Personal Branding for College Students

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What is a personal brand?

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Your personal brand is what people say about you when you are not in the room.

– Chris Ducker

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All of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.
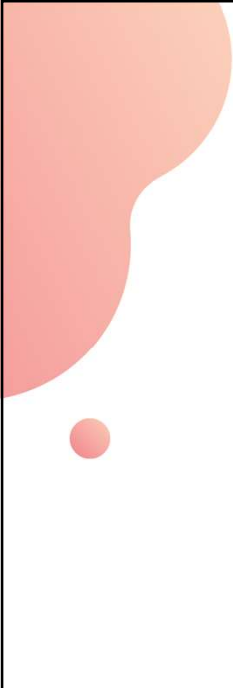
–Tom Peters

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Personal Brand

- A personal brand is how you promote yourself.
- You use your personal branding to differentiate yourself from other people.
- Professionally, your personal brand is the image that people see of you.

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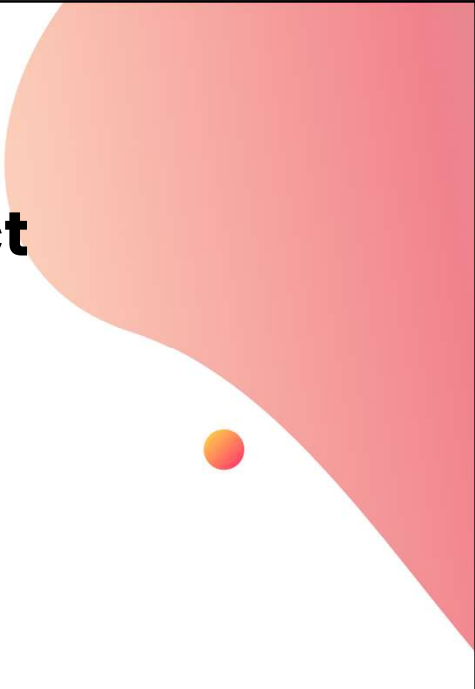
Why personal branding matters?

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- You will build your own career soon.
- You will be competing with thousands of other graduates.
- People are Googling you at every stage of your career.
- A strong personal brand can lead to interviews, job placements, promotions, partnerships, and speaking engagements.
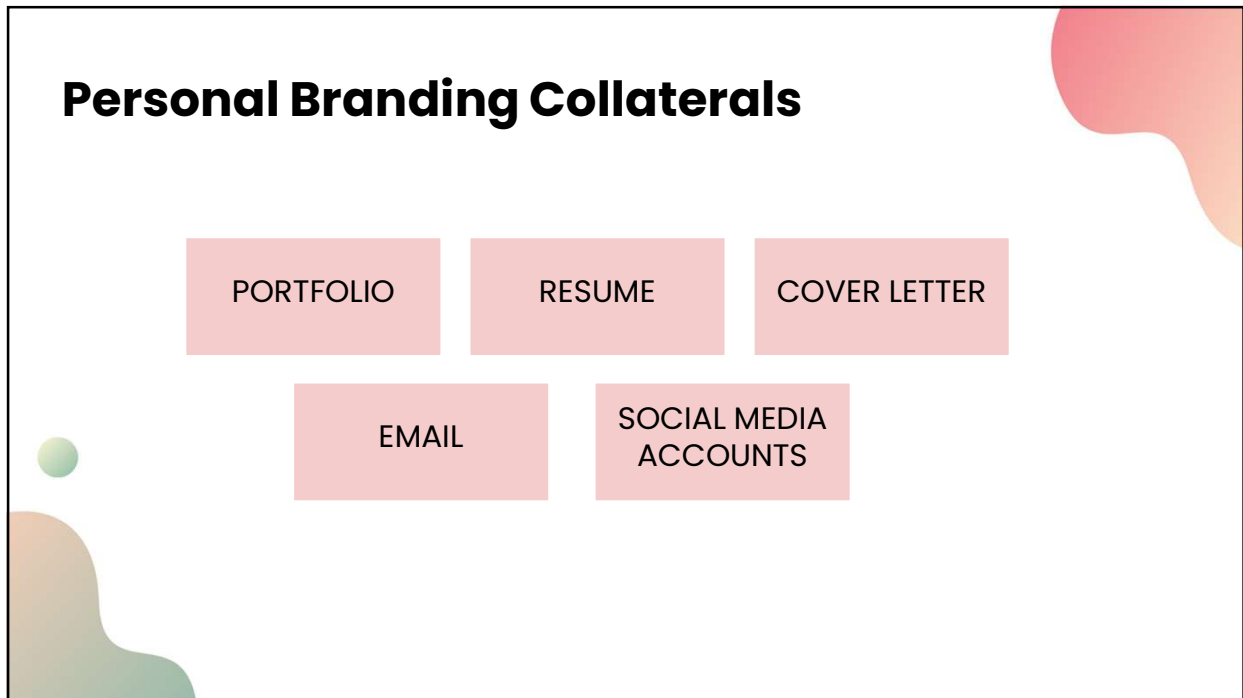
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Activity:
Build Your Brand
and Make An Impact

