

# brand identity

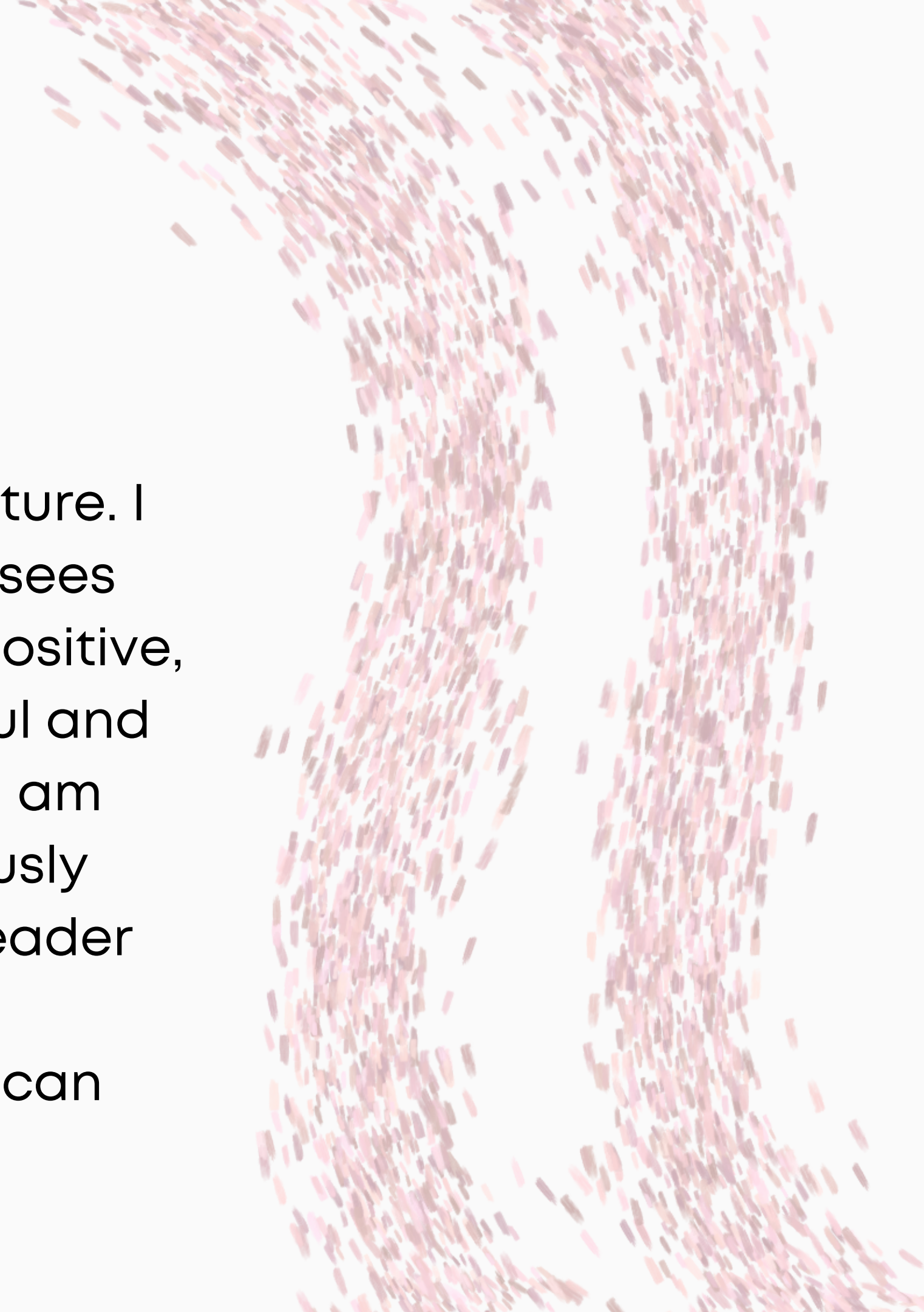
my new and ~improved~ online presence

Ashley Edwards  
Department of Communications,  
Southern New Hampshire University  
COM 540: Identity and Personal Branding  
Professor Savannah Lynn  
August 23, 2020

*my brand*

## **Be the best you.**

My brand encompasses my happy-go-lucky nature. I am a young communications professional who sees the best in the world and the people in it. I am positive, encouraging, and creative. I am strong, powerful and adventurous. I am ambitious, with dreams that I am not afraid to chase and achieve. I am continuously learning and growing. I am your biggest cheerleader and grandest supporter. The message I want to showcase through my brand is "if I can do it, so can you," as we all strive to be the best version of ourselves.



