



## Defining the Term *Brand*

Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors, etc.





# Brand Tools to Build



LinkedIn

Social Media Sites

Resume &  
Cover Letter

Elevator Pitch

Networks

Dress, Language,  
Attitude

Voicemail &  
Email Signature



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<b>EDUCATION</b> THOMAS GILCHRIST SCHOOL OF BUSINESS ADMINISTRATION UNIVERSITY OF VIRGINIA Candidate for Master of Business Administration, May 2012 • Entrepreneurship Club, Finance Club • MBA, 1.00 CORNELL UNIVERSITY Bachelor of Science, Finance, January 2008 • Dean's List, 7 semesters, GPA: 3.85 • Financial Internship through part-time employment and student loans	CHARLOTTESVILLE, VA FEDERAL, VA
<b>EXPERIENCE</b> Business Development Consultant Summer 2012 Advised ventures on loan, viability to marketing, competitive strategy, and early-stage financing. • Negotiated a term sheet with a venture capital firm. Largely responsible for the inclusion of revenue milestones in the equity vesting agreement. • Wrote the business plan for a financial services venture, helping the firm secure investor financing by supporting and guiding the firm's business development. During this period, received capital and the first four clients. • Critiqued the business presentations of several incubator ventures, offering strategic guidance and general commentary.	CHARLOTTESVILLE, VA
1998 - 2000 <b>FINANCIAL SERVICES GROUP</b> Provided primary analyst support to accountants responsible for the production of the monetary statements and the implementation of monetary policy. • Performed analyses of the financial data and weekly surveys of deposits, interest rates, financial reports and market data to assist accountants in determining open market operations. • Maintained a well-based system to analyze retail "money" accounts and to project the impact on monetary aggregates. • Tested the compliance of the applications critical to the production of the monetary aggregates. Participated in the audit of testing procedures and created test script logs.	WASHINGTON, DC
1995 - 1998 <b>LMR INTERNATIONAL, INC.</b> Systems Manager Designed and implemented automated systems to streamline and manage tasks related to the production of local and national economic news/market reports. • Analyzed queries to determine the possible availability of radio frequencies, reviewed internal databases and implemented the government's policy to ensure accuracy. • Created a program to help identify potential impediments that would hinder the flow of time-sensitive information related to FEMA. Developed a database to track the processing, coordination, and use of FEMA radio station licenses.	MILWAUKEE, WI
1990 - 1994 <b>UNITED STATES MARINE CORPS</b> Scout Sniper, Anti-Armor Platoon Supervised and administered combat operations of a Recon Marine anti-armor squad. • Participated in Operation Desert Storm. Returned in Southwest Asia four months after the cease-fire to serve as a military liaison to Saudi Arabian National Guard contracted to perform services for the Allied Forces.	CAMP LEJEUNE, NC

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**Shaping Leaders & Driving Results**



# Social Media's Big 6



You don't need to be everywhere, choose which networks are most important to you and fully engage

twitter



You have to be where your network hangs out and gathers



Visuals matter, curate what you do into video and visual media



Think about what recruiters are looking for; visibility, differentiation, consistency, and appropriateness



# (Re) Consider Your Web Presence



- Google yourself
- Consider setting up Google Alert for your name
- Lock down personal blogs
- Re-check privacy settings on Facebook, YouTube, etc.
- Be smart about your social network and web postings, e.g. Yelp, Twitter, Instagram, Vine



# Don't Forget about Email



- Does it have a purpose?
- Is it professional?
- Is it clear and concise? (if it will take more than three scrolls on a smartphone, it is too long!)
- Is the person/company name spelled correctly?
- Do you have a professional signature line?
- Are you really sure you're ready to hit send?

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# Texting & Your Brand

- Spell out words—no OMG or LOL!
- Avoid emoticons
- Keep it short & professional
- Proofread before hitting send; watch out for auto correct
- Double check that you're sending the message to the right person







# Voicemail Branding



- Create a professional greeting
- Keep voicemail messages short & professional
- Have a script/outline prepared
- Be ready for the person to answer!



# Dress & Your Brand

- Dress says a lot about who you are, so you need a professional wardrobe (including shoes)
- When in doubt, dress conservatively. It's always better to be over-dressed than under-dressed
- If you're unsure, ask (Career Mentors, 2nd years, Peers)
- Dress appropriately for all events—including Company Presentations







# If You Forget Everything Else, Remember...