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Personal Branding Collaterals

| PORTFOLIO | RESUME | COVER LETTER |

| EMAIL | SOCIAL MEDIA ACCOUNTS |

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Portfolio

A portfolio is a collection of your very best work that you have put together in order to show potential employers what you can do.

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What makes a great portfolio?

1. Your portfolio must demonstrate the strength of your written communication skills.
2. It must highlight your best achievements.
3. It must show the consistency of your work over time i.e. the years of study.
4. It must be fitted to your chosen career path.
5. Is a reflection of your commitment - i.e. the effort you put into creating your college portfolio is like the effort you will put into your first job if they hire you.

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Portfolio Contents

Cover Page

A Table of Contents

An Updated Resume

Approximately 8-10 pieces of your best work

Any Awards of Certificates you have received

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What to include in your portfolio?

College or University Work

Examples of case studies, individual and group assignments, projects, machine problems, lab exercises, capstone project, etc.

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What to include in your portfolio?

Internship or Volunteer Work

Real life examples from casual work you have done while studying

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What to include in your portfolio?

Proactive Work you have created

If you have a job interview you can choose to create an example of the work you could do for that role or brand or even another brand in the same category.

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How to describe your work in the portfolio?

1. **Define Scope** – Clearly define the goals or objectives

2. **Methodology** – A brief description of what the activity involved

3. **Results** – List the finding and results as they relate to the goal

4. **Learnings** – It is important to show you can learn from positive experience and from mistakes. These should be listed here.

5. **Your Contribution** – Clearly define your role in the work

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UX/UI Designer Portfolio

https://justinewin.com/

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UX/UI Designer Portfolio

https://justinewin.com/

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UX/UI Designer Portfolio

https://justinewin.com/

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Technical Writer Portfolio

https://karenrempel.com/portfolio/

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Technical Writer Portfolio

https://karenrempel.com/portfolio/

Portfolio Sample List

- Standard Operating Procedures – Sample 1 reduced costs and increased customer satisfaction and sales; Sample 2 helped build customer goodwill.
- Online Help and Quick Reference Guides – Sample 1 illustrates the use of DreamWeaver vs. MadCap Flare, Adobe InDesign vs. Microsoft Word; the documentation supported over 1,900 banking staff to use a new banking software system. Sample 2 integrated online help with a software implementation; the external software vendor bought this innovative methodology from my client.
- Software Documentation Suite – Online Help, User's Guide, Installation Guide – The software's documentation set of over 20,000 online help files and a comprehensive manual set is a prime factor in clients' choice of this modeling tool.
- Online Knowledge Base – Uses Kentico CMS with Visio mindmaps and policy briefs to help staff understand and follow engineering licensing policy.
- Published How-To Book – This Canadian bestseller has helped over 40,000 people.
- Developer Documentation – From reviewing daily code and functional specifications to helping subscribers use Restful APIs to integrating context-sensitive help, I love working with developers and helping them with the documentation they need to do their job and serve their users.

SENIOR DOCUMENTATION SPECIALIST

- Top quality, timely technical writing, UX design, editing, and related services
- Clear communication in print and electronic form
- Bridging people, processes, and technology to help you succeed and delight your staff and customers

WRITING AND EDITING SERVICES

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Technical Writer Portfolio

https://karenrempel.com/portfolio/

Software Documentation Suite

Online Help, User's Guide, Installation Guide

Tools used: RoboHelp, Adobe FrameMaker, Corel Paint Shop Pro Photo, Arena Software, OptQuest

A technical writing project for Rockwell Automation's Arena Software involved updating a documentation set consisting of over 20,000 files, 7 user's guides, 20 help projects, and 5 product inserts. I completed the updates in 9 months.

The product's comprehensive documentation is highly regarded by end users throughout the United States and Canada, and is a key selling point for the software. In addition to updating the documentation with the new features and changes for the current release, I converted all of the files to the latest versions of FrameMaker and RoboHelp.

Some of the documentation was over 25 years old, and many different technical writers worked on the product over the years, resulting in a mix of writing styles, outdated language usage, and inconsistent formatting. Since there wasn't time in the contract for me to do a thorough edit of the documentation, I provided the client with a list of recommendations for bringing the documentation in line with current company and industry technical writing standards.

Here are some pieces from the documentation set.

Installation insert: Arena Software Installation

CONTACT

kyr@karenrempel.com

347.362.5677 New York, NY NYC

604.449.0373 Vancouver, BC

SENIOR DOCUMENTATION SPECIALIST

- Top quality, timely technical writing, UX design, editing, and related services
- Clear communication in print and electronic form
- Bridging people, processes, and technology to help you succeed and delight your staff and customers

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Web Developer Portfolio

https://caferati.me/

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Web Developer Portfolio

https://caferati.me/
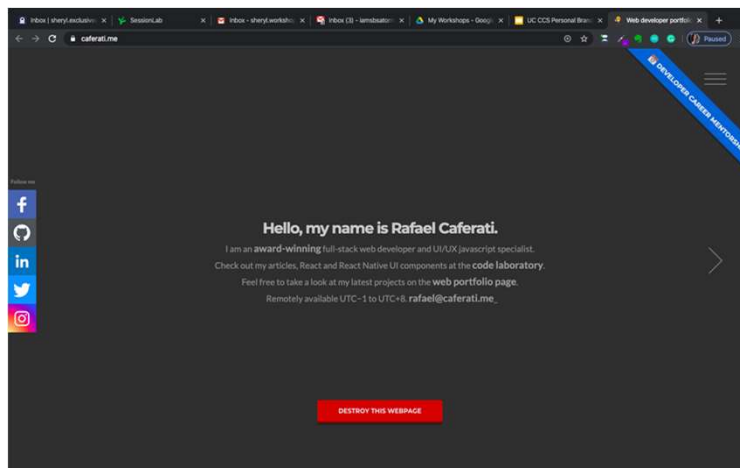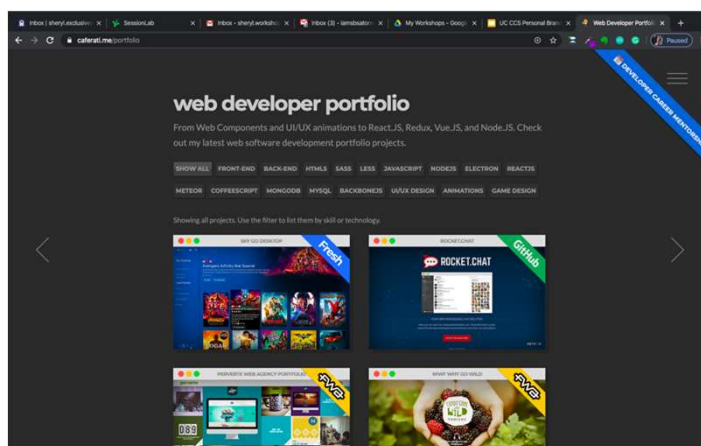
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Web Developer Portfolio

https://caferati.me/
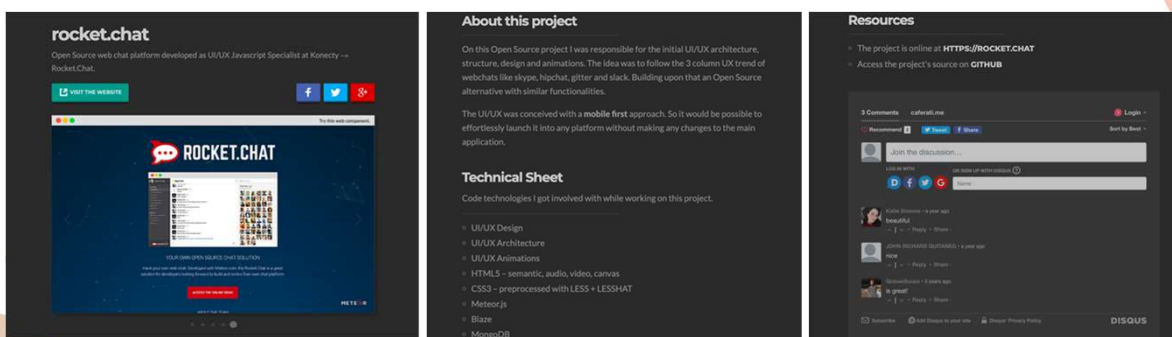
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Resume

A resume is a brief summary of your skills and experience in one page only. It must be tailored fit to the company or job you are applying to.

