

Creating a Memorable Career Brand

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Who am I?

- Former recruiter, now a Certified Career Management Coach
- 22 years of experience recruiting in direct and digital marketing, including where it intersects with the fundraising sector
- I guide professionals at mid-career and beyond to successfully navigate the challenges of a job search or career pivot

By the end of
this webinar,
you will
understand:

- What is career branding
- Why it's important to cultivate it
- Strategies for showcasing it
- Free and low-cost tech tools to help you get started

What is Career Branding?

What is career branding?

It's the practice of marketing yourself and your personal brand for the purpose of career development.



What is a career brand?

- How you represent yourself verbally, visually, online, in writing-- the mental real estate you hold in the minds of others
- What you're known for--your reputation in your industry
- What you stand for—values, character, passions
- What makes you special & stand out from the crowd (hard skills and soft skills)

What is a career brand?

- The collection of the traits people associate with you when your name comes up in conversation, appears on an email, or on a conference program.
- How you present yourself in meetings, at conferences, when you're networking, in a job interview, on your resume and LinkedIn profile.

What is a
career brand?



Answers the
question:

what do
you want
to be
known
for?



The Benefits Of A Powerful Career Brand

Whether you
know it or like it,
you have a brand

So why not show it
off in a creative way
and actively curate it?

Importance of career branding

*We are all CEOs of our own companies: Me, Inc.
To be in business today, your most important
job is to be head marketer for the brand called you.*

(Tom Peters, from his book "The Brand Called You")

Characteristics of a powerful career brand

Clear and concise – Be clear about who you are and what you offer

Authentic – Be true to yourself. Let your uniqueness shine!

Differentiated – Focus on what makes you special

Value-driven – The problems you solve and the impact you make

Consistent -- Across all platforms

Constancy -- Don't disappear for months on end and hope that people remember you

Targeted – Visible to people with whom you want to build and nurture relationships

Benefits of a well-curated career brand

- Helps you highlight and be recognized for your “wow factor”, the one thing you can deliver unlike anyone else
- Allows you to align with your core values which enables you to tell your story with greater confidence and better advocate for yourself
- Make you more promotable and more likely to be tapped for projects and leadership opportunities that build your brand
- Keeps you front-of-mind for the best job opportunities throughout your career journey

Benefits of a well-curated career brand

- Position you as an industry leader so you can attract more clients
- Be viewed as more attractive to recruiters
- Better advocate for yourself
- Increase your earning potential
- Future-proof your career

Uncomfortable
with self-
promotion?

“If I talk about myself,
people will think I’m bragging”

“It ain’t bragging if you done it.”
~ Dizzy Dean



Get to Know Yourself

Know yourself

- Connect with your “why”
- Know your strengths
- Own your differences/know your niche
- Target: Know your audience



Understand
how you're
already
perceived

Explore whether the way you think about yourself and how you want to be known is consistent with what others think about you when they hear your name.

Understand how you're already perceived

- Conduct a 360° survey to get a portrait of your professional reputation
- Invite input from clients, partners, vendors, friends, family, colleagues, managers, employees, members of professional organizations, professors, etc.
- Try for multiple people from each category and be sure to include people you don't know well
- 2 methods: DIY or web-based

Do-It-Yourself

Sample Questions:

- What's the general perception people have of me?
- What makes me stand out from my peers?
- What do you think are my 3 best qualities?
- What could I do differently that would have the greatest impact on my success?
- Who needs to know me so I can reach my goals?
- What's my superpower—the thing I do better than anyone else?

Example: 360Reach

Cost: Free for 15 days and summary branding report;
\$50 for 45 days and a more detailed report.

Detailed results include:

- Top 10 brand personas and leadership competencies
- Strengths and weaknesses
- Responses to projective questions:
 - *If you were a type of car, what car would you be?*
 - *If you were a breakfast cereal, what cereal would you be?*
- Breaks out responses by category of respondent
- Self-survey comparison



Online tools



Advantages:

- Less awkward
- Takes less of your time--you compose an email, provide them the email addresses, and they take care of the rest
- Anonymous, which helps to get more people to respond
- They compile the data and provide a report



Your Career Brand Statement

What to include



What are your most significant accomplishments?



