

Personal Branding? Professional Karma!

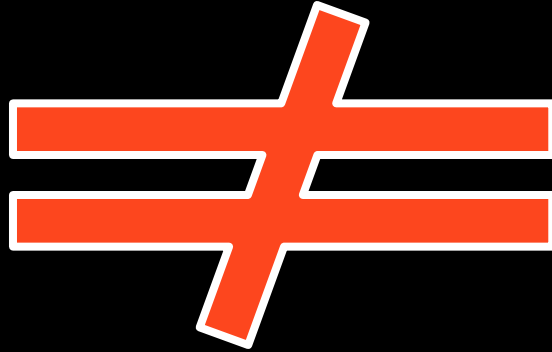
Dalya Gartzman
bit.ly/ProKarmaSlides

Personal Branding?



- ✓ *Refreshing*
- ✓ *Tasty*
- ✓ *International*
- ✗ *Addictive*
- ✗ *Sugary*
- ✗ *Cleaning*

Personal Branding?



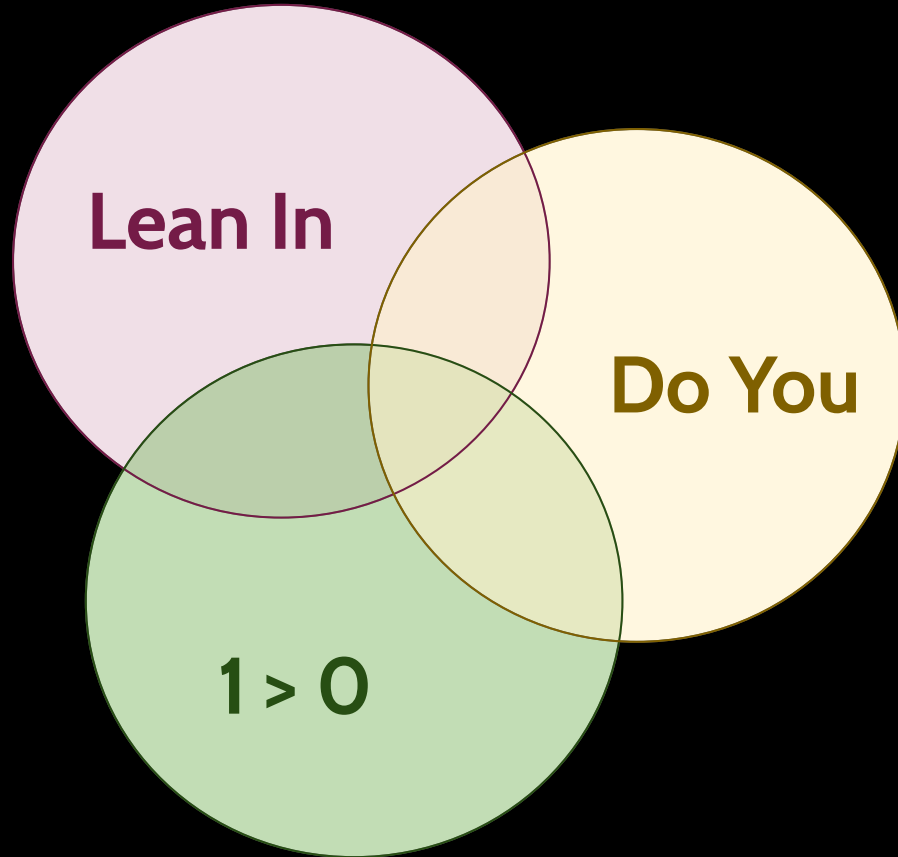
NO, PEPSI IS NOT OKAY.