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Tips on Creating a Resume

- DON'T put in your 2×2 studio photo.

- DO keep it one page only.

- DO include pertinent information like your contact

  information, your gender, and your age.

- DON'T put competency charts and/or graphs.

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Tips on Creating a Resume

- DON'T put in a gimmick. No fancy QR codes. No colorful
  layouts.
- DO keep it concise and easy to read.
- DO save your resume as a PDF.
- DO fact and grammar-check everything before hitting
  send.

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Cover Letter

The cover letter is a tool to help introduce yourself in a memorable, personal way during a job application.

When starting to write any cover letter, it is always best to plan the content of your letter based on the requirements of the job you're applying for.

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What makes a great cover letter?

Memorable introduction

Specific, organized examples of relevant work done and problems solved

Concise conclusion with a call to action

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Tips on Cover Letter

- DO put it in the body of the e-mail. Don't put it in as an attachment.
- DON'T leave the body of your e-mail blank with just your resume attached.
- DO keep it short and sweet. DON'T write an essay. Four to five paragraphs are fine.
- DO introduce yourself and what position you're applying for in the company at the beginning.

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Email Etiquette

- Include a clear, direct subject line.
- Use a professional email address.
- Think twice before hitting 'reply all'
- Include a signature block.
- Use professional salutations.

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Email Etiquette

- Use exclamation points sparingly.
- Be cautious with humor.
- Don't assume the recipient knows what you are talking about.
- Do reply to all emails.
- Use **to**, **cc**, **bcc** carefully.

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Using Social Media for Personal Branding

1. Find and join the right groups.

2. Keeping the image consistent.

3. Engage regularly.

4. Create and curate engaging content.

5. Keep it positive.

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Social Media Etiquette

- Don't mix business and pleasure.

- Use caution posting and tagging photos.

- Before you post, tweet, or share anything, think about how others might interpret it – will it be perceived as insightful and informative, or crass and boring?

- Understand that your sense of humor isn't universal.

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Social Media Etiquette

- Don't rant. Don't get into arguments.
- Avoid oversharing.
- Double-check your grammar, and do check the facts before sharing.
- Don't be a smartass, or a self-acclaimed experts in every field.
- Choose the best platform that represents your personal brand and your advocacies in life. Make your profile public, otherwise; keep it private.

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Social Media Bio

Your social media bio should address the following:

- Who you are
- Where you work
- What you do
- The topics that interest you
- Your brand's tone
- How someone can get in touch with you

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Instagram Bio - Template 1

[Interest 1] + [Interest 2] + [Interest 3] / [Location]

_ _ _ _ _ _ _ _ _

#[Hashtag]

_ _ _ _ _ _ _ _ _

[Call-to-action]

↓

[Link]

almostmakesperfect   Following   ▼   •••

2,364 posts   57.8k followers   725 following

molly madfis
lifestyle + design + baby + basically just fun stuff / los angeles
—
#casamadboom
—
read the blog, shop my house + all my fave items here
↓
almostmakesperfect.com/links

Followed by gilliann.stevens, kirsten.diane, connectedgoods + 68 more
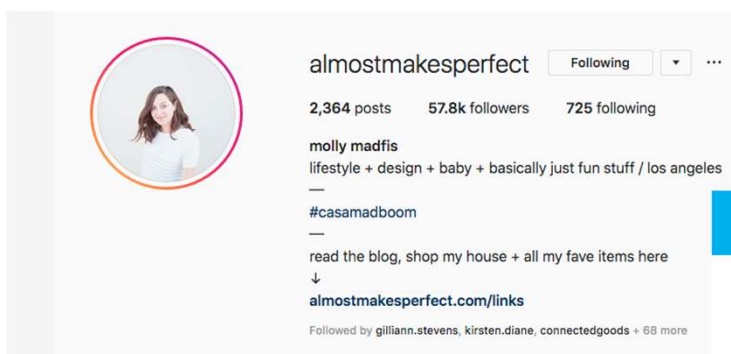
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Instagram Bio - Template 2

[Name]

[Role], [Title], [Something that sets you apart]

Founder of [personal brand]

