Women in Cable Telecommunications™

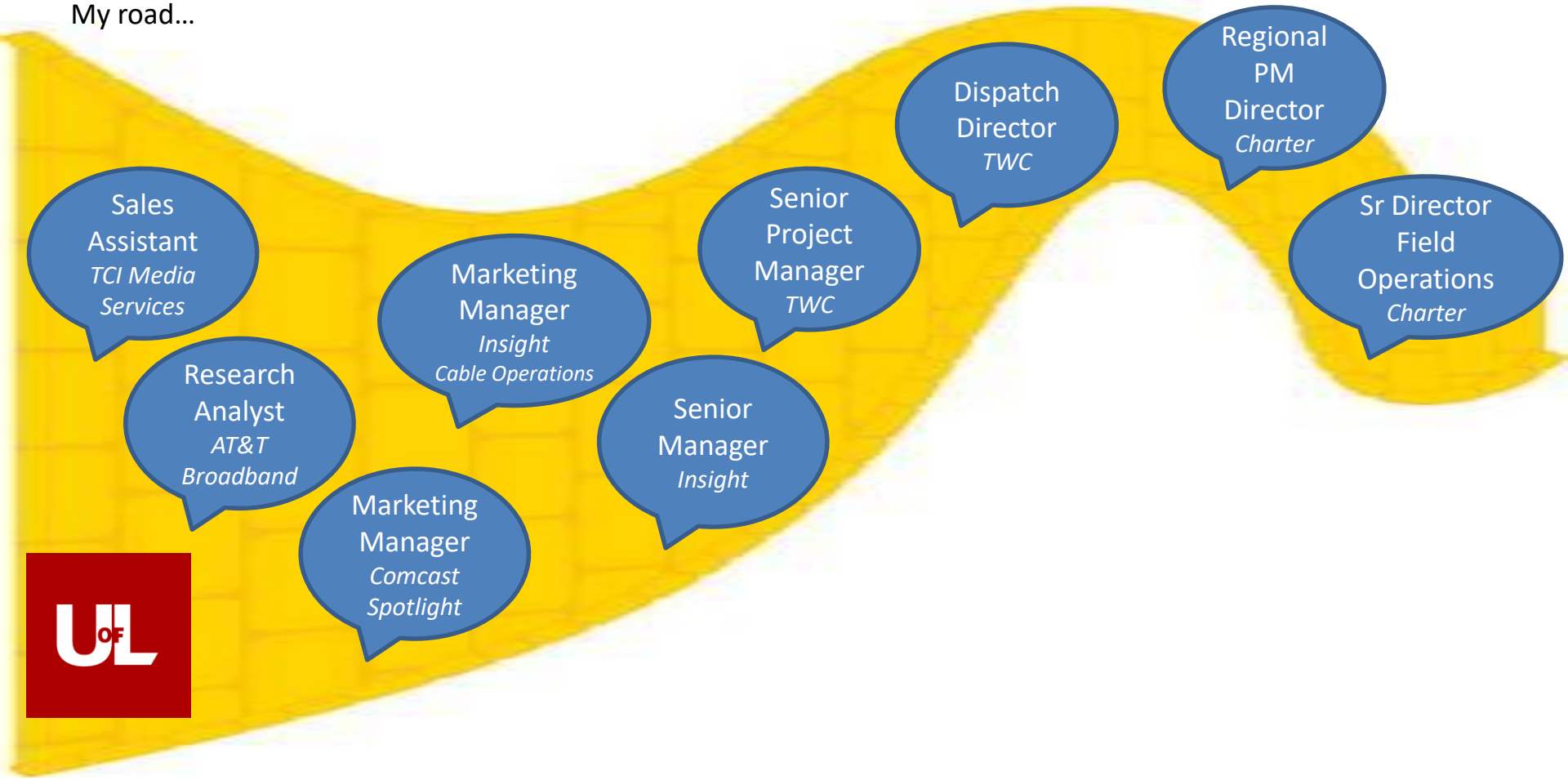
Personal Branding

08/07/19

My Journey

Who is Heather Day?

