



# A NIGHT OF NETWORKING

HOSTED BY @TWITTERWOMEN

## DEFINING YOUR BRAND ONLINE



**SPEAKER:** Niki Lustig | [@nikilustig](#)

**BIO:** 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.

### LINKEDIN

- Clear, high-res photo
- Descriptive headline
- Concise summary
- Bullet points of accomplishments
- Proper spelling + punctuation
- Other: Recommendations, Groups, Personal Passions

### TWITTER

- Clear, high-res photo
- Using your real name
- An interesting bio including your location and a URL to your website
- Public profile (vs. protected)
- Other: Following + retweeting influencers, Memorable handle

**NOTES:**

## PERFECTING YOUR ELEVATOR PITCH



**SPEAKER:** Nandini Ramani | [@eyeseewaters](#)

**BIO:** Vice President, Engineering of Engineering Effectiveness team @Twitter. Nandini holds a master's degree from Indian Institute of Science and she was a visiting scholar at Stanford University. She is a champion for women and girls in technology. In her spare time she enjoys hiking and traveling.

### #TIPS

Make eye contact & give a firm handshake  
Say your full name  
Explain what you do in terms of who you help  
Communicate your unique skills & strengths  
Describe how you are great & what you are passionate about

**NOTES:**

## EXPLORING CAREER TRANSITIONS



**SPEAKER:** Kelly Flannery | [@choppedonion](#)

**BIO:** Kelly joined Twitter 5 years ago as Dick Costolo's Executive Assistant and was later promoted to Chief of Staff. Subsequently, Kelly led the Facilities team during a critical period, identifying our London and New York locations, and is now a Program Manager for Twitter Global Media Events.

### WAYS TO INITIATE A CAREER CHANGE

- A consistent conversation with manager
- Identify gaps in your org function
- Connecting with strategic upper management
- Volunteering to help with projects outside of your job function

**NOTES:**

### TRANSFERRABLE SKILLS

- Oral & Written Communication
- Problem Solving
- People Management
- Innovation
- Negotiation
- Analytics

## 5 HABITS OF HIGHLY EFFECTIVE WOMEN



**SPEAKER:** Sarah Downs | [@sdowns](#)

**BIO:** Sarah leads Twitter's Planning, Analysis & Operations arm of Global Media StratOps. Her most recent strategic efforts around Periscope led the team to quickly, efficiently, and successfully launch a global product.

### #HABITS

1. Prioritize for impact
2. Develop systems and tools to enable efficiency
3. Take breaks to recharge
4. Set goals for life not just work
5. Forgive yourself
6. BONUS! Help others

**NOTES:**

PARTICIPATING COMPANIES:

