Personal Branding: How to Brand Yourself Beyond the Resume

PERSONAL BRANDING:

How to Brand Yourself Beyond the Resume

Victoria Kerr, Executive Director, Career Center

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What's YOUR Brand?




A Brand is a Collection of
Perceptions in the Mind
of a Consumer


BRANDS ARE BORN OF
EXPERIENCE
AND REFLECT
REPUTATION

What the heck is personal branding?



MARKET
DIFFERENTIATION



STRATEGIC
NETWORKING



REPUTATION
MANAGEMENT

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Market Differentiation


STARBUCKS
COFFEE
®
www.starbucks.com


LITTLE AMPS
COFFEE ROASTERS
HARRISBURG, PA






WE ARE ALL
BRANDS


N YOUR BRAND

JUST DO IT.

Think different.™

adidas®
Impossible Is Nothing

It's finger lickin' good

ON DD
AMERICA RUNS ON DUNKIN'®

TOYOTA
Let's Go Places

FedEx
When it absolutely, positively has to be there overnight.

i'm lovin' it®

BURGER KING®
HAVE IT YOUR WAY®

open happiness™

Walmart
Save money. Live better.

BMW
The Ultimate Driving Machine®

mastercard.
"There are some things money can't buy. For everything else, there's MasterCard."

Because you're worth it.
L'ORÉAL
PARIS


BRAND
YOU
Your Image
Your Mission
Your Values
Your Vision



Breakout Room #1

Your SUPER SKILLS @ Work

What's my "WHY" Factor?

1. Share out your one word used in the introduction. How does it tie into your personal brand?
2. WHY is this important as you think your career path?

