

## 8.15: Building Your Personal Brand

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Students who are building their résumés have always been encouraged to set themselves apart from the competition for internships, jobs, and volunteer experiences. In other words, focus on what makes you stand out from other job seekers. If you are bilingual, why not prepare your résumé, blog, or LinkedIn profile in both languages? Are you especially knowledgeable in a particular area such as designing alternate reality games? Do you collect comic books or baseball trading cards? All of these interests, collections, and abilities not only have the potential to create a dialogue with potential employers, but they also highlight your heritage, lifestyle, or singularity to your advantage.

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