

Building Your **PERSONAL BRAND**

Amanda Cheung, Career Advisor





HOUSEKEEPING

- Audio is off
- Webinar is being recorded
- Type questions in chat or Q&A

AGENDA

- 1** What is a personal brand?
- 2** Why is it important?
- 3** Creating or changing your personal brand
- 4** LinkedIn and your brand
- 5** Final tips

1

What is a personal brand?





Personal Brand

Your outward impression to the world based on what they see, hear, and interactions with you - who you are to other people



The *WALT DISNEY* Company

Coca-Cola



Uber

TARGET





Branding is NOT:

- Empty buzzwords
- Labels
- Fake
- Only about skills
- Cold

Branding IS:

- Purposeful buzzwords
- What you DO
- Impact-oriented
- Humanistic
- Based on values
- Warm, about PEOPLE



Your personal brand should be
authentic and connected to
who you are!

2

Why is it important?



Having a personal brand...

Gives a good IMPRESSION

According to CareerBuilder 70% of employers use social media to screen candidates during the hiring process

Builds TRUST

When people know who you are and what you stand for, they're more likely to trust you

Makes you MEMORABLE

Differentiate yourself from the crowd

Leads to OPPORTUNITY

People will remember you when they are looking for a particular set of skills and expertise



3

Creating/Changing Your Personal Brand





What does your current brand
look like?

Questions to Ask Yourself...



What am I
passionate
about?



What am I
good at?



What makes
me credible?



What are my
brand goals?





A good story...

- Who you are
- What you've become
- What your current mission is
- What makes you credible

3 C's of Storytelling

Character

Introduce who you are and the background that sets the stage

Conflict

Create interest and intrigue, get personal, vulnerable, and share a difficult experience that was your break through moment

