

Marketing Yourself in the Age of Change

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Your personal brand is not just what you say, it's how you make people feel, the trust you build, and the value you consistently deliver.

Own it, shape it, and let it grow with you!

What is a Brand?

- A brand is the **promise** you make and the **experience** others have with you or your product.
- It's the way people **talk about you when you're not in the room.**

Personal Brand

Unique combination of skills, experiences, values, and personality traits that you project to the world.

Some of the Iconic Personal Brands

- Steve Jobs
- Oprah Winfrey
- Elon Musk
- Ratan Tata
- Sachin Tendulkar
- Dr. A.P.J. Abdul Kalam
- Rajnikanth
- Indra Nooyi

Some of the Iconic Personal Brands

Name	Skills	Experiences	Values	Personality Traits
Steve Jobs	Innovation, product design, marketing, storytelling	Co-founder of Apple, revolutionary launches (Mac, iPhone, Pixar)	Simplicity, perfectionism, customer focus	Visionary, charismatic, perfectionist
Elon Musk	Engineering, risk-taking, strategic vision	CEO of Tesla & SpaceX, disrupting automotive and space industries	Futuristic thinking, sustainability	Bold, risk-taker, ambitious
Sachin Tendulkar	Mastery in cricket, focus, discipline	Legendary cricketer, World Cup winner, most centuries in cricket	Dedication, humility, sportsmanship	Determined, modest, disciplined
Dr. A.P.J. Abdul Kalam	Innovation, leadership, teaching	Missile program leader, President of India	Education, innovation, inspiration	Visionary, humble, motivational

What is Personal Digital Branding?

- The way you present yourself online through social media, websites, and content.
- A strong personal brand makes you visible, credible, and influential in your domain.

Elements of a Strong Digital Brand

- Authenticity – Be real and showcase your values.
- Consistency – Maintain the same message across all platforms.
- Engagement – Interact, comment, and contribute value.
- Content Strategy – Share insights, experiences, and expertise.

Platforms for Personal Branding

- LinkedIn – Professional networking, thought leadership.
- Twitter/X – Industry updates, real-time conversations.
- Instagram – Visual storytelling, lifestyle branding.
- YouTube – Video-based authority-building.
- Personal Website – A home for your portfolio, blog, and work.

Crafting Your Digital Brand Statement

Template:

"[Your Name] is a [Your Expertise] who helps [Audience] achieve [Goal] by [Your Unique Strength]."

- **User Experience (UX) Designer**

Ananya is a User Experience Designer who helps tech startups enhance user satisfaction by creating intuitive and engaging interfaces.

- **Artificial Intelligence (AI) Specialist**

Rahul is an AI Specialist who assists healthcare providers in improving diagnostic accuracy by developing machine learning models tailored to medical imaging.

- **Product Designer (Industrial Products)**

Arjun is a Product Designer specializing in industrial products who aids manufacturing companies in innovating their product lines by integrating sustainable design principles.

- Data Science and Engineering Professional**

Rohit is a data science expert who assists financial institutions in mitigating risks by implementing advanced data analytics and modeling techniques.

- Cloud Computing Architect**

Meera is a cloud computing architect who enables startups to scale efficiently by designing robust, secure, and cost-effective cloud infrastructures.

- Cybersecurity Analyst**

Vikram is a cybersecurity analyst who safeguards e-commerce platforms from cyber threats by implementing comprehensive security protocols and continuous monitoring.

- User Experience (UX) Designer**

Priya is a UX designer who enhances user satisfaction for educational apps by creating intuitive interfaces and engaging user journeys.

- Interior Environments Designer**

Arjun is an interior environments designer who transforms corporate offices into productive spaces by integrating ergonomic principles and aesthetic design.

- Communication and New Media Specialist**

Sanya is a communication and new media specialist who helps non-profits amplify their message by crafting compelling digital storytelling and social media strategies.

- Product Designer (Industrial Products)**

Karan is a product designer specializing in industrial products who aids manufacturing companies in innovating user-centric tools by blending functionality with modern design.

- Product Designer (Digital Products)**

Neha is a digital product designer who assists tech startups in launching user-friendly applications by focusing on seamless interaction and visual appeal.