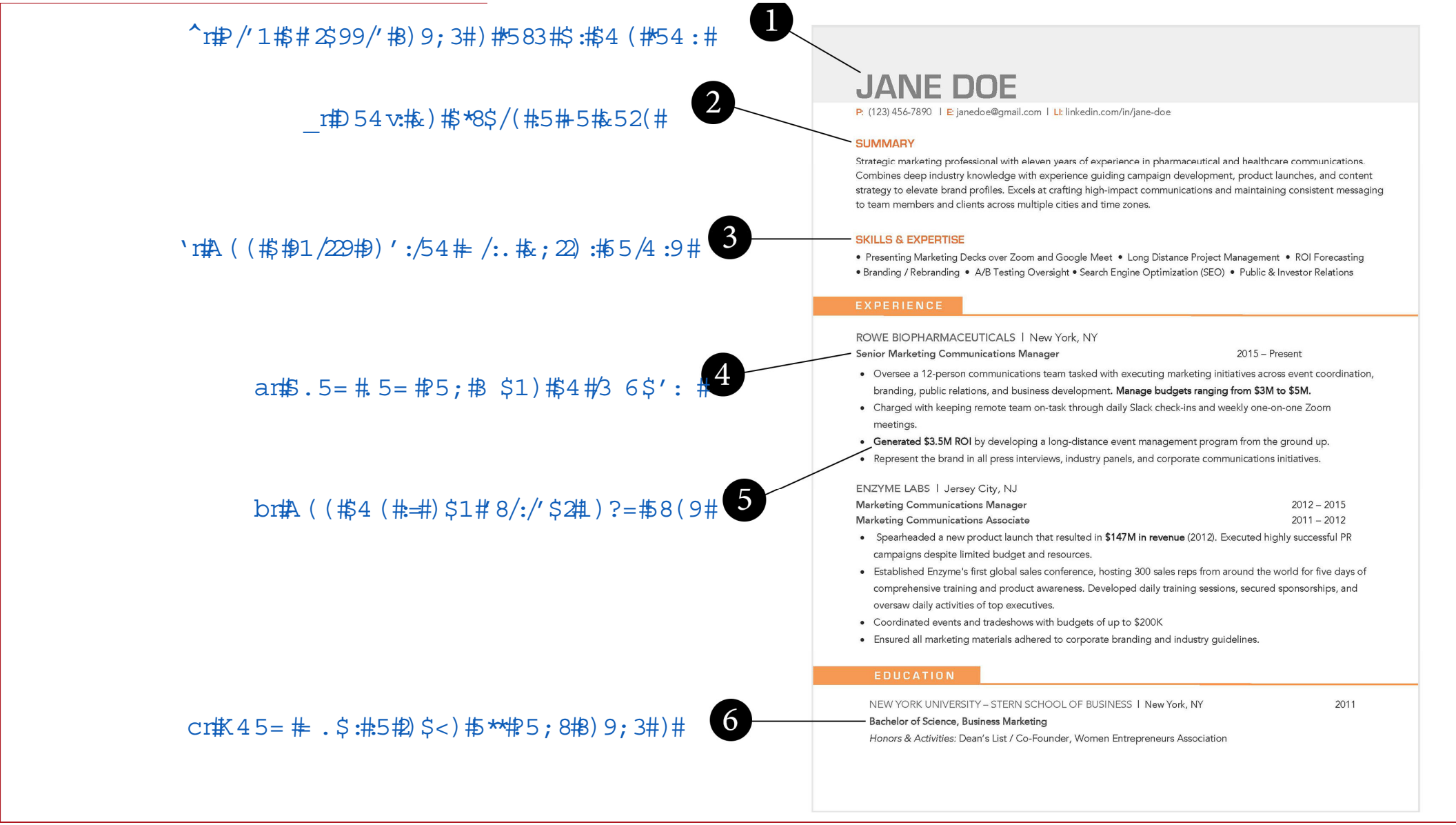

Reflection
Self-Image
Trust
Logo
Personality
Culture
Personal Brand


How do you typically
communicate the
“Why” Factor?



1. Resumes
2. LinkedIn Profiles

Personal Branding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JANE DOE
P: (123) 456-7890 | E: janedoe@gmail.com | LI: linkedin.com/in/jane-doe
SUMMARY
Strategic marketing professional with eleven years of experience in pharmaceutical and healthcare communications. Combines deep industry knowledge with experience guiding campaign development, product launches, and content strategy to elevate brand profiles. Excels at crafting high-impact communications and maintaining consistent messaging to team members and clients across multiple cities and time zones.
SKILLS & EXPERTISE
• Presenting Marketing Decks over Zoom and Google Meet • Long Distance Project Management • ROI Forecasting
• Branding / Rebranding • A/B Testing Oversight • Search Engine Optimization (SEO) • Public & Investor Relations
EXPERIENCE
ROWE BIOPHARMACEUTICALS | New York, NY
Senior Marketing Communications Manager 2015 – Present
• Oversee a 12-person communications team tasked with executing marketing initiatives across event coordination, branding, public relations, and business development. Manage budgets ranging from $3M to $5M.
• Charged with keeping remote team on-task through daily Slack check-ins and weekly one-on-one Zoom meetings.
• Generated $3.5M ROI by developing a long-distance event management program from the ground up.
• Represent the brand in all press interviews, industry panels, and corporate communications initiatives.
ENZYME LABS | Jersey City, NJ
Marketing Communications Manager 2012 – 2015
Marketing Communications Associate 2011 – 2012
• Spearheaded a new product launch that resulted in $147M in revenue (2012). Executed highly successful PR campaigns despite limited budget and resources.
• Established Enzyme's first global sales conference, hosting 300 sales reps from around the world for five days of comprehensive training and product awareness. Developed daily training sessions, secured sponsorships, and oversaw daily activities of top executives.
• Coordinated events and tradeshows with budgets of up to $200K
• Ensured all marketing materials adhered to corporate branding and industry guidelines.
EDUCATION
NEW YORK UNIVERSITY – STERN SCHOOL OF BUSINESS | New York, NY 2011
Bachelor of Science, Business Marketing
Honors & Activities: Dean's List / Co-Founder, Women Entrepreneurs Association

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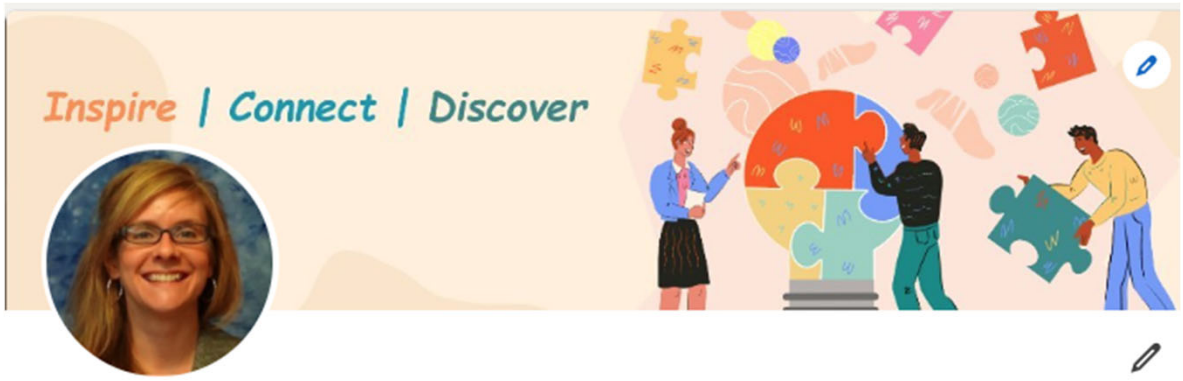


Victoria Kerr, CCSP (She/Her)

Empowering Careers at Every Stage: Passionate Career Development Professional Transforming Lives from K-12 to Higher Ed & Beyond

