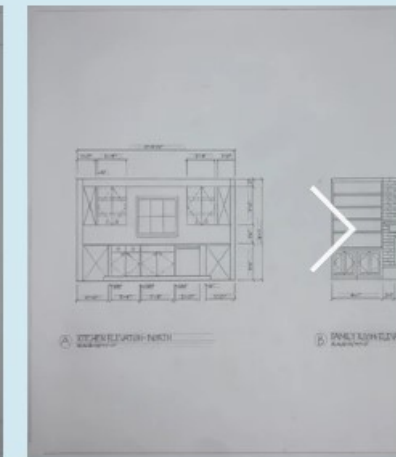
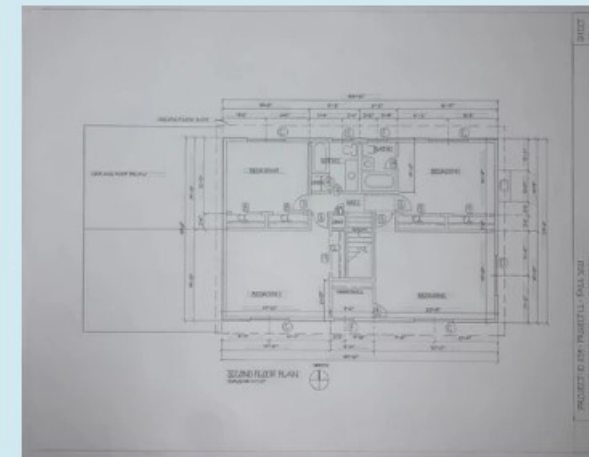
713-578-0334
stephanievancourt@gmail.com
Houston, TX
www.linkedin.com/in/stephanie-vancourt

EXPERIENCE

Work & Skills

Some of the work and skills that I want to showcase on this site are photography, event planning, writing and art/interior design experience.

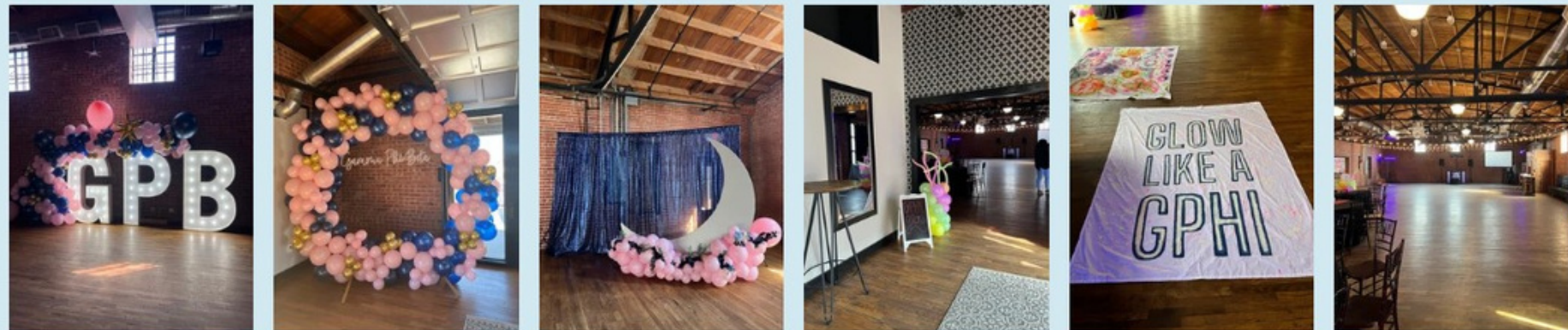
Art/Interior Design Experience



Photography



Event Planning



Writing

Public Relations Reflection 1

Public Relations Reflection 2

Sociology Paper

Media Writing News Report

Media Writing Final Paper



Let's talk

Email: stephanievancourt@gmail.com
Phone Number: 713-578-0334

First Name *

Last Name *

Email *

Subject

-E-Portfolio Summary-

My e-portfolio has highlighted my new brand I have created throughout this project. I used consistent colors and fonts throughout the site that I used in other professional documents such as my resume and business card.

About me page: I made my about page the first thing you see as you click on my site. I included the same profile picture that I used in my other social media apps. I included hyperlinks above the about me paragraph to take you immediately to the resume tab or the work & skills tab. I also included links to my LinkedIn, Twitter and Facebook.

Resume page: I inserted my updated resume onto this page as well as a hyperlink to download a pdf of it.

Work & Skills page: On this page I highlighted my work and skills which are art/interior design experience, photography, event planning and writing samples. You are unable to see it in the pictures but when you click on the photos of my work there is a short description. For my writing samples I included hyperlinks that will direct the page to a downloadable pdf of my writing.

Contact me: This page just states my number and email. I also provided a form that visitors on my site can fill out if they have any questions. The forms are connected to my email so I will receive them.

