

DIGITAL PRESENCE + TOOLS

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PERSONAL BRANDING

THE ESSENTIALS

Personal Branding Statement

A 30-second elevator pitch that you can tell someone when they ask you “So, tell me about yourself.”

In writing: Summary statement on your resume.

Your Story

An expanded version of your statement that you would share at networking events and job interviews.

In writing: Summary statement on your LinkedIn profile + other accounts.

SELF-REFLECTION: YOU, THE PROFESSIONAL

Core Values → What are your fundamental beliefs and guiding principles?

Passions → What motivates and intrigues you?

Vision → What does your ideal career look like?

Strengths → What are your best characteristics and skills?

Uniqueness → What sets you apart?



The human brain is designed to remember stories with emotional impact.



DEVELOPING YOUR STORY

Who are you?→ What basic facts should people know? How do others describe you?

What makes you awesome?→ What are your unique strengths?
What value do you bring to teams and companies?

Where are you trying to go?→ What are you asking for? How do you plan to get it?

DO I HAVE TO?



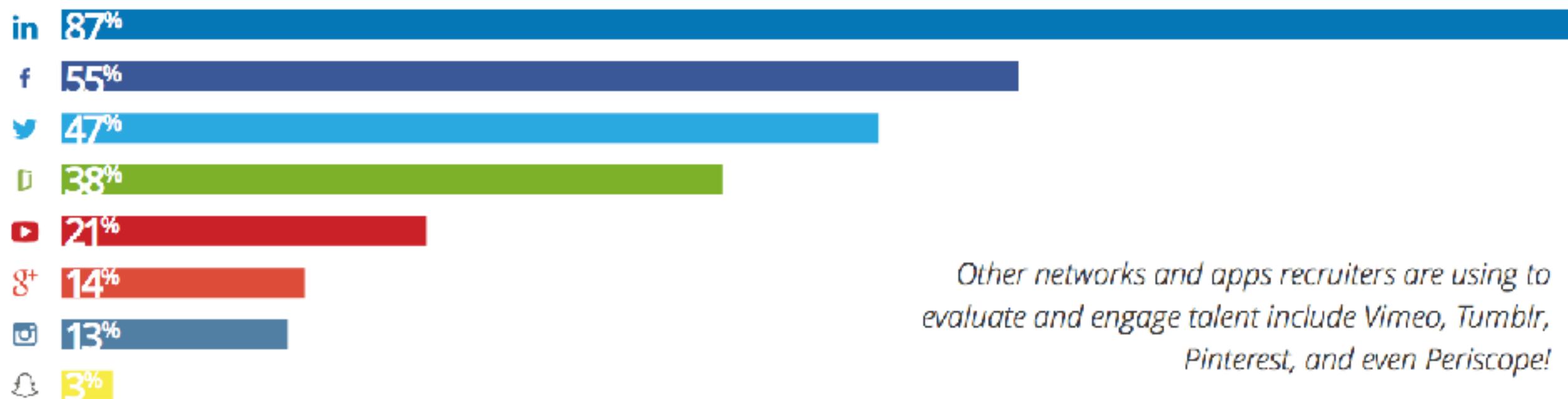
... PLEASE YES

WHY BE SOCIAL AT ALL?

- 73% of recruiters have hired a candidate through social media.
- 93% of hiring managers will review a candidate's social media presence before making a hiring decision.
- 55% of hiring managers have reconsidered a candidate based on what they found on social media (for better or for worse!).
- **GOOD social presence increases trust**

SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process.
4% aren't sure, but the **92%** of recruiters that do use social media cast a wider net than ever:



Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!

DIGITAL PRESENCE + TOOLS

THE BASICS & WHAT'S IMPORTANT?

THE BASICS & WHAT'S IMPORTANT

<https://www.linkedin.com/in/rebeccazukowski>

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/rebeccazukowski 



Share profile changes

If enabled, your network may see this change.

