



STN Professional Branding Course

Presented by the Leadership Development Committee

Elevate your career trajectory with our comprehensive program designed to transform your professional narrative. Through a collaborative, feedback-rich experience guided by experienced moderators, you'll meticulously craft and refine a powerful suite of professional documents—including résumés, CVs, bios, letters, and portfolios—ensuring each is polished, impactful, and strategically aligned with what leaders are truly seeking. By understanding professional branding, mastering the nuances of application processes, and engaging in personalized mock interviews, you'll gain the confidence and practical tools to stand out in today's competitive market, ready to secure new opportunities and drive long-term professional success.

Course Format and Distribution

Self-paced on-demand didactic sessions along with weekly live moderation to provide interactive support and personalized feedback throughout the 4-week course offering.

- Week 1: Introduction to Professional Branding and how it is important for career advancement and leadership growth with creation of an effective resume/CV
- Week 2: Professional Portfolio and the importance of Social Media
- Week 3: Preparation for effective interviewing
- Week 4: Participation in a mock interview with moderators based on participant choice of application, using new participant application/interview supporting documents.

Continuing Education Credit

The Society of Trauma Nurses is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

This program will provide **20.0 contact hours of continuing nursing education**. All assignments and final evaluation must be completed to receive CNE for this program. No partial credit will be awarded.

How to Register

The STN Professional Branding Course is offered annually. [Join STN](#) to be the first to know about upcoming courses.