*goals*

*1*

Create a Portfolio

*2*

Create and Curate Content

*3*

Professionalize LinkedIn





1

## Create a Portfolio

- Create a portfolio full of my past and current projects to showcase for potential employers/clients and update my portfolio once a month with current projects.
- Include a pricing portion for future employment.

[www.ashleynedwards.com](http://www.ashleynedwards.com)



# Create a Portfolio

## The Catalyst Center for Business and Entrepreneurship

These graphics were created and used for The Catalyst Center for Business and Entrepreneurship. The Catalyst is a non-profit located in Huntsville, AL that benefits small businesses and entrepreneurs, helping turn their dream into reality and during crisis situations. I took over their social media in April of 2020. Follow: @thecatalystcenter



## Knight-Thon at the University of Central Florida.

All graphics were created for Knight-Thon at the University of Central Florida. Knight-Thon is the 7th largest Dance Marathon in the nation and UCF's largest student-run philanthropy. Knight-Thon benefits Orlando Health Arnold Palmer Hospital for Children, raising \$1,288,360.23 in their 23rd year while I served as Marketing Director Spring of 2018 to Spring of 2019.



## MESCA & HIBO

MESCA and HIBO are sister brands, sugar-free soda alternative beverages with the goal for helping you live a better, healthier life. MESCA's Love the Taste of Healthy, and HIBO helps you feel SUPER. Both beverages are locally made in Athens, GA. I took over their social media accounts July of 2020. Follow @mescasweet and @drinkhibo





## 2 Create and Curate Content

- Update my website and social media accounts once a week with new content.
- Content includes:
  - blog post
  - graphics
  - research
  - pictures/images

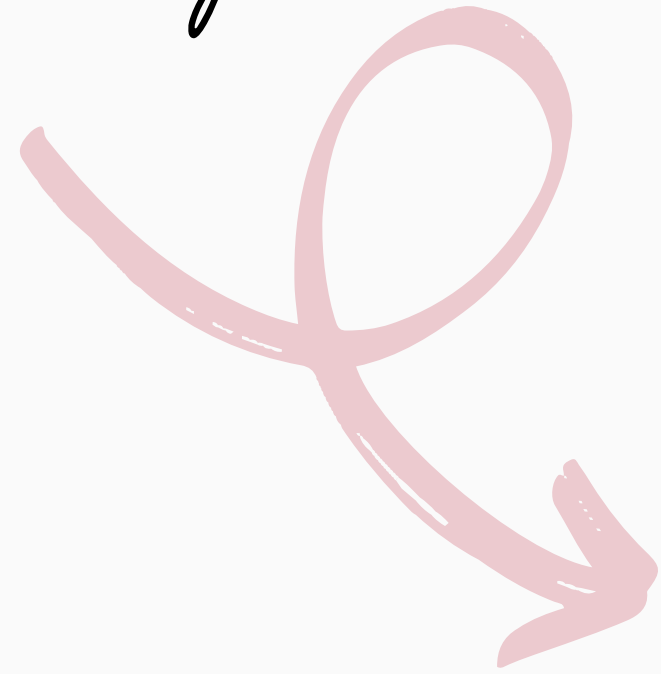




## 3 Professionalize LinkedIn

- Update LinkedIn with current accomplishments and content once a week.
- "Content" includes:
  - Contributing to professional conversations
  - Sharing industry updates and articles
  - Sharing my personal updates and content
  - Connect with a new person from my network

# Personal Branding: Content Creation



Instagram  
Facebook  
LinkedIn

Ashley Edwards

@xoxoashlay

[facebook.com/ashlynedwards](https://facebook.com/ashlynedwards)

[linkedin.com/ashlynedwards](https://linkedin.com/ashlynedwards)

[ashlynedwards.com](https://ashlynedwards.com)

# INSTAGRAM

Demographics: Generation Z & Millennial  
(Flourish, 2020).

