



14 Before & After examples  
to help you share your story.

BUILD AUTHORITY WITH  
YOUR BIO



|                |    |
|----------------|----|
| WELCOME        | 3  |
| LINKEDIN BIOS  | 5  |
| INSTAGRAM BIOS | 10 |
| WEBSITE BIOS   | 14 |
| SPEAKER BIOS   | 19 |
| YOUR BIO       | 23 |

# TABLE OF CONTENTS

# WELCOME

**W**e all struggle writing about ourselves. It can feel self-important, pretentious, even put-on.

Then there are the questions of how to blend what you did before with what you're doing now and how to sound professional without sounding boring.

And still, you know bios are powerful. They capture attention. They build connection. And they help you become more visible.

How-to guides and templates promise to make writing your bio easier, but there's nothing like a good example to inspire.

That's why I've rounded up 14 before/after Pattern of Purpose client bios. These real examples will help you reimagine the way you introduce yourself to the world. Whether humor's your thing or you're more comfortable with an academic tone, there's something here for everyone.

But first, let's get one thing clear: authority doesn't mean impersonal. I find that the best bios are the ones that blend the personal with the professional.

As you browse the following pages you'll find these bios all have three things in common.

**1. They're human-focused.** Who you are is as important as what you do. Adding details about what makes you tick allows you to stand out in a sea of sameness.

“AUTHORITY  
DOESN'T MEAN  
IMPERSONAL.”

**2. They tell a story.** Bios that make an impression are the ones that take you on a journey. They move us past titles and keywords to uncover how work shapes our shared experience.

**3. They're written with the reader in mind.** Storytelling doesn't mean telling all of your story. Lead with what's relevant — just enough to capture interest — and elaborate later.

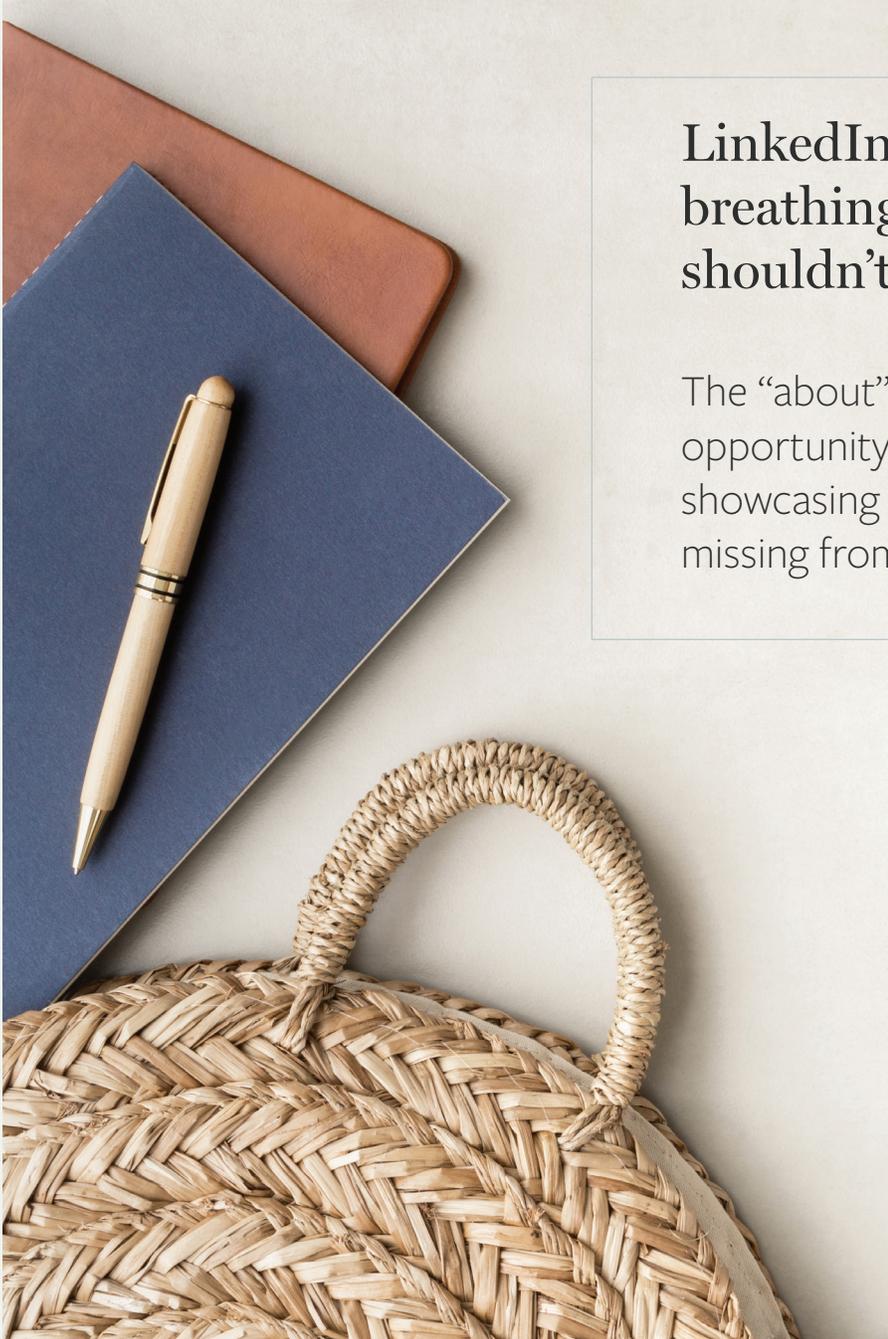
Now it's time to get more eyes on your work.

