



Building a Personal Brand



Nnenna Ndukwe, Resilient Coders, Software Developer @ Bison



What is Personal Branding About?

How do you want others to see you with your online presence?

How can you begin getting yourself out there and increasing your online presence?

What **platforms** should you possibly utilize to increase your online presence and develop a personal brand?



Why Even Build a Personal Brand?

1. Putting oneself in the position of leadership
2. Credibility and expertise
3. Network building
4. **A job**
5. Getting to know the engineering/tech community locally and virtually
6. Building a network of people, which may ultimately lead to jobs



A Bit About Me

- Originally from Texas
- Moved to Boston in 2016
- Past pursuits in Music and Social Sciences

Hobbies

- Reading
- Writing
- Coding
- Volunteering

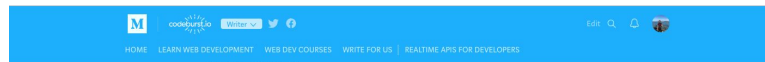
What I Did to Build a Personal Brand & When I Started

Write about Your Experience

- Combine outside **interests/hobbies** with your professional **career interests**

January 2018 >> I began **writing articles** more frequently about my journey in the tech industry thus far in February

One of my articles, featured on **Codeburst.io** and **POC in Tech**, currently has over **9k views** and over **4k 'applauds'** on Medium from across the entire world



This may seem confusing and quite drastic upon initially skimming over the title, but there is a back story that provides context to a unique problem and an equally viable solution that sprouted in my life for the past year, looking back, and looking forward into 2018.

Promote Yourself

Every click matters! Increase engagements!

I write articles at least once a month and then promote them on:

Twitter

LinkedIn

GroupMe

and I let people on Slack know that I've made posts so they can support it as well!

431



Want to use your Terminal just for fun? Run these commands in your Terminal and learn to get better at interacting more with your machine as opposed to your computer's User Interface.

7 Commands You'll Use in this Tutorial

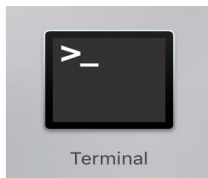
`pwd`, `cd`, `ls`, `mkdir`, `touch`, `open`, `nano`, and more!

4 Problems You'll Solve in this Tutorial

- Creating a Python file via the Terminal
- Creating an entire coding project using ONLY Terminal commands
- Writing HTML inside the Terminal via GNU nano
- Rendering your HTML in your browser

Launch your Terminal

Head to your *Applications*, click on the *Utilities* folder, and then click on the *Terminal*!



Customize your Colors

Customize the appearance of your Terminal by heading over to Preferences and toying around with the look that makes you most excited to interact with it! I picked a black background and green text.

Getting Started

Now, we are ready to practice moving through your directory levels. The way your computer is configured, you are able to climb up and down the tree of directories (like nodes) in your machine. The root directory is the first location that you're sitting in, by default, upon launching the Terminal.

The Power of the Command Line Interface

Imagine you are going to begin an entirely new coding project. What is the first thing you need to do? Create all of your files and folders! In order to do this, you'll surely need a folder dedicated specifically to this coding project. Let's set up an example project directory only utilizing the Terminal!

Promote Others

I began interacting with the dev community on Twitter and supporting people on Medium, Twitter, LinkedIn, YouTube, and more!

When you show support for others, they show it back to you!

The image is a screenshot of a LinkedIn profile and feed. On the left is the profile of Nnenna Ndukwe, a Software Developer at Bison | Google WomenTechmakers Scholar | Rewriting the Code 2018 Fellow. The main feed shows a post by Anthony Moore, a Software Engineer | Realtor, with the text "Life is an open book test. Stop stressing. Choose a blueprint and stick with it. Success will come.- Anthony 'Savant' Moore". Below this is a promoted post for Splunk, featuring the text "EASY ON YOU, EASY ON YOUR CREDIT CARD." and the Splunk logo. On the right, there is a section titled "What people are talking about now" with a list of trending topics: "DC to vote on bar and wait staff pay", "Audi CEO arrested over diesel scandal", "Google puts \$550M into JD.com", "JPMorgan hiring fewer black workers", and "Gaming disorder officially recognized". At the bottom right, there is an advertisement for Verizon Telematics Inc. featuring a photo of Nnenna Ndukwe and the text "Front End Developer Christchurch, NZ".

Your Next Tech Job Faster - Top Tech Companies In Boston Are Hiring IOS Developers. Ad ...

