

# WHEN A PROSPECTIVE EMPLOYER SEARCHES FOR YOU ONLINE, WHAT WILL THEY FIND?

---

Will it open the door?

Will your reputation precede you?

Will it make the interview an afterthought?



@GoateePFE

#BSidesCBus23

@BSidesColumbus



@GoateePFE

#BSidesCBus23

@BSidesColumbus

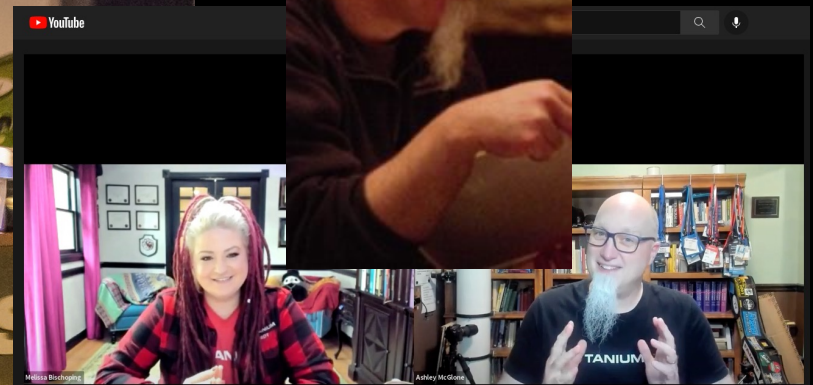
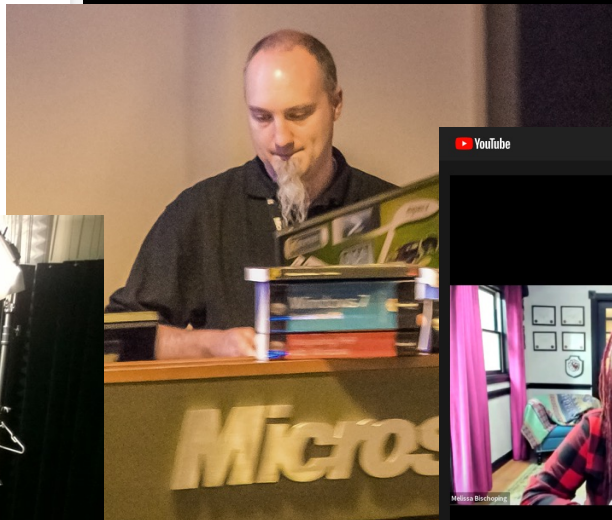
## Getting Started with PowerShell Core on Windows, Mac, and Linux



Ashley

June 9th, 2017

Today we have a guest post from *Honorary Script Guy* and Microsoft Premier Field Engineer Ashley McGlone, also known as [GoateePFE](#).



### Tanium Tech Talks ▶ Play all

Hello Tanium administrators! If you are curious about new stuff Tanium has to offer, how it works, and how to get your job done faster, then this is the show for you.

**Windows 11 Migration**  
Using Tanium  
22:46

**Threat Response**  
In Real Life  
39:28

**Tanium Client Management 2.0**  
Cloud Client Deployment  
25:23

**Tanium Patch**  
Zero Touch + Self Service  
25:51

**Disc 2 - Tanium**  
327 views

**Windows 11 Migration - Tanium Tech Talks #67**  
Tanium  
308 views • 8 days ago

**Threat Response In Real Life - Tanium Tech Talks #66**  
Tanium  
506 views • 2 weeks ago

**Tanium Cloud Client Deployment - Tanium Tech...**  
Tanium  
765 views • 4 weeks ago

**Tanium Patch: Zero Touch + Self Service - Tanium Tech...**  
Tanium  
1.2K views • 1 month ago



@GoateePFE

#BSidesCBus23

@BSidesColumbus



# SECURE YOUR CAREER WITH A PERSONAL BRAND

---

MR. ASHLEY MCGLONE

TECHNICAL ACCOUNT MANAGER – TANIUM

@GoateePFE

ashley.mcglone@tanium.com



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# WHAT IS A PERSONAL BRAND?

---

Reputation - What do people get when they work with you?

Now scale that online.



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# PERSONAL BRAND AS ART

---

- Mission
- Message
- Media
- Mentoring



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# MISSION

---



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# WHY BUILD A PERSONAL BRAND?

---

Help others.

By-product: Secure your career.



@GoateePFE

#BSidesCBus23

@BSidesColumbus



# WHY ARE WE HERE?

---

We want to learn.

Who do we learn from?

You can build your brand by being the person others learn from... even if you're just getting started.



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# THIS CONFERENCE WHO DID YOU COME TO SEE?