Visual App, image content is engaging

## Brand Identity:

Positivity

LifeStyle

Fitness

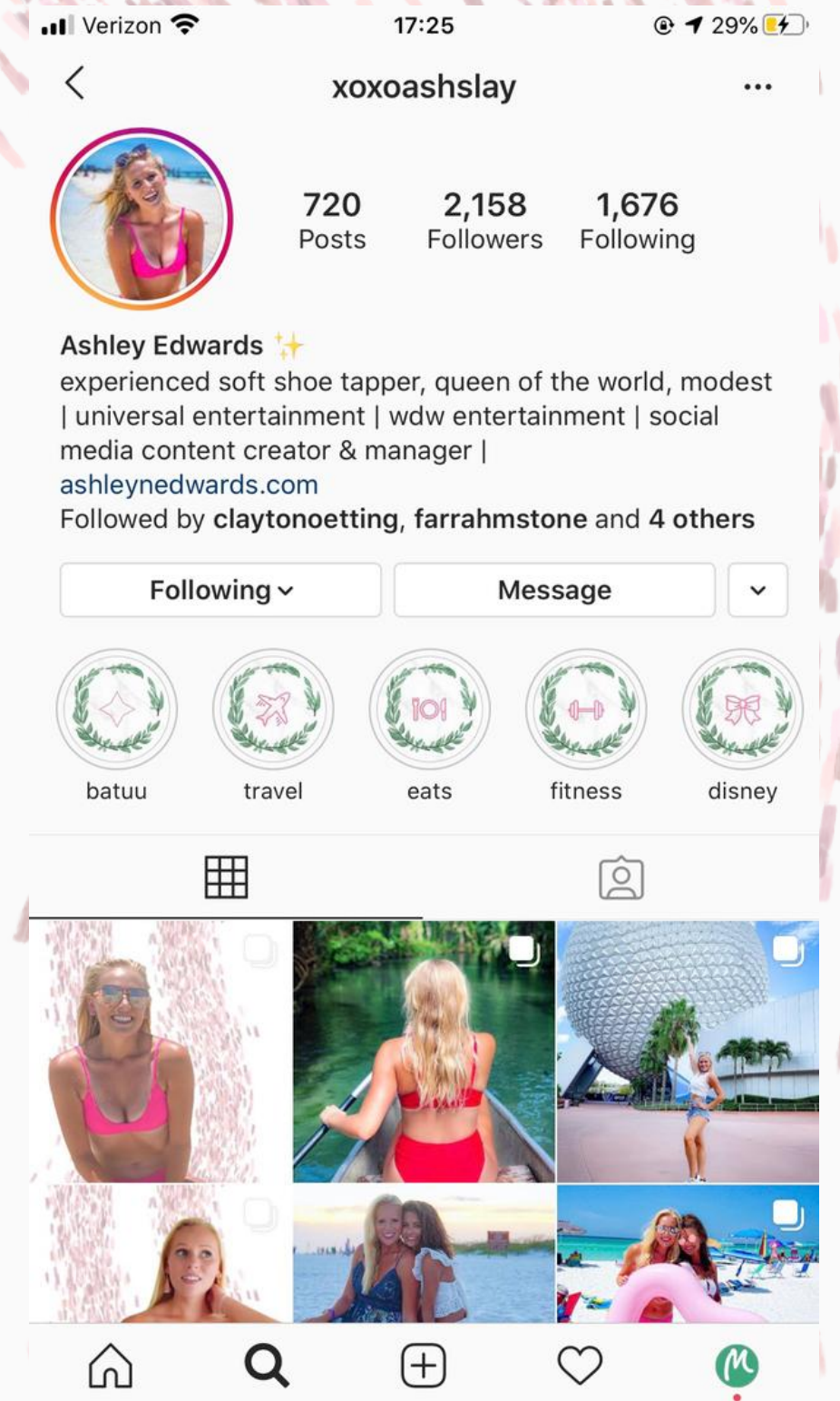
Travel/Experiences

Performer

Creative

Fun/Adventurous

Bright



Instagram

Search



xoxoashslay

xoxoashslay ✨ Do more of what makes you happy ✨

•

•

We are living in a completely unprecedented and unpredictable time. So much has changed in the last couple of months, I have changed so much in the last couple of months. Instead of waking up everyday and creating magic and performing at the Happiest Place on Earth, I am now focused on creating that happiness for myself. I have become stronger mentally, physically and spiritually.

•

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Like by anayacobbie and 20 others

# INSTAGRAM

Instagram

Search



In April, I began my M.A. in Communications, New Media and Marketing. Since then, I have taken over the social media for three different local business brands (with more in talks 🗨️). I am INCREDIBLY excited for the new opportunities I have to create and grow my professional career. Look out world, big things are coming 🍷

•

•

#happy #socialmedia  
 #contentcreation #lifestyle #fitness  
 #socialmediamarketing #entrepreneur  
 #masters #communication #marketing  
 #newmedia #content #happiness  
 #magic #moreto come

Like by anayacobbie and 20 others

6 MINUTES AGO

Add a comment... Post

Instagram

Search



more in talks 🗨️). I am INCREDIBLY excited for the new opportunities I have to create and grow my professional career. Look out world, big things are coming 🍷

•

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#happy #socialmedia  
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 #socialmediamarketing #entrepreneur  
 #masters #communication #marketing  
