

Using Artificial Intelligence for Personal Branding by Digital Creators

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Abstract

In today's world, where digital space plays a key role in communication and relationship building, developing a personal online brand has become extremely important for digital creators. The personal brand is becoming a showcase for their work and a key differentiator in the crowded world of online content. In this context, artificial intelligence (AI) tools offer new opportunities and perspectives, changing how digital creators can build and manage their brands. This study aims to explore artificial intelligence's role in digital creators' personal branding process. Through an analysis of various AI tools available on the market and a successful case study, this study aims to explain how these technologies support digital creators in shaping their online image, increasing visibility, and engaging their audience. By examining these issues, the study aims not only to present the current role of artificial intelligence in personal branding but also to outline prospects for the development and evolution of this area.

Keywords: artificial intelligence, social media, personal branding, digital creators