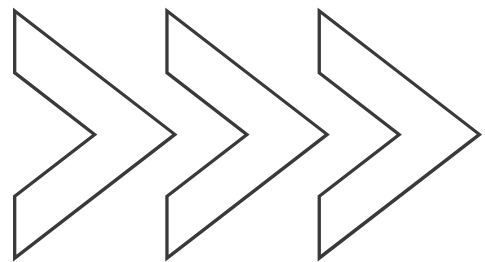


# MY CAREER JOURNEY & BUILDING A PERSONAL BRAND



Sinead Rose

# AGENDA

1. My Career Journey

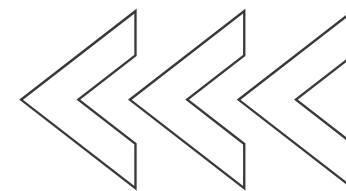
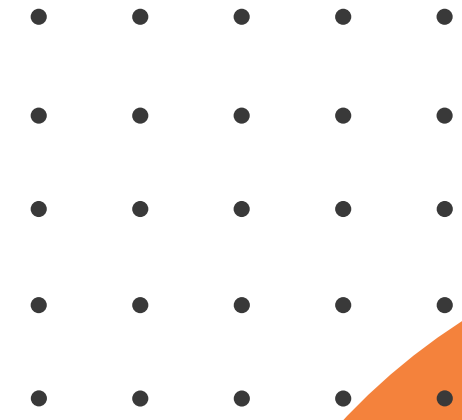
2. Six characteristics of a successful personal brand

3. Building a personal brand strategy

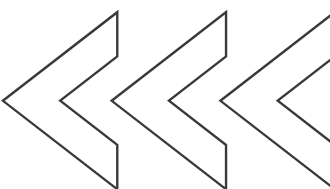


# PERSONAL BRANDING IS....

**"Building value in the most authentic way. Staying true to yourself and being remembered for it"**



# Career Snapshot





# Humble beginnings









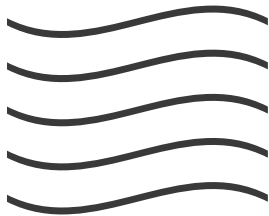
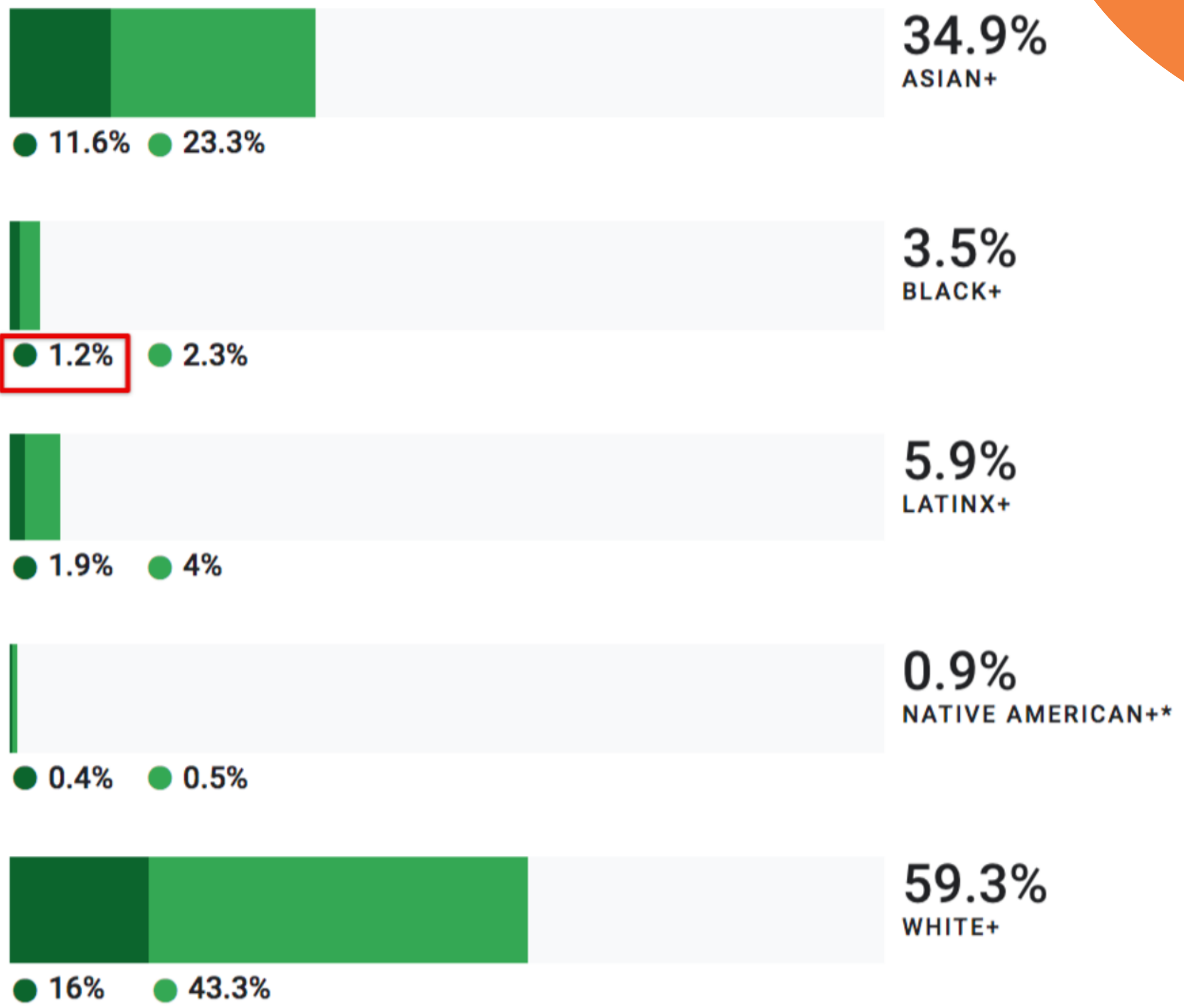
# Google Workforce 2014