---

- Scroll through the speaker lists on the conference site.
- Who do you recognize?
- What is their niche?
- How have they helped you?
- Who was on your list of folks you wanted to see?
- Now go do what they did.



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# BLUF: HOW DO I BUILD A PERSONAL BRAND?

---



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# MESSAGE

---



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# CONTENT

## WHAT DO I TALK ABOUT?

---

- Niche - intersection of two interests
- Problem solving
- Real world need
- FAQs
- Research in the field and lab



@GoateePFE

#BSidesCBus23

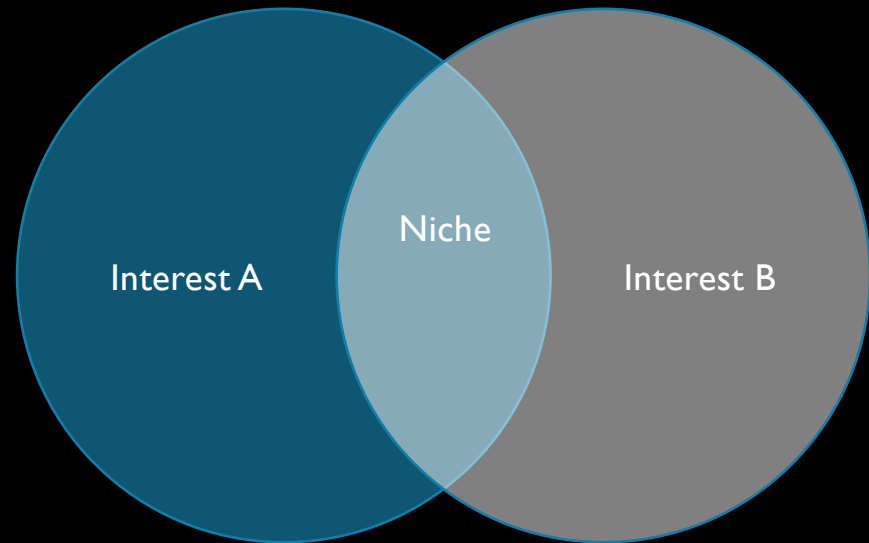
@BSidesColumbus

# BRANDING: NICHE

## WHO AM I? WHO IS MY AUDIENCE?

---

Plenty of people do A.  
Plenty of people do B.  
But few do A & B.  
That's your niche.



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# BRANDING: THE PROBLEM SOLVER

## DIRTY JOBS / DO HARD THINGS

---

- Think of the technology or challenge you dread the most...
- Decompiling malware, Linux memory dump analysis, physical disk forensics, PKI, MacOS security, etc.
- @HackingDave – Dave Kennedy – @TrustedSec / @Binary\_Defense / @WeHackHealth
- @c3rkah – Matt Scheurer – ThreatReel



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# MEDIA

---



@GoateePFE

#BSidesCBus23

@BSidesColumbus



# WHERE TO MAKE MY MARK?

## META CONSIDERATIONS – CHOOSE A COMBO

### In-Person

Conference stage  
User groups  
Mentoring  
Training

### Written

Books  
Magazines  
Blog  
Email  
Social Media  
Chat  
Forums  
Website  
Newsletter  
Code sharing

### Audio

Podcast  
Discord  
Clubhouse

### Video

Video sites  
Streaming  
Video meeting  
Training  
Webinars

### Monetize

YouTube  
Substack  
Patreon  
Training sites  
Articles  
Ads  
Books

In-Person  
Written  
Audio  
Video

one:one  
one:many  
many:many



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# IDENTITY

## HOW OTHERS RECOGNIZE ME ONLINE

---

- Social media handle – [namecheckr.com](https://namecheckr.com)
  - Unique across all social platforms
  - Memorable
  - Not tied to your company or job title
- Headshot/Avatar – [@marcduiker](https://fiverr.com)
  - Your brand logo for visual recognition
- Bio
  - Credentials
  - A personal interest
  - Endorsement (kudo file)