[Link]

justinablakeney ✓   Following ▼   • • •

6,902 posts   352k followers   2,504 following

Justina Blakeney
Designer, artist, mama, entrepreneur
Founder of @thejungalow + @justinablakeneyhome
New York Times Bestselling author of The New Bohemians
linktr.ee/thejungalow
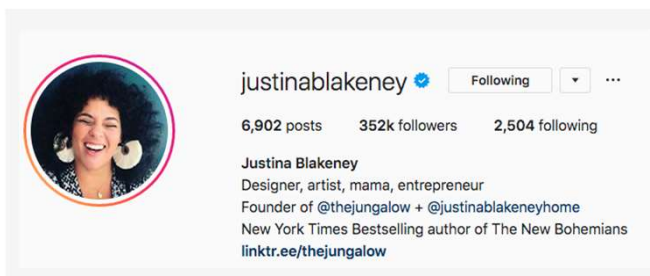
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Instagram Bio - Template 3

≈[Talent]

≈[Job title]

≈ [Something that makes you unique]

≈[CTA]

≈[Link or email address]

ludileiva ✓   Following ▼   • • •

47 posts   4,530 followers   1,913 following

ludi leiva
≈ freelance illustrator ☻
≈ creative copywriter
≈ writer @refinery29
≈ collabs + commissions 👆
❤️ ludmila@ludmilaleiva.com
ludmilaleiva.com

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Twitter Bio - Template 1

[What you are] | [Your company's Twitter handle] | [Other details about yourself] | [Where your work has been seen]

Saadia Muzaffar 🏳️‍🌈 سعدية
@ThisTechGirl

Tech Entrepreneur | Founder @TechGirlsCan | Co-founder TechResetCanada.org | Board @endVAWnetwork | In @FortuneMagazine @GlobeAndMail @VICE @CNNMoney @CBC

Standing with working class folks everywhere. Blooming where planted: Turtle Island 👊

saadiam.com

Joined April 2009

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Twitter Bio - Template 2

[Witty commentary about yourself]. [Role], [Companies you've worked for]. [Where your work can be found.] [Special projects you work on with Twitter handles if available].

Cole Nowicki
@colenowicki Follows you

A generally well-mannered person. Writer, Post Radical on VICELAND. Words in VICE, Joyland, McSweeney's. Producer/host of @afineshow.

colenowicki.com

Joined February 2015

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Twitter Bio - Template 3

[How you identify]. [Professional titles]. [Other roles]. [Email address]. [Gender pronouns].
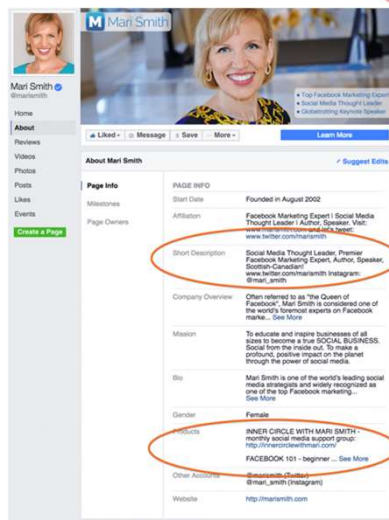

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Facebook Bio

Focus on your interests

Accomplishments

Include any quotes that inspire you.

If you enjoy music, for example, list your favorite groups and singers.

If you watch sports, write why you like certain teams.

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Social Media Profile Photo

- Do have a clean and monotone background.

- Present your best self - great smile, great headshot. If possible, hire

  a professional photographer, or a skilled friend.

- Showcase your personality with color.

- Follow the recommended social media image size per network.

- Never change your profile photo almost every day.

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Absorb what is useful, reject what is useless, add
what is specifically your own.

–Bruce Lee

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Thank you.

sheryl.satorre@uc.edu.ph

https://about.me/sherylsatorre

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References

Brand yourself: https://brandyourself.com/definitive-guide-to-personal-branding

Email Etiquette Rules: https://www.inc.com/business-insider/email-etiquette-rules.html

Facebook Bio Examples: https://blog.dlvrit.com/facebook-bio-examples/

How to create a college graduate portfolio? https://everydayinterviewtips.com/how-to-create-a-college-graduate-portfolio/

How to write a cover letter? https://www.glassdoor.com/blog/guide/how-to-write-a-cover-letter/

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Ways to Use Social Media to Build your Personal Brand: https://www.forbes.com/sites/sujanpatel/2016/11/12/9-ways-to-use-social-media-to-build-your-personal-brand/#37676cd35209

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