Personal Branding Plan

Before I began the personal branding project I had no sense of direction of what I wanted my personal brand to be. To be completely honest I didn't even know how I could make myself a brand. I struggled to figure out what makes my brand me and what it even meant. Listening to all the lectures in class helped me understand the components of a brand and how I can really make myself stand out. Before I started playing around with colors and fonts I needed to decide what I want my future employers to think of me before they met me in person. Another aspect of my brand that I really needed to change was my social media sites. My LinkedIn, Twitter and Facebook were all inconsistent and lacked the sense of unity that employers seek. After giving myself an internal audit and criticizing myself I was able to come up with my personal brand.

During my internal audit, I paid close attention to attributes that I possess that I want future employers to grasp. Conducting a personal branding survey was beneficial to the development of my personal brand because I got to see which of my characteristics people I know love about me. I surrounded my project with the five top responses from the survey. From those five words, I especially wanted to highlight the words genuine, thoughtful and creative. I used those three words in my branding statement because I think they describe me the best and I think future employers should know first about me. I decided that for my personal brand I really wanted to highlight my creativity but also show how I can be a strategic thinker and come off as professional. as much as I want to be creative I have to find a median because of the position I want to hold When I graduate. it's important for me to showcase my professionalism in my brand but also use the way I think creatively throughout the consistency of the theme of my brand. I want to think of my personal brand as a philosophical concept of yin and yang. I really value creativity and professionalism and I think my new personal brand reflects that really well.

Personal Brand Plan

Stephanie Vancourt

JMC 3413: Public Relations Principles

Dr. Jensen Moore

October 30, 2022

To showcase my personal brand I had to come up with a way to show it throughout my business card, my website, my logo and throughout other documents. At first, I wanted to use the color purple in my personal brand but after speaking with some professionals they advised me to use a primary color instead because I'm not sure what side of the industry I want to go into. I decided to stick with the color blue since it's similar to purple but I also could do a lot with the color scheme. The color scheme I decided on was three different shades of blue, the first one being a dark blue #254859, the second is almost like a sky blue #9ecadf and the third one is a baby blue #d3e9f1. I used dark blue and sky blue throughout my new brand and I decided to use these opposing colors because I wanted dark blue to show my strategic thinking and professionalism and I used sky blue to show my creativity. I think the color blue has a welcoming feeling and think it was the best color to use for my new brand based on my top attributes. Another important factor in the physical look of my new brand was choosing an appropriate font.

After playing with a couple of fonts I decided I want to have two key fonts throughout my new brand. The first font I choose was Hatton Bold and I decided this font would be best to show my creativity. I used this font on all the titles of my new brand and used it in my logo. The second font I choose was DM Sans which was the primary font I used on all the text throughout my new brand. I decided to go with that font because it is professional and it is simple and to the point. Even though both fonts I choose are very different I think they work well together to showcase unity throughout my brand. The colors, fonts and designs I created all play a part in my new brand personality.

Another way I have shown consistency throughout my new brand is through my updated social media accounts. For this project, I decided it was time for me to get a new and

professional headshot. I used this headshot in my LinkedIn, Twitter and Facebook profile pictures. I also created a background to use in all my accounts by using my logo. Under my logo, I decided to add the words "Advertising and Digital Marketing student" so when recruiters look at my social media accounts they will immediately see what my specialty is. I think the profile picture and background picture I created have helped my sites feel more unified and professional.

Now that I have established social media accounts and a website I think it is important that I recognized what content I want to share with my followers. Also after reviewing my digital presence I know one thing that I needed to establish for myself is to stay consistent with my content. That means I need to keep my followers updated on what I am doing and what I have achieved. For my website, I need to continue updating the work and skills section to broadcast my most updated projects. I also need to continue to post blogs and share my educational thoughts. Blogging is helpful for employers to see who you are and what you think is important to keep blogging about. The topic that I chose to continue to talk about is traveling and my experiences during my trips. One of my favorite hobbies is traveling and I think it's important to share the knowledge you learn about cultures with others.

My digital presence on my social media accounts is now going to increase. Now that I have an established personal brand I am excited to share it with others. I am going to start posting more consistently on my LinkedIn and engaging with content I enjoy. LinkedIn is such an important tool and there is so much educational information on the app that will help me develop in the professional world. On Twitter, I will also start engaging more with accounts I enjoy and also retweeting things on my account so people can see what content I like to view. I think Twitter is a great way to get into educational conversations. Even though Facebook is the

social media account I use the least I will start posting life updates so people can see what I am working on and achieving. I think one thing I need to start doing consistently on all my social media accounts is to engage with company profiles that I want to work for in the future. An example of this would be to follow my favorite agencies and like and share their posts.

This personal branding project was crucial for my personal development. I feel more confident now to engage on social media now that I have an established brand for myself. Hopefully, future employers will admire the work I have put into this brand and understand it. I am excited about my future in the professional world and I am hoping this personal rebrand will be a conversation starter with professionals.