



CREATE IT: BUILDING YOUR ONLINE PRESENCE

Of the many things one would find important while applying for jobs or even in the entrepreneurial journey, the fact that **online presence is the most important tool in this era.**

When you're looking for a new job or positioning yourself for career growth, it's important to have an online presence where you can **showcase your skills and experience.** Your online professional profiles will also help you **connect with contacts who can expedite your job search** and assist you with moving up the career ladder.

Whether on social media like LinkedIn or even a website with your resume and/or portfolio, having an online presence is important for many careers. By having a professional one, you're showing that **you care and are serious about any opportunities that come your way.** Here's how you can build a professional online presence that will help you nurture relationships and reciprocate to opportunities while still maintaining your personal, private life.