 #newmedia #content #happiness  
 #magic #moreto come

6m

sarii16 Love the outfit  
 1m Reply

Like by anayacobbie and 20 others

6 MINUTES AGO

xoxoashslay ✨ Do more of what makes you happy ✨

ALSO CHECK OUT THESE SUPER COOL ACCOUNTS THAT I MAY OR MAY NOT GET THE FUN OPPORTUNITY TO CREATE CONTENT AND TAKE CHARGE OF 🍷

@THECATALYSTCENTER  
 @MUSICASWEET  
 @GEMMADORA  
 & PLS GIVE EM A FOLLOW

I GOT SOME LIFE UPDATES 😊

FOLLOW ALONG ON THIS NEW ADVENTURE I'VE BEEN PURSUING. I'M EXCITED TO SEE WHERE THIS JOURNEY WILL LEAD ME 💕

# INSTAGRAM



**xoxoashslay ~take a break~**

For a workaholic like me (that Type 3 Enneagram shining through 😊), I sometimes feel guilty when I am not being productive. I think about all the things I could be doing... but that's unhealthy!! I want a lifestyle that is work to live, not live to work.

Taking a break, setting aside time for yourself is OKAY. It is encouraged!! You are amazing and deserve time to yourself to do what it is you want to do.

Go on adventures, go get lost. Spend time with people in your life who you cherish and make you feel tall. Watch

Liked by agandy and 161 others



Taking a break, setting aside time for yourself is OKAY. It is encouraged!! You are amazing and deserve time to yourself to do what it is you want to do.

Go on adventures, go get lost. Spend time with people in your life who you cherish and make you feel tall. Watch a movie you've been dying to see, and put your phone down. Go for a run, cook your favorite meal. Take that much need break, a little time to relax and focus on you. You deserve it 💕

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Also happy belated birthday to my dear friend @audreykelly\_!! Thank you for being a constant light in my