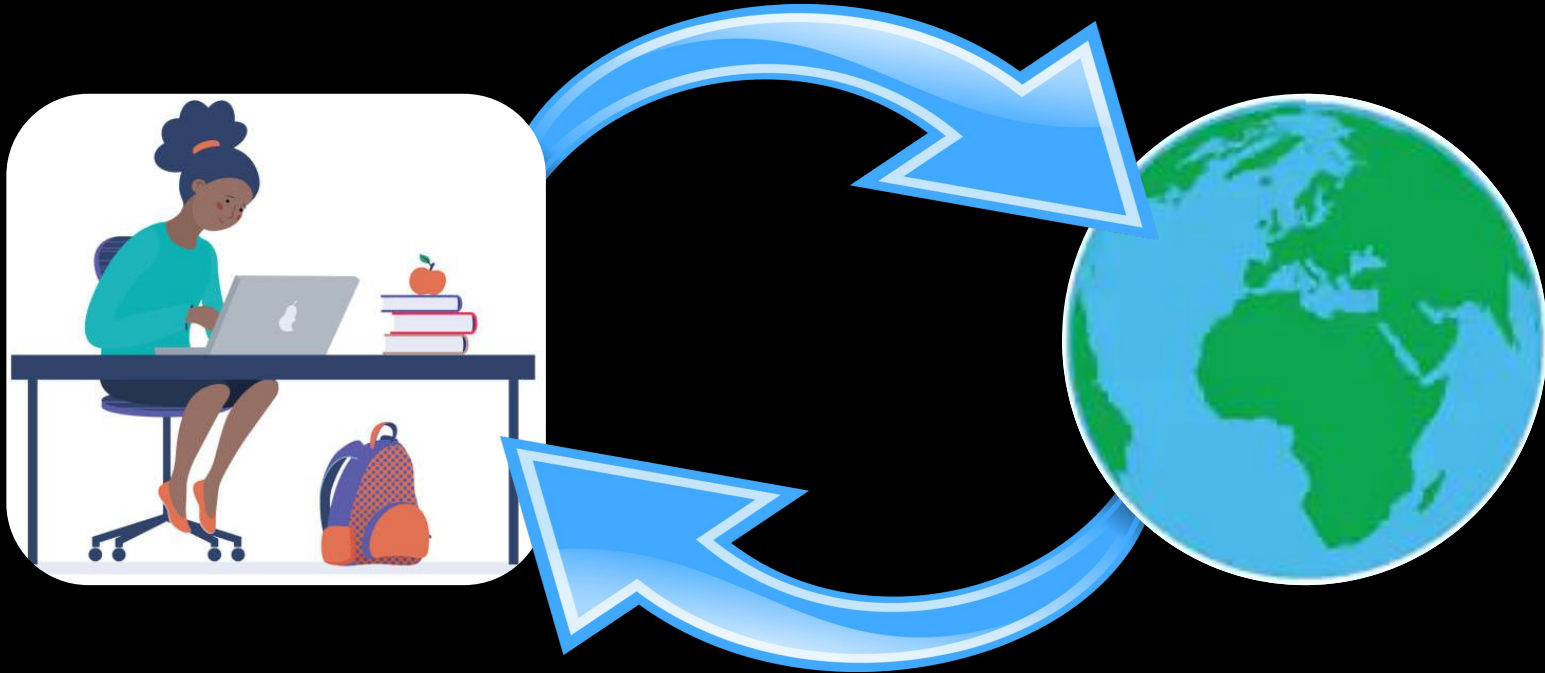


KARMA

Professional Karma!



WHY?



GOOD KARMA?



I HAS IT

HOW?



Be true to yourself



You are who you want to be

1 > 0

WHAT?



Getting to Know the Mel Spectrogram

Views ↑	Reads	Read ratio	Fans
62K	25K	40%	260



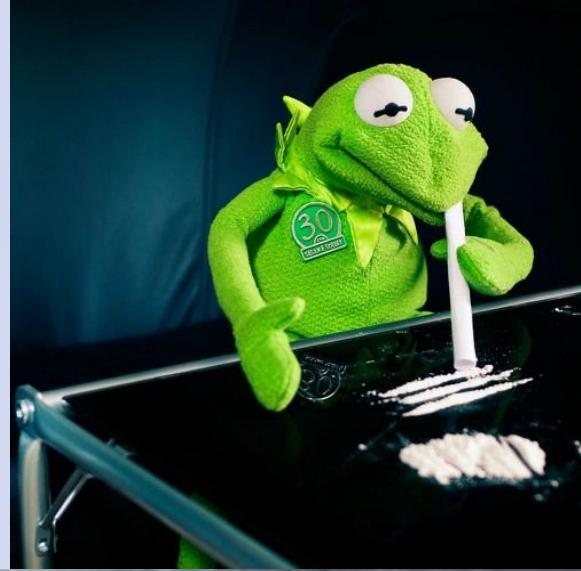
?!



100 > 1

 WOMEN ON STAGE

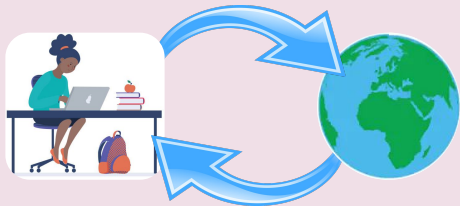
WHEN YOU REALIZE



YOU CANNOT BUILD A CAREER ON MEMES

Take Home Message - Professional Karma!

WHY? LEAN IN



HOW? DO YOU



WHAT? 1>0



Thank you :)

Questions?

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