Washington DC-Baltimore Area · Contact info

500+ connections

Shippensburg University of Pennsylvania

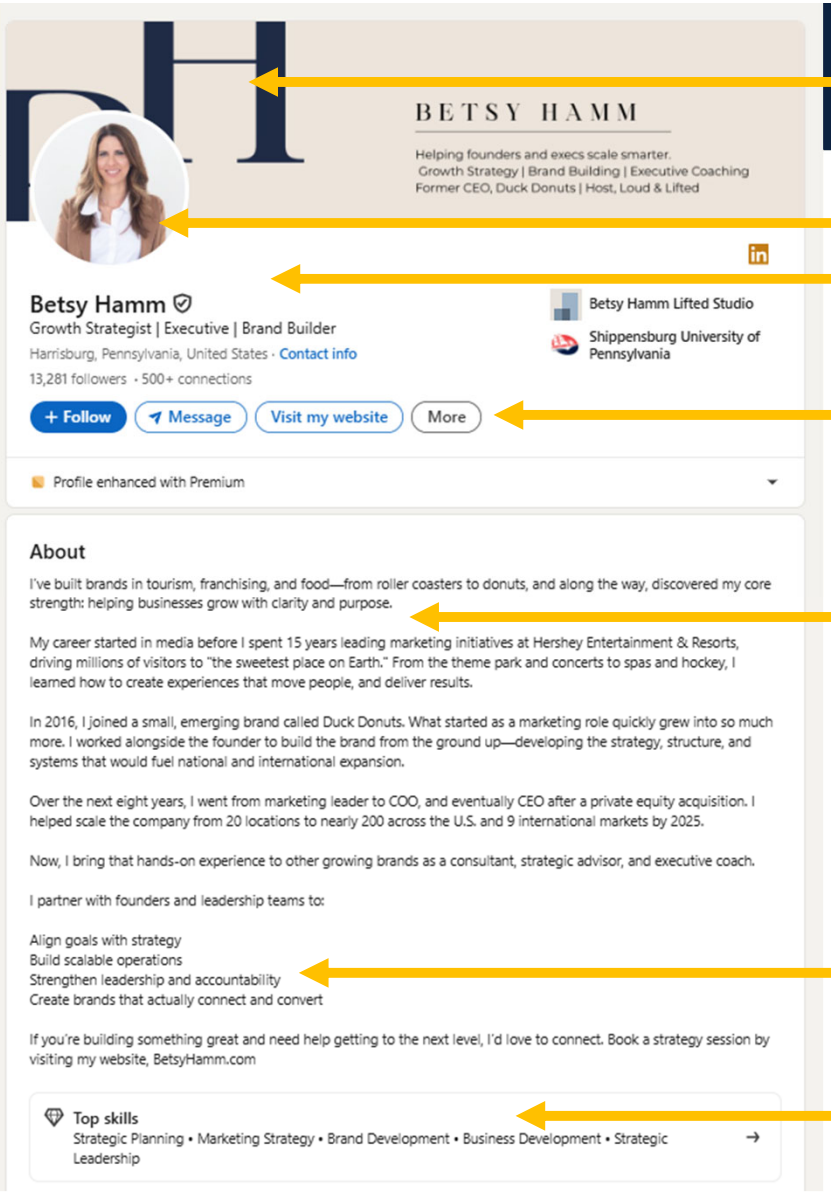
Shepherd University

About

Accomplished career services and human resources professional with demonstrated success in the public, private, and higher educational sectors. Experienced professional who develops and designs initiatives to foster the career and academic growth of students. Outstanding communication and leadership skills with an excellent record of planning and leading initiatives, development of projects, and organizing events and programs.

Areas of expertise include:
• Training & Development • Higher Education
• Corporate Recruitment • Onboarding • Employment Branding
• Student Service • Career Exploration • Academic Advisement • Public Relations

Optimize your **LinkedIn** Profile



DESIGN YOUR LINKEDIN COVER IMAGE

UP-TO-DATE PROFESSIONAL PHOTOS OF YOURSELF

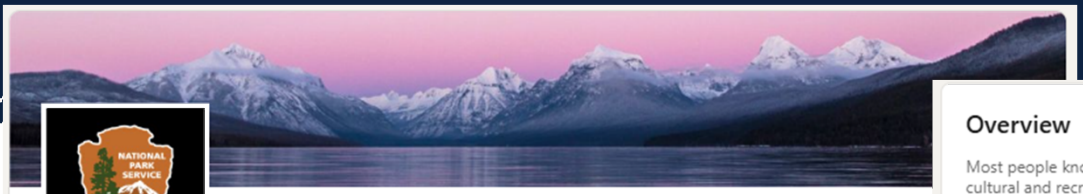
HEADLINE AND HIGHLIGHTS

PICK A URL FOR YOUR LINKEDIN PROFILE

ABOUT YOURSELF PROFESSIONALLY

WHAT IS YOUR WHY?

HIGHLIGHT YOUR TOP SKILLS



National Park Service

The National Park Service preserves, protects, and shares our nation's special places and stories.

