

BUILDING YOUR BRAND:
EVERYBODY NEEDS ONE

WHAT'S A
PERSONAL
BRAND?

Your reputation.



SURPRISE!

You already have a personal brand.



Home Notifications Messages Search Twitter



Liana Miller
@LianaTMiller

Live from my stream of consciousness

MIA SAC ATL CAE
chickconference.com
Joined July 2009

1,901 Photos and videos

TWEETS 12.4K FOLLOWING 376 FOLLOWERS 364 FAVORITES 12.2K Edit profile

Tweets Tweets & replies Photos & videos

Liana Miller @LianaTMiller · 9h

whippin and flippin the
whippin and flippin the wrist
whippin and flippin the yam
whippin and flippin the brick

Liana Miller retweeted

in Search for people, jobs, companies, and more... Advanced

Home Profile Connections Education Jobs Interests Business Services Try Premium for free
Health Care Compliance - Become an expert in state & federal health care regulations. 100% online. [Read More >](#)



Liana Miller
AAAF Most Promising Multicultural Advertising Student
Columbia, South Carolina | Marketing and Advertising

Current Clarke and Company Benefits
Previous Flock and Rally: Events + Communications for a Brave New South, USC College of Communications and Mass Information Studies, The Hookah Spot
Education University of South Carolina-Columbia

View profile as 344 connections

<https://www.linkedin.com/in/lianatmiller> Contact Info

Profile Strength All-Star

GLASS AGE

f Liana Miller Search Liana Home 20+



CHICKS
2 1 5

Liana Miller Update Info View Activity Log ...

Timeline About Friends 1,493 Photos More

Have you lived anywhere else besides Miami, Florida and Columbia, South Carolina?

Status Photo / Video Life Event

What's on your mind?

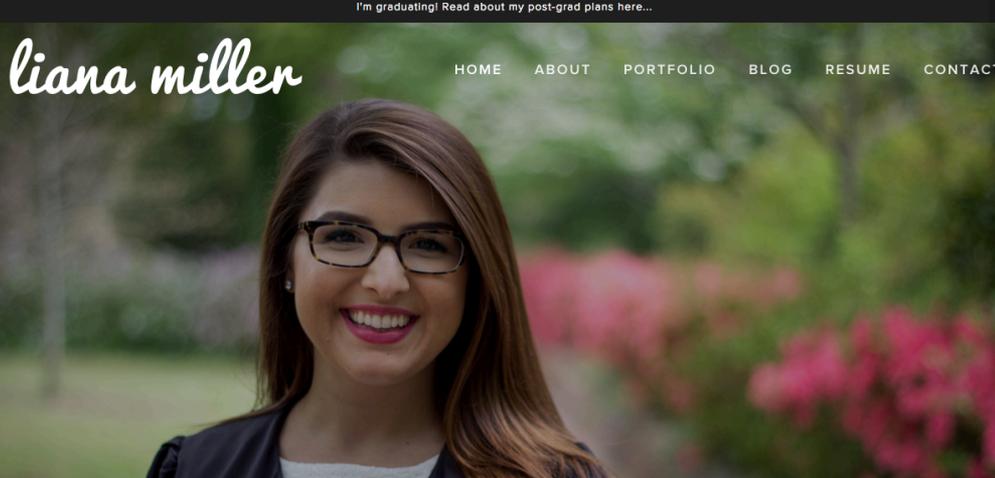
Liana Miller April 19 at 4:34pm · WOW.

Graphic Designer at Clarke and Company Benefits LLC and Intern at Flock and Rally
Past: School of Journalism and Mass Communications and University of South Carolina Housing

Slide 2 of 2

I'm graduating! Read about my post-grad plans here...

liana miller HOME ABOUT PORTFOLIO BLOG RESUME CONTACT



WHAT MAKES YOU YOU?

- Diversity = employer heaven
 - Family background
 - Hobbies
 - Passions
 - Personality
- What do people associate you with?

NOW SELL IT

- Treat yourself as a product. Sell your best features.
- Advertise for yourself. No one else will.
- Authenticity is key.

HOW?