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# MENTORING

---



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# PRACTICAL BITS

---

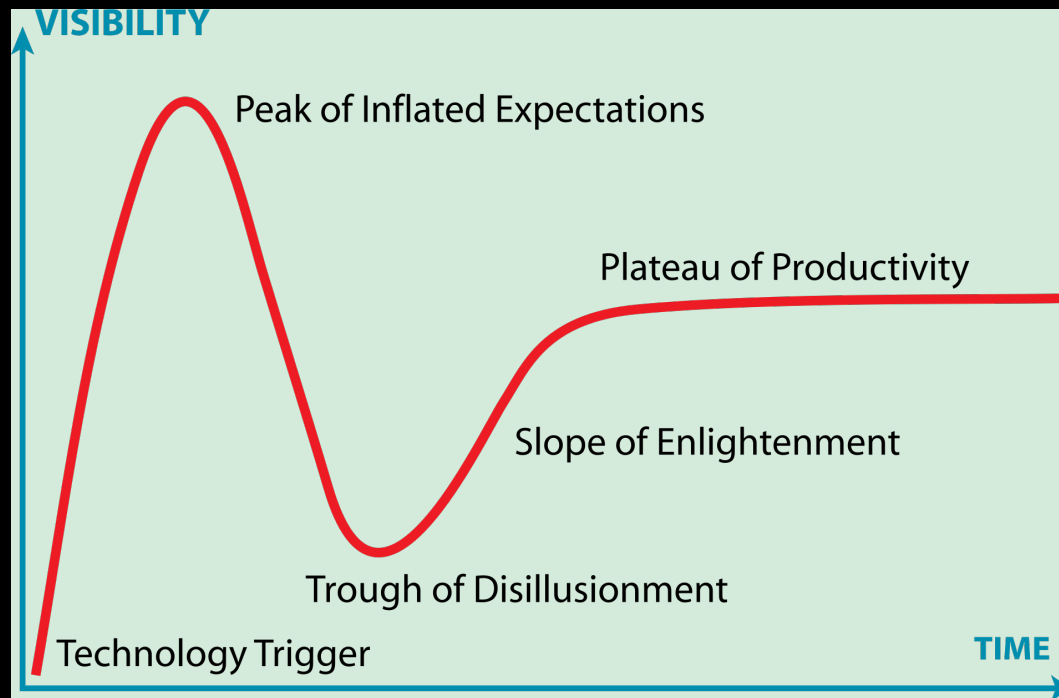
- Social media policy
- Legal use of graphics
- Monetize?
- “Hype cycle”



@GoateePFE

#BSidesCBus23

@BSidesColumbus



By Jeremykemp at English Wikipedia, CC BY-SA 3.0, <https://commons.wikimedia.org/w/index.php?curid=10547051>  
[https://en.wikipedia.org/wiki/Gartner\\_hype\\_cycle](https://en.wikipedia.org/wiki/Gartner_hype_cycle)



@GoateePFE

#BSidesCBus23

@BSidesColumbus



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# SUCCESS FACTORS

---

- Mentors
- Content creators community
- Goal of consistency
- Journal: ideas, stories, humor, analogies
- Practice / doing it
- Community / Social
- Take the long view.  
SpaceX & Blue Origin didn't happen in a day.



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# CARE AND FEEDING

---

- Review metrics - What landed? What didn't? Surprises about what sticks
- File kudos
- Answer comments
- Behold the long tail! Accumulated content will take on a life of its own.
- Promotion - If you believe in your content, don't you want to help more people?
  - See *Superfans* by Pat Flynn



@GoateePFE

#BSidesCBus23

@BSidesColumbus



# THINGS I GOT RIGHT

---

- Consistency – avatar, schedule, stick with it, give it time
- Addressing real world topics with thorough solutions
- Engaging in community (Twitter, user groups, conferences)
- Highlighting the work of others
- Adding personal flavor
- Metrics (Google Analytics, views, countries, linked from, linked within, trending up over time, etc.)
- Following advice of mentors
- Catching a tech wave when people are searching for answers
- Impacting lives of readers



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# MISTAKES

---

- Social media handle tied to my former job title
- Talking too much about myself
- Spamming forums with my latest post, without building relationship in those forums
- Not following advice of mentor (missed a tech wave)
- Getting “the big head”



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# ELEPHANT IN THE ROOM: TALKING ABOUT YOURSELF

---

- Most folks don't like arrogant, conceited people. I don't want to be "that guy".
- It's awkward. I still don't like it. Sometimes it's necessary.
- To humbly establish your credibility with a new audience, use the words of others:
  - "Attendees of Ashley's sessions have said that he is both informative and entertaining." – taken from previous conference session evaluations
- Do your best to take attention away from yourself.
  - Put focus on the problem you're solving and how to help your audience.
  - Do that enough times, and you won't have to talk about yourself any longer.
  - Others will do it for you.
- Don't open your presentation with you. Open with the problem or story or attention thing.
  - Advice from Dr James Whittaker (nsfw?). Make your content so good they ask about you afterward.



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# 3,000 YEAR OLD PERSONAL BRAND PROVERBS

---

## Proverbs 22:1 - REPUTATION

A good name is to be chosen rather than great riches, and favor is better than silver or gold.

