

Sneak Peek: #BrandYou

[MUSIC PLAYING]

SPEAKER: How do you make yourself stand out in an endless sea of applicants? It's time to reclaim who you want to be professionally and how you want to be defined; it's time to brand yourself. To do this, you'll need to..."

First, be articulate and intentional – speak of yourself as you want others to speak of you.

You'll also need to get yourself organized. Are you present and active on social media networks, do you have a resume and cover letter, do you have references – these are all important.

Consistency is key. Establish core messages and stick to them.

You will also need to know the story of you – where you were, where you are today and what you hope to become. This helps tell the story of why you should be hired.

Finally, determine which attributes or skills you excel at as a valuable employee and use those to help represent yourself.

"I'm Rebecca Cooney, the director of the online MA in StartCom program at WSU Global Campus, and I'm here to teach you how to take control and brand yourself in order to get the career you want. Join me in my two-part webinar series, #BrandYou, to learn how to go from looking like every other applicant to being seen by potential employers and getting the job you want."

[MUSIC PLAYING]