



HELLO

my name is

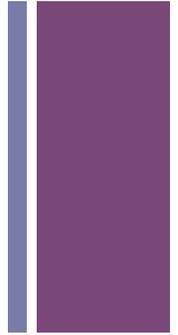
## Personal Branding

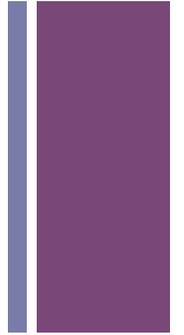
**Cassandra Clark**

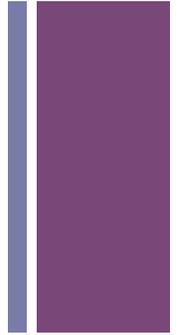
Project Manager, Global Merchant Marketing

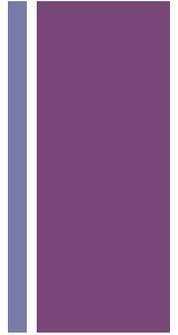
Online & Social Media Management

Discover Financial Services









# + What is personal branding?

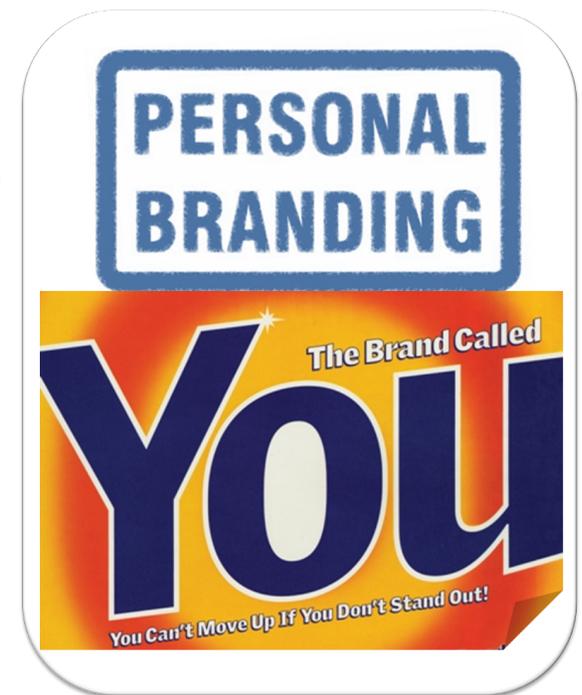
*“Personal branding is a description of the process whereby people and their careers are marked as brands.”*

- The creation of an asset that pertains to a particular person or individual
- Includes, but is not limited to the body, clothing, appearance, reputation, persona, and knowledge contained within, leading to an indelible **impression** that is uniquely **distinguishable**



# + Start Establishing Brand YOU

- What have you done lately -- this week -- to make yourself stand out?
- What would your colleagues, peers, or instructors say is your greatest and clearest strength?
- Your most noteworthy personal trait?
- What do you do that adds remarkable, measurable, distinguished, distinctive value?
- What are you most proud of?





## FEATURE-BENEFIT MODEL

Think of corporate brands: every feature they offer in their product or service yields an identifiable and distinguishable benefit for their customer or client.

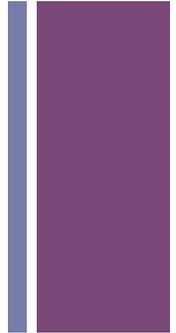


*Example: A dominant feature of Nordstrom department stores is the personalized service it lavishes on each and every customer. The customer benefit: a feeling of being accorded individualized attention -- along with all of the choice of a large department store*

# + Develop your brand statement

~~I am an intelligent engineering graduate looking for an engineering role."~~

- Using my holistic insight and innovative Total Performance Scorecard principles, I promise to help my customers to realize their financial dreams. – Financial Consultant
- Motivational CEO/CFO turned positive-psychologist resiliently transforming businesses & financial performance. – Consultant
- I inspire people to transform "stuck" career management plans to vibrant opportunity creating strategies. - Career Coach
- Through my natural enthusiasm and my empathy for others, I inspire research and development professionals to develop innovative products in biotechnology. - Biotech Manager



# + Brand Toolkit

**JOSEPH SMITH**  
 Speech and Hearing Science, PhD, 2009  
 University of Illinois at Urbana-Champaign



College of Applied Health Science  
 Department of Health Science  
 602 East Green Street  
 Urbana, IL 61801  
 josephsmith@illinois.edu

217233.1000

STUDENT



**Your Name**  
 Street Address • City, State or Province, Zip  
 Phone Number • email\_address@email.com

**OBJECTIVE or SUMMARY**  
 A resume Objective or Summary can help describe the value you bring to a prospective employer and entice a hiring manager to read your resume.

