Creating Your Professional Brand

SJSU Career Center
How Well Do You Actually Know Company Logos?
Introduction

Why build a professional brand?
Introduction

Your resume, cover letter, LinkedIn, Portfolium, and SpartaJobs profile tell the *same story* from *different perspectives*.

Creating a cohesive brand:
- Tells your story
- Defines your expertise
- Shows professionalism
- Builds recognition and credibility
Ask yourself:
• What are your strengths?
• What inspires you?
• What’s most important to you in a career?
Define Your Audience

What are you targeting?
- A job/internship
- A specific company
- An industry

Learn about your target audience:
- What can you contribute?
- What is their mission?
- What are the major trends today?
- Who’s reading it?
Resume

1. Highlight your most relevant experience first. Ex. Separate your experience into “Relevant Experience” and “Additional Experience.”

2. Target accomplishment statements to the job description.

3. Include industry keywords.
Example: You are applying for a position in HR, but don’t have experience directly in HR.
Tasks

• **Interpret and explain** human resources policies, procedures, laws, standards, or regulations.
• **Prepare or maintain** employment records related to events such as hiring, termination, leaves, transfers, or promotions, using human resources management system software.
• **Address employee relations issues**, such as harassment allegations, work complaints, or other employee concerns.

Skills

• **Active Listening** — Giving full attention to what other people are saying
• **Speaking** — Talking to others to convey information effectively
• **Critical Thinking** — Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
• **Writing** — Communicating effectively in writing as appropriate for the needs of the audience.
• **Technology** — Using computers and computer to program, write software, set up functions, enter data, or process information.

1. Check the Job Description
PROJECTS
Older Adult Intervention, SJSU, Fall 20xx

• Observed and assessed the home environment of an elderly adult

• Developed therapy intervention plan to increase living satisfaction by increasing access to outside activities and community events

• Presented life story of older adult to a class of 30+ students and received an A on the project

2. Include Transferable Skills

EXEMPLARY PROJECTS

✓ Critical Thinking
✓ Address issues
✓ Speaking
EXPERIENCE
Front Desk Student Assistant
SJSU, San Jose, CA, September 20xx - Present
• Assessed and directed 30+ students per shift toward resources and staff based on need
• Organized and managed print and electronic files to increase operations efficiency
• Maintained records of 200+ student logs and survey information

✓ Interpret and explain procedures
✓ Speaking
✓ Using computer systems to enter data and process information
✓ Prepare and maintain records
Cover Letter

1. Relate your career goals to the opportunity.

2. Give concrete examples of your skills and accomplishments.

3. Describe how you can contribute specifically to that position or company.
Define Your Brand

LinkedIn

1. Add your classmates and friends.
2. Join professional and alumni groups.
3. Be active – participate in discussions, write an article, share interesting news.
Define Your Brand

Tag skills – including transferable ones

Show concrete examples of your work

Include a description of your role & accomplishments

**TOP 10 TIPS TO BUILDING YOUR E-PORTFOLIO**

By Sammy Spartan

**Description:**

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By: Sammy Spartan, San Jose State University
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Leverage your Portfolium as a tool to showcase your skills and work samples in your job search.
SpartaJobs Profile

Fill out your profile completely! This way, employers will be able to quickly screen for your qualifications.

Use key words and accomplishment statements using the STAR method (Situation, Task, Action, Result).
Social Media

Rule of Thumb: If it’s public, they can find it.

1. Double check your privacy settings.
2. Follow leaders and companies in the field.
3. Engage your audience.
Final Tips

1. **Make it easy for employers to find.** Include your LinkedIn/Portfolium on your resume, your Portfolium on your LinkedIn, and vice versa.

2. **Update regularly.** Finished a project? Started a new job? Be sure to update all materials to stay on the passive job search.

3. **Be authentic.** Follow the 3 C’s – clarify, communicate, capitalize.