NOW 2018
Staff Career Development Conference

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Brand YOU!

*Bringing the *personal* back into branding.*

Slides: tinyurl.com/brandyou2018NOW

Handout: tinyurl.com/BY2018NOW

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Hi!

I am a Career Director for at the UC Berkeley School of Information.

I am a career coach + community builder, using design thinking to help people connect to meaningful work.

"My god, am I *underwhelmed*." *-Gizmodo*

"Consumers seem *genuinely baffled* by why they might need it." *- Businessweek*

"An utter disappointment and *abysmal failure*."
- Orange County Web Design Blog
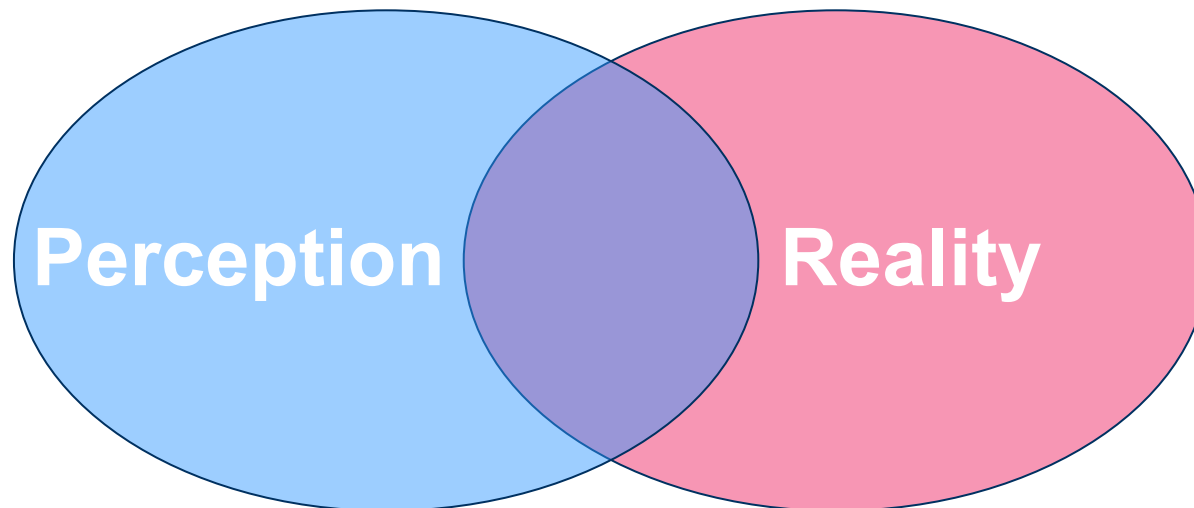
"Insanely *great it is not*." *- Marketwatch*

I'm a PC. I'm a Mac.

Branding

A person's gut feeling about a product, service, or entity.

Shorthand for: experience, emotions, values, priorities.

How do you cultivate a successful brand?

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"A buh-buh buh buh-buh!

...easy as 1,2,3..."

Be **better** than the competition.

Be ~~better~~ than the competition.

