

# Personal Branding

Tell a consistent story, building on the details with  
each profile

# Tell Your Story

- ***Who are you?*** As a developer, teammate, career changer, individual
- ***How did you get here?*** Why software development? Why Turing School? Why now?
- ***What's next?*** What will you be working on after Turing School? Is there a particular industry/tech stack/project you would like to be working with?

# Choose the right channels

Twitter

Portfolio

GitHub

Personal Site

LinkedIn

Resume

# Brand Yourself

- Software Developer
- Web Developer
- Software Developer | Former Video Graphics Artist | Professional Organizer

# Twitter Basics



The screenshot shows the Twitter profile of Jeff Casimir (@j3). The header includes navigation links: Home, Moments, Notifications, Messages, and a search bar. The profile picture is a man with a beard. The bio states: "Don't talk about it, be about it. Executive Director at the @TuringSchool." The location is Denver, CO, and the website is turing.io. The join date is March 2007. The stats show 25.6K tweets, 1,430 following, 6,719 followers, and 5,518 likes. The "Following" button is highlighted. The tweets section shows a tweet from June 17 about a four-day weekend and camper refurbishing.

Home Moments Notifications Messages Search Twitter

**Jeff Casimir**  
@j3 FOLLOWS YOU  
Don't talk about it, be about it. Executive Director at the [@TuringSchool](#).  
Denver, CO  
[turing.io](#)  
Joined March 2007

TWEETS 25.6K FOLLOWING 1,430 FOLLOWERS 6,719 LIKES 5,518

Following

Tweets Tweets & replies Media

**Jeff Casimir** @j3 · Jun 17  
Four-day weekend thanks to the end of the module. Planning to spend as much time as possible on camper refurbishing 🥰

Jeff Casimir @j3 · Jun 16

# Twitter Basics



The screenshot shows the Twitter profile of Mike Busch (@mikelikesbikes). The profile picture is a man with a surprised expression holding a baby. The bio describes him as a husband, father, child, software engineer, teacher, believer in magic, lover of trees, and liker of bikes. He is located in Chicago, IL, and joined in November 2007. The stats show 36.8K tweets, 414 following, 1,694 followers, 1,010 likes, and 5 lists. A blue 'Following' button is present. The tweets section shows a tweet from Mike Busch about being at El Vaquero restaurant, which was retweeted by Katy Martin.

**Mike Busch**  
@mikelikesbikes **FOLLOWS YOU**

I'm a husband, a father, a child, a software engineer, a teacher, a believer in magic, a lover of trees, and a liker of bikes.

Chicago, IL  
[mikelikesbikes.com](http://mikelikesbikes.com)  
Joined November 2007

**TWEETS** 36.8K **FOLLOWING** 414 **FOLLOWERS** 1,694 **LIKES** 1,010 **LISTS** 5 **Following**

**Tweets** **Tweets & replies** **Media**

**Mike Busch** @mikelikesbikes · 7h  
I am at @laserem's favorite restaurant on earth, El Vaquero. Thankfully she's here with me or I'd never hear the end of this. #mmmqueso

Mike Busch Retweeted

**Katy Martin** @katydancer09 · Jun 20  
attended an event tonight where a speaker's shirt said "hustle til you no longer have to introduce yourself." #inspiration #lesbianswhotech

# Twitter Basics



The image shows a screenshot of a Twitter profile for Elly Deutch. The header features a large banner photo of her in a pink jacket with arms raised in front of the Eiffel Tower, and a circular profile picture of her smiling. Below the banner, statistics are listed: 23K tweets, 5,502 following, 5,927 followers, 3,627 likes, and 40 lists. A 'Following' button is on the right. The bio identifies her as a social media enthusiast and sports fan, with links to her Chicago location and a disclaimer. The 'Tweets' tab is active, showing a pinned tweet from June 16 about Paris with several hashtags and an Instagram link.

**Elly Deutch**  
@EllyDeutch · FOLLOWS YOU

#SocialMedia Habitué / Avid #Sports Fan  
/ @SMCChicago Board / Hugger /  
#Digital Documentarian / Kickball  
#WorldChampion / @McDonaldsCorp  
SeeDisclaimer.com

Chicago IL

TWEETS 23K FOLLOWING 5,502 FOLLOWERS 5,927 LIKES 3,627 LISTS 40

Following

Tweets Tweets & replies Media

Pinned Tweet

**Elly Deutch** @EllyDeutch · Jun 16

Forever and always my new favorite place!  
#love #toureiffel #eiffeltower #paris  
#parisfrance...  
[instagram.com/p/BGu252aIMRx/](https://www.instagram.com/p/BGu252aIMRx/)



