

HOW TO BUILD YOUR PROFESSIONAL SELF BRAND WITH THE HELP OF AI

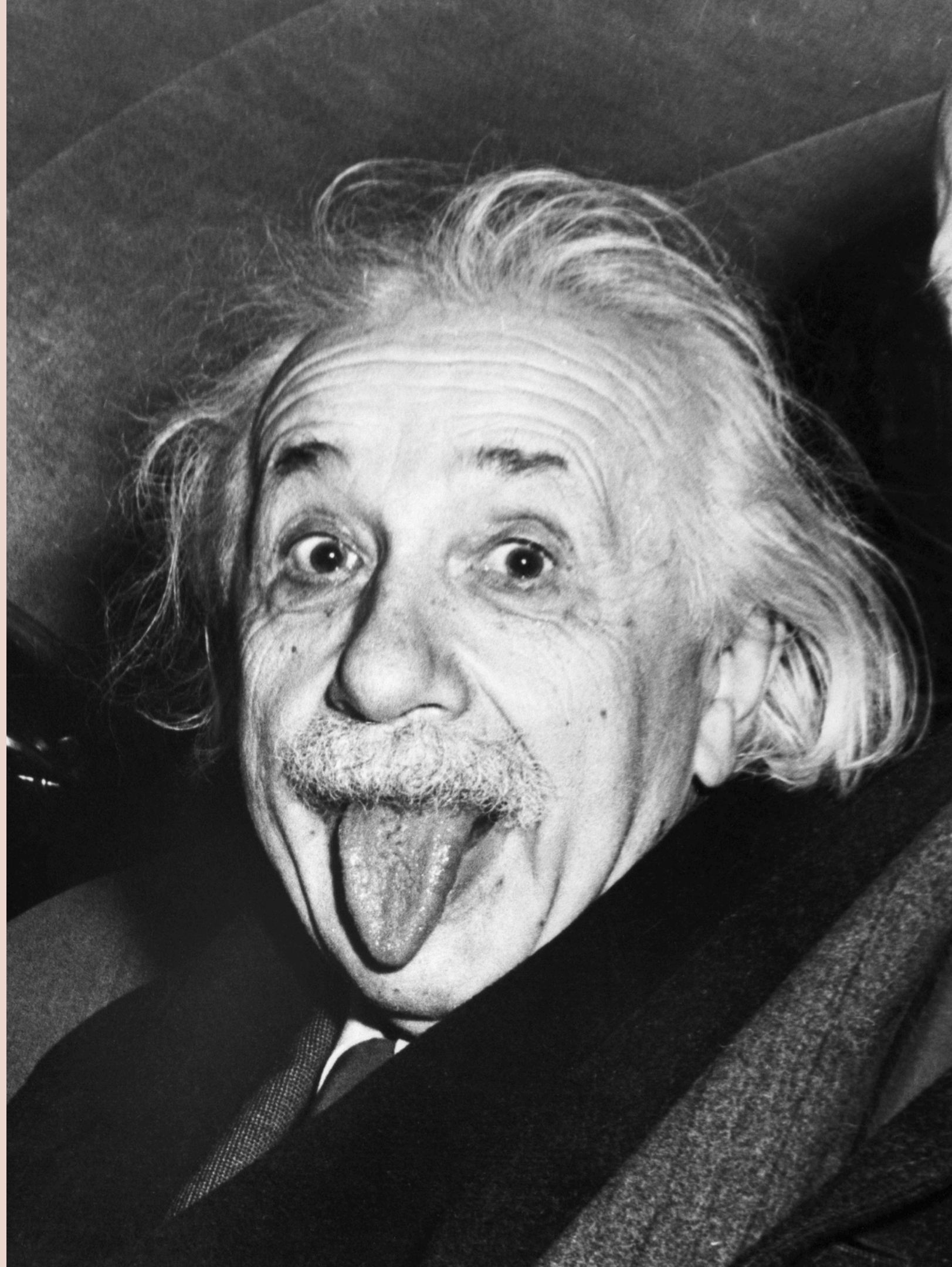


Dr. Orsi Szabo

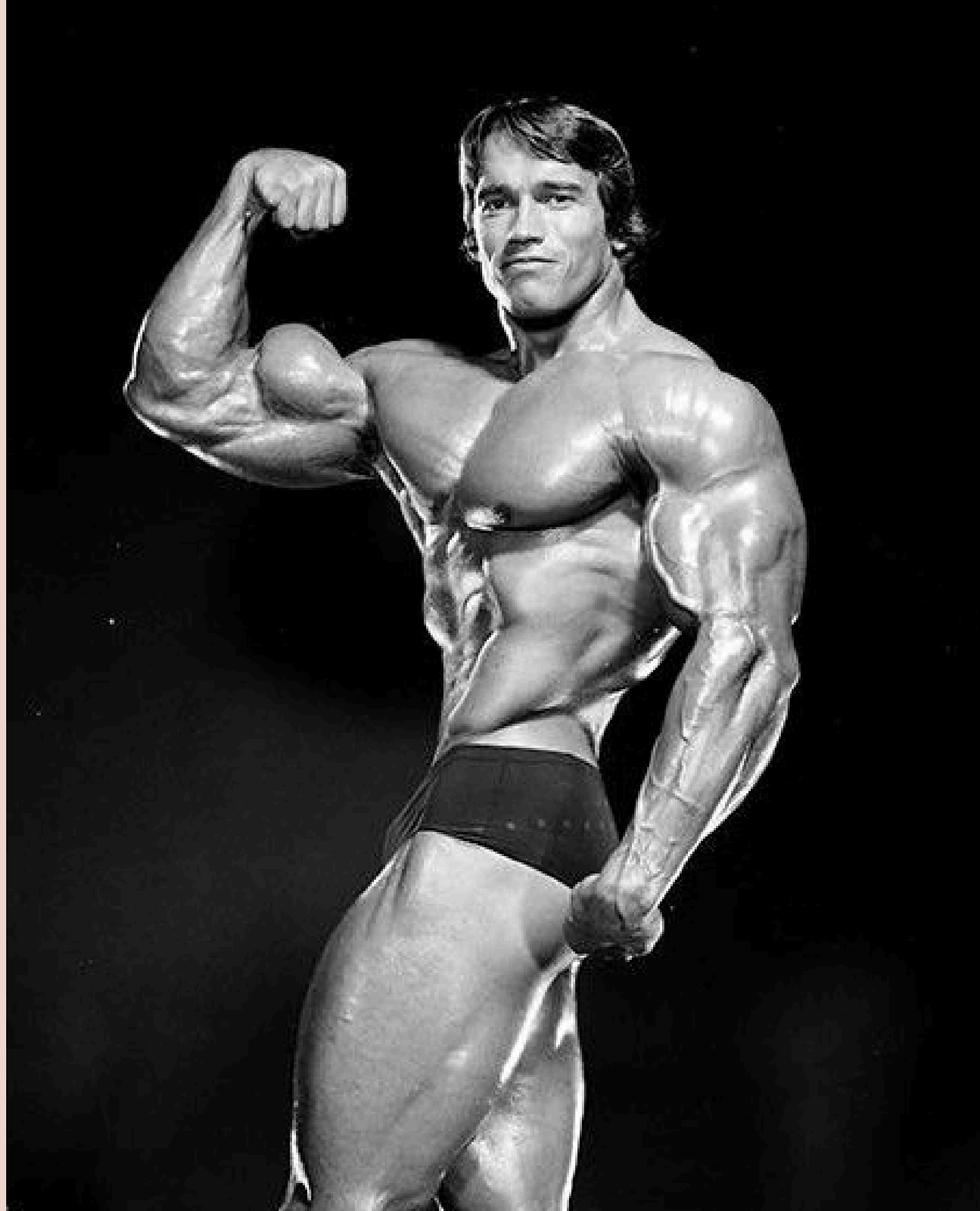
Orsi
Szabo Dr.

What do they have in common?













**They all have a strong and easily recognizable
professional personal brand.**

But how did they build it?

DR. ORSI SZABO

**ONLINE COMMUNICATIONS CONSULTANT
AND AI MARKETING EXPERT**

- **2017 – Founder of ZSOLYA Communication**
- **2022, 2023, 2024 – Multiple award-winning agency**
- **2022 – Harvard University, Strategy Execution course**
- **2023 – Stanford University, Artificial Intelligence Course**
- **2023 – AI marketing trainer for small business owners, content producers, founder the Hungarian AI-marketing community**
- **2024 – Co-founder of Women & Business Magazine, Silicon Valley**
- **2025 – 1. International business Conference in Austria – Women & Business Day**

1000+ satisfied customers from the US to Europe

ABOUT ME



Case study: AI-based branding

Dr. Orsi Szabo's professional personal brand:
from my own agency to the international community





What is a professional self brand?

