Introduction

Currently, my professional online presence is consistent but still developing. My LinkedIn profile presents me as a data analytics student, highlighting my relevant coursework and projects. To maintain a clear separation between my professional and personal life, my personal social media accounts are set to private. I will continue making efforts to make all my content accessible by using keywords related to data analytics to ensure visibility.

Professional Online Presence

- I am building an online presence that reflects my skills in data analytics, software engineering, coursework, and projects.

- I want to be recognized as an emerging expert in data analytics, especially in Python and ethical data practices.

My Brand Development Strategy

- **Content Creation:** Posting LinkedIn articles on data trends and visualizations.

- **Engagement:** Commenting, sharing, and connecting with professionals regularly.

- **Profile Optimization:** Auditing and updating keywords, project highlights, and certifications quarterly.

Weekly Posting Strategy

To further develop my online presence, I plan to post or engage on LinkedIn at least once a week. This includes sharing insights from industry articles, publishing short-form reflections on my coursework or projects, and commenting on relevant posts in the data analytics and MIS space. Over time, this will help position me as an engaged, thoughtful professional in my field.

Career Center Collaboration

As part of this project, I connected with the University Career Center to review and refine my resume, cover letter, and LinkedIn profile. Their feedback helped ensure that my materials align with industry expectations and communicate my personal brand clearly and professionally.

About Me

I'm passionate about using technology to solve problems, especially where data and user experience intersect. I enjoy building tools that are not only functional but intuitive and elegant.

This Portfolio

I designed and built this portfolio using HTML and Tailwind CSS in VS Code. You can explore each section using the navigation bar above and view my process of creating this site in the Projects section.