



From "Warehouse Waiter" to "Office Mainstay": Self-Branding Tips for the Modern Archivist

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Many Archivists work hard behind the scenes, but unfortunately are often "invisible" or only sought after when a document goes missing. In fact, your role is vital! Like a computer, you are the processor. Without you, data would slow down and crash.

Well, to ensure your role is more widely recognized and you're no longer seen as just a "warehouse worker," let's start building a strong *personal brand* at the office. Here are some tips to help you stand out as **a High-Value Professional!**

It's time to shed *that* stiff, dusty *image* and become cool and solution-oriented. If we don't start branding ourselves, who will? Here's how to make your profile really "shine" on campus or at your organization:

1. Change the Terminology, Change the Mindset

From now on, stop referring to yourself as just a “mail clerk.” Use terms that better describe the impact of your work.

- **Instead of saying:** “I’m in the archives department.”
- **Try saying:** “I manage digital information and ensure the security of the organization’s data assets.”

The language you use determines how others value your profession.

2. Become "The King/Queen of Srikandi"

In the era of the Srikandi app, you have a golden opportunity. Be the person who knows this app inside and out. When professors or colleagues struggle to send a letter or are confused about TTE (Electronic Signature), be the first to offer a solution.

- **The tagline:** "If there’s an issue with Srikandi, just ask Mr./Ms. [Your Name]—they’re the expert!"

3. Be "Tech-Savvy"

Dispel the stigma that archivists are technologically illiterate. Show that you’re familiar with advanced *scanners*, *cloud* storage, data security, and database management. Frequently share quick tips in the office WhatsApp group on how to find documents quickly or how to keep digital *files* secure.

4. Be Proactive, Not Reactive

Don’t just sit back and wait for things to come to you (waiting for people to bring files). Be proactive by conducting “Archival Patrols.”

- Visit work units, ask about their administrative challenges, and offer a more organized filing system.
- When you provide solutions before they ask, you’re no longer just a staff member—you’ve become **an Internal Consultant**.

5. Clear and Professional Communication

When submitting reports or archival audit results, make them visually appealing. Use simple infographics instead of just boring tables of numbers. Show that the data you manage can tell a story about the agency’s progress.

6. Maintain Your Appearance and Workspace

This may seem trivial, but it has a significant impact. Ensure your workspace (or archive storage area) looks organized, not cluttered. Your neat appearance and a systematic workspace are the best “business cards” demonstrating that you are a highly organized person.

Conclusion: Branding Is About Value

Branding isn't about showing off; it's about demonstrating the **added value** you provide to the organization. When people feel their work becomes easier thanks to the system you manage, that's when recognition will come naturally.

So, are you ready to become the most sought-after Archivist (for your achievements, not because of lost documents) starting tomorrow?

Tags

Archivist