What is a self personal brand and why do I need one ?

A professional personal brand is a consciously built presence that positions you as a trusted expert and thought leader. It builds credibility, influence, and long-term opportunities by ensuring your audience sees you as valuable and relevant.

For whom and why is it important?

- **Freelancers/self-employed** - client acquisition, professional credibility
- **Business leaders** - expanding your network of contacts
- **Content producers, influencers** - stand out, build community, monetisation
- **Employees** - career building, visibility

To whom, where and about what do you communicate?

- **LinkedIn:** Ideal for professional community building and B2B networking. We can create expert articles, case studies, or even personal stories that build credibility.
- **Instagram, TikTok:** If we are strong in visual or video content, we can easily increase our reach on these platforms.
- **YouTube, Podcast:** If you want to share more in-depth professional content, longer videos or talks are ideal.
- **Blogs, Newsletters:** Tools for long-term value creation. A blog helps with SEO, making it easier to be found in search engines, while a newsletter allows you to connect directly with your audience.
- **Facebook:** One of the most powerful tools for community building. Being active in Facebook groups, creating your own community and increasing organic reach can play an important role in brand building. Through ads, you can target the right people.

What should we talk about as experts?

- Expert articles, educational content
- Storytelling, personal branding content
- Behind-the-scenes, case studies
- Tips and practical guides on a specific problem or trend
- Myths and misconceptions in the industry
- Common mistakes and how to avoid them
- Successful client examples, success stories
- Interviews with other experts or industry opinion leaders
- Opinion-forming content: own insights on industry changes, innovations
- Insights into everyday professional work - "a day in the life" type content

AI tools to help generate topic ideas: ChatGPT, Gemini, Jasper AI, Copy.ai, Perplexity AI, AnswerThePublic, BuzzSumo



How to start?

Objective: what do you want to achieve with your professional personal brand?

- Before you create any content or strategy, you need to define:
- **What kind of expert** do you want to be known as?
- **Who is your target audience and what messages** do you want to send to them?
- What **business or career outcome** do you want to achieve through personal branding?

Your goal sets the direction for the next steps and helps you maintain a consistent communication strategy.

**What you think about yourselves and how others
perceive you are not always the same.**

Let's explore this!

Analysis: what can you currently find about yourself online?

It's important to consciously review your online presence and ensure it aligns with the professional image you want to convey.

Tools and methods:

- **Google Search & Google Alerts:** What search results appear about us?
- **LinkedIn & Social Media Audit:** How do we present ourselves on professional platforms?
- **BrandMention, Mention, BuzzSumo:** Where and in what context are we mentioned?
- **SEO tools (SEMrush, Moz, Ahrefs):** What keywords represent us in the online space?
- **ChatGPT, Perplexity AI:** Generating a summary of what an AI tool can find about us.

Goal: Understand the message you are currently conveying to the outside world.