Liked by agandy and 161 others



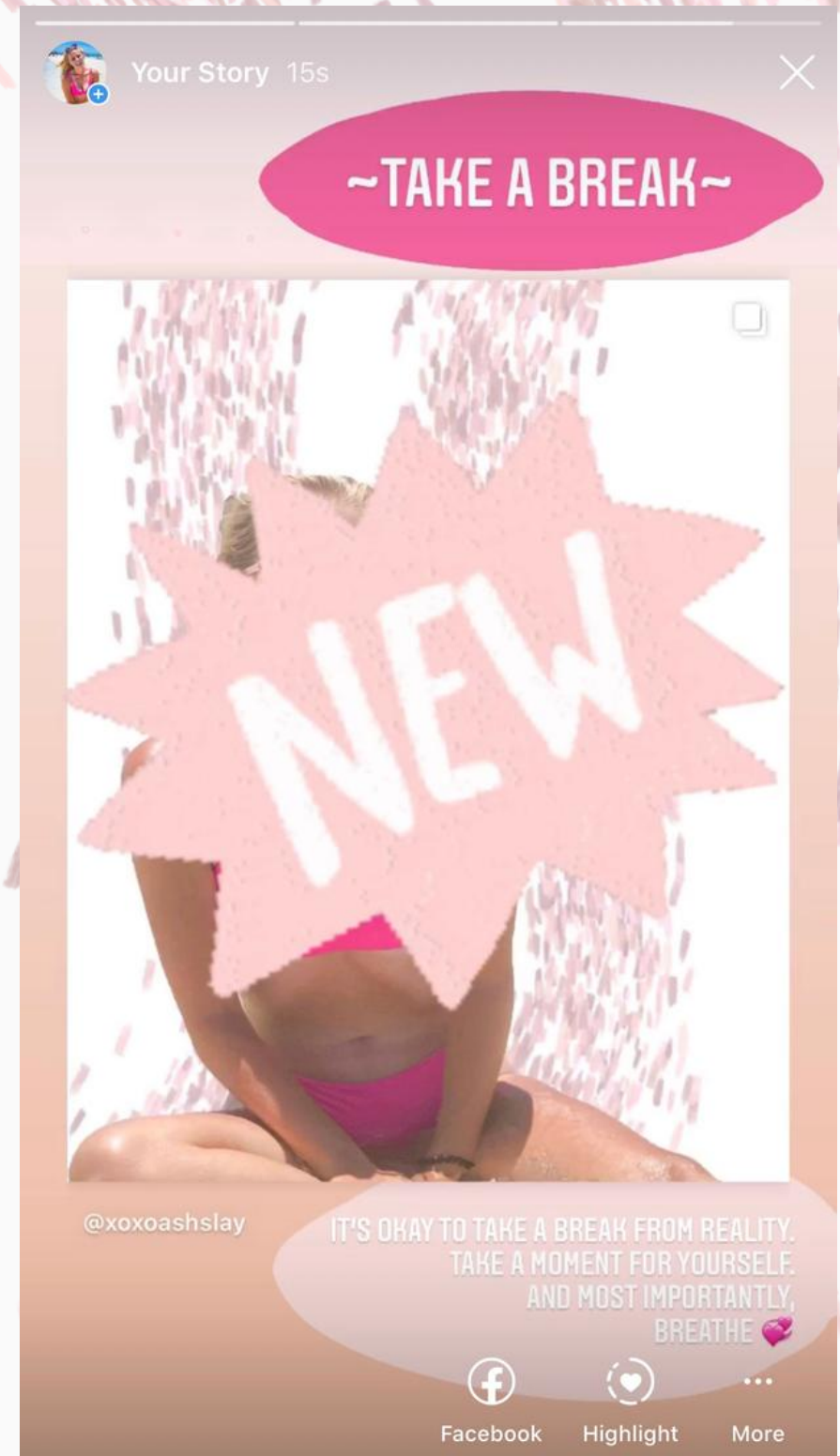
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Also happy belated birthday to my dear friend @audreykelly\_!! Thank you for being a constant light in my life, encouraging me to be the best me I can be 💕 #takeabreak #lifestyle #adventure #getlost #friendship #type3 #advice #summervibes #summer #2020 #worktolive #healthy #fitness #mentalhealth

4h

Liked by agandy and 161 others



# FACEBOOK

Demographics: Millennial, Generation X

69% of all U.S. adults (Flourish, 2020)

"Friends" include: family, coworkers, colleagues, friends, world travelers, superiors