Share an article, photo, video or idea

Write an article Images Video Post

Sort by: Top

New posts

Anthony Moore
Software Engineer | Realtor
2d

Life is an open book test. Stop stressing. Choose a blueprint and stick with it. Success will come.- Anthony "Savant" Moore

Like Comment Share

Splunk
111,740 followers
Promoted

Full-featured log search and analysis, ideal for small IT environments.
<https://lnkd.in/dg7PsNQ>

**EASY ON YOU,
EASY ON YOUR
CREDIT CARD.**

splunk>light

What people are talking about now ⓘ

- DC to vote on bar and wait staff pay
2h ago • 11,130 readers
- Audi CEO arrested over diesel scandal
1h ago • 2,590 readers
- Google puts \$550M into JD.com
2h ago • 5,588 readers
- JPMorgan hiring fewer black workers
2h ago • 14,114 readers
- Gaming disorder officially recognized
2h ago • 7,742 readers

Show more ▾

Ad ...

Nnenna, picture yourself at Verizon Telematics Inc.

Front End Developer
Christchurch, NZ

[View Now](#)

Add to your feed ⓘ

- #Finance + Follow
- #Careers + Follow

Networking & Volunteering

I would go out to networking events and begin serving for organizations whose missions matched with my personal mission and interests:

Girl Develop It

Black Girls Code

National Society of Black Engineers

Rewriting the Code



What Building a Personal Brand Has Done for Me



Passionate
Dynamic
Individual


Personal Branding Showcases Your Qualities & Affords You Exclusive Opportunities

With the reach of some of my articles, Google Engineers reached out to me to connect in Cambridge or Boston in person.

I receive more invitations to events that are a bit more exclusive and invitation-only.

I gave a lightning talk at Girl Develop It's Anniversary Party on being a Python TA and my career thus far!

I have sat on a tech panel for Black Girls Code talking to little girls about my experience as a Software Engineer. The other black women on the panel all went through MIT and Harvard programs.



Exercise #1: Questions to Answer

Let's begin brainstorming about what we want our own branding to look & feel like...



Question #1

What do you want people to recognize you for? What do you want to be known for?

(e.g. If someone has heard about you and they mention you at a networking event, what would you ideally want them to describe you as as it pertains the skills you're gaining now and the skills you hope to gain in the near future.)

(E.g. Software Developer, Writer for Codeburst.io, active volunteer for GDI, etc.)

Jot down phrases and titles that you feel resonate with you and your goals.



Question #2

What platforms would you like to utilize often in order to promote yourself? What platforms would you like to be able to leverage in order to facilitate your personal brand building?

List them.



Question #3

*How often do you want to contribute to building your personal brand?
Begin writing down your estimations.*

E.g. "I want to commit to tweeting once a day."

E.g. "I want to post an article once a month."



Exercise #2: Let's Begin Building Our Personal Brands




```
1 import java.util.*;
2
3 public class Olympics {
4
5     public static void main(String[] args) {
6
7         //Some Olympic sports
8
9         ArrayList<String> olympicSports = new ArrayList<String>();
10        olympicSports.add("Archery");
11        olympicSports.add("Boxing");
12        olympicSports.add("Cricket");
13        olympicSports.add("Diving");
14
15        System.out.print("There are " + olympicSports.size() + " Olympic sports in this list. They are: ");
16
17        for (String sport : olympicSports) {
18            System.out.print(sport + " ");
19        }
20    }
21 }
```

Nnenna Ndukwe

Software Developer at Bison | Google WomenTechmakers Scholar | Rewriting the Code 2018 Fellow

Greater Boston Area

[Add profile section](#) [More...](#)

[Bison.co](#)
[The George Washington University](#)
[See contact info](#)
[See connections \(500+\)](#)

At Bison, I help develop internal and customer-facing front-end and back-end solutions for their software, Cobalt! I am a Developer intrigued by Full Stack Web Engineering and Back End Development. In my spare time, I am writing tech Medium articles, writing sci-fi/fantasy fiction, readi...

[Nnenna Ndukwe](#) [Nnenna Ndukwe](#) [Nnenna Ndukwe](#) [Nnenna Ndukwe](#) [Nnenna Ndukwe](#) [Nnenna Ndukwe](#)

LinkedIn

- Set up an inviting profile picture!
- When making connections, **personalize** your LinkedIn requests with a note!
- Spend time creating a **summary/bio** that matches your current state of employment and your interests both in and outside of work!
- Make your **headline** stand out!

Twitter

If you'd like to utilize this platform, **make sure you have a profile picture up**

Begin following people and topics you resonate with, **even if it's beyond coding**

Write a **bio** that's true to **YOU**. Your Twitter is about showing your personality and interests, what you advocate for, etc.

Add a link to your profile that you'd want people looking at!



