

Extra Resources

More Tools to Help With Your Personal Brand

- **Other guides on personal branding**
 - **How to Feel Authentic While Building Your Personal Brand:** Many people recoil when they hear the term personal brand. If that's you, Susan Muchin, an adjunct lecturer at Northwestern, suggests that you think of it more as your story. She writes, "The most incisive question you can ask yourself is "What do I want to be memorable for?" If you ask that question—which is ultimately a version of "what makes me special?"—your stories will begin to surface." [Read Muchin's full article](#) to learn more.
 - **LinkedIn Learning Course** – Creating Your Personal Brand – 33m – Free to UNC Students <https://www.linkedin.com/learning/creating-your-personal-brand?u=42563596>
 - How to Use Your Personal Brand to Land Your Dream Tech Job (or other jobs too!) - <https://www.themuse.com/advice/how-to-use-your-personal-brand-to-land-your-dream-tech-job>
- **Elements to consider in personal branding**
 - Career Readiness Competencies - As you think about your brand, you may want to consider demonstrating [Career Readiness Competencies](#). The National Association of Colleges and Employers surveyed more than 600 hiring organizations across nearly 20 industries to identify [what makes a job candidate "career ready."](#) As you develop your digital brand, consider how you can highlight your competencies.
- **LinkedIn Resources**
 - Aside from the student checklist shared in the guide, there are many other resources out there to take your LinkedIn to the next level.
 - For example, you can [customize your LinkedIn banner](#).
- **Resumes and personal branding**
 - Vault.com article - [This Trick Will Make Your Resume Stand Out](#)
 - LiveCareer shares 3 components of personal brand to execute in your resume – [Resume Branding Statement – Tips for Job Seekers](#)
- **Virtual Career Fair Prep**
 - **Get Your Resume Seen & While You Take Advantage of the UNC UCS Prepare for the Fair Series!** When you attend our fair prep workshops, not only do you learn how to make the most of UNC Virtual Career Fairs, but you can also get your resume highlighted in a Resume Book that UCS shares with employers. Learn more by checking out our [Prepare for the Fair Series](#), which is typically offered each semester.
 - **Dress to impress!** Professional attire boosts confidence. Or at least [wear pants](#) and a [Zoom shirt](#).
 - **Replace handshakes with a pleasant demeanor!** Smile, introduce yourself, and ask the interviewer how they are doing.

- **Have your [elevator pitch](#) memorized**, and use it, ending with a question for the interviewer to answer.
- **Make eye contact** as best you can. To do this online, try to move the employer's image near your webcam so that when you talk, you are virtually looking the speaker in their eyes
- **Create a nice space to meet.** Try as best you can to log in from a professional space. Minimize distractions and consider using a [virtual backgrounds](#) if that would be preferred.
- **Follow-up:** Ask your interviewer how you can follow up, and what next steps they recommend. Send a thank you note reiterating your intention to take their advice.
- **Virtual Interview Prep**
 - **How to Ace Your Virtual Interview** by The Vector Impact:
<https://www.thevectorimpact.com/virtual-interviews/>
 - **Do's and Don't of Virtual Interviews** by
Vault.com <https://access.vault.com/recordurl?nid=257038&wid=148294&vid=1>
 - **Top Interview Tips:** Check out The Interview Guys' [Top 10 Interview Tips for 2020](#)