



Annex No. 2 - Digital profile clues

1. Business professional

Username:

- BrandStrategist101
- VisionExec
- CredibilityCrafted
- SharpSuitSarah

Bio:

- Helping professionals build brands that command respect.
- LinkedIn power user. MBA. Personal brand = your best asset.
- Strategy meets authenticity.
- Executive presence, online and off.

Tagline:

- “Be seen. Be trusted. Be hired.”
- “Your brand is your business card.”
- “Lead with value. Follow with proof.”



2. Social Creator

Username:

- PixelPersona
- StorytellerSam
- ContentQueen101
- VoiceNBrand

Bio:

- Turning stories into personal empires.
- Branding through content that sticks.
- Your vibe attracts your tribe.
- Creator of value-packed reels, blogs & more.

Tagline:

- “Post it with purpose.”
- “Create. Connect. Convert.”
- “Your story is your strategy.”



3. Innovator and business leader

Username:

- NextGenMarketer
- BrandFuturist
- DisruptWithDan
- Ideaholic

Bio:

- Branding for the bold and the brave.
- Building tomorrow's brands today.
- Think different? I do.
- Vision isn't optional

Tagline:

- "Don't fit in. Stand out."
- "Invent your influence."
- "Branding beyond boundaries."