

## Build your brand workshop: Planning your content

The professional workshop was on how to build a personal brand and content creation. Brinton, a student marketer at handshake is the presenter of this workshop. Avalon Fenster who's a content creator, also goes by the name of Internship Girl. Her respective credentials are her marketing skills, has over 100K followers on social media and has earned over 10 internships and has a podcast. The build your brand workshop was a virtual professional development. The workshop was on July 11, 2024 from 2:30 PM - 3:15 PM.

What was learned from this workshop is that personal branding is important and it's what one chooses to share to present oneself to get the opportunities they want (Fenster, 2024). In addition, social media is one of the best outlets to brand oneself and bring exposure. Another key takeaway from this workshop was figuring out what's important to an individual, what their values are, and what moves them (Fenster, 2024). This workshop assists with professional growth because some of the classes taken and occupations/internships contribute to the little things in life that give a sense of direction of what one's goals may be. This information will be used to constantly keep working on one's personal brand until they land the career they want for themselves.

The key takeaway from this workshop was the importance of not delaying the presentation of ideas, as their relevance may diminish over time (Fenster, 2024). One can maximize opportunities from seemingly minimal resources by taking action and learning throughout the process. This principle applies to everyday life across all fields; individuals must seize their moments and make the most of them, as time waits for no one. It is essential to recognize that no

one is born with all the necessary resources and information, so embracing mistakes and learning from them is crucial. In a professional career, this insight emphasizes that everyone may have brilliant ideas, but their value is contingent on timely execution.

The workshops attended significantly enhanced the body of knowledge obtained at New York City College of Technology. The Build Your Brand Workshop offered practical advice on personal branding and early content creation, which are essential for career advancement. The workshop emphasized authenticity, self-reflection, and maintaining professionalism online, making its insights particularly relevant to students in the Business of Technology Fashion degree. In the fashion industry, where an individual's online presence can significantly impact career opportunities, understanding how to effectively use social media and create authentic content is crucial. These skills will help students stand out to potential employers, secure internships, and obtain job opportunities, ultimately aiding in a successful career post-graduation.

## References

Brinton, & Fenster, A. (2024, July 11). *Build your brand workshop: Planning your content* . Handshake. <https://citytech.joinhandshake.com/stu/events/1550852>