Here's to you,

Kim Wensel  
CEO, Pattern of Purpose

What do you  
want to be  
known for?

# LINKEDIN



**LinkedIn is a living,  
breathing resumé but it  
shouldn't be as static as one.**

The “about” section presents an opportunity to capture attention, showcasing important context missing from bullet points alone.

## BEFORE

Experienced Visual Artist with a demonstrated history of working in the entertainment industry. Skilled in Photography, Audio Editing, Cinematography, Adobe Photoshop, and Video Editing. Strong arts and design professional with a Associate of Arts and Sciences - AAS focused in Photography and Film from Austin Community College.

## AFTER

Mother of four. Military spouse. Paramedic. Fine artist. Competitive powerlifter. Titles often fail to express the fluidity of the human experience. But I suppose that's what led me to visual storytelling in the first place.

As a photographer and filmmaker, I help justice-oriented organizations engage others in their work, challenging assumptions, shifting perspective, and encouraging empathy through honest imagery. When stock images and staged shoots are ineffective at capturing the impact of their work, I present a true representation of the issues organizations are fighting for and against.

Electing to train as a firefighter and paramedic at 33 years old, I spent 12 years in rooms with people suffering from immense trauma and loss. My own cancer diagnosis in 2008 put me on the other side of service provision, observing how people tiptoe around topics they aren't equipped to discuss. These experiences have provided me with a lens that many cannot access, even when standing in the same place.

My work has been featured at SXSW and has received recognition from the Texas Professional Photographers Association and the International Photography Association.

## WHY IT WORKS

Though her professional experiences may appear unrelated to an outsider, once you get deep in Malinda's story you understand that those varied roles uniquely position her for the work she wants to be known for today. Written to appeal to clients, she shares her perspective with fluidity, personality, and creativity in a way that has you yearning to click through to her portfolio.

## BEFORE

Experienced Support Lead with a demonstrated history of working in the e-learning industry. Skilled in Nonprofit Organizations, Leadership, Admissions, Career Counseling, and Training. Strong education professional with a Dual-Bachelors of Science in Social Work and Bachelors of Science in Biblical Studies focused in Social Work & Biblical Studies from Cairn University.

## AFTER

As the CEO of Morado Creative Studio, I help ambitious Black and Latina women step out of who they've been told they need to be to be successful and launch their business dreams.

For many, their vision feels revolutionary. They come to me saying, "I have this idea but I don't know how to make it come to life." A true strategist, I take clients through an in-depth brand clarity process that guides carefully produced design.

I've long had the ability to spot the potential in others and help them attain what may seem unattainable. Prior to becoming a business owner, I spent ten years as an education leader with emphasis on admissions, career counseling, and training. As a College Access Coordinator, I helped students assess their educational and professional options and build a pathway to their future.

A first generation college graduate, I received a Dual Bachelor of Science in Social Work and in Biblical Studies from Cairn University. When I'm not brushing up on personal development and planning for my eventual podcast, I wear the hat of teacher for my three homeschooled children.

