

# PERSONAL BRANDING:

How to Brand Yourself Beyond the Resume



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UNIVERSITY

Victoria Kerr, Senior Director, Career Center

# 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







A photograph of a person's back and shoulders, with their arms raised and hands behind their head. The person is standing outdoors on a grassy area. The text "WE ARE ALL BRANDS" is overlaid in large, white, bold, sans-serif font with a slight drop shadow. The bottom of the image is cut off by a white, torn-edge effect.

**WE ARE ALL  
BRANDS**



# Personal Brands





## Breakout Room #1

# Your SUPER SKILLS @ Work

### What's my "WHY" Factor?

1. What are the strengths that others acknowledge in me? What strengths and skills came up over and over again?
2. Which are my motivating skills—the skills that excite me?

BRAND

YOU

Your  
**Image**

Your  
**Mission**

Your  
**Values**

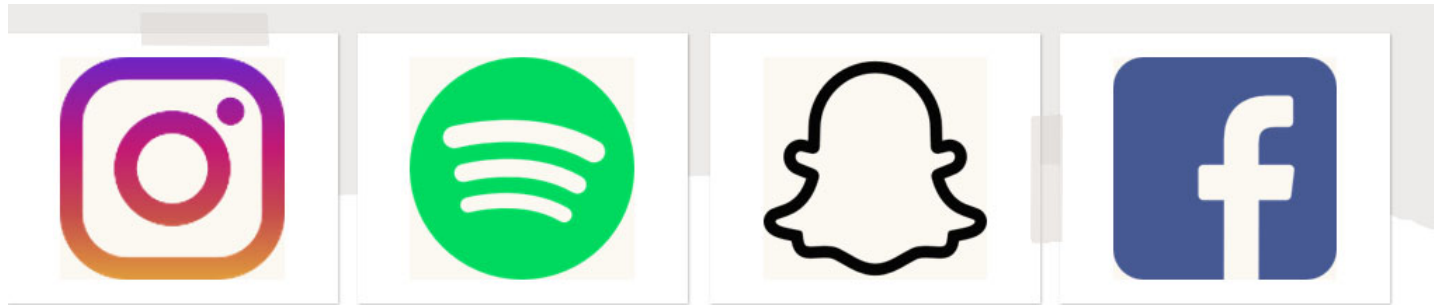
Your  
**Vision**





**AMERICA RUNS ON DUNKIN'™**





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







1

Resumes

2

LinkedIn Profiles

# Personal Branding

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# JANE DOE

P: (123) 456-7890 | E: janedoe@gmail.com | L: 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.

ENZYMELABS | 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

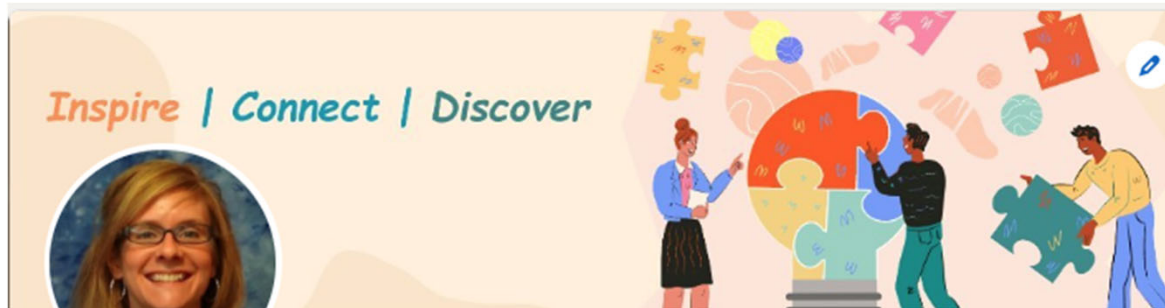
2011


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

# BUILDING YOUR 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

- 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**



Hi Julia,  
My name is Alex Highlander.

Your career as a non-profit professional is inspiring and I would love to connect with you to learn more about what you do and how you achieved all that you have! Thank you for the opportunity to be a connection on LinkedIn.



