Develops a Personal Brand

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Develops a Personal Brand

**Personal Brand Statement**

A strategic innovator with a Master's in Digital Marketing and a foundation in Political Science, dedicated to shaping impactful narratives and driving digital transformation. Adept at leveraging data-driven insights to craft compelling and authentic brand stories, I thrive at the intersection of technology and communication. My unique blend of analytical acumen and political understanding positions me as a forward-thinking professional, committed to navigating the evolving landscape of digital marketing with creativity, integrity, and a results-oriented mindset. Whether developing comprehensive marketing strategies or orchestrating engaging campaigns, I am driven by a passion for fostering meaningful connections and influencing positive change in the world.

**SMART Goal**

My SMART goal is to attain a social media marketing job located in San Diego that pays at least $35 per hour by January 2024 for a company that makes the world a better place. My personal brand statement supports my SMART goal because it shows that I have the skills required to provide marketing work that is worthy of $35 per hour. My political science background improves my ability to connect with people and tell a compelling story.

**How Resume Represents Personal Brand**

One way my resume represents my professional reputation is by listing my education with the prestigious University of Cal Poly for my undergrad in Political Science, followed by a Master of Science in Marketing from Western Governors University. My previous work experience with Congressman Ro Khanna, the City of San Ramon, and building a popular YouTube channel also speaks to my professional reputation. These things were all necessary in learning my skills that are listed in my personal brand statement.

My resume shows my achievements by listing my attained degrees, including my 3.91 GPA at Cal Poly. It also shows my achievements by listing the skills I have developed from my education and work experience. These include being Proficient with computers (email software, Teams/Zoom, video-editing programs, Photoshop, Microsoft Office, SPSS, and livestream software), having experience using SEO principles, and having excellent communication skills. These skills are the things necessary to perform components of the personal brand statement like creating authentic and compelling brand stories.

My resume shows my legacy by listing how big of a following I built during my time as a content creator. This shows that my use of marketing skills was able to grow a large following on two different social media platforms. This shows that my skills listed in my personal brand statement have already been put to use in a real market situation and created a successful brand.

My resume shows my authenticity by listing all of my work history. While I have some jobs that would be considered a more competitive job to get. It also lists jobs that almost anyone can do like pizza delivery and working at a Pita Pit. This shows that regardless of the job I am working I will perform my duties to the best of my ability. It shows that I am willing to perform grunt work if it is for the good of the company. This relates to my personal brand statement because in order to create a compelling brand story that story must also be authentic. If the person telling the story is not authentic themselves then the audience will be able to tell, and the story will not be as impactful.

**LinkedIn Profile**

The first thing that a LinkedIn profile can do for my career is help land a job. There are thousands of job postings put up on LinkedIn every day. So, having a profile that allows me to apply to them opens the opportunity of getting a job through the website. This job could be the start of my marketing career for the rest of my life. It could either be that I get an entry-level job in a company that I end up working for over the next 30+ years. Or it could be that I get a marketing job that ends up being a stepping stone to gain experience for applying to another company’s marketing position. Either way getting a job in the field of marketing will be a big step in building my career.

The second thing that a LinkedIn profile could do for my career is to help build my professional network. One of the main parts of LinkedIn is building a network of professionals in your field of work. These connections could one day lead to a job opportunity that could be another step in my career path. So, having a LinkedIn profile that I am active on and keeping up to date is extremely important in navigating the job market in today’s society.

I can showcase my personal brand on LinkedIn by showing all of my achievements, work experience, skills, and education. I can also obtain badges that certify I have skills in almost any computer software. I could even put my personal brand statement inside of my bio which will be shown at the top of my page. Also, I can put my previous marketing work on my LinkedIn profile to show that I did not only learn marketing skills but can apply my marketing skills. I can use the capstone project with Humanim as one and my YouTube channel as a second. This real market experience will elevate my profile among my peers.

**Accomplishments**

My first accomplishment was graduating from Cal Poly with a bachelor’s in political science. This aligns with my career goals because getting an undergraduate is a necessary step for getting a foot in the door for a well-paying job. Getting this degree helped me learn how to collaborate with others, write professional papers, and understand how political biases affect people’s views of the world. All these things align with my personal brand of being able to create an effective marketing campaign. Without these skills, I would not be as good at communicating a compelling brand story.

My second accomplishment will be graduating from WGU with a Master of Science in Marketing. This aligns with my career goal of working in the field of marketing because it shows that I have the proper education to be able to work in the field. This aligns with my personal brand because it taught me many techniques for creating a successful marketing campaign for any type of company.

My third accomplishment is building a successful YouTube channel. This aligns with my career goals because it shows that I was able to create a brand, market the brand, and advertise the product all on my own. If I was able to create such a successful channel prior to having any marketing education it shows that now that I have my Master’s in marketing, I can create a successful marketing campaign for any company. This accomplishment aligns with my personal brand because it shows that I have already been able to create and advertise a successful brand story.