



EXERCISE
employee bios

It's All About You!

That's right. We're going to write up something super snazzy about YOU!

You'll be able to use this bio on your website, social media, and even at speaking engagements or maybe for all those super cool associations you are part of.

First, we need to get to know you. Yeah, yeah, we'll work on all the serious, awesome things you have accomplished, but we also want to create a bio that shows your personal side, too. You are human, right? And able to check that "not a robot" box?

We absolutely get that writing your own bio is no fun. It's a fine line between cocky and confident and something we all dread. No worries. At Pixa, we'll craft your professional and personal brand and we'll definitely make you shine!

Just a few quick reminders before we get started:

1. We will help select the proper point of view/tone of your bio based on the project we get to do.
2. It's important to share all your experience but try to stay human. Make sure you are clean on any certifications or qualifications and avoid jargon specific to your industry.
3. Avoid buzzwords to help you stand out from the sea of sameness.

*Last but not least, be honest and have some fun with the answers.
We'll bring it all together to fit the medium – Pixa promise!*

EXERCISE

employee bios



Name:

Years at <Company Name>:

Years of experience in the <Industry Name> industry:

1. Describe your role at your <Company Name>. List some of your responsibilities that you oversee.

2. Any other industry experience from previous companies?

3. Your favorite part of the <Industry Name> industry?

4. Any comments regarding the <Company Name> team and its success?

5. Give one reason why you enjoy working at <Company Name>.

6. Three words to describe you:

7. What are the skills you bring to <Company Name>?

8. Give one reason someone should do business with <Company Name>.

9. Your favorite hobby or how you spend your time away from work?

10. Who inspires you and why?

11. What are some causes you care about?

12. What is your personal motto?

13. Please state any family information you would like incorporated in your bio:

ADDITIONAL QUESTIONS AHEAD

just for fun!



Answer at least three

1. You just finished your autobiography. What's the title?

2. If you could be anywhere other than here, right this minute, where would you be? (Don't overthink it!)

3. Finish this sentence. On Saturday nights, you can usually find me...

4. What would your superhero name be? What powers would you have?

5. If you were a character from a book or movie, who would you be and why?

6. What are your pet peeves?

7. Do you have any skills or talents that most people don't know about?

8. Flashback to when you were 10 years old. What do you want to be when you grow up?

9. If you were stranded on an island and could only have one music artist to listen to, who would it be?

10. What's on your bucket list?