

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 'Following' button is visible. The tweets section shows a tweet from Mike Busch about being at El Vaquero restaurant, and a retweet 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
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 background photo of her in a pink jacket with arms raised in front of the Eiffel Tower, and a smaller circular profile picture of her smiling. Below the header, 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

✉ cwshevlin@gmail.com

🕒 Joined on Sep 16, 2013



Theo Skolnik

theoskolnik

📍 Chicago

✉ theodoraskolnik@gmail.com

🔗 <http://github.com/theoskolnik>

🕒 Joined on May 8, 2014



Fabi Castillo

fab9

📍 Miami

✉ rorou192@gmail.com

🔗 <http://fabicastillo.com>


🕒 Joined on Feb 22, 2011

33

124

74

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.

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

A portrait of Chelsea Johnson, a woman with long, wavy reddish-brown hair and black-rimmed glasses, smiling. She is wearing a blue top.

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](#) →

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

email: lia@turing.io

Twitter: @lia_james