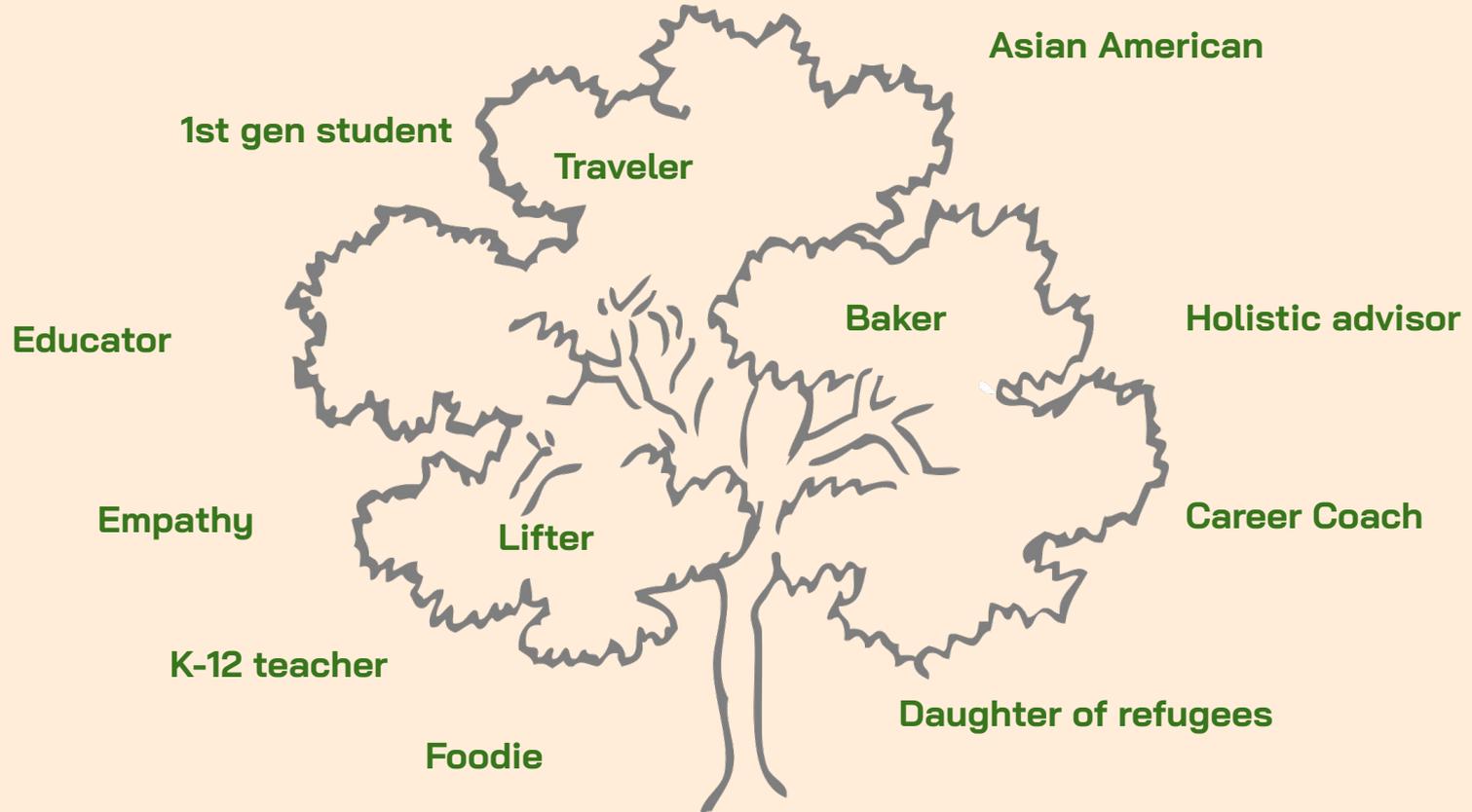
Conclusion

What did you learn?
What did you overcome that you can now help those with it?

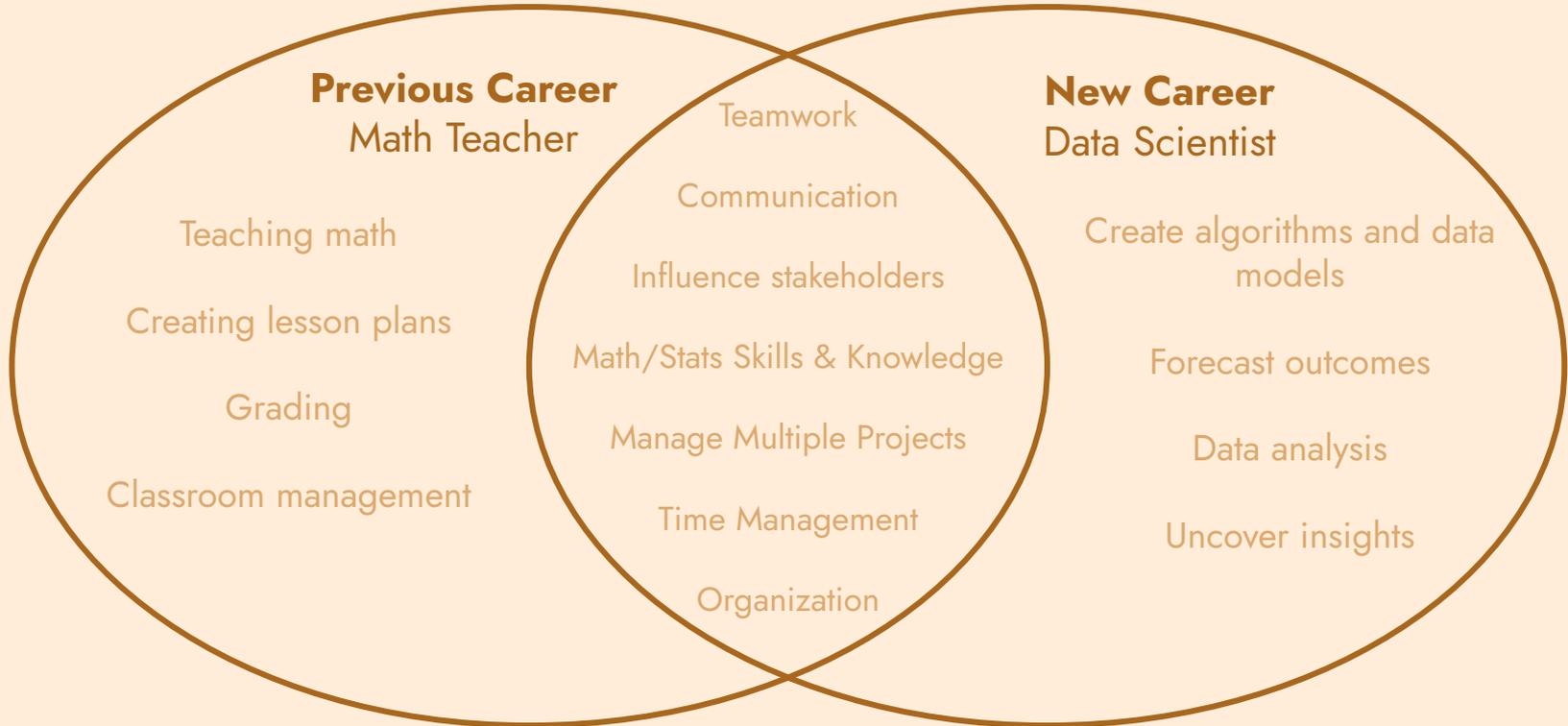
Tie your experience to what you know about the audience/how you relate & show that YOU have relevance to the problems they are trying to solve (you don't have to be an expert)