Government Administration · Washington, D.C. · 751K followers · 10K+ employees

Overview

Most people know that the National Park Service cares for national parks, a network of over 420 natural, cultural and recreational sites across the nation. The treasures in this system – the first of its kind in the world – have been set aside by the American people to preserve, protect, and share the legacies of this land.

People from all around the world visit national parks to experience America's story, marvel at the natural wonders, and have fun. Places like the Grand Canyon, the Statue of Liberty, and Gettysburg are popular destinations, but so too are the hundreds of lesser known yet equally meaningful gems like Rosie the Riveter in California, Boston Harbor Islands in Massachusetts, and Russell Cave in Alabama.

The American system of national parks was the first of its kind in the world, and provides a living model for other nations wishing to establish and manage their own protected areas. The park service actively consults with these Nations, sharing what we've learned, and gaining knowledge from the experience of others.

Beyond national parks, the National Park Service helps communities across America preserve and enhance important local heritage and close-to-home recreational opportunities. Grants and assistance are offered to register, record and save historic places; create community parks and local recreation facilities; conserve rivers and streams, and develop trails and greenways.

Website
http://www.nps.gov

Verified page
May 31, 2024

Industry
Government Administration

Company size
10,001+ employees
13,889 associated members

Headquarters
Washington, D.C.

Founded
1916

Specialties
"land management", preservation, conservation, "natural resources", "historic resources", "outdoor recreation", "museum management", "heritage recreation", "cultural resources", trails, waterways, wildlife, "public lands", "experiential learning", "heritage tourism", "adventure tourism", "place-based education", "protected area", and "ecosystem management"



Snoop Dogg (He/Him)

CEO - Death Row Records | Founder - Snoopadelic Pictures | Founder - Doggy Style Records |

Top Voice

Los Angeles Metropolitan Area · Contact info

SnooperMarket

About

An Entertainment Industry Mogul, Snoop Dogg has reigned for nearly three decades as an unparalleled force who has raised the bar as a globally recognized innovator. Snoop Dogg is an American rapper, singer, songwriter, actor, record producer, DJ, media personality, businessman and Icon. In addition to his extensive work in music, Snoop Dogg is a serial entrepreneur with endeavors in Web 3.0, tech, entertainment, lifestyle, global consumer brands, food/beverage and cannabis industries.

Brand partnerships and endorsements: Snoop Dogg's brand is widely recognized and respected, and he could potentially work with companies to endorse their products or services.

Music and entertainment collaborations: Snoop Dogg is a highly influential figure in the music and entertainment industry, and he could potentially work with companies to create branded content, sponsor events, or collaborate on marketing campaigns.

Cannabis and related industries: Snoop Dogg is well-known for his affinity for cannabis and has launched several businesses in the industry. Companies operating in the cannabis space may be able to benefit from his expertise and connections.

Social media marketing and influencer partnerships: Snoop Dogg has a large following on social media, and companies could potentially partner with him to promote their products or services to his audience

BUILDING YOUR in BRAND

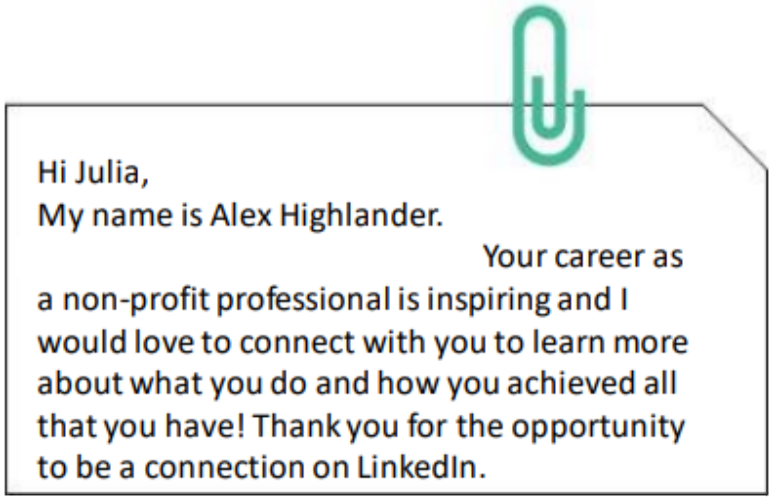
Define yourself as a **PROFESSIONAL**



- Build your profile
- Add a picture
- Don't let it get stale
- Share Appropriate content
- Interact with your network

Building Relationships via LinkedIn

- Research alumni in fields/occupations you're interested in
- Scroll through their profiles to see if it's someone you want to talk to/learn more about
- ***Send a personalized note with your invitation to connect*** to increase the chances of them accepting
- Consider asking professionals for an "informational interview"
- *Remember,* the worst thing that could happen is **nothing**



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Strategic Networking





Let’s think about kitchens & dining rooms…


How do you typically communicate the “Why” Factor?