## WHY IT WORKS

When shifting from employee to entrepreneur, it can be confusing to figure out how to sell your experience to a new audience. In her updated bio, Gisell unapologetically shares who her ideal client is and bridges the connection between her years of coaching and her business purpose.

## BEFORE

Experienced Land Acquisition Manager with a demonstrated history of working in the real estate industry. Skilled in Acquisition, Land Development, Management, Microsoft Excel, and Data Analysis. Strong real estate professional with a Master's Degree focused in Real Estate Development from University of Maryland College Park and Bachelor's of Science in Finance from Virginia Tech.

## AFTER

As a leading member of the regional Brookfield Properties Development team, I conduct site selection and analysis for our metropolitan-DC area residential and mixed-use portfolio. In addition to evaluating opportunities and managing seller relationships, I develop pro formas and negotiate contracts for land acquisition offers — condos, single family units, and master planned communities.

In 2014, after 6+ years in economic consulting, I made a career shift. Caring for our newborn during the day and enrolling in University of Maryland's Master in Real Estate Development program at night, I began to see how my experience in business valuation and transfer pricing was valuable to U.S.-based real estate negotiations.

Upon graduation, I applied my background in financial modeling to the foundation of the real estate business: feasibility studies and underwriting. This natural fit has allowed me to determine the viability and profitability of residential, commercial, and mixed-use opportunities.

In addition to my experience in residential real estate, I also worked for Lidl US as they entered the North American market, identifying suitable sites and cultivating relationships with potential business partners in the mid-Atlantic.

Outside of the office I'm desperately attempting to build a bike and planning as many international trips PTO allows for.

## WHY IT WORKS

Real estate is a crowded industry, often filled with self-promotion and boisterous claims. To stand out you must have a well-defined niche. Brent capitalized on his career change to highlight a unique skill set, adding in a few personal details that introduce his values and sprinkle in his dry humor.

## BEFORE

Leads, consults, and collaborates with non-profit or government organizations to collect, analyze, and disseminate data that drives programmatic decision making and improves public health outcomes for children and their families.

A creative at heart who has an eye for data visualization and is enthusiastic about collaborative, participatory evaluation methods and engaging with stakeholders in all aspects of evaluation design.

## AFTER

As a mission-driven leader, I've spent the last seven years applying my analytical skills across the evaluation trajectory. In positions with non-profit organizations and government agencies, I've managed data collection, analysis, and dissemination to improve public health outcomes for children and their families.

A deep-rooted motivation to understand children's social determinants of health began decades ago as a young child in a rural community and resulted in a Master's thesis on trauma exposure and psychiatric diagnoses in youth.

From determining what questions are critical to answer to leading discussions with stakeholders, my work is rooted in participatory evaluation methods that ensure data are not being used to harm, but rather to support and uplift communities.

A creative at heart and hobbyist photographer, I have developed a sharp eye for data visualization, aligning data with proper framing, color selection, and presentation.

## WHY IT WORKS

Though her work to date has been highly technical, Alicia is lauded by colleagues for her interpersonal skills and creative problem solving. Guided by a desire to move into a more well-rounded leadership role, we played up her personal motivations and broad skill set.



# INSTAGRAM

The character limit in Instagram profiles require you to be discerning with your words (and emojis).

When you can't include everything about yourself, consider your most important differentiators.



STEP INTO WHO  
YOU ARE

## BEFORE

Jetty Nieuwenhuis

Health/Beauty

Be Unapologetically You

Public Speaker-Fluent English/Dutch

The Rebel Influencer & Content Creator

Bulimia Survivor...

## AFTER

Jetty Nieuwenhuis

Public Figure

The Rebel Influencer • Bulimia + Lyme Disease Survivor

Unlock your f\*ck it factor and live without “what if?”

## WHY IT WORKS

On social media people try to fit as many characters in as possible simply because there is a character limit. Jetty's transformation is an example of less is more. By focusing on one title and alluding to her point of view, she provides focus for her followers letting her photos/captions do the rest of the talking.

## BEFORE

The Neighborhood Therapist

Psychotherapist| Art Coach| Teen life coach| Telementalhealth| Advocate| Group Facilitator| Artist|

Bringing sanity to a street near you.

