As we learn about personal branding in the last section of class, I wanted to do some more research in hopes to better my personal brand even more. In a Huffington Post College article, Joanne Tombrakos writes about “What Every College Graduate Needs to Know about Their Personal Brand”. This year in a job interview I had someone ask me “what is your personal brand?” and not exactly knowing what that meant I tried to describe myself in an appealing way (my high GPA, extracurricular activities etc.). After learning about this in class and reading this article I wish I answered that question entirely different.

This article talks about how your personal brand isn’t something that you arrive at, it is something you are constantly working at and adding to because success does not just happen by itself. I tried to make up my personal brand in a couple minutes when answering the interview question, but this article describes how every day you should commit some time to develop your personal brand. Tombrakos states “don’t wait until you need a job to think about your brand”. This was also touched on in class, and it has definitely been a big takeaway for me.

Finally, Tombrakos talks about how your network is your net worth. By applying to a job with just a resume it is unlikely for me to get the job. My personal brand and what I do to enhance it is what will lead to interviews. Sometimes you have to do out of the box things to get ahead, like attending conferences, starting a blog or podcast. A lot of your personal brand is what you put into it and it’s safe to say that I am going to rebuild mine and start adding to it every day.

http://www.huffingtonpost.com/joanne-tombrakos/what-every-college-gradua_b_9751694.html