LinkedIn and headline analysis

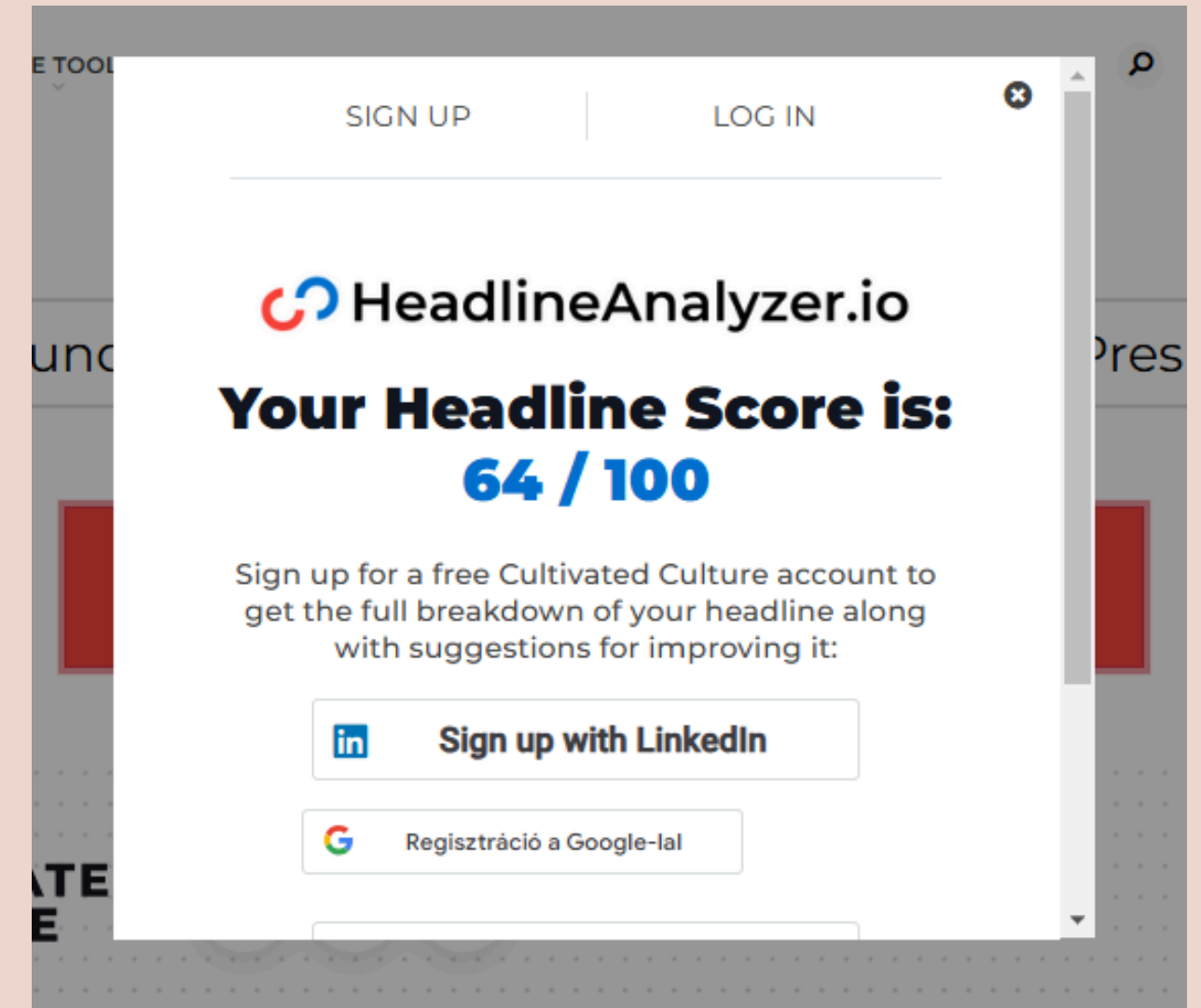
The LinkedIn profile is one of the most important online professional platforms.

Elements to analyze:

- How clear and SEO-optimized is the LinkedIn headline?
- Does it include the industry keywords?
- How effectively does it communicate our professional value?

Tools for LinkedIn headline analysis:

- LinkedIn Headline Analyzer (coschedule.com, cultivatedculture.com/headline-analyzer/, aioseo.com/headline-analyzer/)
- SEO tools and AI-based text analyzers (e.g., ChatGPT can help refine the headline)



LinkedIn and headline analysis

Let's see Mark de Grasse's profile:

<https://www.linkedin.com/in/markdegrasse/>

Insights Based on Web Search Results:

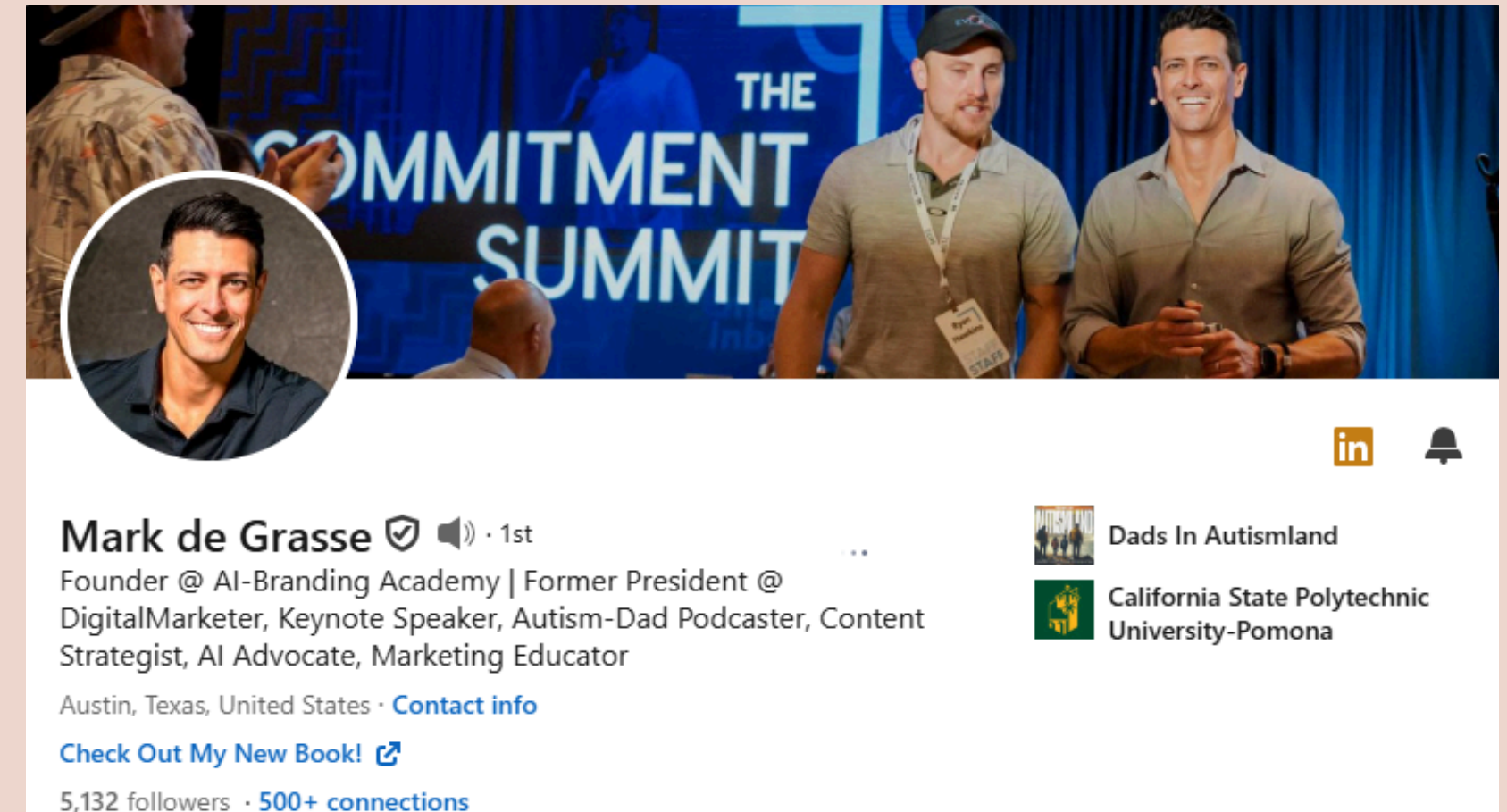
- **Expert in Digital Marketing & Business Strategy** – Mark de Grasse is widely recognized for his expertise in scaling businesses through strategic marketing approaches, rather than being exclusively focused on AI-driven marketing.
- **Former President of DigitalMarketer** – His leadership role at DigitalMarketer, a well-known marketing education platform, solidifies his credibility in the industry.
- **Content Development & Branding Specialist** – His work emphasizes content-driven marketing, branding, and business growth strategies, with a broad focus on digital transformation.
- **Industry Thought Leader** – His active engagement in industry discussions, keynote speaking, and published content positions him as a trusted authority in digital marketing, but AI marketing is not his primary branding focus.
- **AI Marketing Not Clearly Prominent** – While he may engage with AI-related topics, the web search results do not strongly position him as an AI marketing expert; his presence leans more toward traditional and strategic digital marketing leadership.