BECOME AN EXPERT

- Set yourself up as the go-to for _____.
- Have an opinion about something and share it
- Be purposeful in what you post online
 - Share articles and news
 - Have relevant conversations on social media

THE WEB IS YOUR STAGE

1. Facebook & Twitter
2. Personal website
3. Blog
4. LinkedIn

1. FACEBOOK & TWITTER

- Have personality, but keep it decent.
- Share professional accomplishments with your social circle
- Follow related accounts
- Know the news. Young professionals are expected to keep the company **relevant**



2. PERSONAL WEBSITE

- Should be a resource
 - Easy to find, easy to use
 - Mobile friendly
- Make it look good.
 - Dress it up like you get dressed up for an interview
 - Bonus: Use for your resume and business card design, too.



SQUARESPACE

tumblr.

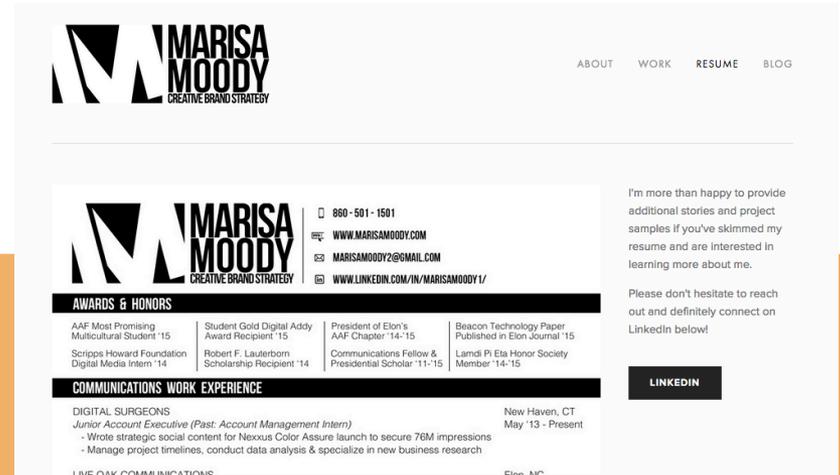
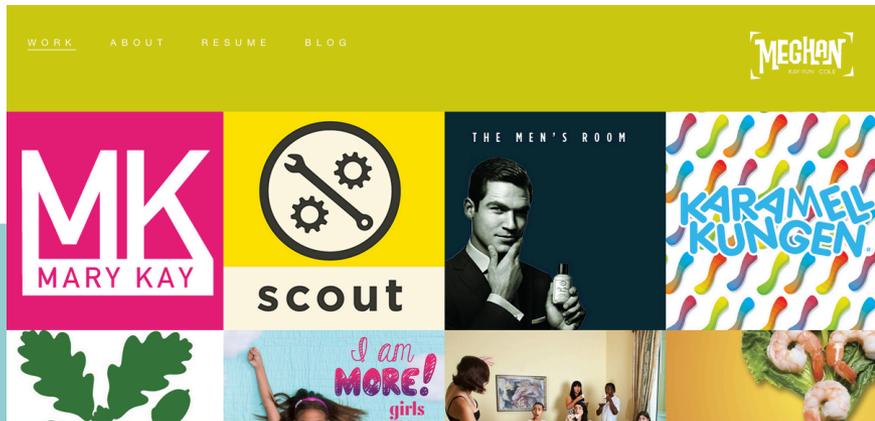


WORDPRESS

WHAT GOES ON YOUR WEBSITE?

1. About me
 - Your chance to shine
2. Work experience
 - Resume
 - Portfolio/case studies
 - Include links and visuals

3. Contact information
 - Email, phone & social media profiles
4. Blog



3. BLOG

- Have an opinion about something and share it
- Doesn't have to be strictly business.
- Show off your writing skills
 - Proof your work
- Chance to showcase your personality and interests
 - Shows authenticity



4. LINKEDIN

- Don't just build a profile and abandon it
 - Keep updated with current work experience, portfolio work, personal website
 - Use verbiage from your resume/website for your profile
- “Facebook for grown-ups”
 - Post weekly updates
- Attend Tati's session next!

YOUR BRAND IS YOU

- Discovering your brand comes with learning who you are
- Take time to reflect on this. Be authentic and honest with yourself.
- Promote yourself