My road…



Objectives

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- Define personal branding
- Why is it important?
- How to build your brand

What is Personal Branding?

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Before we get to the “personal” part…

What is a brand?

- Brands are used in business, marketing, and advertising. However, the term has been extended to mean a strategic personality for a product or company, so that 'brand' now suggests the values and promises that a consumer may perceive and buy into.
- A brand is the collective impact or lasting impression from all that is seen, heard, or experienced by customers who come into contact with a company and/or its products and services.
- In creating a brand, or "branding," you have to manage the effect that your product or service is having on the customer.

Is “personal” branding really any different?

- The practice of people marketing themselves and their careers
- The extension of who you are, and how you want to present to others
- Informs others on what you value

But, I’m not in “sales”…

Feedback Activity

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Do you consider yourself to have a brand identity?

- If so, how do you market it?

Why is branding important?

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- Essential in self reflection to understand yourself and what you want
- Let's others know what you stand for
- How you are "set apart"

Self Reflection

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- First, foremost and always – BE YOURSELF
- Know your strengths, weaknesses and opportunities
  - Use tools such as DISC, Social Style, 360 Reviews
- Be humble, feedback is a gift
- What is your definition of success?
- Are you consistent?

Activity

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SELF INVENTORY

List your top 3 areas of expertise/strength areas:

1.
2.
3.

What do you want to be recognized for?

What area or skill do you want to further develop?

What steps will you take to further develop your brand?

Who needs to know about you?

Do you actively promote yourself? If so, how?

Activity - Debrief

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Who would like to share a takeaway as a result of the Self Reflection Activity?

Tips on Marketing your Brand

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- Actively promote yourself
- Strengthen your networking
  - Review internal and external opportunities
    - Industry Groups such as WICT
    - Business Resource Groups
    - Women's Groups, Veteran's Groups, Multi-Cultural Groups
- Be genuine and show passion
- Be consistent
- Project confidence & display poise
- This is NOT a one size fits all approach!

External Branding

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Personal testimony: Ann Oliver