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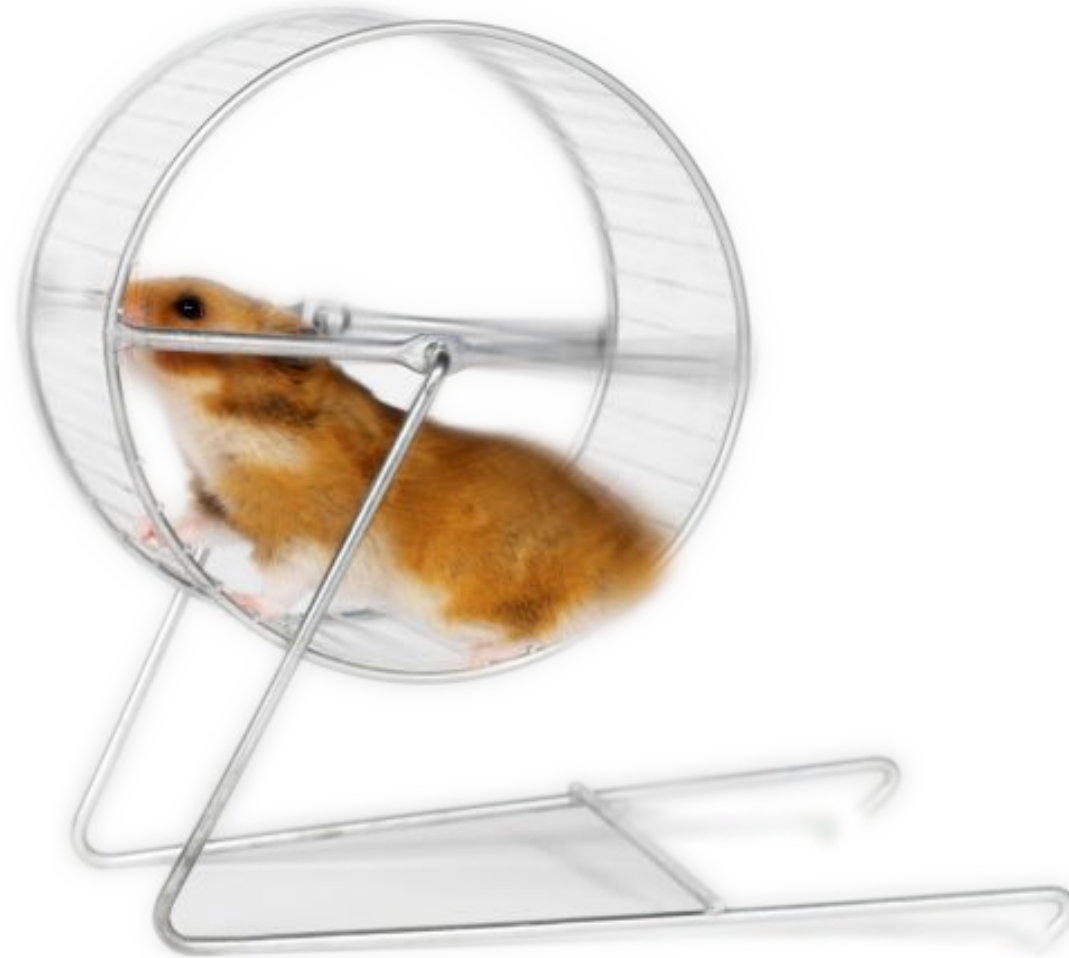
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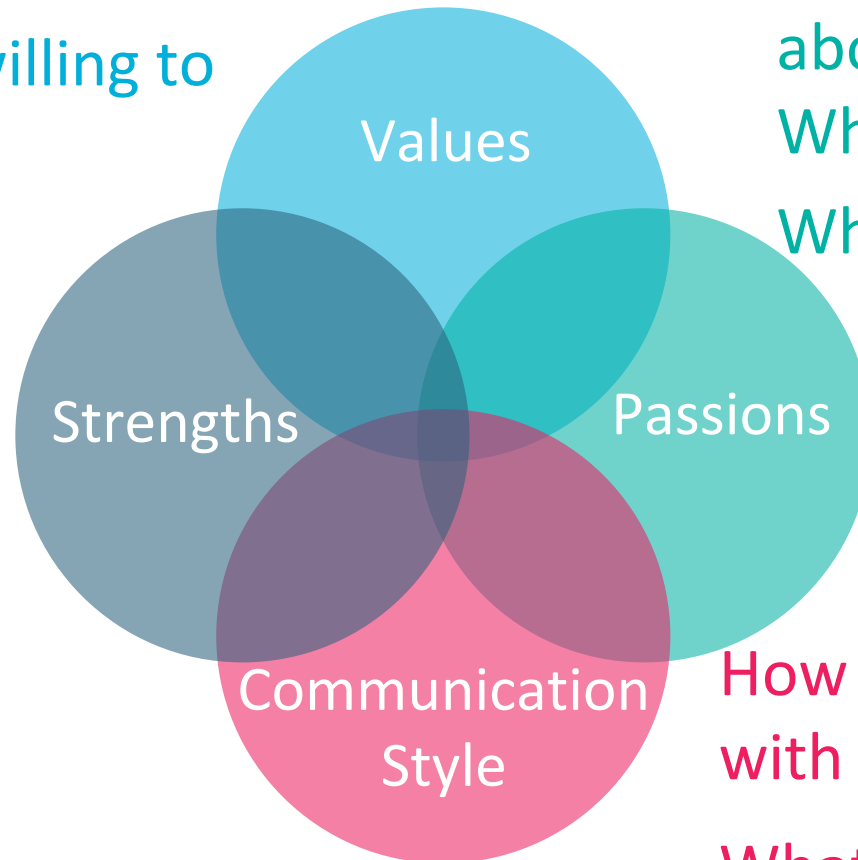0pportunities

1 Be different, be YOU.

Individuality is the one place in your life where you have *no competition*.

Consider your beliefs & purpose.

What do you believe in?

What are you willing to commit to?

What are you good at?

When are you "in flow"?

What do you never want to do again?

What are you curious about?

What do you LOVE?

What drives you?

How do you interact with the world?

What brings you energy?