**1.2%** (648)  
**54,000**  
**EMPLOYEES**  
**GLOBALLY**

RACE/ETHNICITY (U.S.)

● Women ● Men



Source: <https://diversity.google/ourhistory/annual-report/>



# CAN YOU SPOT ME?







# AFRO GOOGLE NETWORK

- Cultivating leaders within the Black Community
- Transform technology for the greater good
- Empower the Community



VAVAVOOOM



DANONE

SQUARE ENIX®





# BODY *fleeck*





# COMMONWEALTH YOUTH DELEGATE

A Common Future

- A more Sustainable future
- A Fairer future
- A more Secure future
- A more Prosperous future







# THINK WOMEN THINK HOMELESS THINK. PERIOD

We are dedicated to helping the most vulnerable and socially excluded women in times of need. Help us change lives and make a difference

[DONATE TO MAKE A DIFFERENCE](#)



Campaigns



Events



Get Involved



Donate

# KEY CHARITY CAMPAIGNS

Ending period poverty at policy level

20,000 Sanitary products by the end of 2020





An illustration of a diverse group of women in various colors and styles, including a woman with a flower in her hair, a woman with glasses, and a woman with a braid. The illustration is on the left side of the page, overlapping a red background at the bottom.

**IKEA DIY WORKSHOP**

**I AM REMARKABLE  
WORKSHOP**

**NATIONAL PERIOD DAY**

**THERAPY SESSIONS**



# Six C's that helped me build an effective Personal Brand

## 1 Clarity

Straightforward and clear message about who I am and where I wanted to go

## 2 Confidence

Expressing my authentic self in any context

## 3 Consistency

Reliable

## 4 Connection

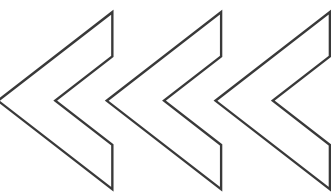
Networking and forming relationships with like-minded people

## 5 Competitiveness

Standing apart from the crowd by owning what I did and staying true to self

## 6 Credibility

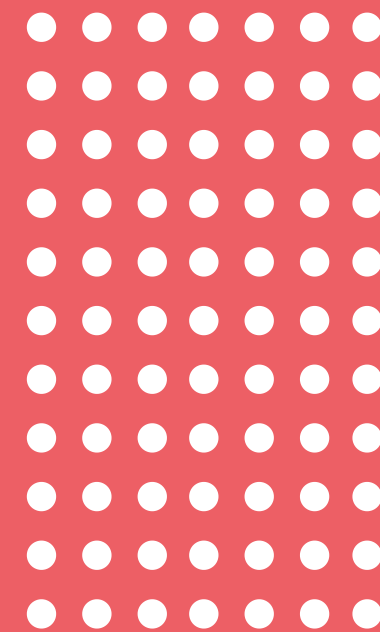
Being trustworthy and established in areas that aligned to my values