Contact and Personal Info



Your Profile

[linkedin.com/in/rebeccazukowski](https://www.linkedin.com/in/rebeccazukowski)



Email

rebeccazukowski@gmail.com

Show less 

THE BASICS & WHAT'S IMPORTANT

CONTACT INFORMATION

- ›DO have your email address visible to the public
- ›DO have relevant websites listed
 - › Online portfolio, Github, blog, etc.
- ›DO have your Twitter handle listed ONLY if your tweets are appropriate and recent

See connections (136)



Contact and Personal Info



Kate's Profile

linkedin.com/in/katehasz



Website

katehasz.com (Personal Website)



Phone

301.643.4798 (Home)

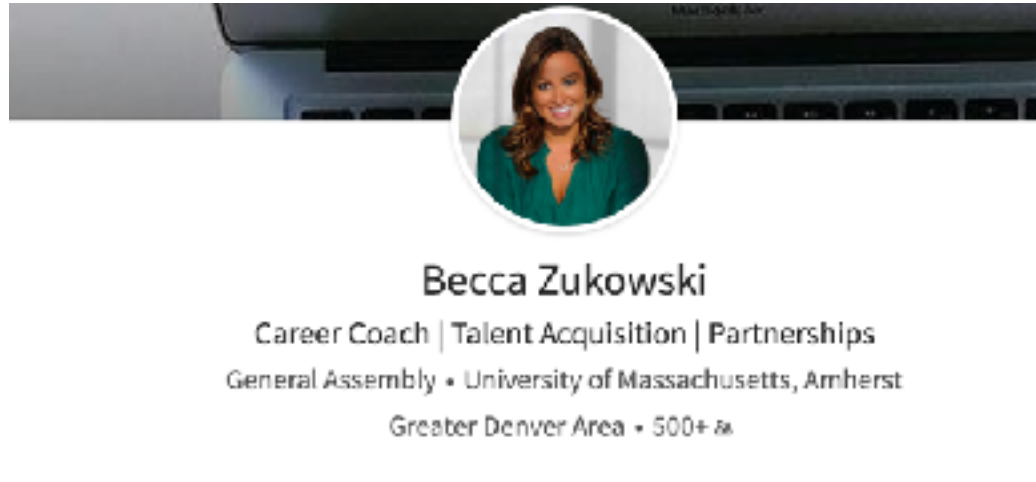


Email

katelynhasz@gmail.com

Show less ^

THE BASICS & WHAT'S IMPORTANT



1

2

3



Summary

5



Experience

4



Projects

6













































Education

RESUMES + DIGITAL PRESENCE

NAME + HEADLINE

NAME + HEADLINE

15

 Kevin Nam 2nd Freelance Web Deve Greater Los Angeles ▶ 6 shared connection Current: Freelance Web Devel	 Kevin Nam 2nd Freelance Web Develop Greater Los Angeles Ar ▶ 6 shared connections Current: Freelance Web Develop	 Kevin Nam 2nd Freelance Web Develop Greater Los Angeles A ▶ 6 shared connection Current: Freelance Web Develc	 Kevin Nam 2nd Freelance Web Dev Greater Los Angeles ▶ 6 shared connecti Current: Freelance Web Devs	 Kevin Nam 2nd Freelance Web Developer a Greater Los Angeles Area - I ▶ 6 shared connections • Sim Current: Freelance Web Developer a	 Kevin Nam 2nd Freelance Web Den Greater Los Angele ▶ 6 shared connect Current: Freelance Web Dev	 Kevin Nam 2nd Freelance Web Develop Greater Los Angeles Ar ▶ 6 shared connections Current: Freelance Web Develo
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NAME + HEADLINE



Mark A. Regis - Web Developer1st

HTML/CSS | Designer | Team Player | Experience Bringing Websites to Life

Greater Los Angeles Area | Higher Education



Mark A. Regis - Web DeveloperYOU

HTML/CSS | Designer | Team Player | Experience Bringing Websites to Life

Greater Los Angeles Area • Higher Education

Similar • 500+

Edit



Mark Regis3rd

Sr. Hardware Engineer at Sonus Networks

Greater Boston Area • Telecommunications

Similar

Connect

NAME + HEADLINE



Andrew Wasicek - Full Stack Developer

1st

Javascript | Ruby on Rails | HTML5 & CSS3 | MEAN Stack

Greater San Diego Area | Computer Software

Previous General Assembly, California Innocence Project, U.S. Attorney's Office, Southern District of California

Education General Assembly



Jonah Hontos - Web Developer

1st

AngularJS | Node.js | HTML & CSS

Santa Monica, California | Computer Software

Current Freelance Audio

Previous Santa Barbara City College, Chico State Game Studios

Education General Assembly



138
connections

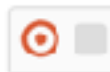
NAME + HEADLINE



Prity Patel 1st

Product Management, Client Services and Full Stack Web Development Professional
Greater Los Angeles Area • Internet
▶ 33 shared connections • Similar

Current: Product Management Immersive Program - Instructional Lead (Con...



