

GOT BRANDING?

Make Your Resume and LinkedIn POP!



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What is a Brand?





What is a personal brand?

“Personal Branding is a way of clarifying and communicating what makes you different and special – and using those qualities to guide your career or business decisions. It’s about understanding your unique attributes – your strengths, values, and passions – and using them to separate yourself from your competitors or peers. In this sense, personal branding means clearly communicating the unique promise of value that you have to offer your employer or your clients.”

-William Arruda

Know Your Brand



SUPERPOWERS

(Knowledge, Skills, Abilities)



COMMUNITY

(Industry, Mission, Sector)



LANE

(Profession / Occupation)

The three “Cs” of personal branding

- Clarity – be clear about who you are and who you’re not.
- Consistency – steadfastly express your brand across all communications vehicles.
- Constancy – strong brands are always visible to their target audience.

-Meg Guiseppi

Make sure your brand is consistent in your resume, LinkedIn and across social media



Passiontivity

Where Passion and Productivity Meet



Sample Branded Resume

JOHN SMITH

703-555-1212 ▪ johnsmith@gmail.com ▪ [linkedin.com/in/johnsmith](https://www.linkedin.com/in/johnsmith)

ASSOCIATION EDUCATION EXECUTIVE

PROGRAM STRATEGIST | INDUSTRY STEWARD | REVENUE GENERATOR

Program Expansion | Accreditation Development | Committee Engagement
Hybrid Learning | Emerging Leader Program | Online University | Public Speaking

PROFESSIONAL HIGHLIGHTS

ABC ASSOCIATION

2007 - 2023

Vice President, Education and Member Programs (2019 – 2023)

Member of senior leadership team providing strategic direction for education and membership initiatives. Directed Responsible Distribution accreditation program; overhauled and served Emerging Leaders program; launched ABC University; and developed new non-dues revenue streams. Managed \$1.4MM annual budget, two employees and six contractors.

Select Accomplishments:

- ❖ **Hybrid Learning | Emerging Leader Program.** Expanded and grew emerging leader certificate program during pandemic to deepen penetration into member companies. Developed curriculum, recruited new speakers, and eventually transitioned to hybrid learning model. Resulted in growing program > 300% from 8 – 50 students over 3 years, representing \$70,000 in additional revenue.

Vice President, Responsible Distribution (2014 – 2019)

Expanded ABC's signature EHS&S management program. Responsible Distribution. Report directly to Chief Operating Officer and Board of Directors; also served as Secretary General of ICTA. Set priorities for staff and contractor teams. Managed \$900K budget and one FTE and three contractors.

Select Accomplishments:

- ❖ **Program Expansion.** Improved marketing of Responsible Distribution workshops by highlighting the benefits of learning EHS&S and Sustainability best practices to improve members' ability to pass the program, be better prepared for regulatory audits, and improve employee safety and wellness. Resulted in boosting attendance >150 per workshop.
- ❖ **Industry Accountability.** Successfully created two separate management system codes – a Security Code and a Sustainability Code – raising the credibility and integrity of the industry among chemical manufacturers and legislators, and offering members additional training and resources to ensure the safety and security of their employees, communities, and the environment.

Director, Responsible Distribution (2007 – 2014)

Promoted and managed accreditation of members and affiliates. Developed short- and long-term plans as part of Strategic Planning Team. Managed approximately \$500K budget.

Select Accomplishments:

- ❖ **Member Engagement.** Increased participation of executive and management-level members in educational programs. Added regional training offerings to national offerings to accommodate members' geographical preferences. Resulted in bolstering engagement by 23% for in-person programs and strengthening overall member retention.
- ❖ **Accreditation Toolbox.** Developed self-assessment tool to support member companies in their preparation for accreditation. Created online portal and dashboard for members to upload information to assist auditors in their onsite evaluation. Resulted in user-friendly system that