Three Questions Before You Network



What are you known for today?

Eg. Strengths, Skills, Experiences



What do you want to be known for?

Eg. Reputation, Personal Branding, Credibility



How do you get there?

Eg. Short and Long Term SMART Goals


BRAND
ENGAGEMENT
ORGANIZATION
COMMUNICATION
EMPLOYEES
EMPLOYEE
INTERNAL
CONTENT
TECHNOLOGY
MANAGEMENT
MEASUREMENT
COMMUNICATIONS
ORGANIZATIONS
INVESTMENT
MARKETING
CLOSE
COLLABORATION
RIGHT
STAKEHOLDERS
NATURE
MEDIA
ENSURING
GENERALLY
EFFORT
FOCUSED
BENEFITS
SIGNIFICANT
PROMISED
EXPERIENCE
EXTERNAL
EXAMPLE
SERVICE
USING
VALUE
CONSUMER
CREATED
PERFORMANCE
DEMONSTRATE
DAY
USERS
MAKES
WAYS
ONLINE
RANGE
ORGANIZATIONAL
BRANDS
BEHAVIORS
FACTORS
THOUGHT
MANY
ADVERTISING
SOCIAL
FOCUS
EMPLOYER
CONTRIBUTION
ASPECT
PEOPLE
BASIS
INSTITUTIONS
VIA
USE
VS
ANGLE
AREA
WORK
KEY
GREATER
IMPORTANT
PART
WITHIN
PLACE
EFFECTIVENESS
CONNECTIVITY
DELIVERING
PRACTICE
GENERAL
UNDERSTAND
STAKEHOLDER
CUSTOMER
EMERGING
MAKE
INCREASED
WHETHER


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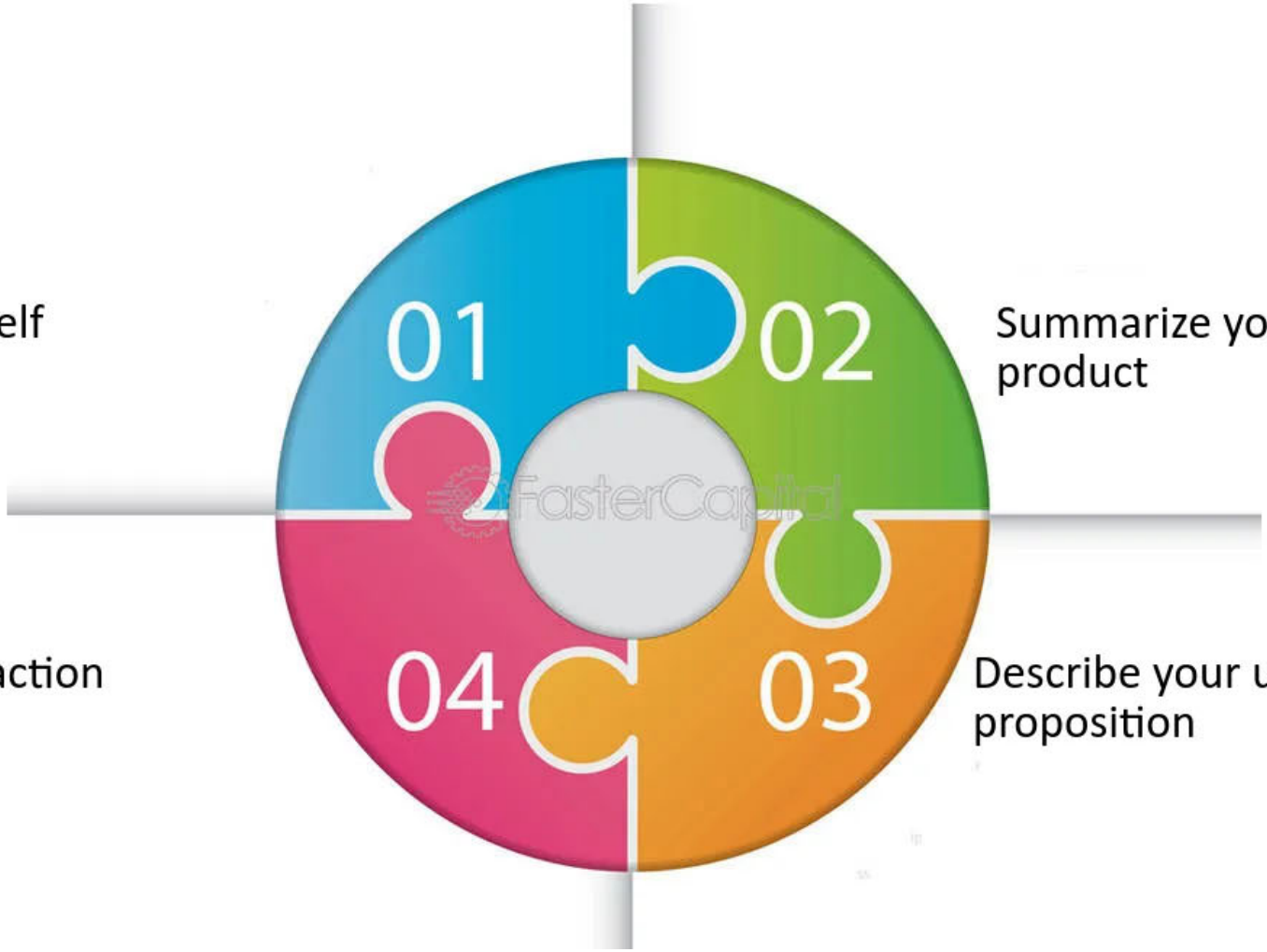
SEC