Message



Ben Sam 1st

Web Developer at Argoworks
Greater Los Angeles Area • Internet
▶ 30 shared connections • Similar • 497

Current: Senior Project Manager & Web Developer at Argoworks Creative



Message



Percival J. Loyola - Developer Designer in 1st

Moving fast trying not to break things
Greater Los Angeles Area • Internet
▶ 33 shared connections • Similar • 500+

Current: Teaching Assistant at General Assembly

Past: SSR at Intuit

CS at Docstoc (Acquired by Intuit NYSE:INTU Dec 2013)

Biz Dev at GlassApps



Message



Abel Alejandro Hernandez 1st

Web Developer
Greater Los Angeles Area • Computer Software
▶ 23 shared connections • Similar • 235

Current: Web Application Developer at LabTech



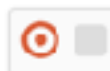
Message



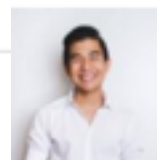
John Meredith - Android/Web Developer 1st

Java | JavaScript | Ruby | Ruby on Rails | MEAN Stack | Android Development | SQL
Greater Los Angeles Area • Computer Software
▶ 45 shared connections • Similar • 107

Current: Teaching Assistant at General Assembly



Message



Thomas Choi - Full Stack, Front End Focus 1st

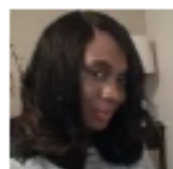
Web and Mobile Developer | JavaScript | MEAN Stack | Ruby On Rails
Greater Los Angeles Area • Computer Software
▶ 108 shared connections • Similar • 460

Current: Web Development Immersive at General Assembly

Current: Freelance Front End Developer at Snowglobe Perspective Studio



Message



Meghan Joseph - Full Stack Developer 1st

Javascript | Ruby on Rails | MEAN Stack
Greater Los Angeles Area • Computer Software
▶ 24 shared connections • Similar • 183

Message

RESUMES + DIGITAL PRESENCE

SUMMARY

I conceptualize and build rich interactive digital experiences for some of the largest brands in the world. Over the past decade, I have created software services for a wide variety of national brands and Fortune 500 Companies. My expertise is in leading teams to develop world class web experiences and to create innovative digital products and services.

In addition, I teach graduate courses at the University of Colorado at Boulder focused on full-stack development, building start-ups, and creating new digital experiences.

Technical Expertise

Front-End Development (CSS3, HTML5, Javascript, JQuery)

Front-End Web Architecture (React, Redux, NPM, Backbone, Angular, Grunt, Gulp, Marionette, Require)

Mobile Applications (React Native, some Swift)

Web Animation (After Effects, SVG, WebGL, Canvas, CSS3)

Application Architecture (MVC, Micro-services, API's)

Server Infrastructure (AWS, Heroku, Linux)

Backend Development (Node.js, PHP, Ruby on Rails)

Non-Technical Expertise

Project Management – Scrum Certified.

Branding and Identity

UX/UI User Flows and Experiences

Project Estimates and Quotes

Client Presentations [See less](#)

RESUMES + DIGITAL PRESENCE

EVERYTHING ELSE

SKILLS AND ENDORSEMENTS

Skills & Endorsements

Top Skills



Nick also knows about...