## Brand Identity:

Positivity

Performer

Student

LifeStyle

Creative

Communications

Fitness

Fun/Adventurous

Social Media

Travel/Experiences

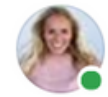
Bright

Content Creator

blend of my personal and professional brands



# FACEBOOK



Ashley Edwards

5 mins · 🧑

✨ Do more of what makes you happy ✨

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- 
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We are living in a completely unprecedented and unpredictable time. So much has changed in the last couple of months, I have changed so much in the last couple of months. Instead of waking up everyday and creating magic and performing at the Happiest Place on Earth, I am now focused on creating that happiness for myself. I have become stronger mentally, physically and spiritually.

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Ashley Edwards

Just now · 🌐

"Without the lows, we would never know the highs."

Thanks mom for this advice that has helped me look at the bright side, even on my worst days! Check out my newest post all about how our lives balance themselves out, and the personal journey I have taken to find the balance in my own life. Balance for the good and bad days, to work/life and even food and exercise. Everything in our lives look a little different now, given the global pandemic; however, we still need to make loving ourselves and our bodies a priority. Read tips to getting balance back in your life here:

<https://www.ashlynedwards.com/post/finding-balance-pandemic-edition>

#findingbalance #worklifebalance #lifestyle #pandemic #fitness #foodie #balance #highsandlows #worklife #workingfromhome #tipsandtricks

*finding balance*



# FACEBOOK



# LINKEDIN

Demographics: Millennial, Generation X  
37% of U.S. adults (Flourish, 2020)

Connections with colleagues, industry professionals, coworkers and superiors

Hashtags to continue to grow my network

## Brand Identity:

Positivity

Graduate Student Professional/Clean

LifeStyle

Communicator

Creative

Fitness

Social Media

Philanthropic

Travel

Content Creator

Achiever

Experiences Performer/Entertainment

WOO

# LINKEDIN

**in** Search

Home My Network Jobs Messaging

**Ashley Edwards**  
Achiever. Communicator.  
Context. Positivity. Woo.

Followers 754  
Drafts 1

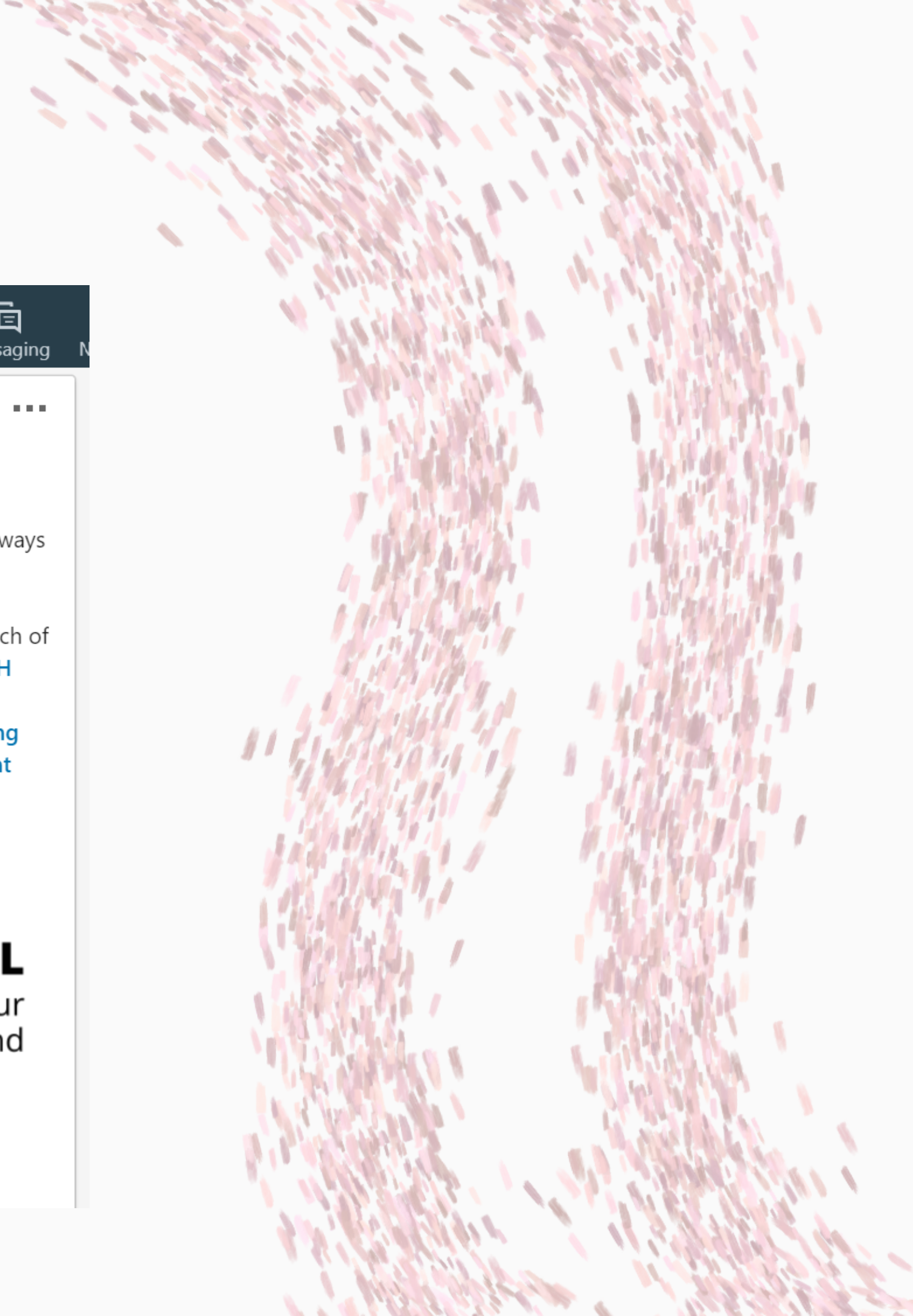
**Ashley Edwards**  
Achiever. Communicator. Context. Positivity. Woo.  
now •

