



UMBC'S INTERN SUCCESS CONFERENCE

BUILDING YOUR BRAND

WEDNESDAY, NOVEMBER 6, 2019

BETH GARTNER

- **Talent Acquisition
Manager**

- BS degree from UD

- Social Sourcing Recruiter
Certification

- Recruiter Academy
Certification

- ~20 years experience

BRIAN HEMMING

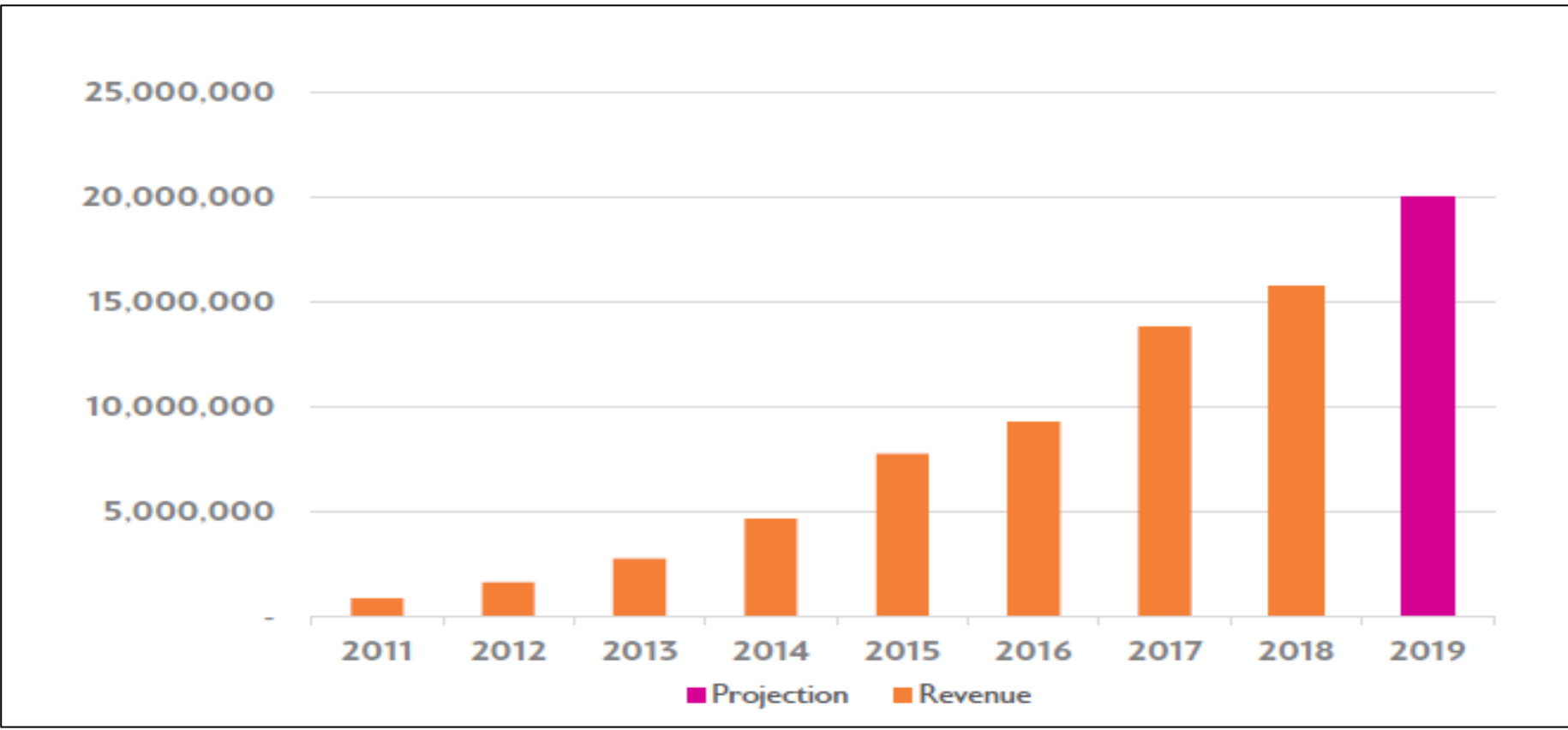
- **Director of Strategic Relationships**
- ~20 years experience
- BS degree from Gettysburg College
- MEd degree from Lynchburg College