## AFTER

Amenah Arman

Mental Health Service

The Neighborhood Therapist

By an artist + WOC, for artists and communities of color. Bringing sanity to a street near you.

Telehealth + ATL.

## WHY IT WORKS

Amenah previously had a hard time bringing herself into her business. Rather than presenting her business as a faceless local organization offering a multitude of services, we edited her profile to lead with her identity and location, further humanizing her approach and naming the exact demographic she's called to serve.

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## BEFORE

A total body workout experience. An innovative, rhythmic approach to training strong & feeling centered. Join us. #moveevolveshakesculpt

## AFTER

Gym/Fitness Center

Boutique fitness experience owning the beautiful MESS: move, evolve, shake, sculpt.

By Amber Hirsch | Light your soul and buns on fire.

## WHY IT WORKS

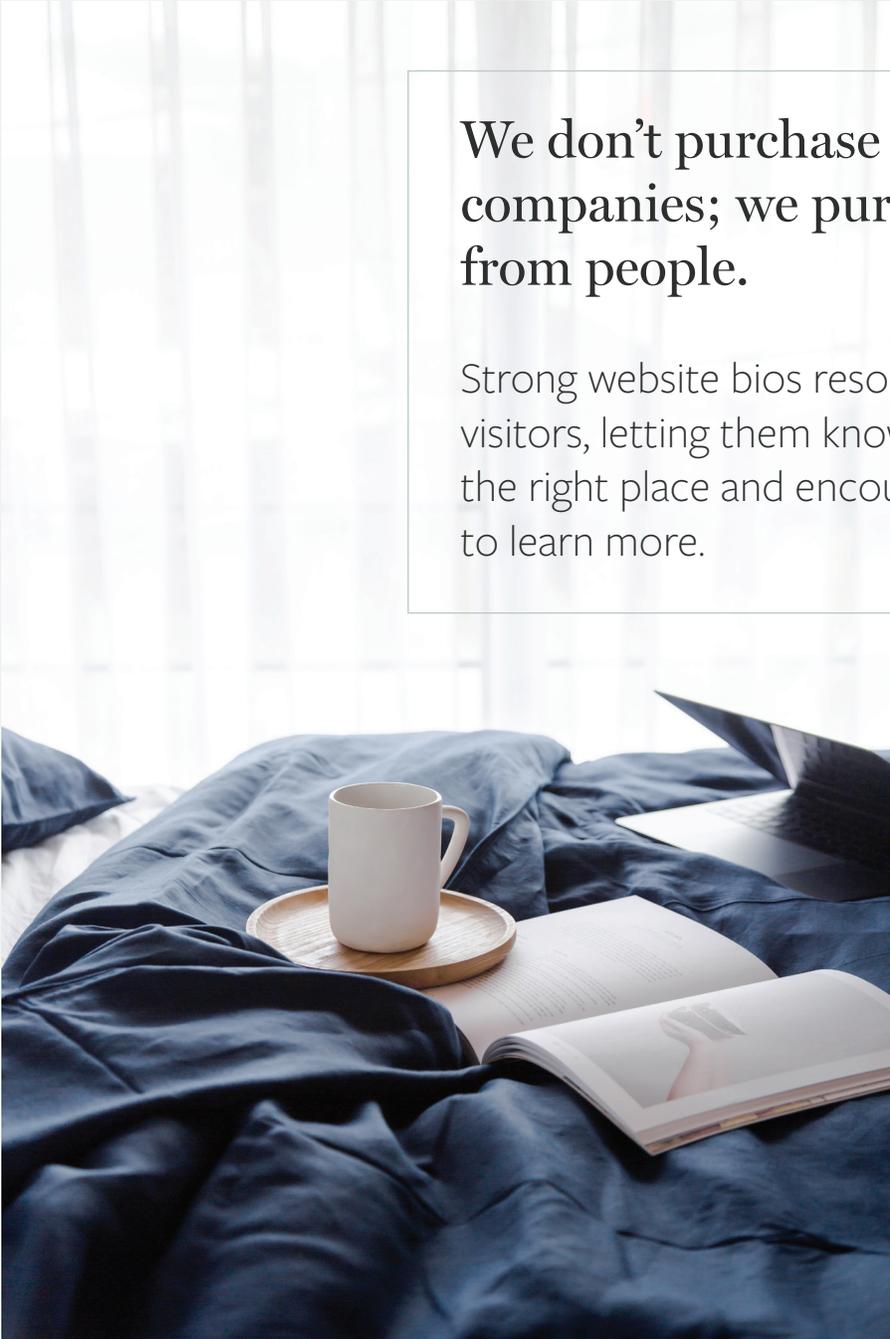
On the cusp of a rebrand, Amber wanted to gain traction with a demographic she wasn't already reaching with her proprietary fitness experience. Explaining her business name and defining her target clientele differentiates her brand from just another gym who has gone online to a welcoming destination for like-minded women.