LinkedIn and headline analysis

Insights Based on Web Search Results:

- **AI-Branding Advocate & Educator** – His title as Founder of AI-Branding Academy and “AI Advocate” indicates a strong focus on the intersection of AI and branding, suggesting that he actively promotes AI-driven marketing solutions.
- **Established Digital Marketing Leader** – His experience as Former President of DigitalMarketer highlights his leadership background in marketing education and strategy, reinforcing his credibility.
- **Public Speaker & Thought Leader** – The emphasis on keynote speaking, content strategy, and marketing education suggests that he shares expertise across various platforms, likely positioning himself as an industry leader.
- **Human-Centered Personal Branding** – His mention of being an “Autism-Dad Podcaster” adds a personal and relatable element to his brand, making his profile more engaging beyond just marketing expertise.



- **AI Marketing Focus Could Be Stronger** – While "AI Advocate" is listed, the overall **profile still suggests a broader digital marketing focus rather than a strictly AI-specialized positioning**. More detailed content about AI-driven marketing projects or specific AI applications would make his AI marketing expertise more prominent.

What do you want to achieve with your professional personal brand?

Analyzing successful personal brands helps in shaping our own strategy.

Tasks:

- Research successful professionals in your industry.
- Analyze the topics they communicate about, the formats they use, and their style.
- Utilize **LinkedIn search, BuzzSumo, SEMrush**, or other **analytical tools**.

Goal: Understand which strategies are effective and how we can adapt them to our own personal brand.



Task: Now let's see what your group members think/find about you! – Breakout room activity

Strategy Building: Develop a Conscious Professional Brand

After gaining a clearer understanding of how you present yourselves, the next step is conscious brand building.

Tasks:

- **Which channels and formats should you should use for communication?**
(LinkedIn, Facebook, blog, YouTube, newsletter, etc.)
- **Content plan:** What topics should you post about, how often, and on which platforms?
- **Media plan:** What PR appearances should you aim for? (Conferences, interviews, articles)

Goal: Clearly define **how, where, and in what topics build your brand.**



Content Creation with AI Tools

AI tools for targeting and platform selection

AI can make professional content creation more efficient and faster.

Let's see what can help:

- **ChatGPT:** Market research, audience analysis and strategic brainstorming.
- **Google Analytics:** audience demographic and behavioural analysis on websites.
- **Google Ads:** AI-optimised search and display advertising.
- **Meta Ads (Facebook & Instagram):** AI-based targeted ads and audience segmentation.
- **HubSpot:** Audience segmentation and automated marketing analytics.
- **HotJar:** user behaviour analytics tool that can help you better understand how visitors use your website.
- **Facebook Audience Insights:** detailed audience data for Facebook ads.
- **SEMrush:** SEO and competitor analysis and audience monitoring.
- **Hootsuite:** Social media analysis and listening to understand your audience.

