

4.11: Building Your Personal Brand

Your personal brand comprises the skills and talents you bring to future employers or your own business. Think about how businesses market to other businesses. How can you adopt some of those same marketing techniques and develop a plan to market yourself for an internship or employment?

Visit LinkedIn and look at the profiles of a handful of marketing managers. Examine how each marketing manager depicts their brand within their profile. What do they say about themselves that's unique?

Now, write a one-page summary of your brand.

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