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# Strategic Networking



Let's think about kitchens & dining rooms...



# Three Questions Before You Network



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**What are you known for today?**

Eg. Strengths, Skills, Experiences



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**What do you want to be known for?**

Eg. Reputation, Personal Branding, Credibility

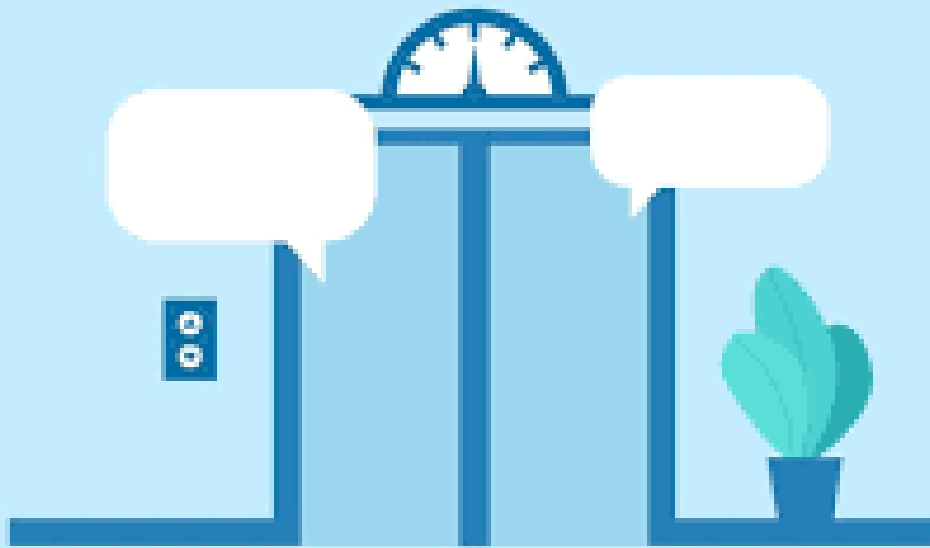


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**How do you get there?**

Eg. Short and Long Term SMART Goals





## THE ELEVATOR PITCH



## Breakout Room #2

# Your Elevator Pitch

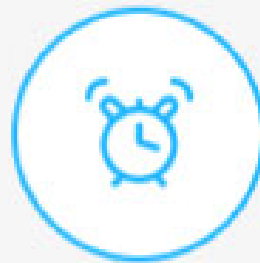
Let's Practice!

- Who am I? (introduce yourself)
- What business am I in? -- What field or industry am I in?
- What group of people do I service? (be specific -- do you have a niche?) -- What position am I in? In what capacity do I serve?
- What is my USP (Unique Selling Proposition)? What makes me different from the competition?
- What benefits do my customers derive from my services??

# 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!

- What worked?
- What did not work?
- How did you feel?
- What did you learn?





Where Do I Network?

# Networking Tips

When attending a networking event...

- Set goals
- Practice and become comfortable with YOUR story & 30-second pitch
- Meet new people & introduce others
- Listen for opportunities – ask questions!
- Be prepared to follow up





# Mentorship

Personal

iMPROVE  
DEVELOP  
TRAINING  
MOTIVATE  
COACHING  
iNSPIRE

Professional



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# Reputation Management

What's your  
**digital**  
**footprint?**



# Social-Media Screening



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

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

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

Monitoring doesn't stop when a candidate is hired:

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**48%** of respondents monitor current employees on social media,

---

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



## Next Steps ...

### Increase My Virtual Visibility and Online presence ...

- Update my LinkedIn summary
- Update my Facebook page
- Update my branded bio on my blog, vlog or website
- Create/update my YouTube channel profile
- Create/update my Google profile
- Create a short version of my branded bio for job applications, etc.
- Create a personal portal (e.g., about me, flavors.me, etc.) and include my branded bio ...
- Update my 160-character Twitter profile ...

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?

So, wait I have  
my own brand?