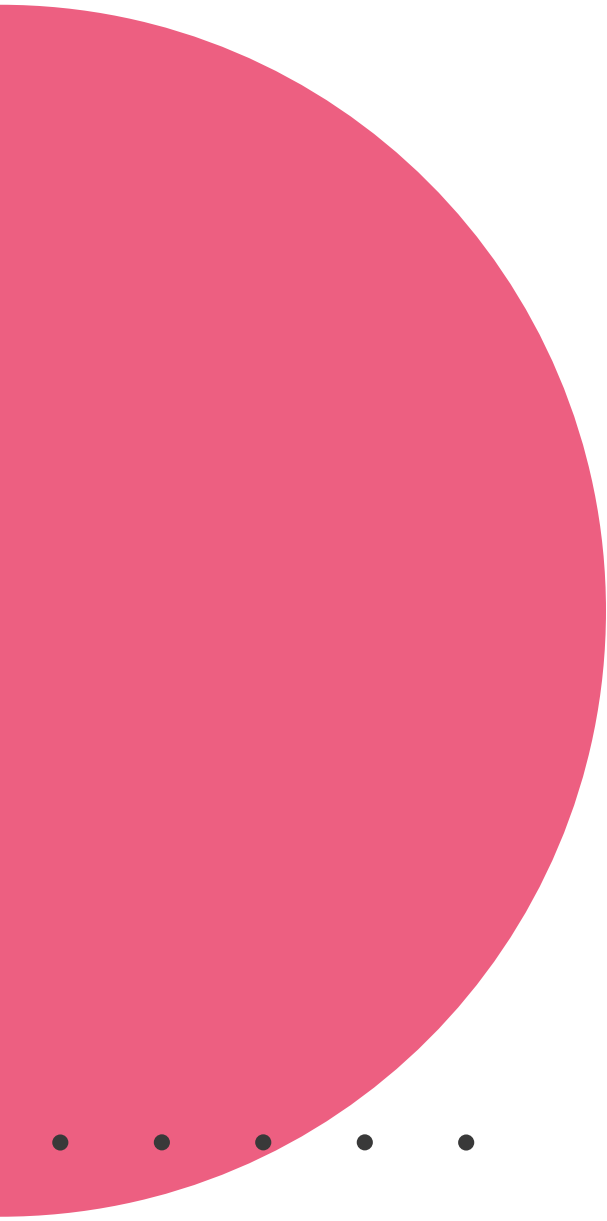
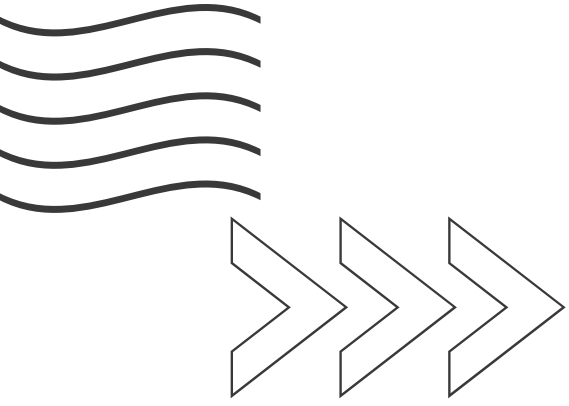






# Be the CEO of Your Personal Brand





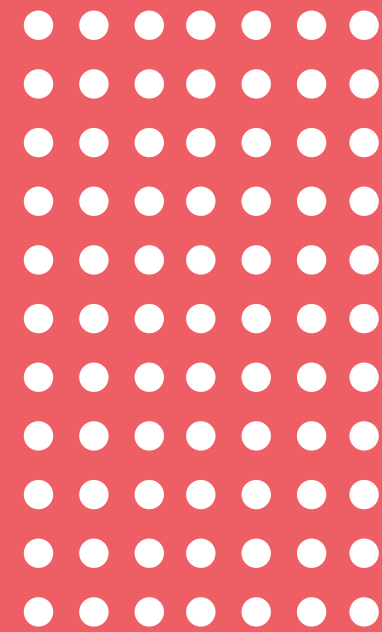
- GOOGLE Yourself
- Ask a Mentor or Someone You Trust for Candid Feedback
- Pay Attention When Opportunity Knocks



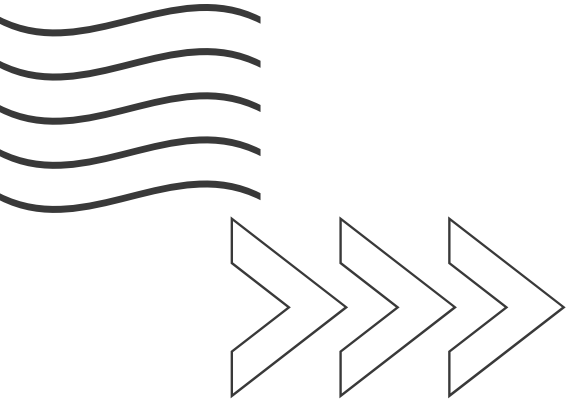
**GET A PULSE  
ON REALITY**



# Create a Personalised Brand Strategy







- What are the most fulfilling and rewarding parts of your current position?
- What tasks at work do you receive positive feedback on?
- Where in your career do you hope to be by this time next year?
- What do you want to be known for?