JOHN SMITH

301-555-1212 (m) | Johnsmith@gmail.com

LEVEL 3 TECHNICAL SUPPORT PROFESSIONAL

CLIENT ENGAGEMENT | RESOURCEFUL PROBLEM SOLVING | TIMELY RESOLUTIONS

Active Directory (2003 – 2016) | Exchange (2003 – 2016) | Server administration
PC Hardware and Software configuration and troubleshooting

PROFICIENT:

Windows | Office 365 | Rackspace | Microsoft Office Pro 6.0 – 2016 | Microsoft Outlook 97 – 2016 | Adobe Acrobat Creative Cloud | ARS Remedy | MxToolBox | OpenText | Slack | Internet browsers (Chrome, Firefox, IE, Edge) | FTP / Telnet | iManage | NetDocuments | Shadow Protect | Datto | Anti-Virus (Malwarebytes, Sophos, Symantec)

KNOWLEDGEABLE:

Dell Sonicwall | MacOS | AWS

PROFESSIONAL HIGHLIGHTS

ABC CONSULTING FIRM Support Center Manager

May 2006 - January 2018

In most recent role of Support Center Manager, managed a support center that covered over 600 desktops, laptops and Citrix hosted desktops. Managed eight direct reports using call screens and provided feedback and training. Provided support for desktop hardware and software. Provided solutions for a wide range of customer problems through telephone support and remote visits. Installed and configured hardware, software and operating systems. Used remote access tools such as Log Me In.

- ❖ **Cybersecurity Remediation.** Resolved email spam issue for executive client by conducting forensic investigation of server logs and SMTP usage. Escalated issue to client's engineer to change settings on server and firewalls to obstruct improper SMTP Relay. Additionally, instructed client to change all password settings which resulted in elimination of bounce backs.
- ❖ **Client Win-Back.** Established trusting relationship with combative client using intentional rapport building techniques. Engaged in "HEAT" method of customer support (Hear, Empathize, Apologize, Take Ownership), asked direct questions, and remained conversational in addressing technical needs. Similar confidence building engagements have occurred during 12-year tenure.
- ❖ **Exchange Server Resolution.** Remotely triaged Exchange server outage by troubleshooting dismounted Information Store. Remedied verbose Exchange transaction logs which were causing low disk space, and used backup to purge logs as dictated by MS Best practices. Resolved issue in 30 minutes, resulting in saving client the need for hiring outside IT support.

Linked  **in**



LinkedIn Branding

Why Expand Your Brand on LinkedIn?



Enhance your career mobility



Showcase your expertise to advance your profession / industry



Spark ideation within your professional community

Create a Credible, Searchable Profile



Use keywords related to your industry / profession



Write a searchable Headline



Craft a compelling About section



Flesh out your
Experience section

- * **Duties**
- * **Accomplishments**
- * **Links to projects**




Use Skills, Endorsements, and Recommendations


Find a background picture that reflects your brand



Arthur Lavigne · 1st

Support Engineer at Ongoing Operations, LLC
Hagerstown, Maryland, United States · [Contact info](#)

 Ongoing Operations, LLC

 Greater Lowell Technical
School



Michele Mason  (She/Her) · 1st
Chief Operating Officer



Harvard University Graduate
School of Education



Write a career headline with keywords that describes what you do





Sandra Levy (She/Her) · 1st
Trusted Advisor in Contract Risk Management & Corporate Compliance



 WestEd
 Concord Law School at Purdue University Global



Yasemin Washington Brown (She/Her/Hers)
(She/Her) · 1st
Membership Operations Executive ♦ Engagement Specialist ♦
Inspirational Leader ♦ Equality Advocate ♦ Sunflower Powered

 American Association of State Colleges and Universities (AASCU)
 Syracuse University



Daniel Moss · 1st
Environmental Government Relations Professional: Legislative and Regulatory Affairs

 Defenders of Wildlife
 Brown University



Write a compelling About section that speaks to the value of HOW you serve, not just a laundry list of your skills

About

An ounce of risk mitigation is worth a pound of profit.