# GitHub Basics



**Colin Shevlin**

cwshevlin

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✉ [cwshevlin@gmail.com](mailto:cwshevlin@gmail.com)

🕒 Joined on Sep 16, 2013

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**Theo Skolnik**

theoskolnik

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📍 Chicago

✉ [theodoraskolnik@gmail.com](mailto:theodoraskolnik@gmail.com)

🔗 <http://github.com/theoskolnik>

🕒 Joined on May 8, 2014

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**Fabi Castillo**

fab9

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📍 Miami


✉ [rorou192@gmail.com](mailto:rorou192@gmail.com)

🔗 <http://fabicastillo.com>

🕒 Joined on Feb 22, 2011

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# The LinkedIn Basics



## Khayyam Wakil

VR Strategy & Innovation

Greater Los Angeles Area | Internet

Current      Wearable IoT World, Khayyam Wakil, United Nations

Previous      IM360 | Immersive Media, Bloom Festival, Advisor

Education      School of Hard Knocks

[📧 Email Hunter](#) [💬 Send a message](#) [👍 Endorse](#) ▼

**500+**  
connections

<https://www.linkedin.com/in/iamkhayyam>

[📁 Contact Info](#)

# The LinkedIn Basics

In 2006, I began a journey and spent a year on motorcycle driving through India and Nepal after my father passed. My purpose realized was to make people smile. Since that day I have been working towards that and have aligned myself with people and organizations that help find the most screens and loudest megaphones to champion that purpose.

//Likes to Build

Plans, Apps, Hype, Strategy, Products, Transformational Gaming, Platforms, Launches, Startups, Campaigns, Partnerships and Lego.

//Loves To

Overcome seemingly impossible challenges in the most engaging, effective and magically unexpected ways probable with as little as possible. Love the underdog, startups and the movie Rudy.

//Currently

Looking for a team to take back to the future.





# The LinkedIn Basics



## Experience

### Mentor

Wearable IoT World

August 2015 – Present (11 months)



Helping innovative people and companies in the realm of virtual reality create new realities.

Wearable World connects businesses to the social fabric of the Internet of Wearable Things. Our goal is to provide an innovation platform to foster the blend of technology, art and humanity. Through news content, incubator and accelerator programs, and events, Wearable World acts as the catalyst for future Wearable Technology innovation. The Wearable World platform addresses the need for entrepreneurs to connect, learn, and engage the wider Wearable Technology global ecosystem. For additional information, please visit [www.wearableworld.co](http://www.wearableworld.co).

### Ambassador - Special Envoy to End Malaria

United Nations

April 2010 – Present (6 years 3 months) | Greater New York City Area



The Office of the United Nations Secretary-General's Special Envoy to End Malaria. The Social Media Envoys are showing how new media can help to end malaria deaths and energize our work to achieve the Millennium Development Goals and build a better world.



# The LinkedIn Basics



## Projects

### IM360 (A Digital Domain Company)

#### Go For Gold (Coca-Cola)

February 2011 – March 2012

Ncite developed, “Go For Gold”, Coca-Cola’s first leadership development game in 2012. It was deployed in 2012, with much success and praise from Coca-Cola.

“Go for Gold has fundamentally shifted the way we develop our leaders; our leaders have fundamentally shifted the way we “win together!”

—Jennifer Longnion

Talent & Development Lead, Coca-Cola Europe & Global Change... [more](#)

► 8 team members, including:



**Khayyam Wakil**

VR Strategy & Innovation



**Chad Lefevre**

President at Obsession Projects (A Divisi...



**Michael Shaun Conaway**


CEO Storyworks, CEO Ncite



**Robindra Mohar**

Entrepreneur, Digital Strategist, Vision H...

# Turing Portfolio



## Chelsea Johnson

Full Stack Developer

[Resume](#)[in](#)[twitter](#)[heart](#)

### About Me

[View](#)[Edit](#)[Track](#)[Devel](#)

I am an optimistic, hard-working speech-language pathologist turned full stack web developer.

My previous work experience provided me with a skill set that enables me to think critically, recognize patterns, and communicate confidently with clients and professionals. I would like to combine these skills with my expertise in full stack development to craft meaningful applications that make a difference in people's lives.

[Email Directly](#) →[GitHub Profile](#) →

# Personal Site

Hi, I'm Aaron Careaga, a software developer in Denver, Colorado.

I build web and desktop applications.

## About

I'm the founder of [Kaska](#), a software development company that builds tools to help people make better decisions.

I live in Denver with my wife [Kate](#) and our dogs [Tuukka](#) and [Lola](#), and was raised in the small town of Gig Harbor, Washington.

