

**Workshop for Professional Development:
Personal Branding**

Stephanie Guazhima
New York City College of Technology
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Dr. Adomaitis
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1. What can one learn from this workshop?

The Professional Development Center (PDC) at New York City College of Technology encourages and educates City Tech students and alumni the necessary skills in order to achieve one's career aspirations. From career coaching, internship/employment opportunities, and networking events, the PDC supports all students with their services ("About Us", 2020). On Tuesday, March 10th, 2020 the PDC welcomed Emily Chiu to guest speak on Personal Branding and how one can effectively use social media to build an online presence. Emily is a career coach at CUNY Tech Prep, and she was extremely knowledgeable on the subject and engaged with the audience. This took place at 1pm in the Namm building, room 119.

Emily first spoke about using a personal website to serve as a work sample. Students in attendance have used something similar like OpenLab, where you can create your very own ePortfolio. She then spoke about using Twitter (yes, Twitter) as it is a new and innovative way recruiters are searching for candidates. This is a platform where you can share your LinkedIn page, related work articles, share images from events attended and connect via Twitter. This is however not a place where one would post their entire resume. She lastly touched basis about using LinkedIn. Students learned how to connect with recruiters, joining groups, and sending messages. As well as, what to include on the About page such as including who you are, what you have done/are doing, what are you passionate about, and including a personal website URL.

2. How would one use this workshop advice in internship class? Career?

One may use this workshop in internship class by using it as a general guideline on what to include in an "About Me" page. Emily helped filter out the unnecessary words and focused on what was important. Additionally, using something like Twitter to be an option of networking was unheard of to say the least, but it encourages students to think outside the box. Lastly, Emily had noted that if you have two career paths, it is possible to include that in your online portfolio. For example, if you are a web developer but have a passion for photography and fashion; you can include and showcase your talent in all areas.

3. What would be the best advice one would give to someone from this workshop?

The best advice someone can take from this workshop is to take advantage and sign up for every PDC workshops they offer. Workshops like *Personal Branding* is beneficial when trying to communicate who you are as person in a professional setting. How to utilize social media and creatively build a personal website that reflects who you are.

References

About Us - Professional Development Center - City Tech. (2020). Retrieved from

<http://www.citytech.cuny.edu/pdc/about-us.aspx>

Professional Development Center (2020). *Learning Online Portfolio for Networking* [PowerPoint Slides], New York City College of Technology.