

# Creating Your Professional Brand

## Panelists:

- Dr. Bertha Hidalgo – Associate Professor & Associate Dean for Diversity, Equity, and Inclusion, University of Alabama at Birmingham School of Public Health
- Dr. Gabriel Benavidez – Assistant Professor, Baylor University Department of Public Health
- Dr. Katelyn Jetelina – Epidemiologist, Data Scientist, & Renowned Scientific Communicator



Topic Area	Recommendations
<b>Personality &amp; Focus</b>	<ul style="list-style-type: none"><li>● Identify your why.</li><li>● Identify a specific area or topic within your field that you are passionate about. This niche will become a focal point for your professional brand.</li><li>● Let your voice and personality bleed through.</li></ul>
<b>Goal Identification</b>	<ul style="list-style-type: none"><li>● Know or at least have somewhat of an idea of what your long-term goals are. This will help guide your professional brand.</li><li>● Align your why with your goals.</li></ul>
<b>Connecting &amp; Interacting</b>	<ul style="list-style-type: none"><li>● Establish and maintain relationships with mentors, peers, and professionals in the field. Networking can open up opportunities for collaboration, research, and career advancement.</li><li>● Create a professional online presence through platforms like LinkedIn, X (Twitter), Instagram, Substack, or a personal website. Share your research, thoughts, and insights related to epidemiology. Engage in discussions and connect with others in your field.</li><li>● Remember your professional brand is defined by you but also by others without your input. What you say matters; how you treat others matters. Your interactions matter (who you interview with, for example, and how).</li></ul>
<b>Continuous Learning</b>	<ul style="list-style-type: none"><li>● Invest time in continuous learning and skill development. Stay updated with the latest research in your field.</li><li>● Think about yourself or your research lab as a start-up. Self-promotion is huge. Its future also depends on what you decide to work on, but more importantly, what you say “no” to. Both in scientific projects and professional development and soft skills.</li></ul>
<b>Consistency &amp; Change</b>	<ul style="list-style-type: none"><li>● Be consistent.</li><li>● Your brand may change with time. Don't be too fast, though, or you will lose people.</li><li>● Stay true to your voice.</li></ul>

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