

"Why Is Your

Personal Brand

Important?"

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AGENDA ...

- Personal Brand: What it is...What it isn't
- Significance of Personal Brand in the Job Search
- How Personal Brand is Manifested
- Incorporating Personal Brand: Your 30-Second Commercial, Your Resume, Your LinkedIn Profile



What Is “Brand”?

- Began in the 19th Century
 - Mail order catalogues
 - Advancement of railroads
 - Expansion of postal service
- Distinguishes one commodity from another
- Conveys a “Product Promise”
- Makes an “Emotional Connection”



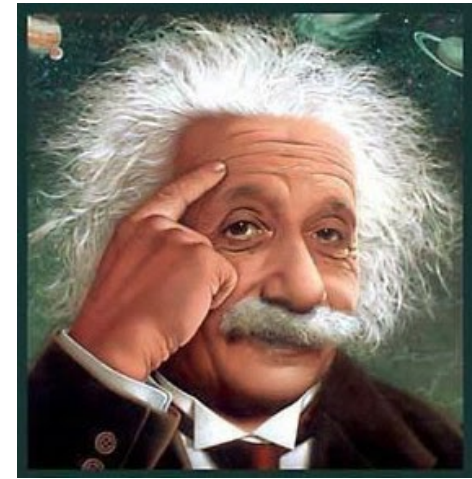
Promise + Experience = Brand

Product Brands



“Personal” Brands

- Outgrowth of Today’s Society and Economy
- Cultural Accessories, Personal Philosophies



You Are No Different!

Skills
Experience
Knowledge

Verbal
Presentation

Vision
Mission
Attitude

Image

Written
Communication
Materials

how
you
see
yourself

YOUR
PERSONAL
BRAND

how
others
see
you



**YOUR BRAND IS
WHAT OTHER PEOPLE
SAY ABOUT YOU WHEN
YOU'RE NOT IN THE ROOM.**

Jeff Bezos, CEO & founder Amazon

Self-promotion = how you have helped others because of what you know.

“The Difference Between Bragging and Self Promotion”
www.TheWildWong.com

Bragging

- Is all about you
- Seeks to impress others by making them feel “less than you”
- Stops people from wanting to talk with you

Self-Promotion

- Seeks to connect with others by sharing info of value
- Is all about how you help others (companies)
- Inspires people to talk with you further

Displaying Your Personal Brand

- ✓ **Your 30-Second Commercial**
 - What do you Provide?
- ✓ **Your Resume**
 - Accomplishments-Driven Bullet Points
- ✓ **Your LinkedIn Profile**
 - Do Not Replicate Your Resume Summary



Your 30-Second Commercial

~~I'm an acknowledged top performer with an entrepreneurial spirit, a vision for results and a sense of urgency to capture opportunity.~~

As a Marketing professional I have enjoyed <over 10 years> of expertise in marketing and sales management in the computer systems industry providing new product and program launches, telecom industry marketing and extensive customer relationship management.

I am most proud of managing the rapid product development and successful launch of a joint venture between Lycra and Neutron Systems resulting in 400% growth in Lycra's sales over the 4 years of the alliance.

Your Resume Accomplishments

- Start bullet points with a verb
- If possible, quantify your achievements with figures, percentages and statistics
- For results achieved through teamwork use verbs such as “collaborated,” “cooperated” and “contributed to”

Examples:

- Introduced and conducted team training and mentoring which highlighted performance weaknesses and improved project performance.
- Achieved 100% customer satisfaction from multi-international clients for quality-delivered products.
- By utilizing software quality assurance best practices and SDLC methodology, built project-based self-managed team that delivered product with 100% quality.
- Ensured all POS transactions were properly transmitted through transaction pipeline to sales audit back-end system which minimized audit exposure

Your LinkedIn Profile

- Treat your LinkedIn Summary as the **written version of your 30-Second Commercial**
- Do not replicate your Resume Summary
 - Use a conversational tone



Conclusion



Contact Charlene to arrange a no-obligation phone consult regarding a new resume or updating your LinkedIn Profile.
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