AMBER

# WEBSITE

**We don't purchase from companies; we purchase from people.**

Strong website bios resonate with visitors, letting them know they're in the right place and encouraging them to learn more.



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STEP INTO WHO  
YOU ARE

## BEFORE

I am the CEO of a successful hair and makeup business that disrupted industry standards to consider the beauty of those not regularly featured. Hair texture, skin tone, sexual orientation, age. These are labels, but they do not define who you are. As an educator, I would not allow societal indicators (skin tone, etc) to rule the mindsets of my students and ruin the creation of individual thoughts. Eventually the common threads came together for me and I began my path of becoming a coach and consultant, combining my decades of experience and knowledge to create a space of dialogue that creates real and impactful change in considering Diversity, Equity, & Inclusion in life and business.

## AFTER

Maybe you heard me on a podcast or found me on Instagram and decided to check me out. Whatever got you here, thanks for taking that step.

In short, I'm a 20-year veteran of the beauty industry, salon owner, and DEI coach and consultant. Lots of hats, right? It's this lived experience that has opened my eyes to the power we have as business owners to lead the revolution in a way that larger, top-heavy corporations don't.

That doesn't mean it's easy. To make the changes we all need to make, we have to feel safe. That's why I've created a nonjudgmental space where you can explore how your actions, attitudes, and environment support your values and lead to a more inclusive community and world.

## WHY IT WORKS

As a short introduction on her homepage, Erica needed to quickly connect with those landing on her site. Swapping out jargon for more welcoming text provides context for how she works, which is more important on this page than sharing her whole story.

ERICA

## BEFORE

It is my mission to enable people to jump on their fast track towards personal growth and an authentic manifestation of their dreams. I'd like to tell you that I personally was on a fast track most of my life myself, but the truth is, I was not. I often found myself face down in the dirt, feeling confused, fearful, lost. But I managed to eventually get up again (often encouraged by others), dust myself off and to keep going.

My journey forged my character, my compassion for people, my respect for life's challenges and an unshakable belief in the human capacity to grow in order to be more, love more and give more.

The people I serve are passionate creatives, ambitious entrepreneurs, dedicated co-workers, caring leaders, loving partners and aspiring coaches. And they know, too, no matter where or who they are, to achieve on higher levels there are fears waiting to be faced and challenges to be overcome.

## AFTER

I work with high-growth CEOs and founders who are disrupting their industry and want to lead with their truth.

My engagements are discrete, personal, and powerful, granting you the space to be curious, speak unfiltered, and be deeply honest with yourself. We will address your leadership but also the range of human experience that influences you as a leader, including awareness, confidence, and fulfillment.

As a former professional poker player and start-up community manager, I lived much of my early professional life strategizing my way to success, disconnected from my emotions and purpose.

Now, after ten years deeply immersed in personal development and coaching, working with over 400 clients, I have discovered profound answers to how we can unleash our greatest potential and live a truly fulfilled life.

## WHY IT WORKS

As an expert in his industry, it's easy for Robert to use technical jargon that is accepted in his field but unfamiliar to those outside of it. In his updated bio, he empathizes with his clients, connecting his personal experience to their current reality, further building trust in his ability to understand and support them.

## BEFORE

Susie Hoo, LMT is a graduate of Northern Virginia school of therapeutic massage, Fall Church, VA. She is licensed and Certified by the State of Virginia, and member ABMP Massage Association. She brings 2 years of experience into Yulli Massage and offers custom massage using variety of modalities including Swedish, Thai, Tui-Na, deep tissue, myo-fascial release, cupping, Gua Sha, aromatherapy and hot stone for enhancing overall health and well being. She believes massage creates balance of mind /body and spirit and her mission is to support individuals in achieving life balance through personal wellness.