I believe that the path to sustainable growth is *structured* growth. As business accelerates, we need to “slow our roll” to detect hidden-in-plain sight legal landmines that can deter profitability. Warranties, limitations of liabilities, governing law and jurisdiction, favorable discounting practices, and audit requirements may sound like legalese; however, they are the bedrock of business scalability.

Bonus? A solid compliance infrastructure can withstand regulatory scrutiny... and keep the CEO out of an orange jump suit.

TOOLS IN MY TOOLKIT:

- ◆ ORGANIZATIONAL LEADERSHIP. Equipping people to be resilient and resourceful when faced with the unexpected.
- ◆ INTERNATIONAL COMPLIANCE. Helping businesses efficiently, expeditiously and profitably operate in foreign theatres.
- ◆ M&A. Drilling into our target’s contract obligations to ensure we’re not assuming risks we can’t handle.
- ◆ CONTRACT MANAGEMENT. Streamlining operations to reduce bottlenecks and keep business flowing.
- ◆ CHANGE MANAGEMENT. Helping people adopt change by communicating early, often and consistently.
- ◆ EXPORT CONTROLS. Reducing risk on products and services while streamlining procedures to obtain licensing.
- ◆ BUSINESS ETHICS. Educating staff on responding to ethical dilemmas. “When in doubt give a shout.”

MY LEADERSHIP STYLE:

- ▶ Entrepreneurially minded
- ▶ Creative problem solver
- ▶ Simplifier of complexity
- ▶ Team mentor and champion
- ▶ Legal lens with a business brain

Reach me at: swlevy2014@gmail.com

About

I'm an IT support professional who believes in the power of service.

Technology is the lifeblood of business – hidden from view but vital to survival. The lightening pace of change has fueled the need for reliable, rapid back-end support. End users need a savvy and relational IT “sleuth” to navigate the maze of hardware, software, cloud and cybersecurity issues. And they need to get back to work...fast.

MY CYBER SLEUTHING SKILLS:

With increasing phishing and ransomware attacks, it's easy for end-users either to infect their computers innocently or be overly paranoid about the threat. Thankfully, I know how to detect real incidents vs. convincing frauds.

When the threat is real, identifying and exterminating malware are my superpowers. Often when engineers are stumped, they call me because of my uncanny research skills and ability to pinpoint the keywords that “crack the code”. And because I know where malware resides, I can hunt it down like a skilled marksman.

MY RELATIONSHIP BUILDING SKILLS:

De-escalating urgent support calls is about building trust. Here's how I do it:

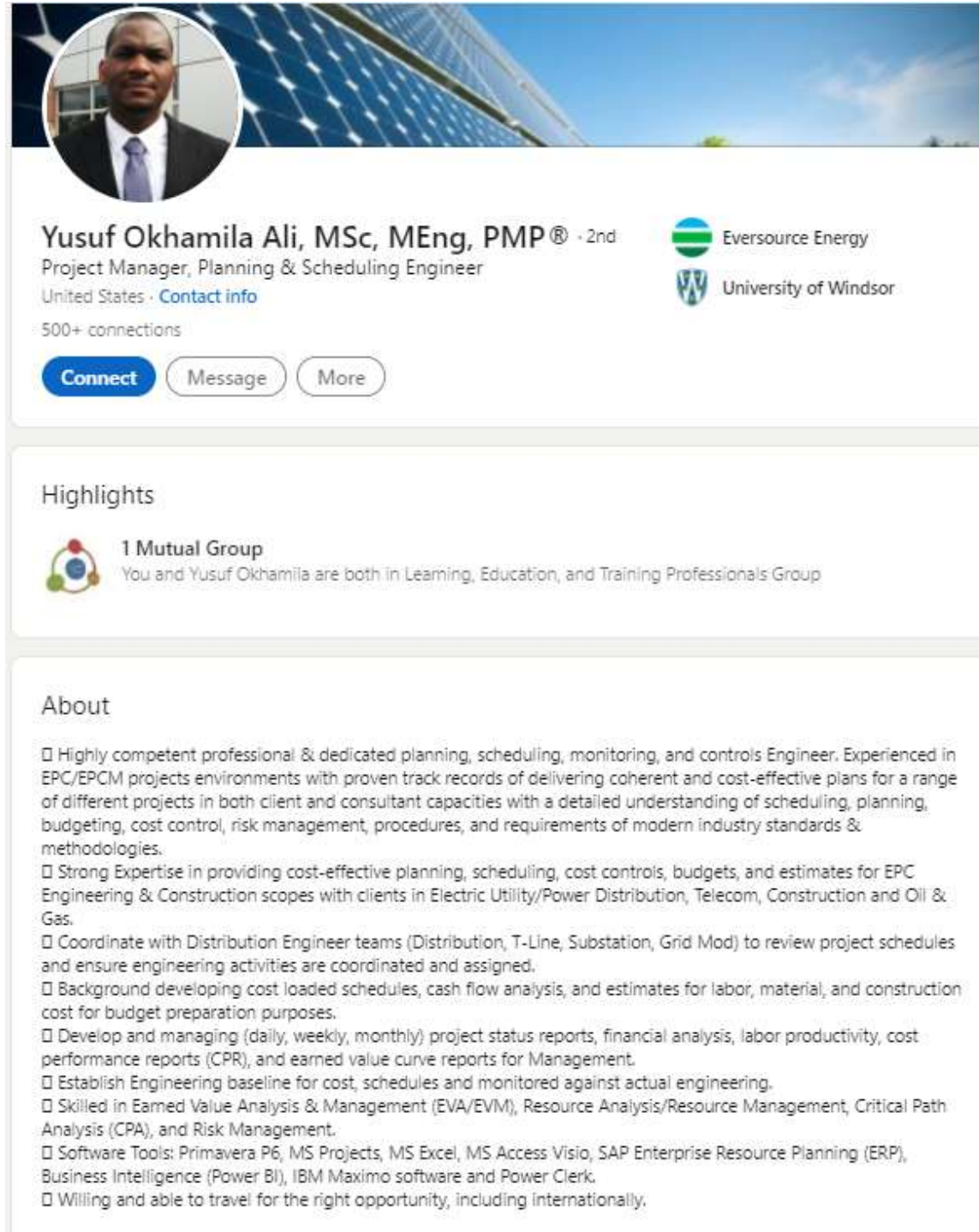
- ◆ Providing a confident, reassuring tone on the other end of the line.
- ◆ Explaining the issue using metaphors and analogies, not geek-speak.
- ◆ Using the “HEAT” method (Hear, Empathize, Apologize, Take Ownership)
- ◆ Being the pathway to the solution, even if the problem can't be immediately solved.
- ◆ Following up post-resolution, which builds relational equity for future calls.


MY TECHNICAL SKILLS:



Active Directory | Exchange | Server administration | PC Hardware and Software | Citrix | Cloud

SOFTWARE PROFICIENCY: Windows | Office 365 | Rackspace | Microsoft Office Pro 6.0 – 2016 | Microsoft Outlook 97 – 2016 | Adobe Acrobat Creative Cloud | MxToolBox | OpenText | Slack | Internet browsers (Chrome, Firefox, IE, Edge) | iManage | NetDocuments | Shadow Protect | Datto | Anti-Virus (Malwarebytes, Sophos, Symantec)

Make sure your
Lane and your
certifications are
in your headline





Yusuf Okhamila Ali, MSc, MEng, PMP® · 2nd
Project Manager, Planning & Scheduling Engineer
United States · [Contact info](#)

 Eversource Energy
 University of Windsor

500+ connections

[Connect](#) [Message](#) [More](#)