## Proverbs 27:2 - ENDORSEMENT

Let another praise you, and not your own mouth; a stranger, and not your own lips.

## Proverbs 22:4 - HUMILITY

The reward for humility and fear of the Lord is riches and honor and life.

## Proverbs 27:21 - CAUTION

The crucible is for silver, and the furnace is for gold, and a man is tested by his praise.



@GoateePFE

#BSidesCBus23

@BSidesColumbus

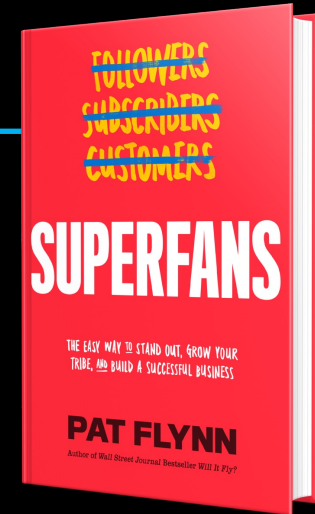
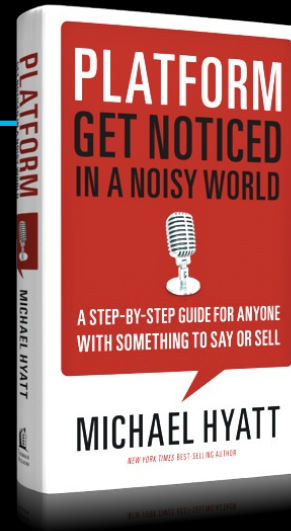
# HOW DO I BUILD A PERSONAL BRAND?

---



# RESOURCES

- Michael Hyatt - *Platform*
- Pat Flynn - *Superfans*
- Avatar / Headshot
  - Fiverr.com - graphics / music
  - @marcduiker - 8bit
  - @reverentgeek David Neal
- namecheckr.com - handle search
- Toastmasters



@GoateePFE

#BSidesCBus23

@BSidesColumbus

# CALL TO ACTION

---

- LinkedIn / Twitter
  - Let's continue the conversation. Free coaching.
- Pay it forward like the people who have helped you.
- What will be your mission, message, and media?
- Set a goal to volunteer or speak at this conference next year!



@GoateePFE

#BSidesCBus23

@BSidesColumbus

**From:** David \*\*\*\*\*

**Sent:** Tuesday, August 29, 2017 11:39 AM

**To:** Ashley McGlone (GOATEEPFE)

**Subject:** RE: New-TimeSpan -Start '9/1/2017'

Thank you for all your contributions to the community. Your work has had a tremendous impact. Here is a 30,000' view of how it has helped my career:

- Helped me get out of a bad job into a good one.
- Caused an employer to create a position to promote me into.
- Had enough fun with it that I put 'PowerShell Enthusiast' on my LinkedIn profile, resulting in a cold-call from my current employer, MSFT. 😊

Best wishes in your future endeavors,

-David



@GoateePFE

#BSidesCBus23

@BSidesColumbus





**Miriam Wiesner** @MiriamXyra · Aug 16

Today's the day: my book was finally released!!!

And it already looks like people like it: it is already Top New Release in several categories 🥳🥳 I'm so excited!

★ Get my book: [packt.link/MiriamCW](https://packt.link/MiriamCW)



13 42 220 22.2K



**Ashley McGlone** @GoateePFE · 16h

Congratulations. Wow. This is a hefty volume, over 500 pages! And hefty reviewers and endorsements. What an accomplishment. Thanks for documenting your research for us to learn. [#powershell](#)

1 1 2 296



**Miriam Wiesner**

@MiriamXyra

Thank you for your nice words. I stand on the shoulders of giants. I do not only have the greatest reviewers but also the best (PoSh) community to learn from! I remember watching tech videos from you before I joined Microsoft years ago and I thoroughly enjoyed them!

12:22 AM · Aug 18, 2023 · 34 Views



**Miriam Wiesner**

@MiriamXyra

Thank you for your nice words. I stand on the shoulders of giants. I do not only have the greatest reviewers but also the best (PoSh) community to learn from! I remember watching tech videos from you before I joined Microsoft years ago and I thoroughly enjoyed them!

12:22 AM · Aug 18, 2023 · 34 Views



@GoateePFE

#BSidesCBus23

@BSidesColumbus



# SECURE YOUR CAREER WITH A PERSONAL BRAND

---

MR. ASHLEY MCGLONE

TECHNICAL ACCOUNT MANAGER – TANIUM

@GoateePFE

ashley.mcglone@tanium.com

<https://github.com/GoateePFE/BSidesCBUS2023>



@GoateePFE

#BSidesCBus23

@BSidesColumbus