## AFTER

Susie Hoo is a graduate of the Northern Virginia School of Therapeutic Massage, certified in oncology massage, and skilled in craniosacral therapy. Heavily influenced by the power of Eastern medicine modalities, such as cupping and Gua Sha, she is passionate about releasing pain and getting the body in balance through improved circulation and blood flow.

After suffering from migraines for many years, Susie experienced firsthand the release and relief that results from deep tendon and muscle work. Susie is motivated by her clients and is engaged in continuous learning to improve and expand her healing techniques.

## WHY IT WORKS

When booking a personal appointment like a massage, we want to connect a name with a person before stepping into a room with them. Maintaining relevant credentials positions Susie as a qualified technician, while adding in information about how she got into the field allows the reader to feel the warmth and compassion she's known for.

## BEFORE

Founder • Creative Director

Creates and maintains all aspects of brand identity, including:

- Brand Strategy & Design
- Responsive Web Design
- Marketing Collateral
- Mobile Applications & Games
- Infographics & PowerPoints
- Event Design & Coordination

## AFTER

Creative Director

Karalee's story isn't one of career pivots and reinventions. She simply found design and never left it. In her formative years, Karalee earned a Bachelor in Fine Arts and Master of Art Education and—if anything—has leaned more into her artistry since stepping into entrepreneurship in 2004.

Karalee wears the visionary hat on the team, nurturing the relationships and big ideas. She's worked for major healthcare, tech, and start-ups to create buzz around their products.

Karalee was leading the experiential design wave before there was a term to describe it. From turning a campaign into a video game to creating a trade show booth out of giant coloring books, she's masterful at creating immersive marketing experiences.

Opting out of the bustling city life many agency owners know and love, Karalee lives in a cabin in the woods, where her creativity is fueled.

## WHY IT WORKS

A lifelong entrepreneur, Karalee has been comfortable selling her work under broad recognizable buckets. But when launching a B2C business, she needed customers to connect with her way of life more than her list of capabilities. Sharing specific projects she's worked on and personal quirks intrigues readers and quickly distinguishes her as a creator and artist.

# SPEAKER

A top-down photograph of a desk with a pen, a notebook, a wallet, and a woven basket. The pen is a light-colored ballpoint pen with a silver clip. The notebook is dark blue with a light-colored cover. The wallet is a light brown leather wallet with a zipper. The woven basket is made of light-colored straw or wicker. The background is a light-colored surface.

**A speaker bio sets the stage  
(quite literally) with your  
story and credibility markers.**

Conversational and intriguing, this bio must introduce you to the masses, no matter how close to your industry they may be.

## BEFORE

For over 10 years Megan has created events, companies and experiences focused on creating moments of joy for her clients. After facing a shocking tragedy in 2015 she has spent the past four years working to uncover the fundamentals needed to realize a place of personal and professional fulfillment. Megan now shares those tools with individuals, teams, and organizations toward the awareness and mind shifts needed to create their own culture of joy.

## AFTER

Megan Pollard is a seasoned entrepreneur, business consultant, and speaker. She's the owner of We Choose Joy, a destination for individuals and businesses who want to trade a life of busy for a life of fulfillment, and co-founder of Etc. Coordinators, an exclusive 6-week wedding coordination boutique in the DC-metro area.

In 2015, Megan unexpectedly lost her husband while he was training for the Marine Corps Marathon. In the aftermath, she learned to navigate life when you lose the titles that have shaped who you are. Megan made the distinct choice to guide her daughters through this new reality, living in a place of joy, not fear. As she publicly shared updates on her family's life and healing, she accompanied each message with the simple hashtag #wechoosejoy.

Since planting those seeds, Megan has been dedicated to uncovering the fundamentals needed to realize a place of personal and professional fulfillment. Today, she couples her personal experience with her business acumen to foster more joyful workplaces, meaningful interactions, and intentional days.

Megan is a proud mom to Maryn and Grey and wife to Jon. When she's not idea mapping and problem solving on her trusty whiteboard, she can be found hitting the open road with her favorite people, collecting postcards at stops along the way.

## WHY IT WORKS

When a family mantra becomes a business, your bio must follow suit. Explaining how her personal "why" drives her work helped Megan more easily communicate her capabilities as a multi-passionate entrepreneur striving for balance.

