

The Art of Personal Branding

Consistency

Keeping a consistent tone and look through out all your platforms is key. Someone with an inconsistent platform might be viewed to have inconsistent work.

Targeted CV

Finding a target audience for your CV will elevate your chances of employment. Having a generic CV will deter employers who don't feel like you are fit for their company.

Social Media Matters

In the digital age having multiple social media accounts will greatly benefit you. Be attentive and careful with what you put out into the world because it is there forever and reflects who you are.

90% of recruiters use social media to screen candidates.

@90% of companies will only accept resumes online.

Email = First Impression

Your email is important to make professional because it is the first thing employers see. A goofy or ridiculous email creates a bad impression.

Profile Picture

You need a professional profile picture, that shows employers what you look like from the shoulders up. It is important to keep your profile friendly without being unprofessional.
NO SELFIES!

34% of employers admit to checking their own employees social media profiles.