What is your story?



Career Changers



Storytelling Tools

Know your audience: Who are you truly trying to reach?

Communicate your value: You do NOT need to be an expert! You can be learning and exploring/sharing findings

Craft your message: Make it personal, memorable, and/or helpful

Distribute your message: Choose tags, share on other platforms

Social networking: Twitter, LinkedIn

Video sharing: YouTube, Vimeo, TikTok

Blogging: WordPress, Medium

Personal Website: Github, Squarespace

4

LinkedIn & your brand



LinkedIn MUST-haves



Headline

Aligned with your target career



Connections

Connect with those you know & trust



Photo

Clear, well lit, centered & appropriate



Keywords

Important for search engine



About

Background, interests, & specialties



Skills & Endorsements

Build your credibility



Virginia Martinez • 1st

Natural Born Match-Maker, Slightly Annoying Question Asker, Relentless Problem Solver, and Tough-Love Distributor

San Francisco Bay Area

Message

More...

IDEO IDEO

 Boston College

 See contact info

 See connections (500+)

With over 15 years of Recruiting experience, at the core I am strategic partner to organizations, leadership, hiring managers, and candidates. I enjoy identifying and exploring opportunities for process improvement as much as I enjoy implementing and scaling those initiatives. I have experienc...



Amanda Cheung, M.Ed.

Holistic Career Advisor | 1st Gen Professional | Helping Students Reach Their Goals

Tempe, Arizona, United States

949 followers · 500+ connections



UC Berkeley School of Information



University of California, Los Angeles

About

As a first-generation college student and daughter of refugees, navigating my career path was challenging. Throughout college, I was asked the same question again and again: "What are you going to do once you graduate?" Frankly, I had no idea. I tried my hand at teaching English abroad through the Fulbright program, and found that K-12 teaching was not for me. I stumbled upon higher education, and after countless resumes, cover letters, and job interviews, I ended up with a position in college admissions, which sparked my passion for working with students of all ages and backgrounds!

Since then, I have worked in a variety of units for the past 7 years: admissions, resource centers, crisis response teams, academic advising, study abroad, and now career services. Through these experiences I've found that what is most fulfilling to me is partnering with students to help them achieve their career goals.