General Assembly

WDI - Web Development Immersive, Front End / Back End Web Development



GA's WDI is a 12-week web dev immersive program. In total I've dedicated 600+ hours of study both in-class and after hours. During the course we completed four projects including one group project, in one-week sprints. Technologies, languages, frameworks, and libraries introduced include:

- HTML, CSS, and the DOM
- Agile/SCRUM
- SaaS, Responsive web design, Bootstrap and Materialize
- Javascript and the jQuery library
- Sinatra, Ruby, Ruby On Rails
- Postgres and the RDBMS
- MVC, Routers, and the Client-Server model
- API's, AJAX, JSON, and Postman
- MongoDB, Express, Node.js, and Angular.js
- SocketIO, Firebase, Ionic
- OAUTH with passport, jwt with Angular
- Gulp task manager
- BDD with Mocha/Chai, and RSPEC
- Git/Github workflow
- Deployment: Heroku/MongoLab

EXPERIENCE



Experience

Full Stack Web Developer

General Assembly

January 2016 – Present (7 months) | Greater Seattle Area



Immersive study of full stack web development to master front end dynamic design, back end data management, and combine the two to create a seamless end user experience. 70 hours of weekly programming culminating in several front end and full stack web apps. Skills Include: Responsive Web Design with HTML/CSS/Javascript, Git, jQuery, Bootstrap, DOM Manipulation, AJAX, APIs, Express.js, SQL, RESTful CRUD, Sequelize, Ruby, Rails, NoSQL, Node.js, Mocha, Chai, Angular.js.

▼ 1 recommendation



Brian Hague

Software Engineer - Instructor at General Assembly

Evan was one of my mentee developers in General Assembly's Web Development Immersive program. For three months, Evan showed much persistence and creativity when learning new concepts. His organizational abilities and front-end skills proved to be... [View ↓](#)

- Focus on your **accomplishments** and **projects**, as you would describe a job
- Optimize for searchability using **keywords**

RECOMMENDATIONS

Recommendations

Received (7) ▾ Given (7)

Associate Creative Director

Giant Creative Strategy



Jonathan Peischl

Co-founder, Strategy and Innovation at Splice Agency

“ I had the pleasure of working with Tony for 4+ years. He played a vital role in helping to build a successful digital execution team from the ground up, operating in a dual tech-creative capacity. Tony had the right skill sets, attitude, and commitment to partner with brand teams that were relatively unfamiliar with digital execution; he made it happen in partnership. Once... [more](#)

February 29, 2016, Jonathan managed Tony at Giant Creative Strategy



Kevin J Stokes

Creative Director, SPLICE Agency

“ Tony is a rare breed of creative, his technical skills are closely matched to his creative insight resulting in a one man army for your contemporary advertising needs. He's an extremely hard worker and takes enormous pride in his work, a consummate professional in every sense. His serious work ethic is nicely tempered by his wicked sense of humor, I look forward to day day... [more](#)

February 29, 2016, Kevin J managed Tony at Giant Creative Strategy



Will Seyffer

Design Program Manager at Facebook

“ In the agency world, the day to day can sometimes become a battle. When projects heat

Simon Memory Game →

July 2015

A recreation of the popular Simon Game, but with a twist. This game includes a Challenge Mode feature that will randomly rotate the board after each round.

HTML | CSS | JavaScript | JQuery

Foto →

August 2015

Foto is an applicaion for photographers. Built with Ruby on Rails, this app allows photographers to upload their photo files saved on their machine. Once a photo is uploaded, the user's photo becomes public so that others may discover their photos. A great app to find inspiration!

Ruby on Rails | CSS | Bootstrap | PostgreSQL

Swells →

September 2015

Swells is an application that was built for surfers. This app allows surfers to save their favorite surf session on a map by simply placing a marker on it. Along with thier markers, the user can give their spot a title and a breif comment about that particular session they had. Now surfers can remember which spot to go to!

MongoDB

Express | Node js | Angular js | Bootstrap | Sass | Google... **more**



My dad is so
smart at bikes

How am I
allowed to do this



DIGITAL PRESENCE + TOOLS

A WORD ABOUT STAFFING FIRMS AND RECRUITERS

DIGITAL PRESENCE + TOOLS

OTHER DIGITAL TOOLS

OTHER IMPORTANT SOCIAL NETWORKS

- Dribbble
- CodePen
- BuiltInColorado
- Twitter
- AngelList
- Github
- Facebook
- Stack Overflow
- Meetup
- Google+ (Becca insists)
- **Anywhere with a login screen**

Q&A

ASSIGNMENTS

This week...

- Complete your LinkedIn Profile
- Put a link to it in your about-me repo
- 1:1 with Becca from 4 to 5 today if you have not yet!