<https://supicket.com> > making-the-most-of-careerfest-at... ⋮

### [Making the Most of CareerFest at Shepherd University](#)

Mar 24, 2013 — CareerFest, led by Career Services Director **Victoria Kerr Buchbauer** and Graduate Assistant **Jamie Fry**, allows students and alumni from all ...

<https://www.facebook.com> > ShippensburgCMPD > posts ⋮

### [Victoria Kerr, Director of the Career Center, and ... - Facebook](#)

**Victoria Kerr**, Director of the Career Center, and **Alix Rouby**, Director of Internships, are representing the CMDP for tonight's Ship Red Out at the...

Missing: buchbauer | Must include: buchbauer

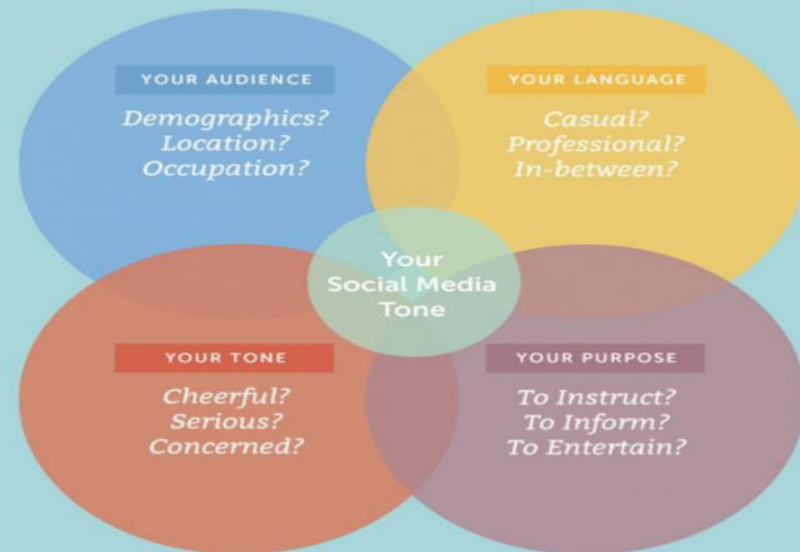
<https://www.ratemyprofessors.com> > ShowRatings ⋮

### [Victoria Buchbauer at Shepherd University - Rate My Professors](#)

**Victoria Buchbauer** is a professor in the Business department at Shepherd University - see what their students are saying about them or leave a rating

