

knowShubhangi

# Personal Branding



knowShubhangi



### **Hello! I am Shubhangi**

- Developer Advocate, DhiWise
- GitHub Campus Expert
- Organiser GDG Noida, Flutter Delhi
- Women Techmaker Ambassador
- Mental Health Advocate
- Accidental Entrepreneur
- Potterhead

knowShubhangi

**But wait, why is it  
needed?**



## Need

1. Share your narrative
2. Find opportunities
3. Build in public
4. The X Factor



## Stats

1. **561% more reach** when employees share the content
2. Content gets **8x more engagement**
3. Employees have **10 times more followers** than their company's social media accounts



knowShubhangi

# How to build a brand?



## How to build a brand?

- Be consistent
- Pay attention to your audience and target group
- Technical content writing (blog, 100DaysOfCode)



## How to build a brand?

- What do you bring to the table?
- Quality > Quantity
- Engage and contribute





## Most importantly

- Be yourself!
- Be kind and have patience
- Don't run after numbers
- Experiment



## Keep an eye out

- Notice what other creators are doing
- What's the context of a trend  
(Don't follow it blindly)





## **Help will always be there for those who ask for it**

- Attend webinars, read blogs
- Seek out mentorship
- Collaborate!

knowShubhangī



knowShubhangi

Always around to chat, do potter  
talk or help out!

Connect with me  
[@knowshubhangi](#)

