



ENHANCE YOUR LEADERSHIP  
THROUGH

# PERSONAL BRANDING

STRATEGY & STORYTELLING

Would you like to define what makes you unique and communicate it effectively in your job search?

Are you struggling to identify the combination of strengths that truly sets you apart in a competitive market?

Would you like to stand out from the crowd and be seen by recruiters?

Do you need clarity on your next step to define your target market?

Do you need to access opportunities that reflect the job of your dreams?

Are you looking for a strategy to position yourself effectively within your professional ecosystem?

Do you need to communicate your strengths with greater impact in job interviews?

**VALENTINA FRANCISCO.**

Psychologist & Business Advisor

English - Spanish - Italian

Aurora Consulting

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



## WE SHAPE YOUR PERSONAL BRAND INTO A

# *Positioning tool*

Grounded in authenticity and your strengths, we work on your **brand identity** to make a difference and translate your value into your

# *Job Market presence*

We structure your Job Market Presence integrating it into your professional ecosystem, helping you access opportunities aligned with your goals.



- This process is grounded in your strengths, helping you define your professional value with clarity and approach your job search with a focused and positive mindset.
- By making your value visible within your professional environment, your positioning attracts opportunities aligned with your goals and access the job of your dreams.

### CONTACT

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### Valentina Francisco, Psychologist & Business Advisor

Psychologist and Business Advisor specialized in Personal Branding. With a background in philosophy in Italy, I support executives and professionals in strengthening their leadership, strategy, and storytelling to position themselves within complex ecosystems, highlighting interpersonal relationships and value creation as key drivers of professional growth.

We collaborate with companies in multiple industries, particularly in banking, wealth management, and financial services, providing a highly personalized and dedicated service, empowering professionals and organizations and positioning them across the US, Latin America, Spain, Italy, Ireland, and the UK.

### Founder of Aurora Consulting

Our proprietary model of Personal Branding has been shaped by continuous exposure to global standards driven by the Big Four, the top business schools, and our clients, leaders in their fields. We are experts to define their value with authenticity, in terms that allow them to feel comfortable and confidence to enhance their visibility and expand their impact.

In a context where digital presence plays a central role as a signal of trust and credibility, investing in your Personal Brand and Thought Leadership becomes essential, reinforcing the value you have already built within your professional ecosystem and extending its reach. Let's explore how we can build something meaningful together!