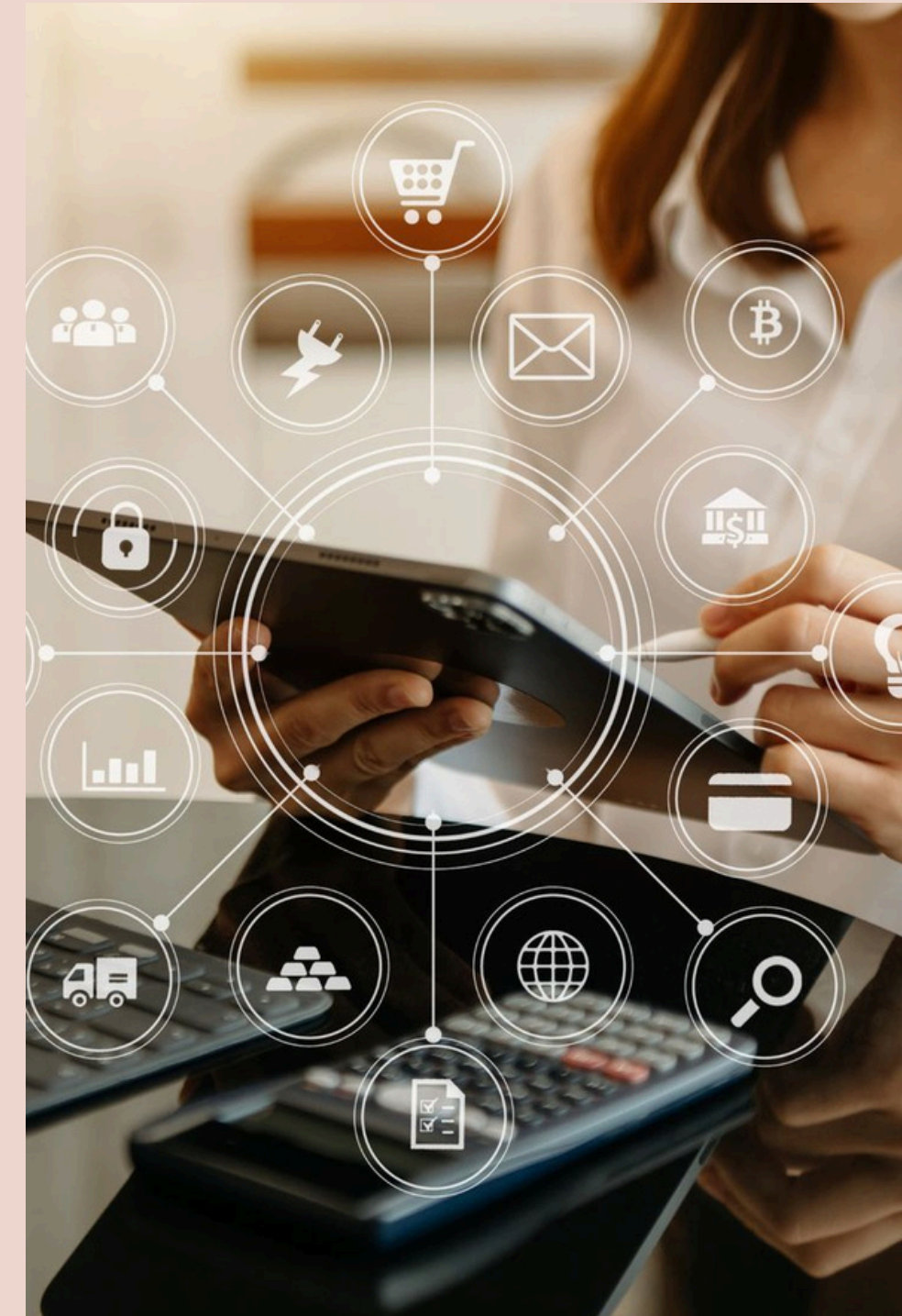
Research and strategy building

ChatGPT: Advanced AI-based text writer and assistant that helps with brainstorming, content creation, customer service responses and automated communication.

Perplexity AI: An intelligent search and information analysis tool that provides fast and accurate answers to complex questions, market research and trend monitoring.

Semrush: A professional SEO and digital marketing tool that helps you with keyword research, competitor analysis, content strategy and ad optimization to increase your online visibility.

Gemini: AI-powered research assistant that helps generate insights, summarize information, analyze data, and provide real-time answers across various topics, making it a powerful tool for content creation, market research, and strategic decision-making.



Copywriting and content generation

ChatGPT: a text writer and assistant that helps you generate content, brainstorm and fine-tune texts.

Jasper AI: Creative and marketing-oriented copywriting with AI support, from blog articles to ads.

DeepL: High-quality AI-based translation and localisation with natural language support.

Grammarly: grammar and style checker to improve the clarity and smoothness of texts.

DeepSeek: content analysis and text optimisation tool to help you create accurate and relevant texts.



Presentations and visual content

DALL-E: an image-generating tool that creates unique illustrations and creative visual elements.

Gemini: a multimodal model developed by Google AI that can generate both text and visual content.

Canva AI: Easy-to-use AI-based graphic design tool with templates and automatic design suggestions.

MidJourney: Advanced AI-based image generator that creates detailed and artistic visual content.

Lumen5: Video creation tool that generates spectacular video content from blog articles and text.

PhotoRoom: Background removal and image optimisation tool for professional visual content.

Flux Lora: Advanced AI-based design and image processing technology that provides more detailed and customised visual elements.



Video and sound production

Runway: Advanced AI-based video editing and visual effects generation.