THE ELEVATOR PITCH

The 4 Parts of a Great Elevator Pitch





Breakout Room #2

Your Elevator Pitch

Let's Practice!

Elevator Pitch Template 1: The "Who I Am + What I Do + Why It Matters"
Hi, my name is _____.
I am a (role) **with experience in** _____.
I'm interested in _____, **because** _____.
Right now, I'm looking for opportunities to _____.
I'd love to connect about _____.

Elevator Pitch Template 2: The Problem–Solution–Value Approach
I'm _____, **and I focus on** (describe your skills or field) _____.
I enjoy solving _____, **by** (how you solve it) _____.
My experience in _____, **has helped me** (describe impact) _____.
I'm hoping to _____, **and I'm excited to talk with you about** _____.

Elevator Pitch Template 3: The Strengths + Goal + Ask Format
My name is _____, **and my strengths include** (3 strengths) _____.
I've applied these strengths in _____, **where I** (describe an accomplishment) _____.
I'm currently seeking _____,
and I'd appreciate any insight or connections related to _____.

A good elevator pitch is...

SHORT

30-45 seconds
or **75-100** words



PERSONALIZED

Catered to what is most important to the audience

INTERESTING

Storytelling, emotion, or compelling data

CONFIDENT

But not arrogant!

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Reputation Management


How do you mange
the “Why” Factor?

Where Do I Network?

Thinking about YOUR **digital footprint**?



Networking Opportunities …

- Professional association
- Cultural events
- Conventions
- Create communities
- Professional development classes
- Attend industry events
- Alumni association
- Meetup
- Leverage your existing contacts
- Seek out mentors and sponsorship
- Volunteer
- Utilize social media
- Join more organizations
- Network online
- Think outside your industry

SOCIAL MEDIA STRATEGY



ON BRANDING

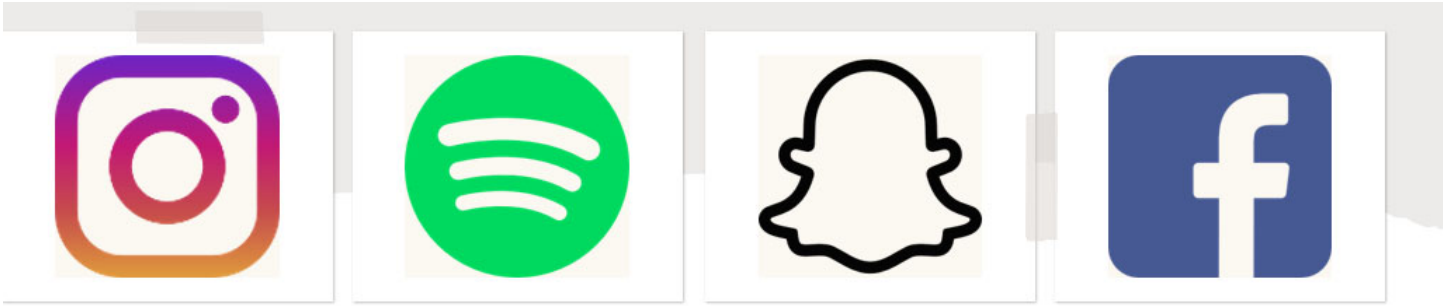
Let's Think Like a 🍩 – The Donut Mindset


Delicious
KRUMPE'S
DO-NUTS
SINCE 1934


DUCK
DONUTS
WARM, DELICIOUS & MADE TO ORDER!


ON
DD
AMERICA RUNS ON DUNKIN'


Krispy Kreme
DOUGHNUTS
Make Today Special



Here's a cool photo my donut

I'm "listening" donuts

Watch me eat donuts

I like donuts

What you do on social media…

is your professional mindset.

I hope to operate a donut franchise one day.