## Projects

[InstaPoll](#),  
Node, Express, jQuery, Socket.io

[Electron OCR \(NPM module\)](#),  
Electron, Ocrad.js, jQuery

[Tetris](#),  
JavaScript, jQuery, Lodash, HTML5 Canvas

## Toolbox

Ruby & Rails

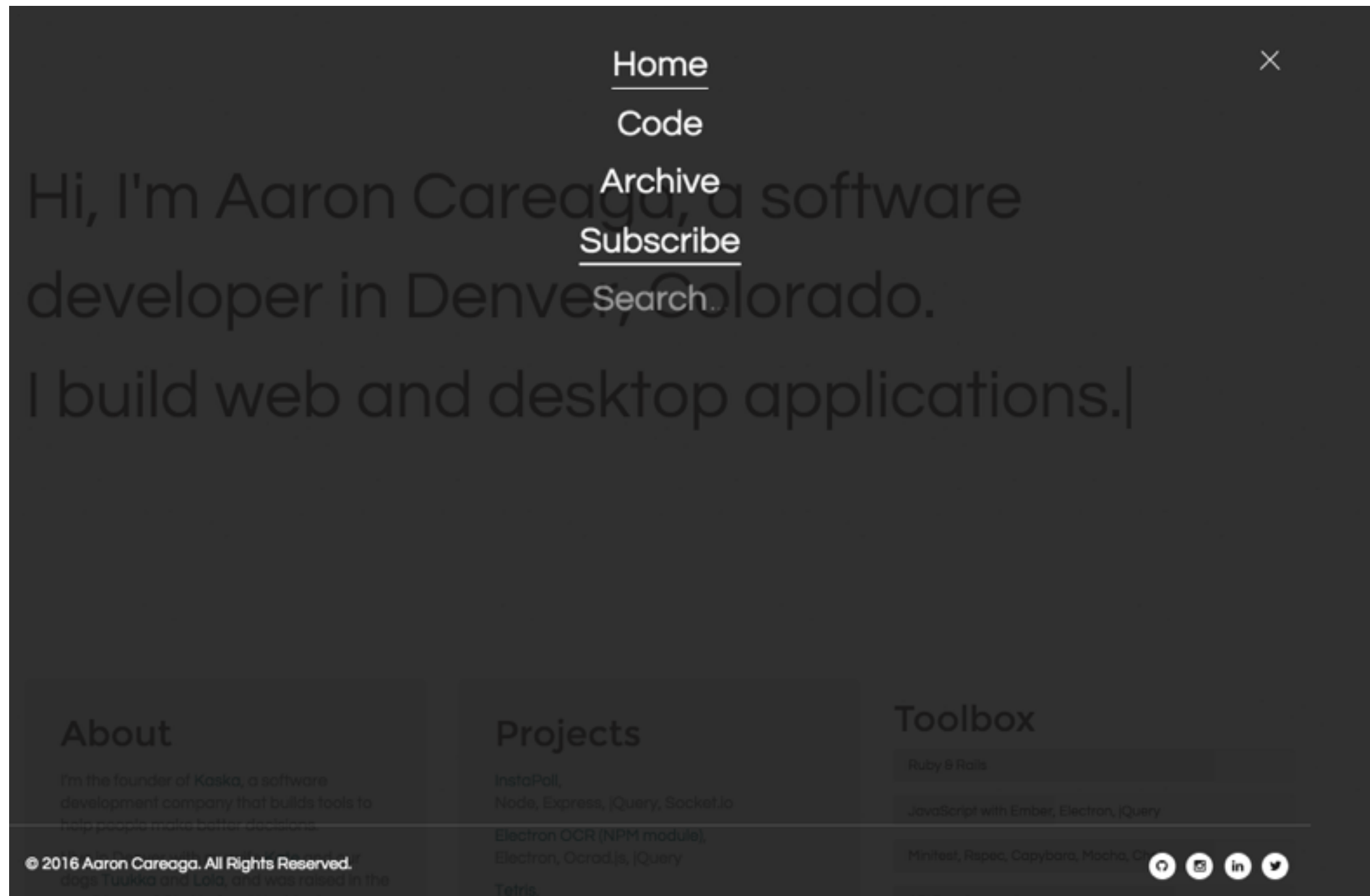
JavaScript with Ember, Electron, jQuery

Minitest, Rspec, Capybara, Mocha, Chai

API Development



# Personal Site





# Recap

- Who are you? How'd you get here? What's next?
- Your story should build upon itself with each channel.
- Brand yourself for what you want to be recognized as.

# Reach out with questions

Slack: @liajames | @marissa

email: [lia@turing.io](mailto:lia@turing.io) | [marissa@turing.io](mailto:marissa@turing.io)

Twitter: @lia\_james | @\_marissasmith