



ERIN HILL PERSONAL BRAND STRATEGY

Where purpose meets technology. Where faith meets innovation.

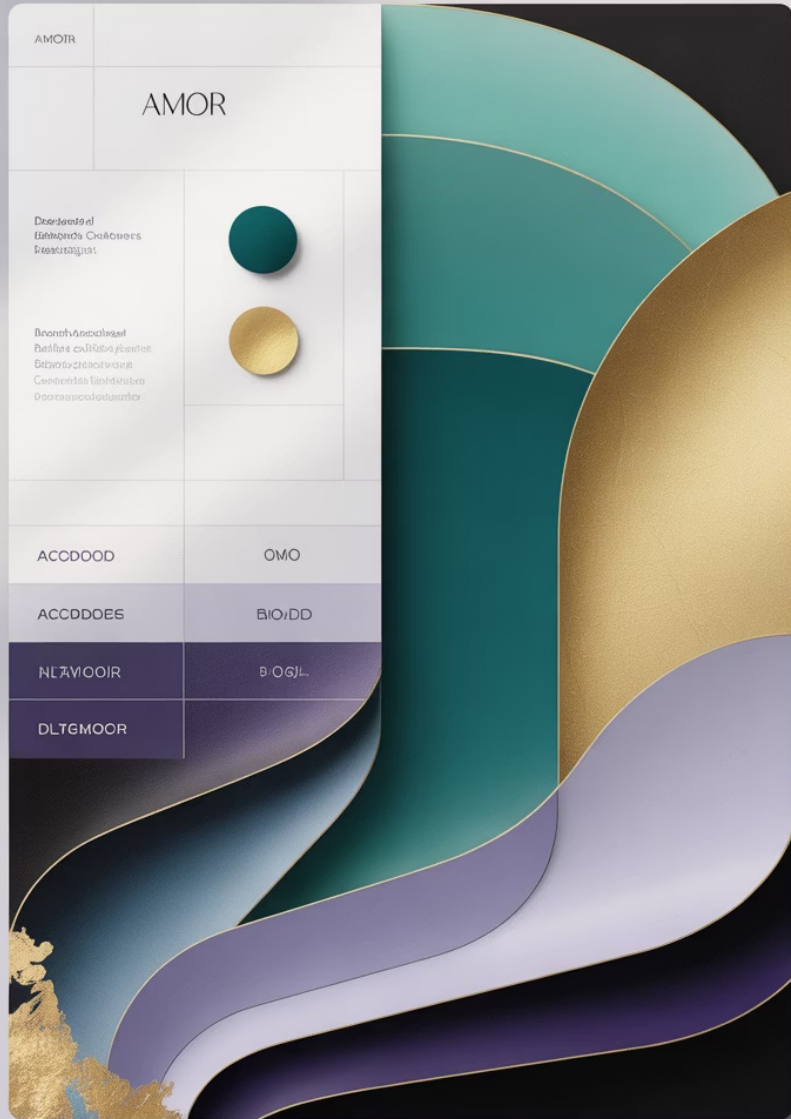
Brand Foundations

Mission

To equip students to discover God-given calling through faith-integrated education

Vision

To transform higher education with purpose-driven learning and AI technology



Brand Visual Elements

Colors

Deep Teal (#1D5E67), Warm Gold (#D4AF37), Soft Lavender (#C8A4D4)

