

Adia Titus
Dr. Adomaitis
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Professional Development Writing Assignment

The Professional Development Center (PDC) at New York City College of Technology offers several workshops that prepare students for their career prior to graduation (PDC, 2020). Utilizing their services is imperative as you will be able to identify and fix key documents that are required from future employers.

One of the workshops that PDC hosted in the Spring 2020 semester was the *Personal Branding- What is your Brand? Part I* workshop. This took place in Room N-119 at 1-2pm on March 10th. The guest speaker, Emily Chiu, went over several topics as to how someone can make themselves stand out to future employers and to tailor their personal branding to their career aspirations. Networking events and having conversations with Hiring professionals on LinkedIn was also discussed. Creating an Online Portfolio was one of the main topics that were discussed. An online portfolio is a website that one would create that would include your best work and also highlight personal information about yourself (Chiu, 2020). This would include your hobbies and life experiences that would make you more favorable in the eyes of a HR recruiter. In order to come with what to write as a brief description of yourself, a person would have to do self-reflection in order to figure out what is one's niche. This unique set of characteristics would have to tie into what the companies in your aspiring field are looking for in their job descriptions. This is in an effort to show that you are their ideal candidate for the vacant position. Having one's contact information on this site is imperative. The speaker also suggested getting a Google number to place in the contact section of your personal website rather than one's personal number. This way you can have these calls forwarded to your personal phone without having to worry about one's privacy. In addition to creating an online portfolio, investing time in one's LinkedIn is another powerful tool when searching for a job. Whether it is used to find groups in your future career, interact with recruiters or start one's job search (Chiu, 2020). One thing that a person looking to enter their desired career path can do is have informational interviews with recruiters to further understand what they see as the ideal candidate. Also, the idea of using social media platforms such as Twitter as leverage for networking was included in this presentation. Although this may not be ideal for everyone, this was just a suggestion that was made.

To conclude her presentation, Chiu sent her PowerPoint presentation for the students that were in attendance. This would serve as a guideline that one would use in order to fix one's LinkedIn account and create an Online Portfolio. This workshop, in addition to attending BUF 4900, is useful because it gives you further insight of what today's workforce wants. This workshop is one that should be held during each semester to allow students to attend who are in their last semester to attend. By having the slideshow from the presentation, one walks away from this workshop with key information. Having a resume and cover letter is imperative, but one must also be able to

pay attention to detail. A recruiter will see that one is able to pay attention to the most minute detail.

References

Chiu, E. *Personal Branding- What is your Brand? Part I*. (2020, March 10). Professional Development Center. New York City College of Technology.

Professional Development Center (PDC). Welcome to City Tech's Professional Development Center! (2020, March 12). Retrieved from <http://www.citytech.cuny.edu/pdc/>