No one is born with great interviewing skills or knowing exactly what employers are looking for...that's where I come in! I'll help you craft your story, figure out your job search strategy, teach you how to network, and be your biggest cheerleader. With my background in student affairs, I look at the whole student and lead with empathy. I enjoy conversations about interests, values, and culture, especially for those who are looking to make a career change! I'm a big believer in finding roles that help you reach your career goals and bring you joy. Jobs should never come at the expense of your mental and physical health. I want to help you see your potential and guide you to make the best decisions for yourself. Your career is not just a destination, but a journey!

While I currently work with Master of Information and Data Science students at UC Berkeley, I enjoy providing general career support to those in my network. Feel free to send me a message and we can talk about anything...from reworking your resume, to how to answer interview questions, or even negotiating offers!



Swetha Pola (she/her) · 2nd 

5th Year Master of Information & Data Science @ UC Berkeley | Data Science Fellow @ D-Lab

San Francisco Bay Area · 500+ connections · [Contact info](#)

Pending

Message

More...



D-Lab, UC Berkeley



UC Berkeley School of Information

👋 Hi there, thanks for landing here! I'm currently pursuing my Master of Information and Data Science at the UC Berkeley School of Information (graduating 2021). I'm excited about building products at and researching the intersections of AI, social justice, and brain science.

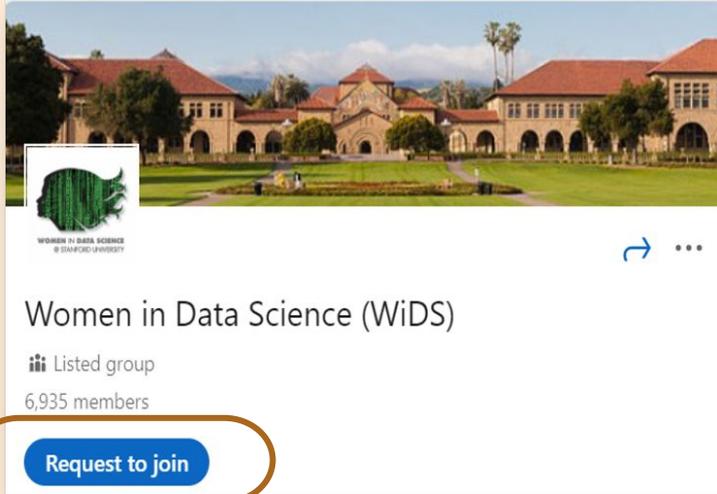
👤 At a glance, here are some things I've deeply enjoyed working on:

- Currently a Data Science fellow with the D-Lab, working to support UC Berkeley students, staff, and faculty with statistical analysis, data science, and intelligent research design for computational social science applications
- First and sole Product Manager at Umba where I drove product development, beta-tested, and led the rollout of 5 core digital bank product features creating a brand new product experience for total active base of 300,000+ Kenyan users
- Built sustainable, trauma-informed healing programs reaching and supporting 400+ survivors of sexual violence & first-responders on the UC Berkeley campus

🌱 My research interests include investigating, preventing, and healing longitudinal behavioral health impacts. My approaches to data science and healthcare are informed by principles of transformative justice, ethical AI, and radical transparency.

P.S. if we haven't met yet, please leave a note in your connection request!

Take Your Brand Further: Connect, Follow, Post, React, & Share



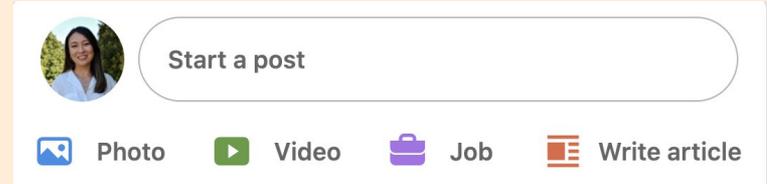
WOMEN IN DATA SCIENCE
@STANFORD.EDU

Women in Data Science (WiDS)