Typography

Playfair Display, Raleway, Petit Formal Script

Elements

Purpose Grid pattern, Innovation Wave accent

Strategic Focus Areas



Brand Story: The Challenge

Radical Transformation

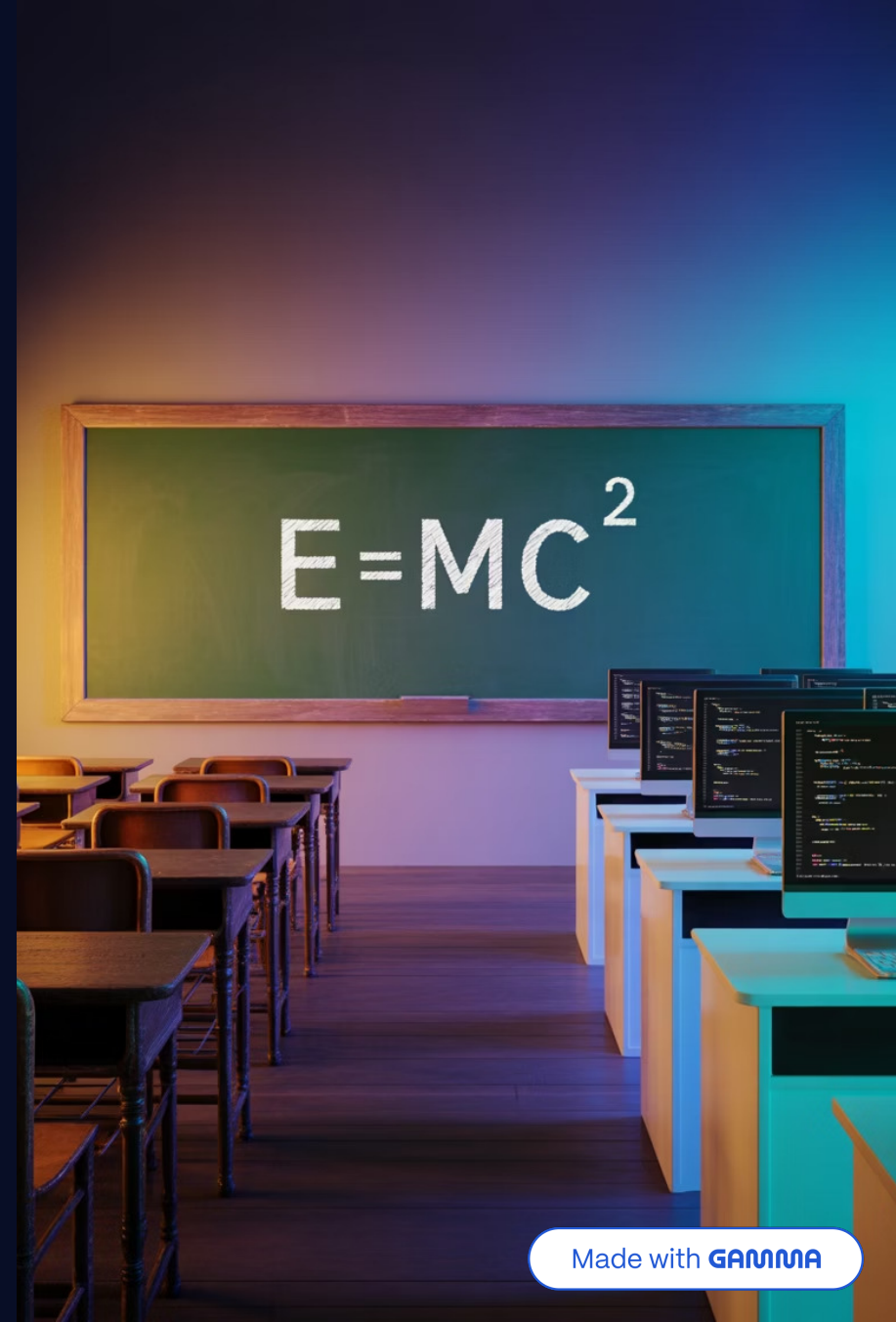
Education landscape undergoing massive change

Resistance to Innovation

Institutions fear technology undermines values

False Narrative

Technology and faith viewed as separate worlds



Brand Story: The Turning Point

1

Early Adoption

Integrating technology led to thriving students

2

COVID Readiness

Video technology positioned university for seamless transition

3

Powerful Truth

No need to choose between technology and connection



Core Messages



New Approaches

AI requires neogogy that enhances human connection



Aligned Technology

Tech can become a powerful tool for discovering calling



Future Belongs

To innovators bridging technology and faith



Brand Essence

1

Core Phrase

Purpose-driven innovation

2

My Word

Purpose-driven

3

Tagline

Where purpose meets technology. Where faith meets innovation.