Content Strategy for Digital Branding

- Create: Blogs, videos, LinkedIn posts, tweets.
- Curate: Share relevant industry insights.
- Engage: Comment on discussions, collaborate with professionals.
- Optimize: Use SEO, hashtags, and keywords for visibility.

Measuring Your Digital Brand Impact

- Engagement Metrics – Likes, comments, shares.
- Follower Growth – Are you expanding your network?
- Opportunities Created – Job offers, collaborations, speaking invites.
- Google Search Presence – What shows up when someone searches your name?

Action Plan to Strengthen Your Digital Brand

1. Define your niche and audience.
2. Optimize your social media profiles.
3. Develop a content-sharing habit (1 post per week).
4. Engage with industry leaders and communities.
5. Track progress and refine strategy.

1. Define your niche and audience.

UX Designer (Specializing in Fintech & SaaS Platforms)

Primary Audience: Startups & product teams looking for UX designers; UX design communities, hiring managers, and mentors

AI Expert (Specializing in Healthcare AI & Predictive Analytics)

Primary Audience: AI researchers, healthcare startups, and data scientists; Tech communities interested in AI applications

2. Optimize your social media profiles

UX Designer (Specializing in Fintech & SaaS Platforms)

- LinkedIn – Headline: *UX Designer / Fintech Enthusiast / Enhancing Digital Experiences with Data-Driven Design*
- Behance/Dribbble Portfolio – Showcase mobile & web app designs
- Twitter/X & Medium – Share design insights & case studies

AI Expert (Specializing in Healthcare AI & Predictive Analytics)

- LinkedIn – Headline: *AI Researcher / Healthcare Data Science / Predictive Analytics in Medical Diagnosis*
- GitHub/Kaggle Portfolio – Showcase AI models & code projects
- Twitter/X & Medium – Share AI trends & research breakdowns

3. Develop a Content-Sharing Habit

- UX Designer (Specializing in Fintech & SaaS Platforms)
 - Weekly LinkedIn Posts:
 - Short Videos/Carousels:
 - Walkthroughs of your design process
 - Quick tips on usability & accessibility
 - Write UX Blogs
- AI Expert (Specializing in Healthcare AI & Predictive Analytics)
 - Weekly LinkedIn Posts
 - Technical Blogs & Tutorials:
 - Short Explainer Videos on AI Topics

4. Engage with Industry Leaders and Relevant Communities

- UX Designer (Specializing in Fintech & SaaS Platforms)
- Comment on posts from UX experts
- Join UX webinars, hackathons, and design meetups
- Participate in design challenges & share your submissions
- AI Expert (Specializing in Healthcare AI & Predictive Analytics)
- Follow & interact with AI experts
- Participate in AI hackathons & publish projects on GitHub
- Join healthcare AI forums & collaborate with startups

5. Track Progress and Refine Strategy

- UX Designer (Specializing in Fintech & SaaS Platforms)
- **Engagement Metrics** – How many UX professionals engage with your content?
- **Portfolio Views & Recruiter Messages** – Are you attracting job/internship opportunities?
- **Community Growth** – Are you building relationships in the UX world?
- AI Expert (Specializing in Healthcare AI & Predictive Analytics)
- **Engagement Metrics** – Are AI researchers and professionals interacting with your content?
- **GitHub Stars & Kaggle Rankings** – Are your projects getting noticed?
- **Speaking & Research Opportunities** – Are you invited to contribute to AI discussions?

Bonus for Both UX & AI Experts

- Start a YouTube Channel or Podcast to share insights
- Collaborate on open-source projects & guest blogs

- Develop a content-sharing habit (1 post per week).
- Engage with industry leaders and communities.
- Track progress and refine strategy.

If Personal Branding is-

Unique combination of skills, experiences, values, and personality traits
that you project to the world,

Then....

Can you define the iconic people brands like Steve Jobs and Sachin in
one line?

Can you define them in one line?

- “[Name] is [X-Personality Traits], who helps [Y-Experience/Beneficiaries of Experience] achieve [Z-Instilling Values] by [specific skills].”
- “Steve Jobs was a visionary and charismatic leader who helped customers achieve simplicity (satisfaction) by leveraging innovation, product design, and storytelling.
- Sachin Tendulkar is a master of cricket, who helps young players achieve their dreams by embodying relentless determination, technical precision, and humble sportsmanship.
- Do the same for Elon Musk and Dr APJ Abdul Kalam

Iconic Brands in One Line...

