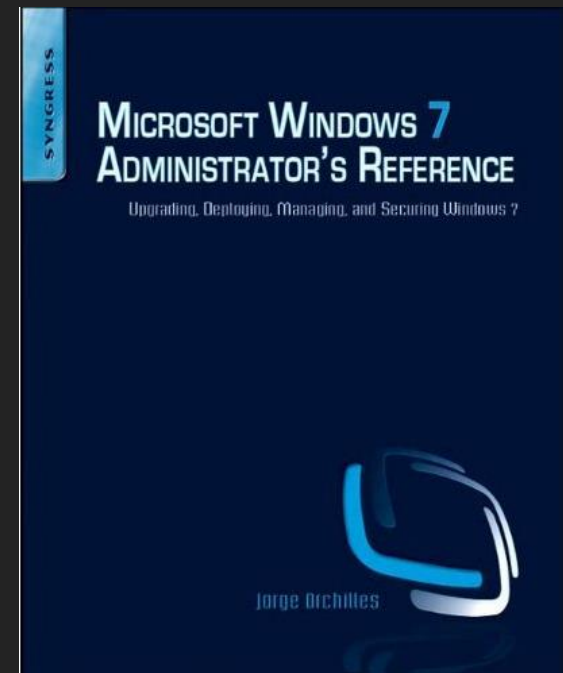


Creating Your Personal Brand

Jorge Orchilles

About Jorge Orchilles

- Information * for over 8 years
- Security Analyst – Fortune 10
- Consultant by night – Orchilles Consulting
- Master of Science and BBA in Management Information Systems – Florida International University
- Author – Microsoft Windows 7 Administrator's Reference (Syngress)
- Certifications – CISSP, GPEN, GCIH, CEH, CICP, CCDA, CSSDS, MCTS, MCP, Security+
- SANS Instructor – SEC504, SEC560, SEC577
- Organizations
 - President - South Florida ISSA
 - Member - OWASP, InfraGard, Miami Electronic Crimes Task Force, Hack Miami



What is a Personal Brand?

- Marketing yourself and your career as a brand
- Distinguishing yourself, your knowledge, your skills from the rest
- Different than corporate branding... you can transfer your personal brand anywhere you go

Let's get started!

1. Discover
2. Create
3. Communicate
4. Maintain

1 - Discover

- Invest in self discovery first
- Learn about yourself, your values, personal mission, what makes you unique, your strengths, and your weaknesses
- “What do I want to be known for?”

2 - Create

- Create a strategy first, all of these must be consistent and reinforce what you discovered:
 - Blog and/or Website
 - Business Card
 - Resume or Bio
 - Social Network Profiles
 - LinkedIn
 - Twitter

Business Cards Still Matter

- You have to network so you need a business card
- Your business card should:
 - Position you as an “expert” in your field
 - Have your contact details
 - Website
 - Twitter
 - Blog
 - Have a picture?

3 - Communicate

- Once the first two steps are done it is time to let people know you exist
- Attend Professional Networking Events
- Write articles, blog, comment on blogs
- Connect with people on social networks
- Speak at events or conferences – communicate your strengths

Lead the Way

- Develop slide show presentations, share them on slideshare
- Record your talks and share them on vimeo
- Communicate & Educate – lead the way, give back to the community
- Motivated yet?

4 - Maintain

- As you grow, mature, and accelerate in your career make sure to update and accurately present your brand.
- Monitor your brand
 - Website statistics
 - What are people saying about you?

Follow the Marketplace

- Stay on top of market trends
- Have an idea where things are going
- I started in IT and saw the huge trend towards Information Security
- Did training and a few gigs, loved it, now I am here
- Where will we be tomorrow?

Diversify Your Income Streams

- Current economy is unpredictable.
- Diversify the way you conduct business
- What if you lose your job tomorrow?
- If you create products, services, or consult, you will have other revenue generating activates

Questions?

- Thanks for your time!
- Feel free to contact me

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