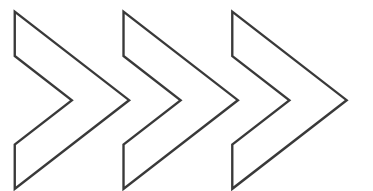
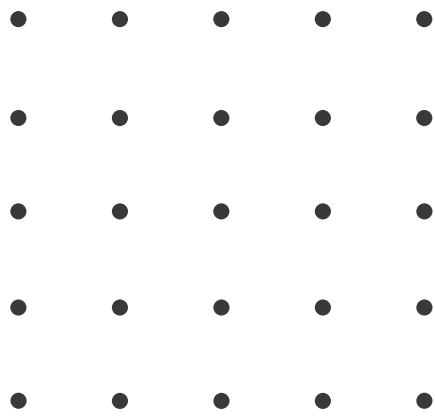
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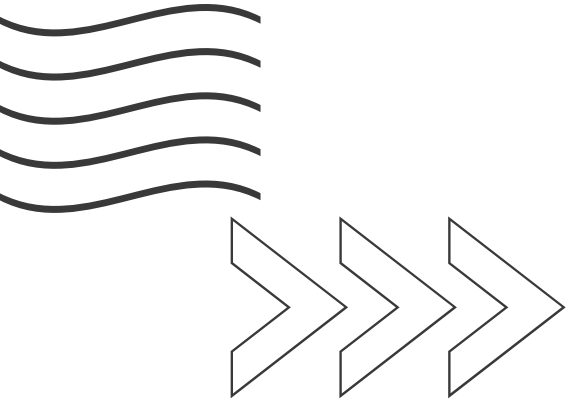
# GET CLARITY & SET YOUR GOALS

# 02

## ALIGN YOUR CURRENT WITH YOUR "NEW"

- Where are you now vs where you want to go?
- Clean up your digital footprint
- Write it down and make it plain
  - Be authentic





- Who you are?
- Where you come from?
- What you do?
- Why you do it?
- What you would like to accomplish?

03

# BUILD A PERSONAL BRAND STATEMENT

# MY PERSONAL BRAND STATEMENT

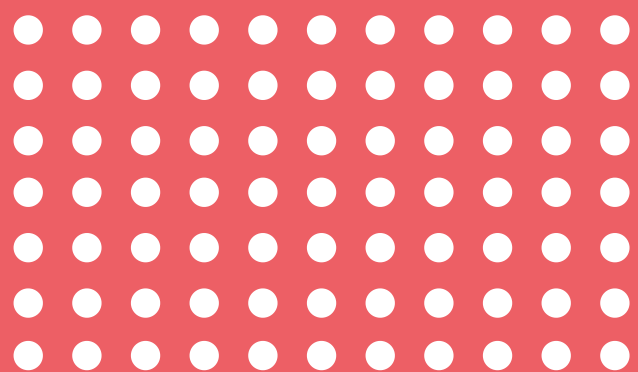
**"My name is Sinead, and I am from London. I currently work with multiple brands to enhance their eCommerce and digital marketing strategies. I am passionate about empowering women and giving back to my community and have recently founded a Charity, We are we to do just that. I am currently looking for ways I can partner on initiatives that are focusing on the advancement and development of women in the UK "**





# KEY TAKEAWAYS

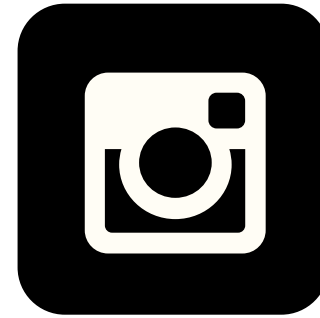
1. Be authentic and true to who you are
2. Clarity, Confidence, Consistency, Connections, Competitiveness, Credibility
3. Be CEO of your personal brand
4. Create a Personal Brand Strategy
5. Practice Your Brand Statement







Stick around  
for a chat



INSTAGRAM

[@lovesineadrose](#)



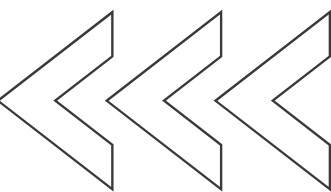
WEBSITE

[www.wearewe.co.uk](http://www.wearewe.co.uk)



CONTACT

[sinead@wearewe.co.uk](mailto:sinead@wearewe.co.uk)





**Thank you!**