CLEARVIEW GROUP



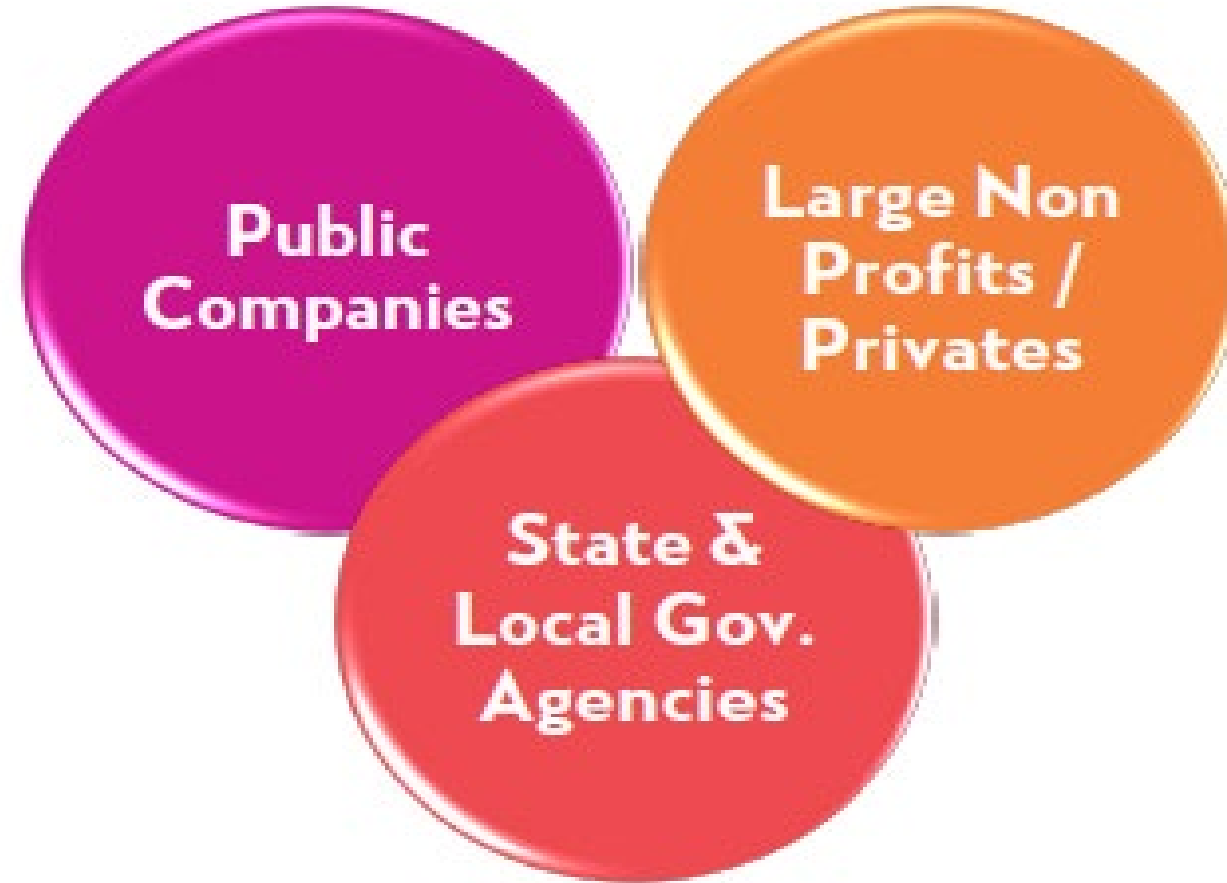
- CPA & Management Consulting Firm
- Purpose-built to solve the most daunting challenges
- People-centric culture
- 8 different service lines

REVENUE



Compound Annual Growth Rate (CAGR) OF 52%

WHO WE SERVE



WHY ARE WE HERE TODAY?

