

- 1 How will a compelling personal brand benefit a professional in your chosen industry or desired career?

Having a good personal brand could be important for someone in my industry because it could be the deciding factor for a potential employer whom is looking to hire. Everything on paper might make you look great but if the person on the screen doesn't match the person on the paper, it could raise a red flag.

- 2 Who is your industry "hero" or someone you look up to and admire? What is your perception of their personal brand? Provide an example of a brand touch point that has influenced your perception of their brand.

I would have to say Dong Nguyen is a great person to follow because he created a very successful game called flappy birds. As you look his twitter page you will see that it is entirely devoted to mobile gaming. Everything he does on this site either promotes a game or references something about mobile games; usually his games.

- 3 Have you noticed any benefits yet from growing your personal brand? What benefits to you anticipate? Has your personal network grown?

So far at this point I have not noticed any benefit from the steps I have taken for my personal brand. This is mostly because I have nothing to share that would impress anyone in this field. What I have gained are some new contacts, classmates from previous and current classes. I am predicting many more contacts as I progress through my degree program; because of future projects I am able to create and am proud to share. I believe that this will be a great way for me to extend my contact list beyond my classmates to current industry professionals. Hopefully one of these contacts will lead to an employment position or a promising opportunity.

- 4 How will you continue to improve and build your personal brand?

I will continue to build my portfolio to display professional work. And by adding at least one classmate each month, I plan to build upon my contacts list and create the professional network that will make my dreams come true.