



AURORA CONSULTING.

LEADERSHIP & STRATEGIC PLANNING  
PROFESSIONAL DEVELOPMENT SERVICES

ENHANCE YOUR LEADERSHIP  
THROUGH

# PERSONAL BRANDING

STRATEGY & STORYTELLING

Would you like to understand what makes you unique and communicate your potential in early career opportunities?

Do you want to identify your strengths to define your first professional direction with confidence?

Do you need your Resume or LinkedIn profile including your experiences, internships, or extracurriculars activities?

Are you looking to position yourself effectively among other candidates and define what sets you apart?

Would you like to explore your leadership potential and long-term goals?

Would you like to identify your audiences and present yourself in applications, interviews, or networking spaces?

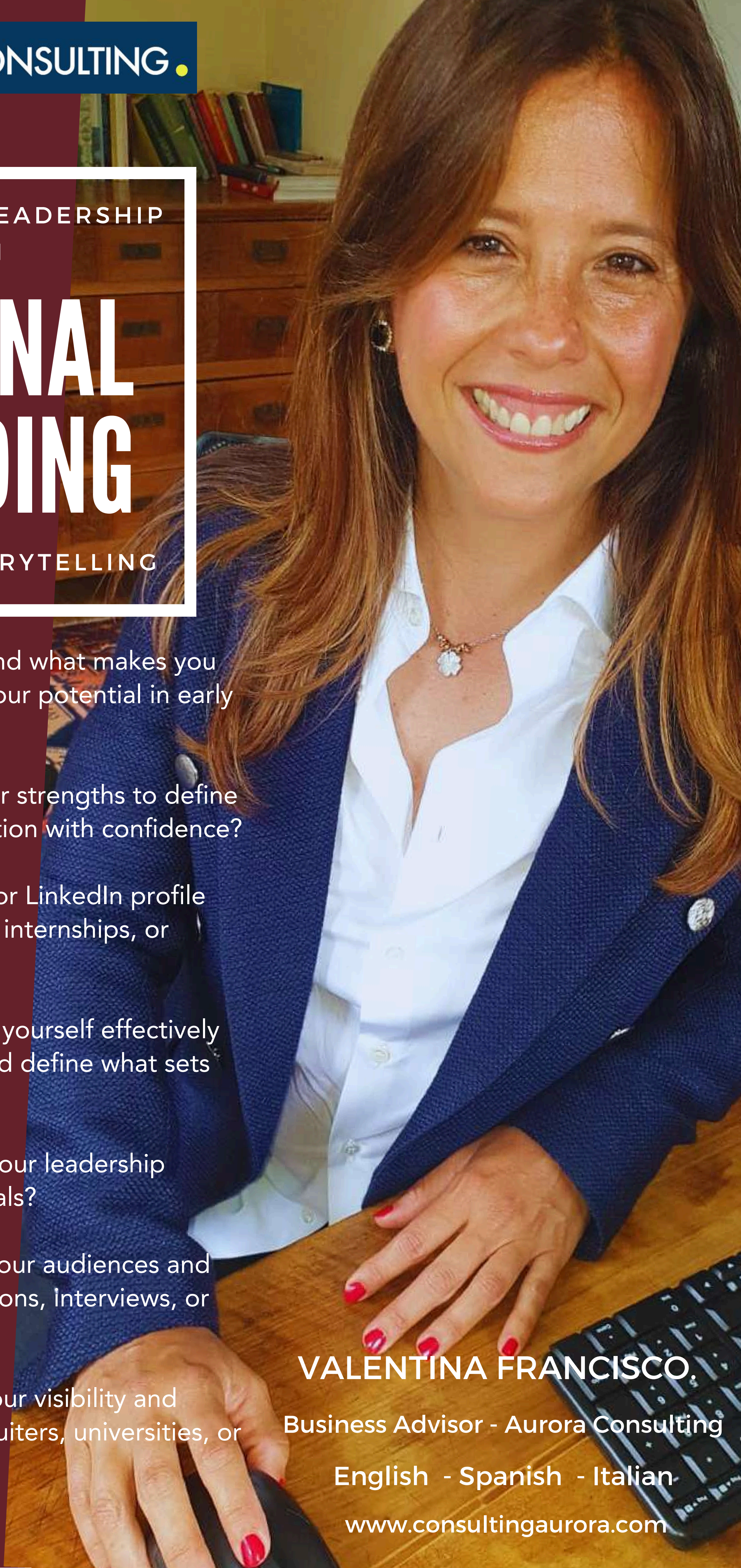
Are you looking to boost your visibility and attract the attention of recruiters, universities, or scholarship committees?