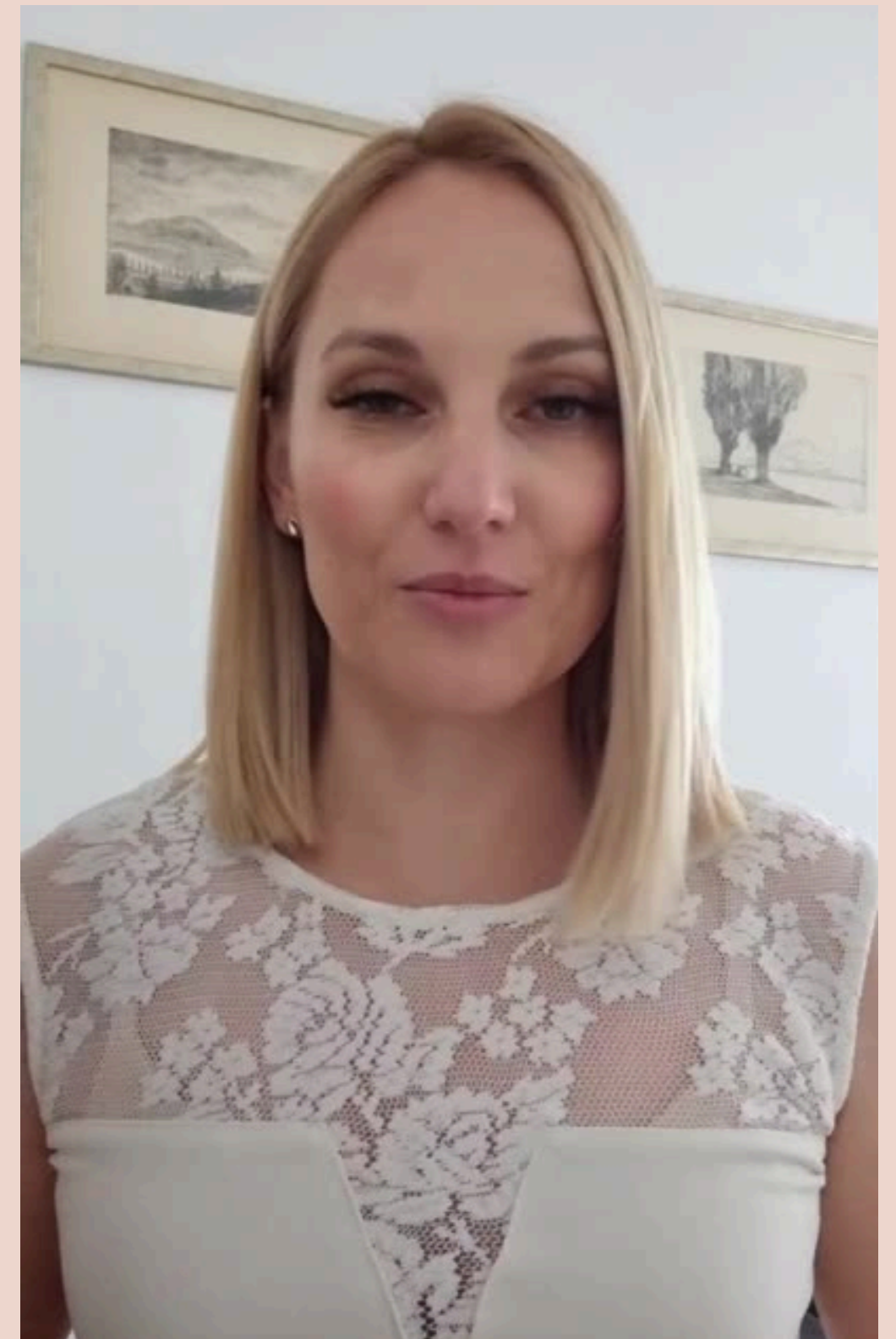
HeyGen: For creating avatar videos and automatic narration.

Lumen5: AI tool that automatically generates video content from text.

Prompter: Teleprompter to help you create a smooth video presentation.

Captions: Automatic captioning and video text analysis generated by AI.

The voice-enabled version of ChatGPT allows for seamless and efficient collaboration, enabling users to generate ideas, refine content, and engage in real-time problem-solving through natural, conversational interactions.



Presentations and visual content

Can you recognize whose professional personal brands these are?



Remember:

AI doesn't replace you—it enhances your voice and impact.
Use it strategically and ethically to create meaningful value.

Authenticity is your greatest asset.
AI is just a tool—you are the brand!

Do you want to learn more?
Contact me!

Dr. Orsi Szabo

 orsisزابodr.com

 linkedin.com/in/orsolya-szabo-dr/