On LinkedIn..... YOUR Professional Mindset

Social-Media Screening



According to a 2018 CareerBuilder survey of more than 1,000 hiring managers and HR professionals:

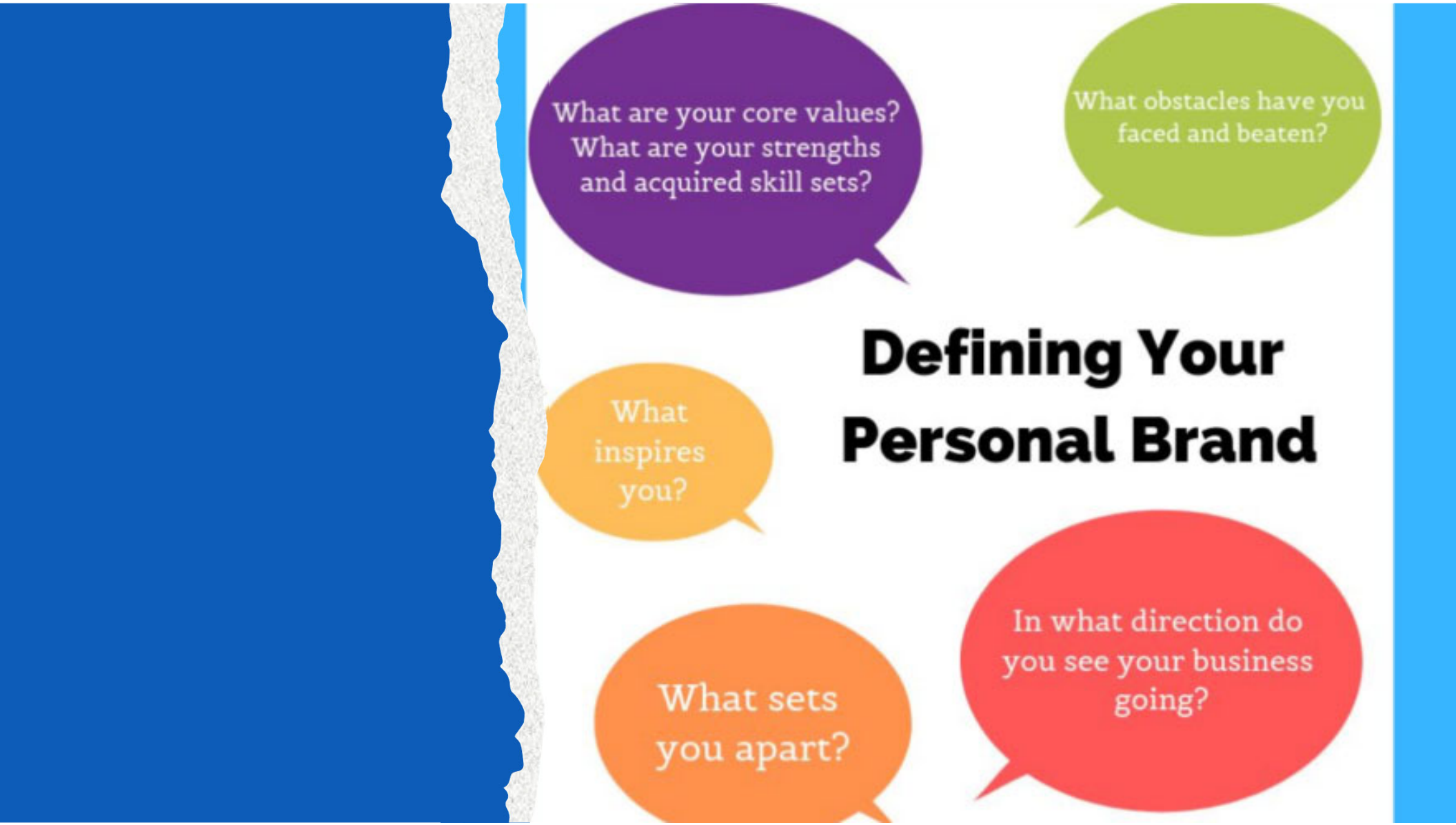
70% of respondents use social-networking sites to research job candidates,

57% of whom discovered content that caused them not to hire candidates.

Monitoring doesn't stop when a candidate is hired:

48% of respondents monitor current employees on social media,

34% of whom have found content that caused them to admonish or fire an employee.


What are your core values? What are your strengths and acquired skill sets?
What obstacles have you faced and beaten?
Defining Your Personal Brand
What inspires you?
What sets you apart?
In what direction do you see your business going?



Next Steps …

Increase My Virtual Visibility and Online presence …

Core Brand Foundations

- **Branded Bio (Long Version):** Draft your master story for your blog, website, or vlog about page.
- **Personal Portal:** Set up a central hub (e.g., Linktree, Bento.me, or About.me) to house all your links.
- **Google Profile:** Update your Google account info, profile picture, and public-facing details.

Professional Networking

- **LinkedIn Summary:** Rewrite your About section using strong keywords and a compelling narrative.
- **Short Application Bio:** Create a punchy, 1-2 paragraph bio ready to copy-paste into job boards or speaker pitches.