Learn the tips and tricks to further growing your online persona. Through developing and growing your personal and professional brand, remember to always B-GRACEFUL.

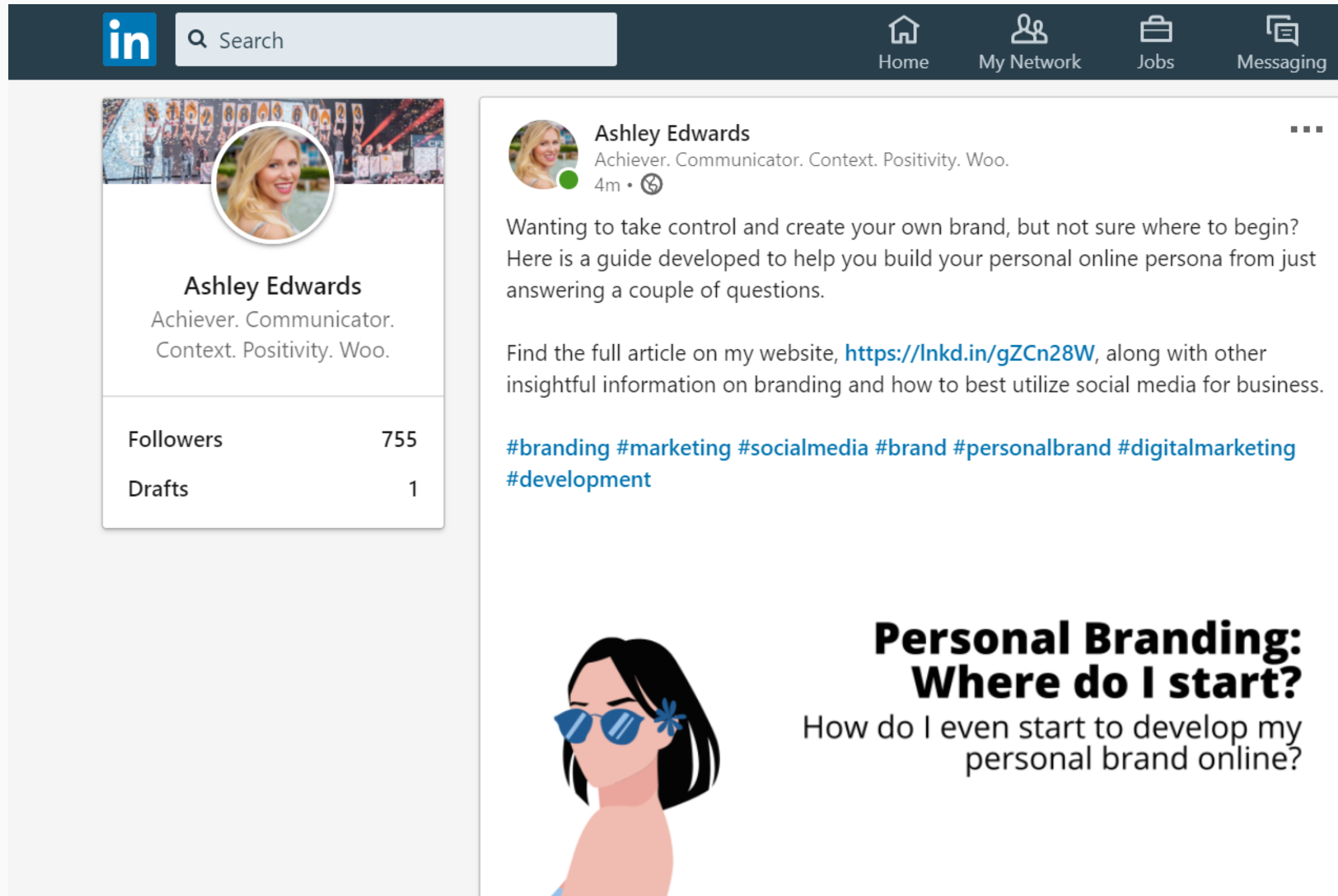
You can also view the full article on my website, and further read into my research of the best Social Media Development tips for businesses: [https://lnkd.in/gUKzT\\_H](https://lnkd.in/gUKzT_H)

[#branding](#) [#personalbrand](#) [#socialmedia](#) [#marketing](#) [#brand](#) [#digitalmarketing](#) [#contentmarketing](#) [#socialmediamarketing](#) [#professionalbrand](#) [#development](#) [#research](#)

**B-GRACEFUL**  
Developing and growing your personal and professional brand



# LINKEDIN




The image shows a screenshot of a LinkedIn profile for Ashley Edwards. The profile header includes the LinkedIn logo, a search bar, and navigation icons for Home, My Network, Jobs, and Messaging. The profile picture is a circular portrait of a blonde woman. Below the name, the bio reads "Achiever. Communicator. Context. Positivity. Woo." and the follower count is 755. A post by Ashley Edwards is visible, featuring a graphic with a woman wearing sunglasses and the text "Personal Branding: Where do I start? How do I even start to develop my personal brand online?". The post text discusses a guide for building a personal online persona and includes a link to the full article on her website.

**LinkedIn Profile:**

- Name:** Ashley Edwards
- Bio:** Achiever. Communicator. Context. Positivity. Woo.
- Followers:** 755
- Drafts:** 1

**Post Content:**

**Ashley Edwards**  
Achiever. Communicator. Context. Positivity. Woo.  
4m • 

Wanting to take control and create your own brand, but not sure where to begin? Here is a guide developed to help you build your personal online persona from just answering a couple of questions.

Find the full article on my website, <https://lnkd.in/gZCn28W>, along with other insightful information on branding and how to best utilize social media for business.

[#branding](#) [#marketing](#) [#socialmedia](#) [#brand](#) [#personalbrand](#) [#digitalmarketing](#) [#development](#)

**Personal Branding: Where do I start?**  
How do I even start to develop my personal brand online?

# BEST PRACTICES:

be authentic, be **YOU**

Through showcasing your **knowledge** and **skills**, as well as being be **real** and **raw** with your journey (Kaputa, 2012).