Be diligent  
Be consistent  
Be relevant  
Be interesting  
Be yourself

## Define Your Social Media Voice







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# Career Success



Critical Thinking/  
Problem Solving

Oral & Written  
Communication



Leadership

Teamwork/  
Collaboration



## CAREER READINESS COMPETENCIES



Global &  
Intercultural Fluency

Work Ethic/  
Professionalism



Career  
Management

Digital  
Technology





## Breakout Room #3

# Your SUPER SKILLS @ Work

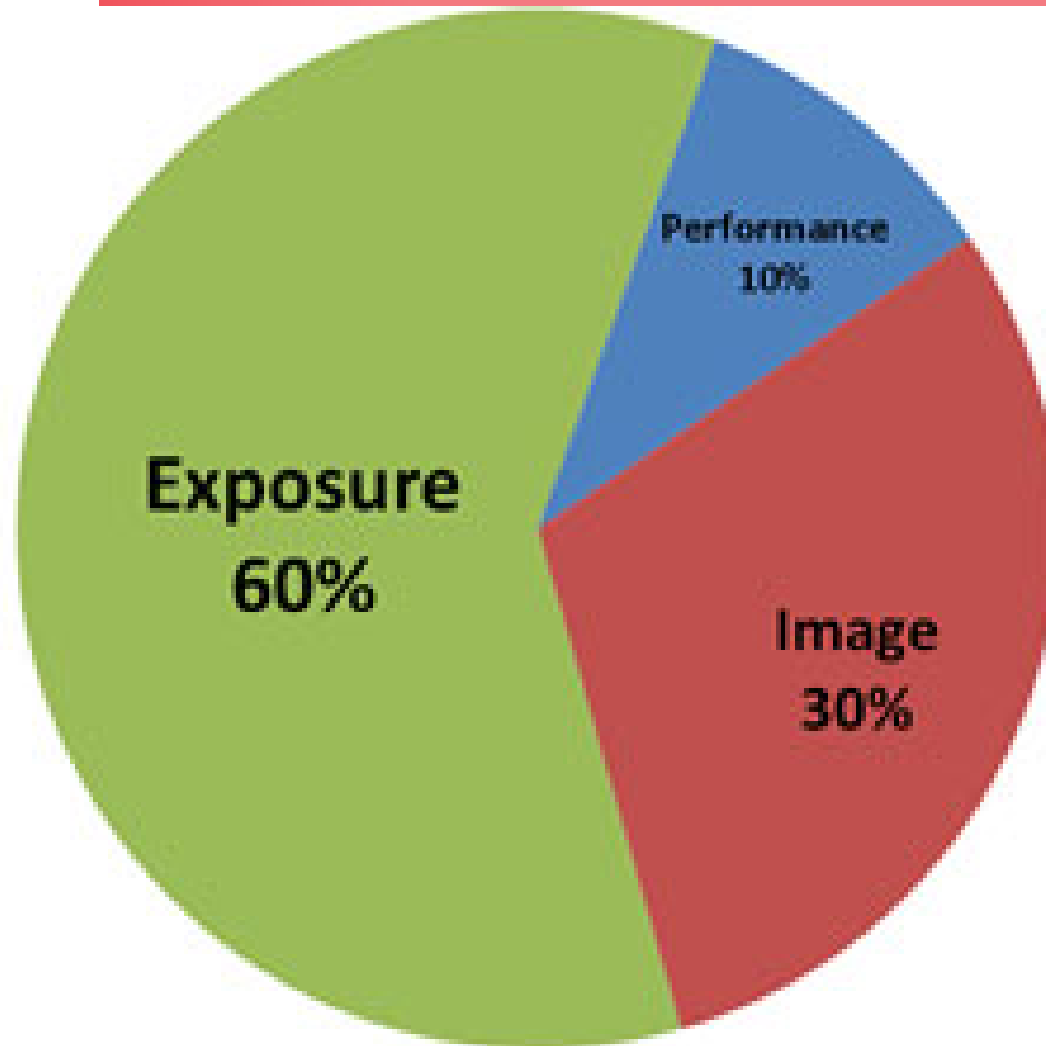
1. Which strengths and skills are going to be most helpful in achieving my career goals?
2. What skills are missing? What skills would I like to build but have not yet had the opportunity to practice?



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**Next Steps:  
Develop & Leverage Your Brand**

**P.I.E.**  
Theory of Success





**SIMPLE**

**UNIQUE**


**FOCUSED**



### **Breakout Room #3**

# Getting Promoted vs Leaving the Company for Another Opportunity

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



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

Simon Sinek

quote fancy





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★ ★  
*Thank You!*  
★ ★

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victoria-kerr-15287323

# THANK YOU!

Questions?

## References:/ Thank You

University of Washington – Professional and Continuing Education

Simon Sinek "The Golden Circle"

[http://www.lagc.org/uploads/9/2/8/6/92866386/handout-\\_the\\_golden\\_circle-\\_element\\_three.pdf](http://www.lagc.org/uploads/9/2/8/6/92866386/handout-_the_golden_circle-_element_three.pdf)

Harrisburg University Career Services & Experiential Learning

NACE Career Readiness Competencies

<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](https://www.unf.edu/uploadedFiles/aa/coas/csc/Transferable%20Skills%20Presentations_.ppsx)

PWC Personal Brand Workbook

[https://www.pwc.com/c1/en/assets/downloads/personal\\_brand\\_workbook.pdf](https://www.pwc.com/c1/en/assets/downloads/personal_brand_workbook.pdf)

Personal Branding:

<https://www.slideshare.net/kristianandersen/brand-you-personal-branding>



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