Highlights

 **1 Mutual Group**
You and Yusuf Okhamila are both in Learning, Education, and Training Professionals Group

About

- Highly competent professional & dedicated planning, scheduling, monitoring, and controls Engineer. Experienced in EPC/EPCM projects environments with proven track records of delivering coherent and cost-effective plans for a range of different projects in both client and consultant capacities with a detailed understanding of scheduling, planning, budgeting, cost control, risk management, procedures, and requirements of modern industry standards & methodologies.
- Strong Expertise in providing cost-effective planning, scheduling, cost controls, budgets, and estimates for EPC Engineering & Construction scopes with clients in Electric Utility/Power Distribution, Telecom, Construction and Oil & Gas.
- Coordinate with Distribution Engineer teams (Distribution, T-Line, Substation, Grid Mod) to review project schedules and ensure engineering activities are coordinated and assigned.
- Background developing cost loaded schedules, cash flow analysis, and estimates for labor, material, and construction cost for budget preparation purposes.
- Develop and managing (daily, weekly, monthly) project status reports, financial analysis, labor productivity, cost performance reports (CPR), and earned value curve reports for Management.
- Establish Engineering baseline for cost, schedules and monitored against actual engineering.
- Skilled in Earned Value Analysis & Management (EVA/EVM), Resource Analysis/Resource Management, Critical Path Analysis (CPA), and Risk Management.
- Software Tools: Primavera P6, MS Projects, MS Excel, MS Access Visio, SAP Enterprise Resource Planning (ERP), Business Intelligence (Power BI), IBM Maximo software and Power Clerk.
- Willing and able to travel for the right opportunity, including internationally.



LeadingAge

7 yrs 2 mos

- **Vice President - Member Engagement**

Oct 2017 - Jan 2024 · 6 yrs 4 mos

Washington D.C. Metro Area

Served as senior leader providing strategic oversight of member engagement to highlight member value at the national and state levels. Advised 39 state partner affiliates representing 5,500 member organizations to support recruitment, retention, and engagement activities. Managed team of up to eight (8) staff and \$2M budget.

- ◆ **Member Engagement.** Led all-staff, multi-tiered member engagement initiative to bolster retention in a post-Covid-19 pandemic environment. Enrolled smaller team of cross-functional engagement specialists to identify value proposition and offerings, then prioritized outreach plan for implementation by staff and state partners.

- ◆ **Campaign Design and Deployment.** Partnered with Policy, Communications and Research teams to create national and local campaigns and resources to impact member advocacy and enhance event participation.

- ◆ **Member Retention.** Facilitated retention and member engagement efforts after acquisition of Visiting Nurses Association of America. Developed value-added resources, created onboarding engagement plan for members, and hosted live value of membership event of cross-functional leaders.

Flesh out each job in your Experience section with accomplishments or projects

Get recommendations that support your brand

Recommendations

Received (5)

Given (2)



Tim Peddie

Communications Project
Manager at CareFirst

June 26, 2013, Tim was senior to
Iryna but didn't manage directly

I had the honor and pleasure of working with Iryna for nearly two years at Legg Mason. As members of the Global Brand Communications team within the Corporate Marketing & Communications group, Iryna and I worked together on a daily basis on a variety of projects.

Iryna is accountable for her work and consistently over-delivered on projects assigned to her. In addition, Iryna takes the initiative to anticipate project tasks and provide creative solutions based on thorough research and practical business applications.

Iryna's in-depth knowledge of the latest technologies allows her to offer a variety of solutions that reflect team objectives and available resources.

Based on my experience working with Iryna, I am completely comfortable giving her my full recommendation. [See less](#)



Don McDaniel

CEO at Canton & Company

February 19, 2011, Don was
Iryna's teacher

Iryna was a diligent, hard working student and a great leader for her MBA capstone team. She demonstrated attention to detail, persistence and great care in developing a wonderful assesment and set of recommendations for the Baltimore-based non-profit working with our JHU students. Based on my experience with Iryna, I would highly recommend her for any position or assignment. [See less](#)

Build Your Network & Showcase Your Thought Leadership



Connect with colleagues and other experts



Participate in LinkedIn Groups



Write articles (blogs)



Share and send posts

Keep in
touch!



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