**VALENTINA FRANCISCO.**

Business Advisor - Aurora Consulting







English - Spanish - Italian

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











WE SHAPE YOUR BRAND IDENTITY TO HIGHLIGHT YOUR VALUE AND MAKE YOU STAND OUT.

-  **Curriculum Vitae (PDF):** a personalized CV designed strategic focus to reflect your career path and professional goals.
-  **LinkedIn Profile Optimization:** increase your professional visibility and credibility. We take care of delivering a fully optimized profile.
-  **Competitor Analysis:** review of relevant profiles to strengthen your differentiation within the sector.
-  **SEO and AI Strategy:** we identify the keywords related to your role, boosting the profile's visibility across both traditional SEO engines and AI-powered platforms, setting you apart from other professionals with similar profiles.
-  **Content Strategy and Publishing:** professional storytelling aligned with your voice and goals, for posting original content on your LinkedIn profile.
-  **Ads campaigns:** amplify your digital presence through targeted visibility toward potential clients and strategic audiences.
-  **Planning Tools:** we provide operational and financial analysis tools to optimize your efficiency and decision-making.

## CONTACT

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WE GUIDE YOU THROUGH A PERSONAL BRANDING JOURNEY THAT CONNECTS YOUR VALUE AND POSITION YOURSELF.

-  **Self- exploring:** we identify your strengths, motivations, and inner value through a process rooted in authenticity. Together, we define your value proposition and a narrative that truly reflects who you are.
-  **Brand Identity:** we uncover the core essence and key attributes of your brand. We create a unique differentiation strategy and design a profile that projects your competencies, skills, values, and vision with impact.
-  **Positioning and Professional Path:** we align your professional journey by highlighting your achievements and strengthening your narrative against competitors.
-  **Leadership:** we reconnect with your long-term vision and goals, both personal and professional, to help you improve your interpersonal relationships and drive your growth.
-  **Communication Plan and Visibility:** Identify your target audiences and publish content based on your professional experiences to connect with stakeholders, strengthen your visibility, and enrich your network of relationships.
-  **Key Moments:** in times of crisis, transition, or conflict, we help you make sense of your story, reconnect with your purpose, and make meaningful decisions.

### Valentina Francisco

Psychologist and Business Advisor specialized in Personal Branding. My work bridges entrepreneurship and counseling, highlighting the importance of interpersonal relationships and value creation as core drivers of professional growth. With studies in philosophy in Italy, I support executives and professionals in strengthening their leadership, particularly in banking, insurance, and financial services.

Our approach to Personal Branding is the result of years of experience guiding thousands of MBA students and professionals through academic support and business consulting, including the development of Business Plans, market research, and financial analysis. This journey led to the creation of our original model, enriched by the review of

### Business Advisor | Aurora Consulting

the literature, along with practical insights from the Big Four, top business schools, and Personal Branding experts. A perspective that blends strategic business vision with personal growth, giving rise to the transformation we deliver as an experience.

We offer highly personalized and dedicated service, empowering professionals and companies in the US, Latin America, Spain, and Italy, to define their value and position themselves with clarity and authenticity. In a world where building trust and credibility through digital channels is essential, boosting your visibility and thought leadership becomes a priority. Let's explore how we can build something meaningful together!