What do people come to you for and why?



What can people learn from you?



What are your superpowers?



What do you want to be known for?



What do you want people to think when they hear your name?

Your "Elevator Pitch"



1-2 sentences—who
are you and what
problems do you solve



Sticky, memorable



Clearly and succinctly
state what sets you
apart



Connect it to what
your audience is
interested in
knowing about you



Practice it

It's also the
answer to the
question:

Tell me about yourself...



Elevator pitch examples

"I'm a marketing consultant who helps businesses and individuals build and promote memorable, long-lasting brands."

"I'm a digital fundraising professional who helps nonprofits more effectively use paid digital advertising to increase donor acquisition and reduce cost per acquisition."

"I'm a career coach who helps professionals at mid-career and beyond to successfully navigate the challenges of a job or career transition."



Putting Your Career Brand on Display

Consider
where it'll be
on display

- Resume-highlight your accomplishments
- LinkedIn profile—make it personal
- Networking
- Job Interviews
- Conferences
- Industry blogs & newsletters
- Other social media platforms

Resumes

- Your resume is a straight-forward description of your roles, responsibilities, and results
- Highlights the accomplishments that will be of greatest value to employers
- The top third is your highlight reel—must be impactful and gets the reader to continue reading
- Make it interactive and sticky—use links to your social media, companies, articles you've written, conference programs where you've been a speaker.

Your LinkedIn profile

LinkedIn offers you the opportunity to differentiate yourself by digging deeper into your story and telling it in a more personal way.

- Make your profile about “who” you are, not “what” you are.
- Focus on your soft skills
- Show off your authenticity
- Share a point of view on the challenges facing your industry and how you can leverage your skills, abilities, etc. to address them

LinkedIn: Your headline

- Avoid using your job title. Instead, focus on your value
- Keep it consistent with the brand you're building

Example:

Title: VP Digital Marketing

Headline: Seasoned Digital Marketing, Social Media, and Brand Strategy Executive

LinkedIn: The “About” section

- Avoid rehashing your resume—all of that belongs in the “Experience” section
- Capture who you are, not just what you’ve done
- Share something that might spark the reader’s curiosity, e.g., how you were transformed by an experience
- Talk aspirationally about where you’re going and what you want to do going forward

LinkedIn:
The
“Experience”
section

- Don't cut and paste your resume
- Be a little less formal and a little more personal
- Incorporate your branding
- Always focus on your accomplishments (how you helped your employer make money, save money, or increase efficiency)

Professional portfolio

- Personal website
- Bring your brand to life
- More interactive than a resume and a more visual place to showcase your work

Other social media platforms

- Twitter
- Facebook
- Instagram
- Blogging



Start sharing!

- Set up a regular schedule
- Make it a habit
- Keep it simple: re-tweet, re-purpose, and re-post
- Occasionally write your own content
- Keep track of articles by saving them in apps like Evernote, Pocket, OneNote, and Google Keep
- Post simultaneously to multiple platforms

Resources

Strengths		
Clifton Strengths Top 5	\$20	Summary report
Clifton Strengths 34	\$50	
High5	Free \$50	
Values & Purpose		
Personal Values Assessment	Free	
Values in Action	Free \$19 \$49	
Personal Branding		
360° Reach	Free \$50	Free for 15 days; \$50 for 45 days

Resources

Resume Builders		
enhanCV	Free & Paid	
Resume.com	Free	
Resume Genius	Multiple Options	
Hashtag Checkers		
LinkedIn Hashtags	Free Chrome Extension	Counts followers of LinkedIn hashtags
HashTest	Free Chrome Extension	Realtime hashtag testing
Self-Sabotage		
Positive Intelligence	Free	Gain awareness of the ways you might be sabotaging yourself and your career

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