- Combined experience interacting with college students
- Want to share insights & advice to help you find personal branding success
- Want to try pointing all of you in the right direction, regardless of what stage of your college career you're in or how much experience you have

WHY ARE YOU HERE TODAY?

- Based on our experiences, we have things we'd like to share that we believe will be helpful, but **this is about you.**
- Why are you here?
- **What are you hoping to gain from this workshop?**

WHAT DOES PERSONAL BRAND MEAN?

- Jeff Bezos said, “Your personal brand is **what people say about you when you’re not in the room**”.
- It’s **everything that influences & shapes the way others perceive you** such as:

interpersonal skills **attire/body language** timeliness **responsiveness**
social media **writing skills** values
successes behaviors **activities**
grades/GPA

MORE ABOUT BRANDING

- Nike or Under Armour or New Balance
- Products -- Brand People -- Brand
- Personal Branding is **the way you market yourself.**
- It's the **ongoing process** of establishing & reconfirming others' impressions of you.

YOU ALREADY HAVE A PERSONAL BRAND

- Stand out from the crowd. What do you want the world to think about you?
- Even as a college student, your brand already exists. It's about who you are in your everyday life.
- You only get one chance to make a first impression. After that, how you behave, how you carry yourself, how you engage, and more, either reinforces or alters the impression – for better or worse.
 - hot and cold personality
 - delayed follow ups with excuses
 - upbeat and helpful

CONFIRMING AND/OR IMPROVING YOUR BRAND

- **Unique to you** – distinguishes you from others
- **Must be authentic**, a true reflection of your skills, values, beliefs, personality and priorities
- **Evaluate things like your work ethic, daily interactions, and punctuality.** Are all in line with how you perceive yourself and how you want others to think of you?
- This is not a one-time deal. It's 24/7! Everything you say / do and choices you make **should support the consistent message** of your brand.

USE SOCIAL MEDIA CAREFULLY

- Social media can greatly effect your brand so **be sure the impact is positive!**
- **Think before you post!**
 - ✓ Share updates on positive activities and successes .
 - ✓ Show your support of others.
 - ✓ Avoid emotionally charged posts.
 - ✓ Avoid questionable pictures.
 - ✓ Err on the side of caution.
- Think about your privacy settings and who are in your networks.

USE LINKEDIN WISELY

- Keep your profile up to date.
- Accurately reflect your experience and skills.
- Be sure it is void of errors.
- Be sure your picture is professional, just of you and only above the waist.
- Grow your network to increase visibility.
- **Differentiate yourself** by including highlights such as:

sports travel leadership
volunteerism languages skills

PROMOTE YOUR BRAND OFFLINE TOO

- Join and participate in relevant associations.
- Take on leadership roles in clubs, team projects, etc.
- Participate in community service.
- Treat everyone with respect and kindness.
- Be on time.
- Respond to emails and texts promptly.
- Speak and write articulately.

BRANDING YOURSELF AS A CANDIDATE

- Customize your cover letter if you use one.
- Ensure your resume accurately reflects your experience and skills.
- Be sure your resume is void of errors.
- Research the company in advance.
- Dress professionally, avoiding loud colors or scents.
- Arrive early, but not too early.

BRANDING YOURSELF AS A CANDIDATE

- Have a firm handshake.
- Bring thoughtful questions to every interview.
- Have examples in mind you'd like to share, but listen to questions asked.
- Be able to articulate how you qualify and why you fit the culture.
- Be sure all written communications are void of errors & slang.

BRANDING YOURSELF AS A CANDIDATE

- Be friendly to everyone you meet.
- Make eye contact.
- Sit up straight.
- Ask about next steps before you leave.
- Send thank you notes.
- Be responsive.



QUESTIONS

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WANT TO JOIN
US?

www.cviewllc.com/careers

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