

Russell - 31



Russell is a project management supervisor at a mid-sized technology firm. As a project manager, he has a hand in many different projects but doesn't consider himself an expert in any.

His idea of personal branding revolves around online presence and career prospects. While he manages his brand regularly, it can be difficult for him since he is more of a generalist than a specialist. Russell would love to branch out and establish a perception of expertise in both personal and professional topics.

Russell currently maintains a personal website with a blog and his resume posted. He uses his website as a place to talk about work accomplishments and thoughts about industry topics.

While Russell takes online privacy seriously, he tries to balance that with openness. He considers himself quite meticulous with what he posts and wishes there was a better way to manage his brand and branch out.

A personal brand is...

"A cohesive package representative of your work values, skills, and experience that you project to the public as a way of personal and/or professional promotion."

An online reputation is...

"a digital footprint....how you are perceived online based on how you market yourself."

It is important to manage your online brand because...

"Jobs don't last forever. Online personal brand can go a long way in attracting clients who aren't just family or friends."

Key Characteristics

- understands the importance of personal branding
- started the process, wants to take the next step

Goals

- establish his personal brand to achieve career goals
- be perceived as an expert
- use technology to maintain his brand

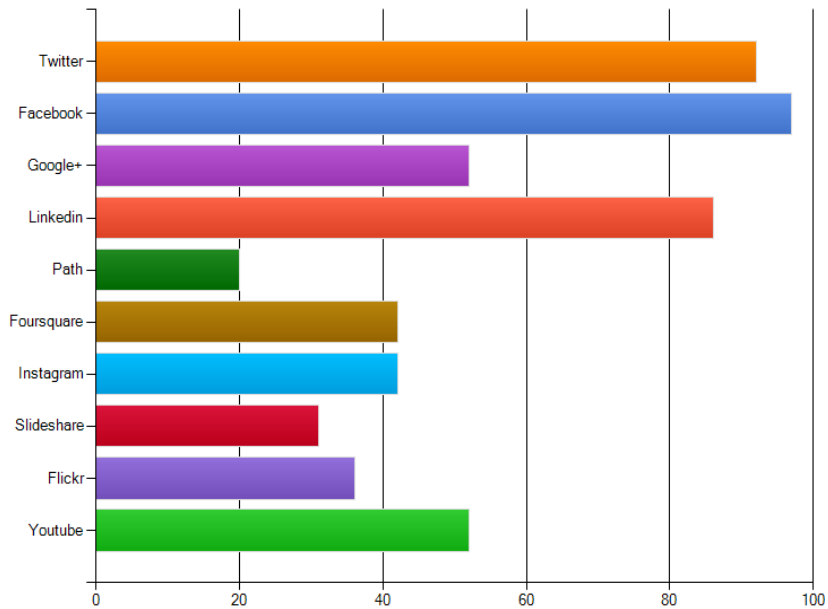
Influencers

- takes the labor out of finding content
- will make connections for me
- helps avoid and correct errors
- cost
- demonstrated utility

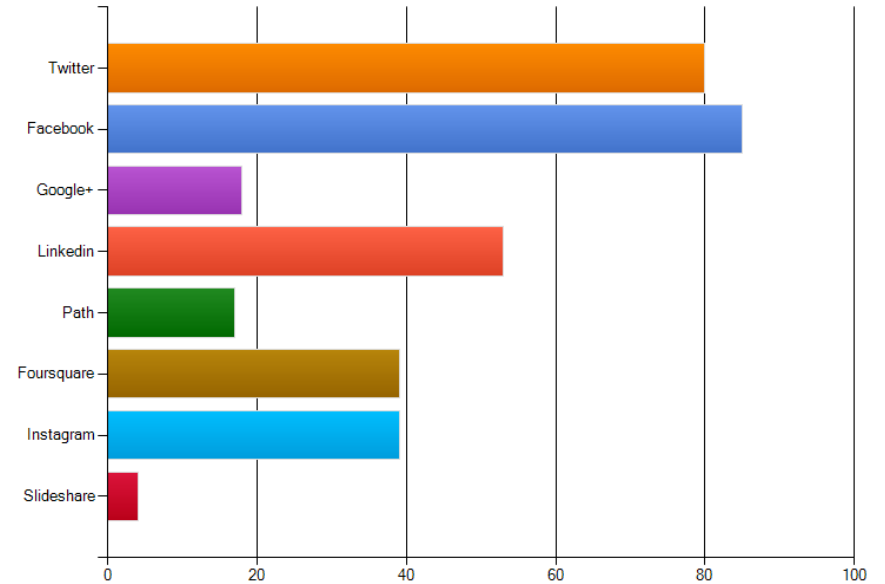
Frustration & Pain Points

- finding interesting content to share
- lack of time to manually build his brand
- establishing expertise as a generalist

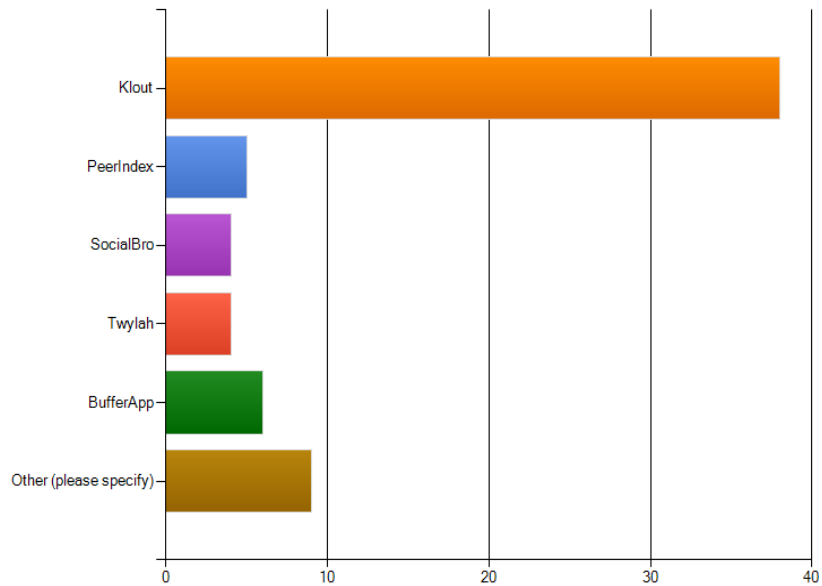
Social media use



Social media channels used on mobile device



Personal brand monitoring tools



Frequency of posts that are later deleted