- Elon Musk is a bold, risk-taking, and ambitious leader who helps the automotive and space industries achieve futuristic innovation and sustainability by leveraging engineering expertise and strategic vision.
- Dr. A.P.J. Abdul Kalam was a visionary, humble, and motivational leader who helped India achieve progress in education and innovation by pioneering missile programs, advocating for scientific excellence, and connecting with the youth through his teaching and leadership.

Now...let's start with “Me”

- Suppose you want to build your own **brand**. Identify the **skills** you want to be known for.
- Mention the **experiences** that you would want on your CV.
- What are your **core values**?
- Which **personality traits** do you want to project to the world?

Laundry List...

Category	Examples
Skills	Time management, teamwork, Excel and PowerPoint skills, email etiquette, report writing, effective communication, organising meetings, networking, financial concepts, market analysis, presentation skills, conflict resolution, goal setting, adaptability, brainstorming ideas, financial modeling, leadership, project management, negotiation, public speaking, digital marketing, business analytics, decision-making, design thinking, supply chain management, people management, market research

Contd...

Category	Examples
Experiences	<p>Participating in group projects, organizing college events, internships (even if short-term), conducting basic surveys, case studies solving, attending webinars, working part-time, drafting business plans for assignments, presenting in class, coordinating study groups, Creating/managing LinkedIn profiles, being a club member, leading student organizations, case competition wins, exchange programs, volunteer work, participating in hackathons, capstone projects, real-world business simulations, handling diverse markets.</p>

Contd...

Category	Examples
Values	Hard work, willingness to learn, accountability, curiosity, respect for deadlines, collaboration, adaptability, resourcefulness, attention to detail, reliability, openness to feedback, integrity, accountability, inclusivity, sustainability, innovation, empathy, continuous learning, teamwork, customer focus, social responsibility, resilience, ethics in business, long-term thinking.
Personality Traits	Friendly, approachable, curious, dependable, optimistic, practical, determined, good listener, respectful, resourceful, and willing to step out of the comfort zone, ambitious, proactive, collaborative, curious, analytical, persuasive, empathetic, confident, detail-oriented, adaptable, resilient, visionary, approachable, goal-oriented, self-aware.

Refine the personal branding statement

- Make it more specific/compelling
- Example: **Generic:** "Rahul is a data-driven leader who helps organizations achieve success by analyzing business problems."
- **Refined:** "Rahul is a data-driven problem solver who helps e-commerce companies achieve customer retention by applying predictive analytics and storytelling techniques."

Who is your target audience?

Quick Self-Reflection:

Who do I want to notice me or my work?

What industries or roles am I aiming for?

What kind of people inspire or motivate me?

What value do I want to offer to my audience (e.g., knowledge, innovation, teamwork)?

Refine again...

- Original: "I am a data-driven MBA graduate who helps companies achieve business success by analyzing complex problems."
- Refined: "I am a data-driven MBA graduate who helps consulting firms solve client challenges by leveraging analytics and delivering actionable insights."

What Next???

Consistently demonstrate your value and authenticity across multiple platforms.

But, How???

Strengthen Your Online Presence

- **Polish your LinkedIn profile:** Optimize your headline and summary with keywords from your branding statement. Regularly share posts, articles, or thoughts on topics you're passionate about.
- **Be consistent:** Use the same tone, visuals, and key messaging across platforms.

Let's explore LinkedIn...

- LinkedIn Profile Enhancement
 - Headline: Should highlight skills or roles, e.g., “MBA Candidate | Aspiring Product Manager | Data-Driven Decision Maker.”
 - About section: Summarize their branding statement, goals, and unique skills in 2-3 paragraphs.
 - Skills & Endorsements: Add at least 5 relevant skills and endorse peers.
- Comment on posts from industry leaders or alumni

Offline Platforms

- Organize or Participate in Workshops and Seminars
- What to Do: Conduct sessions on a topic you are passionate about (e.g., "Leveraging AI in Marketing") or volunteer to moderate discussions. Value Addition: Show expertise and thought leadership while interacting with like-minded individuals. Example: MBA students passionate about leadership could organize a workshop on "Conflict Resolution in Teams."