My Top Five LinkedIn Tips

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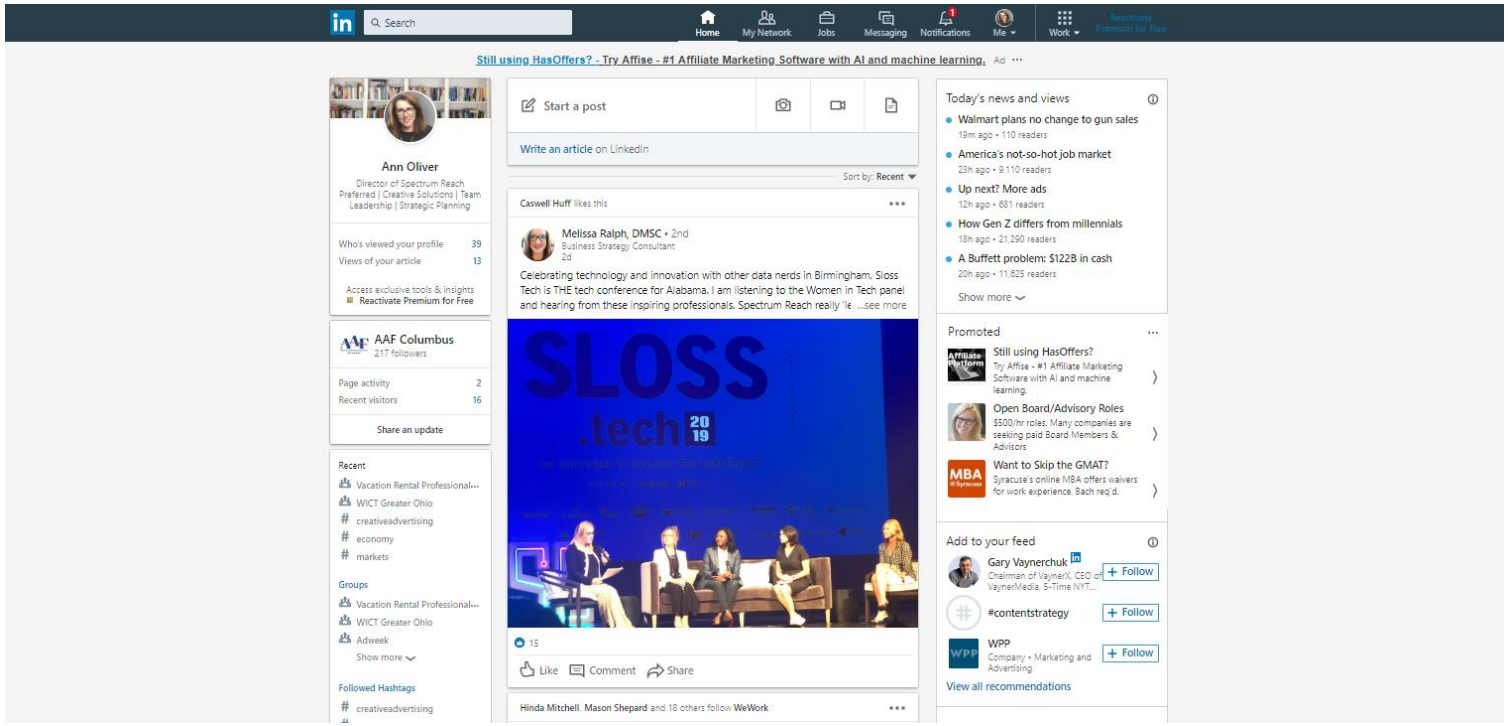
1. **Create a profile!**
2. **Be thoughtful about your profile picture and background picture**
3. **Write a snappy headline and summary**
4. **Highlight successes**
5. **Keep your profile updated!**



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Director of Spectrum Reach Preferred | Creative Solutions | Team Leadership | Strategic Planning

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About

Developing client-centric strategies that get results is what I look forward to each day when I come to work. I believe in the power of insights to shape strategy and look to data, experience and customer passions and pain points to uncover meaningful intelligence ... see more

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Add pro

- Current title
- Headlines of key skills
- Strong suits, functions that you love and you are good at

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Ad
63% say loud colleagues are their greatest

- Use a strong opening statement.
- Show some personality. What are you passion about?
- Add context to your career story.
- Include your top achievements.
- Utilize as much of the character limit as you can.

Add profile section

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Developing client-centric strategies that get results is what I look forward to each day when I come to work. I believe in the power of insights to shape strategy and look to data, experience and customer passions and pain points to uncover meaningful intelligence.

At advertising agencies in Columbus, Cleveland and Chicago I gained a strong background in client relationship building with a focus on inspiring new solutions and opportunities that drove business. And now, as the Director of Spectrum Reach Preferred for Spectrum Reach Media, I work with top clients across Spectrum's enterprise to create data-informed, omni-screen media solutions that grow sales and support client development across multiple categories.

I thrive on collaboration, creating a sense of community and continuous learning. My experience in owning client relationships and managing teams has helped me become flexible, a strong communicator and able to work independently while keeping stakeholders informed and assured. I have a desire to build genuine strategic partnerships and put in the work to create success.

An active member of the Columbus Chapter of the American Advertising Federation (AAF) for more than 10 years, I currently serve on the Board of Directors as Immediate Past President and have chaired the American Advertising Awards committee multiple years. I have built a reputation as a leader in our creative/marketing community through strong collaborations and purpose-driven work. I am a Founding Member of Women in Digital, an association dedicated to accelerating the advancement and growth of women in digital creative fields. And I most recently joined the Board of Directors for Women in Cable Television (WICT) Greater Ohio Chapter, as an Executive Champion/Advisor.

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What will you take with you?

Share one action item you will take with you from today?