Brand Values



The 5 Brand Commandments

Authenticity:

Speaking with genuine conviction

Faith-Informed Innovation:

Technology as gift to steward wisely

Educational Excellence:

Rigorous standards while innovating

Relationship-Centered:

Human connection in digital world

Ethical Leadership:

Responsible technology integration

Voice & Personality

Tonality

- Respected voice for educators
- Secret sauce: integration
- Enemy: resistance to innovation

Voice Examples

"Technology is not competitor to purpose—it's catalyst."

"AI is tool for deeper purpose discovery."

Personality Blend

Brené Brown + Condoleezza Rice +
Beth Moore

The Transformation

Before

- Uncertainty about AI integration
- Overwhelmed by technological change
- Caught between tradition and innovation

After

- Confidence in leveraging technology
- Creating cutting-edge learning experiences
- Living purpose through innovation



Target Market



Educators

Ages 25-55 seeking
technology integration



Academic Leaders

Balancing tradition
with innovation



Professionals

Maintaining faith
values in tech world

Magnetic Offer



Core Offer

Help educators harness AI for purpose-driven learning



Differentiators

Integration of faith, purpose, and cutting-edge technology



Results-Focused

Measurable outcomes and proven frameworks

eduspark

Unlock your potential.
20% all courses

Online online gloation



Made with GAMMA

Content Strategy: Pillars

AI-Driven Education

- Neogogy frameworks
- Ethical AI implementation
- Flipping classroom with AI

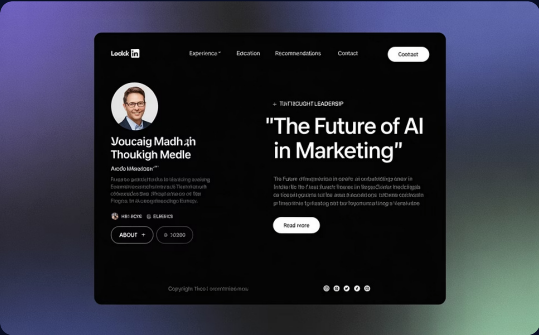
Purpose Discovery

- AI to uncover student strengths
- Technology as calling catalyst
- Digital tools for self-discovery

Faith-Integrated Leadership

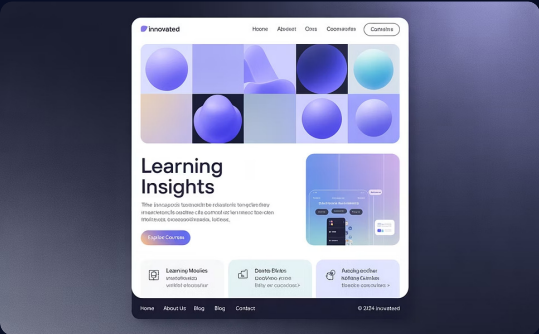
- Ethical considerations in AI
- Faith principles for tech
- Leading with values integrity

Content Distribution



LinkedIn

Thought leadership articles and case studies



Email Newsletter

"The Purpose-Driven Innovator" monthly insights



Professional Speaking

Conference presentations and workshops

Growth Milestones

1

6-Month Goals

- 1,000 LinkedIn followers
- 2 speaking engagements
- Launch professional website

2

12-Month Goals

- Publish "Neogogy" white paper
- 500 educator community
- 2 consulting projects



Photography Style



Professional, warm imagery showing purpose-driven technology, faith-integrated leadership, educational excellence, and thought leadership

Thank You

Innovation

Pioneering new approaches



Faith

Grounding in biblical principles



Connection

Building meaningful relationships



Purpose

Discovering unique calling