Video & Visual Platforms

- **YouTube Channel Profile:** Optimize your channel "About" tab with searchable keywords and social links.
- **TikTok / Instagram Bio:** Craft a high-impact, short-form bio tailored for visual content consumers.

Microblogging & Communities

- **X (Twitter) Profile:** Condense your core value proposition into a sharp, 160-character bio.
- **Threads Profile:** Sync or tailor your bio for Meta's conversational text platform.

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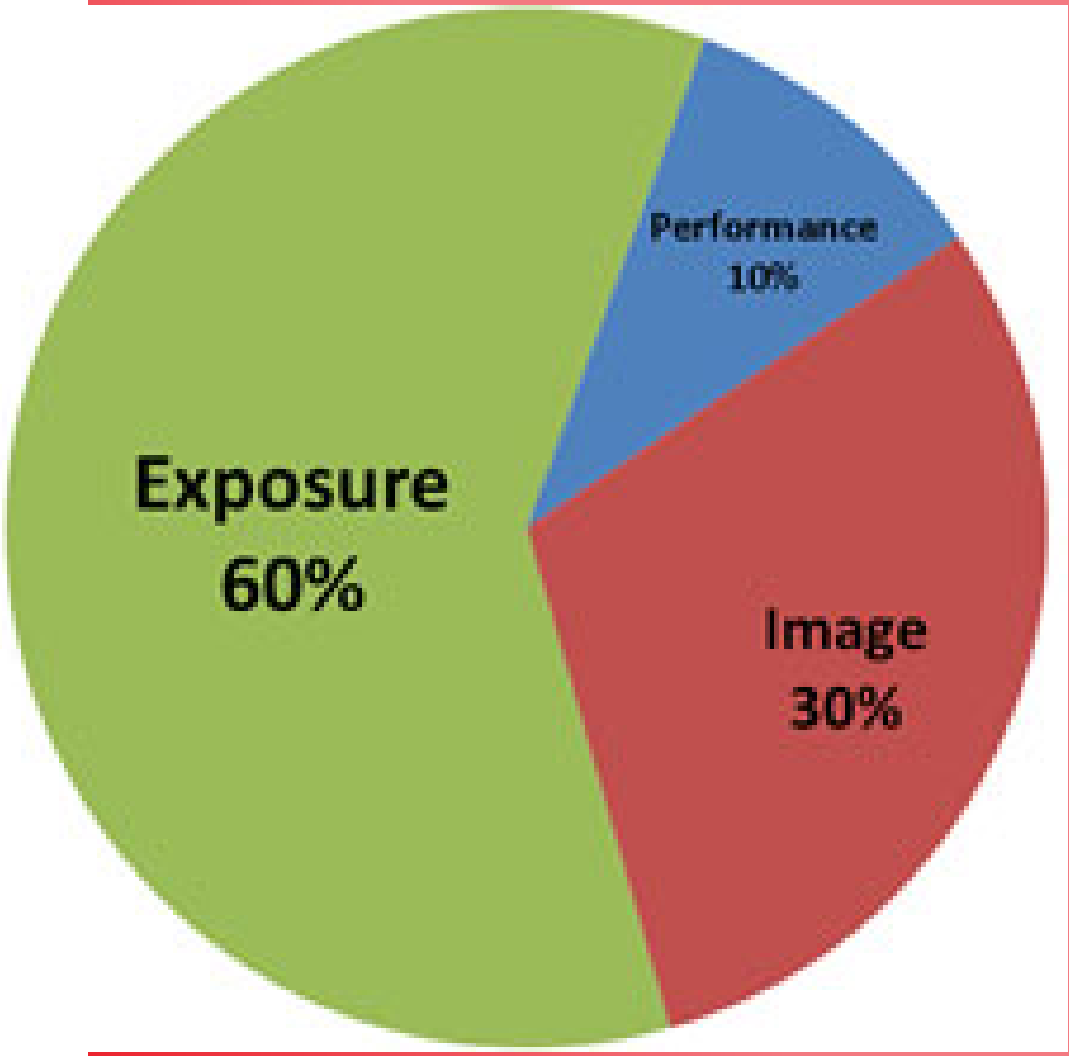
Next Steps:
Develop & Leverage Your Brand

P.I.E.

Theory of Success





Breakout Room #3

Getting Promoted vs Leaving the Company for Another Opportunity

1. Think about P.I.E.
   - Who knows you at work & what are they saying about you?
   - How are you expanding your network within the company and who is your champion?
   - How is your boss advocating for you?


You are authentic when
everything you say and everything
you do you ACTUALLY believe.
Simon Sinek
quotefancy

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THANK YOU!

Questions?

References:/ Thank You

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https://www.naceweb.org/career-readiness/competencies/career-readiness-defined/
UNF Career Success Center: Transferable Skills & Career Readiness
https://www.unf.edu/uploadedFiles/aa/coas/csc/Transferable%20Skills%20Presentations_.ppsx
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