## BEFORE

Earlecia Gibb has been pushing mixology boundaries by transforming beverage programs at prestigious bars across the East coast. She gained national recognition by earning top-ranking placements in industry cocktail competitions and has been profiled by PUNCH, Tales of the Cocktail, SWAAY, and Edible. Beyond cocktails, Gibb has spoken on industry panels, leading critical conversations around diversity and inclusion initiatives in the industry. She was recently appointed as the North American Brand Ambassador for the iconic French Elderflower Liqueur Brand, St-Germain.

## AFTER

Born in Atlanta, raised in DC, and cut from the cloth of New York City, place and space has long defined how Earlecia Richelle Gibb views the world. The daughter of a Panamanian immigrant, she has worked in Lesotho and Paris, studied in London and Spain, and traveled the globe fostering brand engagement and speaking on social activism, equity, and the power of conversations.

From a young age, Earlecia was called to create. In the search for a skill set traditionally equated with artistry, she channeled her expression into curated, connective experiences. Throughout her career, she's worked with top brands in beauty, fashion, editorial, and media to identify social dynamics and create narratives that transcend demographics, bringing people together, creating engagement, and fostering community.

In 2017, Earlecia was recruited by the senior Bacardi team to join a newly launched advocacy team for Grey Goose Vodka. In less than two years, she was promoted to National Brand Ambassador for the French brand, St-Germain.

In this role she is building a defined culture around the artisanal liqueur spirit. With a deep appreciation for the artistry behind the cocktail industry, she utilizes insights gained in hospitality to create educational programming, events, and partnerships that deeply connect consumers to the brand.

Earlecia earned her Master of Arts in Fashion and Film from the London College of Fashion and a Bachelor of Arts in Culture Studies and Fashion Communication from SUNY Empire State. She has been profiled in Forbes, was recognized as a 2020 honoree in the creative category of 31 Days of Black Women in Food, and was a top ten finalist for the 2019 Tales of the Cocktail Spirited Awards.

## WHY IT WORKS

As an artist rising through the corporate ranks, there's pressure to dim the creative side of your identity and highlight more traditional markers of success. Earlecia was able to share her origin story while infusing that narrative with recognizable and respected industry names, resulting in a powerful executive biosketch used for speaking events, press coverage, and internal opportunities.

## BEFORE

India Jackson loves disrupting the way people view visibility and ultimately themselves. She is a published photographer, award-winning bodybuilder, has a degree in Art + Design, and has spoken on multiple stages. As the CEO of Flaunt Your Fire and the host of its podcast, since 2008 her team has provided consulting, marketing strategy, photography, training, social media management, and branding services to companies like Christian Dior, six-figure coaches, and professional athletes. Stepping out of the societal box, this team applies an unapologetically authentic approach to branding and visibility that begins from the inside out.

## AFTER

India Jackson is the CEO of Flaunt Your Fire and co-founder of the Pause on the Play Community where she helps entrepreneurs show up by and own their power. From beauty model and bodybuilder to published photographer, for ten years India watched as talented professionals were forced to adopt identities that were sellable but not authentic. Her brand visibility agency and podcast now help clients ditch stale marketing tactics, break out of industry molds, and build authority by being themselves.

India is a first generation college graduate, earning a Bachelor of Art and Design while working full time and launching a business. She's been featured on stage at Altitude Summit, RebelleCon, and She Podcasts Live and is trusted by leading brands across North America, including Christian Dior.

## WHY IT WORKS

India's a great example of someone with a strong bio that didn't feel representative of her expertise. Rather than listing out all of her capabilities, her updated bio opted for specificity in her niche. By leading with her core purpose, she's now able to build a reputation that supersedes her companies and affiliations.



## WHAT'S YOUR STORY?

Do you have an easier time explaining what you do in conversation than when you attempt to write it down? If so, a Story Session may be right for you.

In this interview-meets-consulting partnership, we'll explore your journey, identify your through line, and uncover your mission. You'll come out with a stronger appreciation for your lived experience, zone of genius, and point of view and how to communicate these with ease.

Learn more: [www.patternofpurpose.com/contact](http://www.patternofpurpose.com/contact)

**“If you need someone to hear your story and pick out the pieces that matter to your audience, Kim will help you do that. Her way with words is just icing on the cake.”**

# PATTERN *of* PURPOSE



STEP INTO WHO  
YOU ARE

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