The screenshot shows a Twitter profile for a user named 'nnenna // shuri' with the handle '@nnennahacks'. The profile picture is a circular image of a smiling woman with long braids. The background banner features a grid of colorful horizontal bars. The statistics show 1,834 tweets, 243 following, and 454 followers. The bio identifies her as a 22-year-old software developer, a member of WomenTechmakers and Google Scholar, a resilient coder, world traveler, writer, and a Lord of the Rings nerd. She includes a website link 'nnennahacks.io' and mentions she joined in September 2017. A recent tweet is visible, showing she retweeted a post from @Jamec about kids not knowing something.

nnenna // shuri
@nnennahacks

22. Software Developer.
@WomenTechmakers @Google Scholar.
Resilient Coder. world traveler. writer.
Lord of the Rings nerd & real life Shuri.

📍 Cambridge, MA
🔗 nnennahacks.io
📅 Joined September 2017

Tweets **Tweets & replies**

🔄 You Retweeted

 **JANNESE** @Jamec
Kids today will NEVER know h



Medium

If you'd like to start writing about things that really interest you, set up a Medium account if you don't already have one.

Set up a nice profile picture, follow others, create a bio similar to the bio's on the other platforms.

Nnenna Ndukwe

Software Developer @ Bison. @Google @WomenTechmakers Scholar. Rewriting the Code 2018 Fellow. Resilient Coder. world traveler.

86 Following · 294 Followers · 



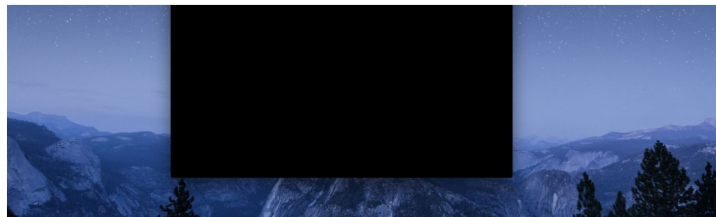
Edit profile

Profile Latest Claps Highlights Responses

Latest



Nnenna Ndukwe in codeburst
Apr 19 · 7 min



Navigate through your computer using only these 7 Terminal commands

Want to seamlessly maneuver...



432

3 responses  



Nnenna Ndukwe

nnennandukwe

passionate writer, reader, avid traveler, developer.

Edit bio

@bisondev

Boston, MA

nnenna.s.ndukwe@gmail.com

https://www.linkedin.com/in/n...

Overview

Repositories 51

Stars 62

Foll...

Pinned repositories

≡ [rock-paper-scissors](#)

a rock paper scissors game a user can play against a bot!

JavaScript ★ 15

≡ [educator-site](#)

an informational site (client work) on Tracey, an educator in Stockholm, Sweden!

HTML


≡ [safe-place-app](#)

Forked from The-Safe-Place-App/main-dashboard

This repository consists of the application design skeleton. The Safe Place app allows for anonymous posting activity.

Github

- Write a bio that reflects who you are!
- Add a link that you'd want others to take a look at when they click on your profile.
- Add an inviting photo to your profile



Connect all of Your Accounts to Strengthen Your Overall Presence!

For the link on Twitter, that URL should connect to something else you do or another social media networking site you're on!

Twitter >> Medium >> LinkedIn >> Github >> Personal Site >> Client Work (Sites/Images)

This makes it easier for people to find you and see how active you are!



Buffer: Automate your postings to social media

Write posts ahead of time and set them up in a queue for the multiple platforms you utilize! Make the posting process ***quicker & easier!***





Networking Tips I Wish I Knew A Year Ago...

- Let alcohol work *in* your favor, not against you. Use it to ease into conversations more confidently if you feel that it may help while at these networking functions
- In order to curate your own unique feeds, start a hashtag that can always be connected back to you! (e.g. **On every LinkedIn post**, I use the hashtag **#nnennahacks**)
- Don't overdo it! Pace yourself because it's about quality, not quantity, but the consistency of that quality matters **MOST**.



Tips & Takeaways for Personal Brand Building

- Building a network is how you actually get jobs
- It's the small steps that matter
- Personal brand is basically a growing form of currency for your personal life and your career
- Get to talking on the platforms you currently utilize! Interact with others, support people, and support what you like!
- When going to networking events, use LinkedIn to connect to people and make sure you leave a personalized note in the connection request
- Inform people of when you have released new content for anything you're working on or have worked on; letting people know what you've been up to (when you're ready) keeps people updated!
- Getting active online and building your personal brand is how you are better able to pitch yourself to people and potential employers!
- Engage in certain activities that you feel align with your passions and goals and slowly reduce the amount of distractions of things in your life that do not serve you where you're headed
- Behave online and in person in a way that you feel is reflective of the person you want to be known as and for.

Q&A

Ask me anything! Let's discuss.

Nnenna Ndukwe