Listed group

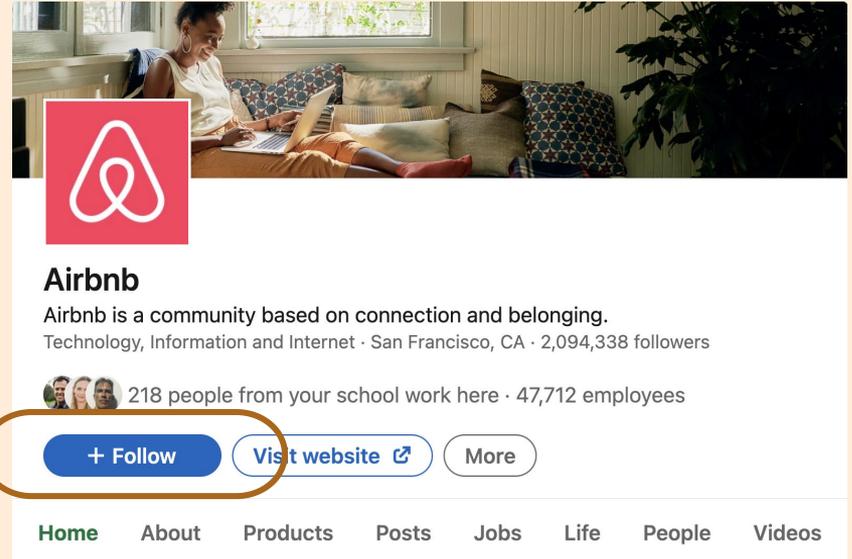
6,935 members

[Request to join](#)



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Airbnb

Airbnb is a community based on connection and belonging.
Technology, Information and Internet · San Francisco, CA · 2,094,338 followers

218 people from your school work here · 47,712 employees

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5

Final tips





How do you cultivate an
authentic & successful
brand?



Be ~~better than~~ the
competition.



1. Be different, be YOU.

2. Make it personal.

3. Always be innovating.



You never get a second chance to make a first impression—make it one that will set you apart, build trust and reflect who you are.

Personal Branding Resources

- [What is a Personal Brand? And How Do You Show It off in an Interview?](#) (TopInterview)
- [Learning Personal Branding](#) (LinkedIn Learning)
- [What is Personal Branding? Here's why It's So Important](#) (Search Engine Journal)
- [Why Personal Branding Is More Important Than Ever](#) (Forbes)
- [Why You Need to Develop A Powerful Personal Brand Identity at Work](#) (Everyonesocial)
- [How to Brand Yourself on LinkedIn?](#) (Medium)

Career Services Resources

Career Advising Appointments

www.ischool.berkeley.edu/careers/students/advising

Resume & LinkedIn Profile Reviews

www.ischool.berkeley.edu/careers/students/resumereview

Webinar Recording & Slide Deck

www.ischool.berkeley.edu/events/2022/building-your-personal-brand

Contact

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Thank you!

Questions?

Survey: <https://forms.gle/W51c19azVn7PgYkB7>

Take Home Activities





What is your current online presence?

Take this little quiz to find out your online ID presence to help you get started with what your online brand looks like currently.

www.onlineidcalculator.com

What is your story?

Think about your different identities. What brought you to where you are today? Who are you outside of work? If you were a tree, what would your different branches represent?

See slide 17 for examples.





What do you want your personal brand to be?

Brainstorm on a piece of paper or word doc:

- What is your story? (who are you and what have you become?)
- Who is your target audience?
- What is your mission?
- What makes you credible?



Personal Brand Profile

<p>Mission (what do you seek to do & how are you part of the solution? Where do you see yourself going?)</p>	
<p>Interests & Passions (what are your passions that drive you? what informs your brand?)</p>	
<p>Strengths (what are you good at?)</p>	
<p>What makes you uniquely you? (what sets you apart from others?)</p>	

Career Changers

As a career changer, you have a unique set of experience and skills that differentiate you from others.

Use this venn diagram to brainstorm hard and soft skills that showed up in your previous career and what will show up in your new career. **Whatever crosses over in the middle** is what you'll want to showcase with your personal brand and when marketing yourself during the job search!