**SKILLS SUMMARY**

- Six years experience as an office assistant supporting two senior managers in Finance and Marketing.
- Exceptional computer knowledge for analyzing reports in Excel and for building PowerPoint presentations.
- Experience with coordinating meetings within various financial departments.

**SKILLS AND EXPERIENCE**

**SKILL GROUP TITLE**

- Action words + Keywords + Skills + Knowledge
- Be specific using numbers and percentages.

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**EDUCATION AND TRAINING**  
 Example Education:  
 B.Sc., Computer Science (High Honors), University of Illinois at Urbana-Champaign  
 George Brown College, 1996-1998, Liberal Arts  
 Continuing Education classes in: Microsoft Office



**Jane Smith**  
 Work Experience  
 H/R Admin  
 1999-2003  
 Skills  
 Personable  
 Balanced  
 Trustworthy  
 Experienced  
 Education  
 MacKenzie College



**MY PERSONAL WEBSITE**  
 Lorem ipsum dolor sit amet.

**MENU**

- Home
- About me
- Portfolio
- Contact

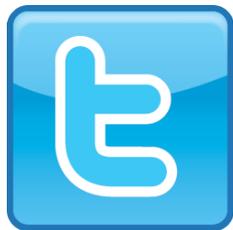
**Welcome to my website**

Integer metus enim, laoreet vitae, blandit sit amet, gravida eu, eros. Morbi quis enim. Sed velit. Proin a sapien a lacus semper auctor. Maecenas faucibus aliquam diam. Duis aliquet. Donec feugiat tincidunt oro. Aliquam suscipit. Cras vehicula sodales erat. Duis non felis.

Sed pharetra felis quis quam. Morbi aliquet consectetur ligula. Curabitur velit elit, pellentesque tincidunt, ultrices ut, ullamcorper eget, ante. Curabitur ipsum oro, cursus eget, ultrices et, fringilla in, felis. Aliquam porta augue ac arcu. Aliquam mi. Fusce cursus lorem sed mi.

**Lorem ipsum dolor**

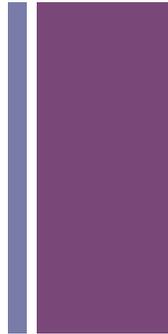
- ✓ Mauris viverra, tellus sed euismod auctor
- ✓ Cras condimentum, sapien et ultrices
- ✓ Pellentesque habitant morbi tristique senectus
- ✓ Nam rutrum, turpis sed ornare
- ✓ Praesent feugiat, libero eget tincidunt



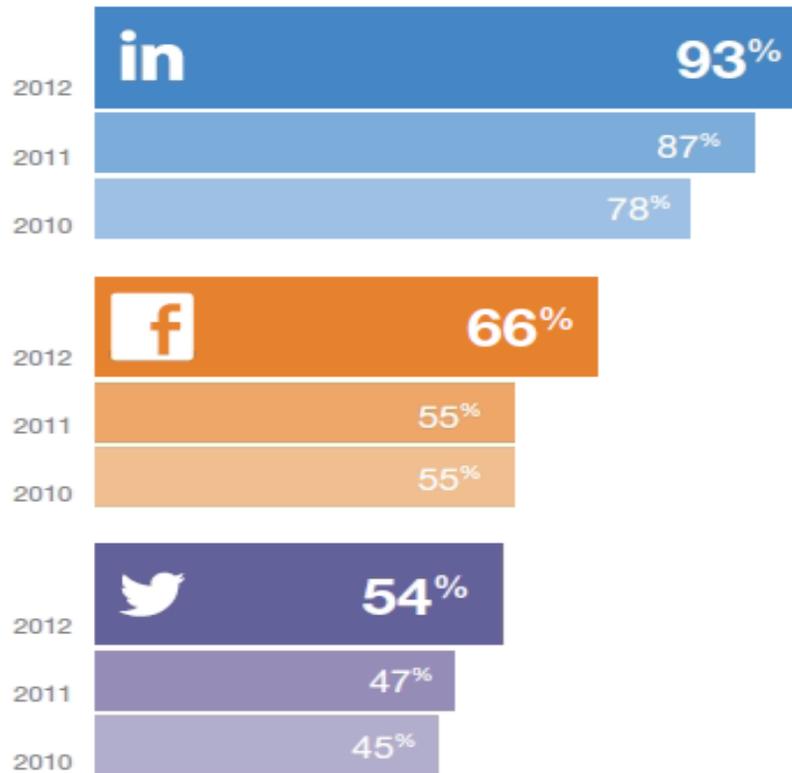


# Digital Brand YOU:

## Are they really looking at my social profiles?



MOST POPULAR SOCIAL NETWORKS BEING USED FOR RECRUITING:



(Credit: Jobvite)

**Umm... Yup.**

*A full 73 percent of the recruiters polled said they hired someone who was found or introduced through a social network*



# Digital Brand YOU:

So what are they looking for on social?



