

## DEFINING YOUR BRAND ONLINE

PRESENTED BY NIKI LUSTIG

@NIKILUSTIG

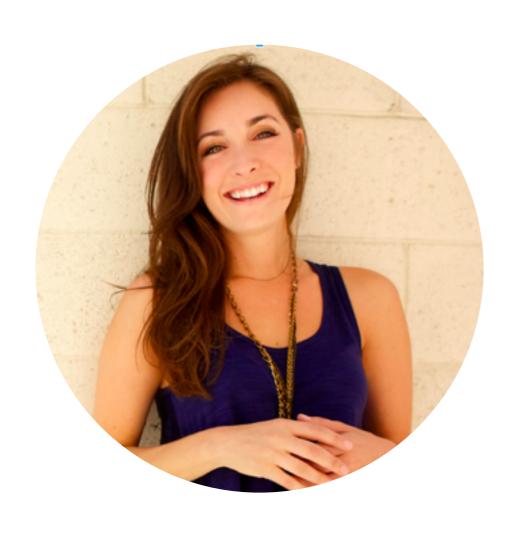
## **DEFINING YOUR BRAND ONLINE**



Clear, high-res photo
Descriptive headline
Concise summary
Bullet points of accomplishments
Proper spelling + punctuation

## **DEFINING YOUR BRAND ONLINE**





## **NIKI LUSTIG**

Niki works on Twitter's internal Learning + Org Development team, specifically focused on management development and intact team development.

She spends a lot of time thinking about individual, team and organizational purpose.