



# How to build your personal brand for the future

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# State of Personal Branding in the future workplace

- We are all battling many different challenges, including layoffs, firings, and furloughs for jobs.
- Professionals from all industries are looking for ways in which they can update their creativity and storytelling skills, market their personal brand, embracing digital literacy, enhance their digital and marketing abilities through continued education.
- This session would provide ways to be agile, responsive, and proactive in maneuvering the new normal while gaining valuable skills to achieve new opportunities.

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## 10 New Marketable Skills Recent Grads Needed for the Covid-19 Era

From public speaking to personal branding

By Karen Freberg | 3 hours ago



This generation of marketers has to ramp up on digital skills.  
Getty Images



# List of Marketable skills

Remote Adaptability, Service Mentorship, Personal Branding, Public (virtual) speaking, Digital Literacy, and Inclusive + Strategic Mindset

# Remote Adaptability

- Virtual workshops and collaborative teamwork set forth a new expectation for the industry.
- Being able to be flexible, empathic and adaptive in this current environment will become one of the top skills needed for marketing and advertising professionals.
- Agility in the ability to adapt to new tools, protocols, and business practices



# Service Mentorship

- Paying it forward and giving back to the profession through education is one of the best ways to create an impact on the field, bringing forth a new level of respect and admiration, which can result in positive impact on your reputation.
- Sharing resources, helping others in sharing best practices and advice and hosting meetups are all beneficial.



# Personal Branding

- Going beyond professional branding
- Integrating practices for personal branding while highlighting marketable skills
- Examples to review
  - Dwayne Johnson
  - Ryan Reynolds
  - Robin Arzon
  - Goldie Chan



# Public (virtual) speaking

- While large conferences, events and sessions are not available for all of us to come together now, it does not mean public speaking is not important.
- In fact, many events and conferences are going virtual, bringing forth the need for having strong virtual public speaking skills.
- Holding the attention span of a virtual audience is harder, and the time you have with them has to be impactful and memorable at the same time.
- Tools to consider
  - Prezi Video



# Digital literacy

- Digital literacy becomes digital fluency over time.
- It's not only about understanding the digital tools, but the power of navigating them to
  - Create content
  - Build communities
  - Foster relationships
  - Enhance storytelling aspects of PR
  - Engage in effective message strategies
  - Listen and monitor for trends, issues, challenges, and opportunities
  - Educate on new approaches and platforms
  - Utilize new tools to listen, monitor, and combat misinformation and rumors in crises
  - Determine importance of context versus messaging in given situations





# Inclusive and Strategic Mindset

- Integrating diversity and inclusion programs and policies (internal and external);
- Adding a diversity and inclusion statement;
- Understanding the different types of diversity characteristics that need to be noted;
- Developing an inclusive mindset from all aspects of a company, brand, position, and actions;
- Invest in diverse talent, leadership, and impact actions
- Supporting education and training initiatives
- Tying diversity and inclusion principles into code of ethics



# Resources

- Remote Adaptability
  - [Fast Company](#) (new must have soft skill)
  - [Washington Post](#) (adaptability is the new skill to have)
- Certifications
  - HubSpot Academy
  - [MuckRack Academy](#)
  - [Facebook Blueprint](#)
  - [Snap Focus](#) (new)
  - TikTok Education (TBD)
- Additional Resources
  - [Diversity Style Guide](#)
  - [Guide to Diversity and Inclusion in Modern Advertising and Marketing Practices](#)