Culture Fit



Personal  
Branding  
Inconsistencies



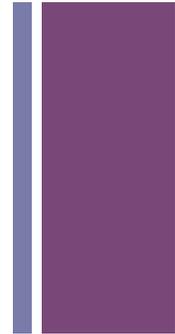
Written  
Communication  
Skills



Trending  
Health  
Issues



Lifestyle  
Changes



## 1. Culture Fit

Personal Branding Inconsistencies  
Written Communication Skills  
Trending Health Issues  
Lifestyle Changes



- Do you use a high-percentage of swear words?
- Are you overly confrontational?
- Are you hyper-adamant in your political beliefs?
- Are you sensitive when it comes to diversity issues like race, religion and sexual orientation?
- Do you display a sense of humor?
- How do you handle negative comments from others?
- Are you happy for others as they achieve?

...Are you likeable?



## 2. Culture Fit

### Personal Branding Inconsistencies

Written Communication Skills

Trending Health Issues

Lifestyle Changes



- Next step in the social media scan: a look at your character and integrity.
- Are you who you say you are?
  - *The warning signs during this critical stage are 99.9% self-inflicted.*
  - *Red flag: you list “work ethic” as a marketable soft skill – yet consistently tweet, “Gawd, will this day ever end!!!”*
  - *One recruiter reported scratching an interview because the candidate talked about how they passionately support Special Olympics, yet referred to your friends in casual posts as “retards”.*



...Are you authentic?



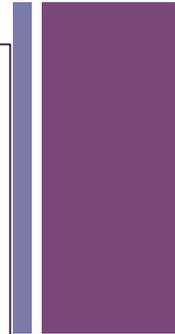
### 3. Culture Fit

Personal Branding Inconsistencies

## Written Communication Skills

Trending Health Issues

Lifestyle Changes



**Your Name**  
 Street Address • City, State or Province, Zip  
 Phone Number • email\_address@email.com

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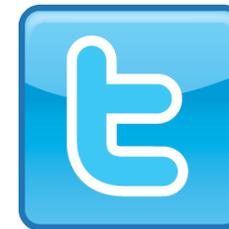
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Example Education:  
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 George Brown College, 1996-1998, Liberal Arts.  
 Continuing Education classes in: Microsoft Office, Accounting 1, Internet Fundamentals.

VS.



...Are you a communicator?

+ 4. Culture Fit  
Personal Branding Inconsistencies  
Written Communication Skills  
**Trending Health Issues**  
Lifestyle Changes



- Do you often complain that you aren't feeling well?
- Does the whole world know when you have a bad headache?
- How often do you call in sick?
- Are you always #tired?



САВЯИНА МАИНА 🇺🇸 @sabrina\_manna

2h

**headache** and feel like someones stabbing me in the stomach..

[#letmecomehome](#)

Expand



**Carly Hust** @Carly\_Hust

3h

I have a **headache** literally everyday.

Expand

...Are you dependable?

+ 5. Culture Fit  
Personal Branding Inconsistencies  
Written Communication Skills  
Trending Health Issues  
**Lifestyle Changes**



- “So upset my parents are getting a divorce”
- “Can’t wait to move back home... I can’t stand this city!”
- “Back at hospital again for grandma. Hope this week is better”
- “Can’t stop thinking about my wedding- only six months to go!”



**Allison Johnston** @alli\_son77

1h

i just want Thanksgiving already #homesick

Expand



**Kelsey Donahue** @kelsdonss007

3h

It's like I'm on a downward spiral.. What else could possibly go wrong. #homesick #needabreak

Expand ← Reply ↻ Retweet ★ Favorite

...Are you focused?

# + Got it, now what?

## **BUILD IT ≠ THEY WILL COME**

- Tip#1: Annoy Others
- Tip#2: Be a Unicorn
- Tip#3: Get out there digitally
- Tip#4: Join communities, and SHOW UP
- Tip#5: Go Shopping



# + Recap: YOUR Personal Branding

**Understand branding is not** just for McDonald's, Ferrari, or James Bond...

YOU have your own personal brand

**Discover** what makes you desirable for a recruiter. What makes you unique?

**Establish** your own feature-benefit model

**Develop** your personal brand statement

**Build** your branding tool kit

**Recognize** how often recruiters leverage social media

**Consider** how EVERYTHING you do online contributes to your personal brand image

**Get** heard. Get noticed.

**Market** brand YOU.

# + Contact: Cassandra Clark

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[in/cassandraclark](#)

Best Wishes on Your Internship or Job Search!