Values

Strengths

Passions

Communication Style

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CURIOSITY

RADICAL COLLABORATION

BIAS TOWARD ACTION

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You have to
STAND OUT

REFRAMING

EMBRACE
who you are.

See it in action: 1. Be different, be YOU.

Jane C. Allen • 1st

Partner/Principal, PwC Advisory - Information Governance, Forensic Technology, Crisis Response
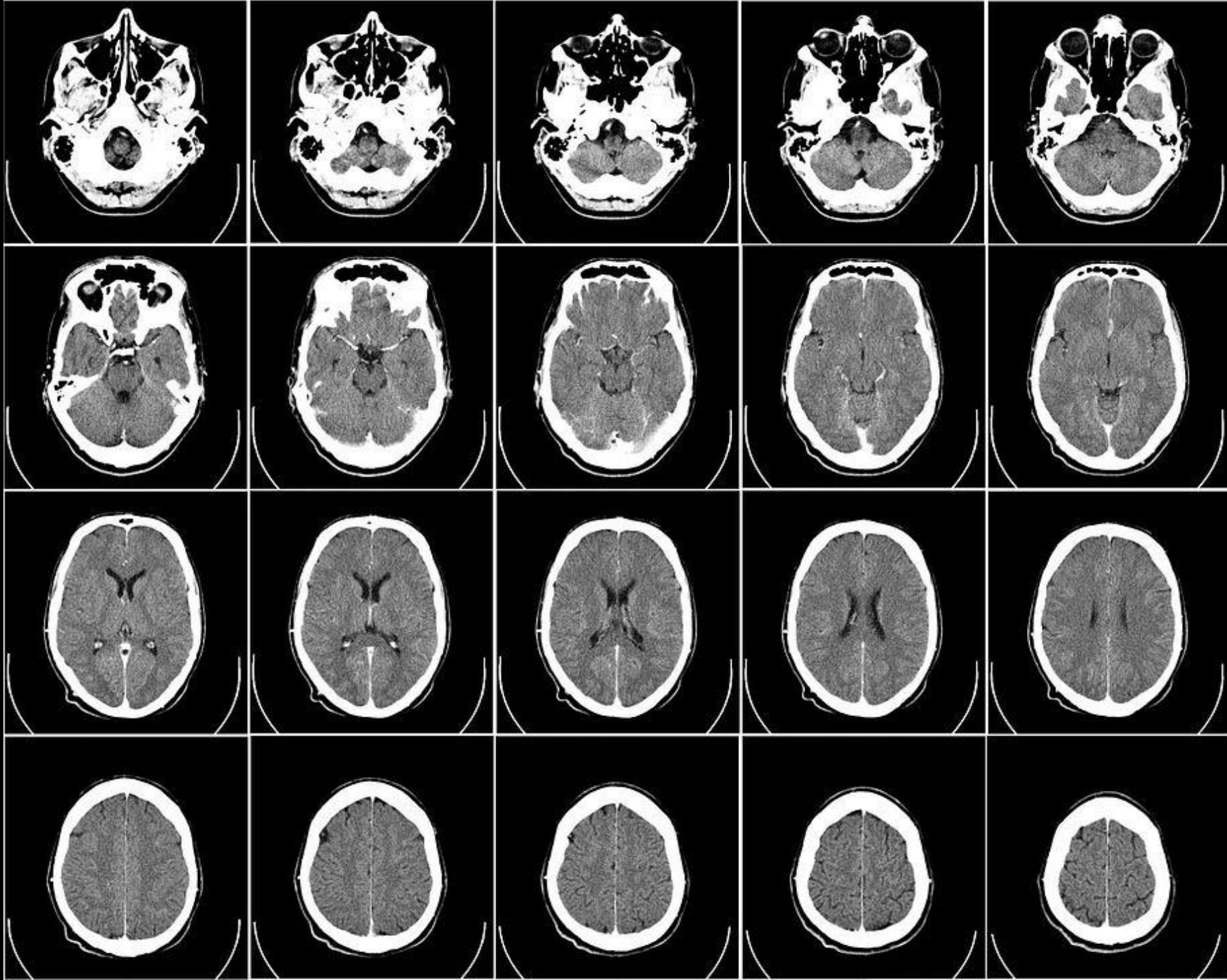
PwC

University of California, Berkeley

See contact info

PwC Chase to End Hunger Challenge - Jane Allen Raises...

2016 PwC Chase to End Hunger Challenge - $12,724 raised fo...

What can this story tell us?

Injecting the personal into the professional can boost performance & the quality of care.

"…people will forget what you said, people will forget what you did, but people will never forget the way you made them feel."

- *Maya Angelou*

2 Make it personal.

- show humanity,
- help others.

Consider your audience.

What does your target audience want?

How can you help overcome obstacles?

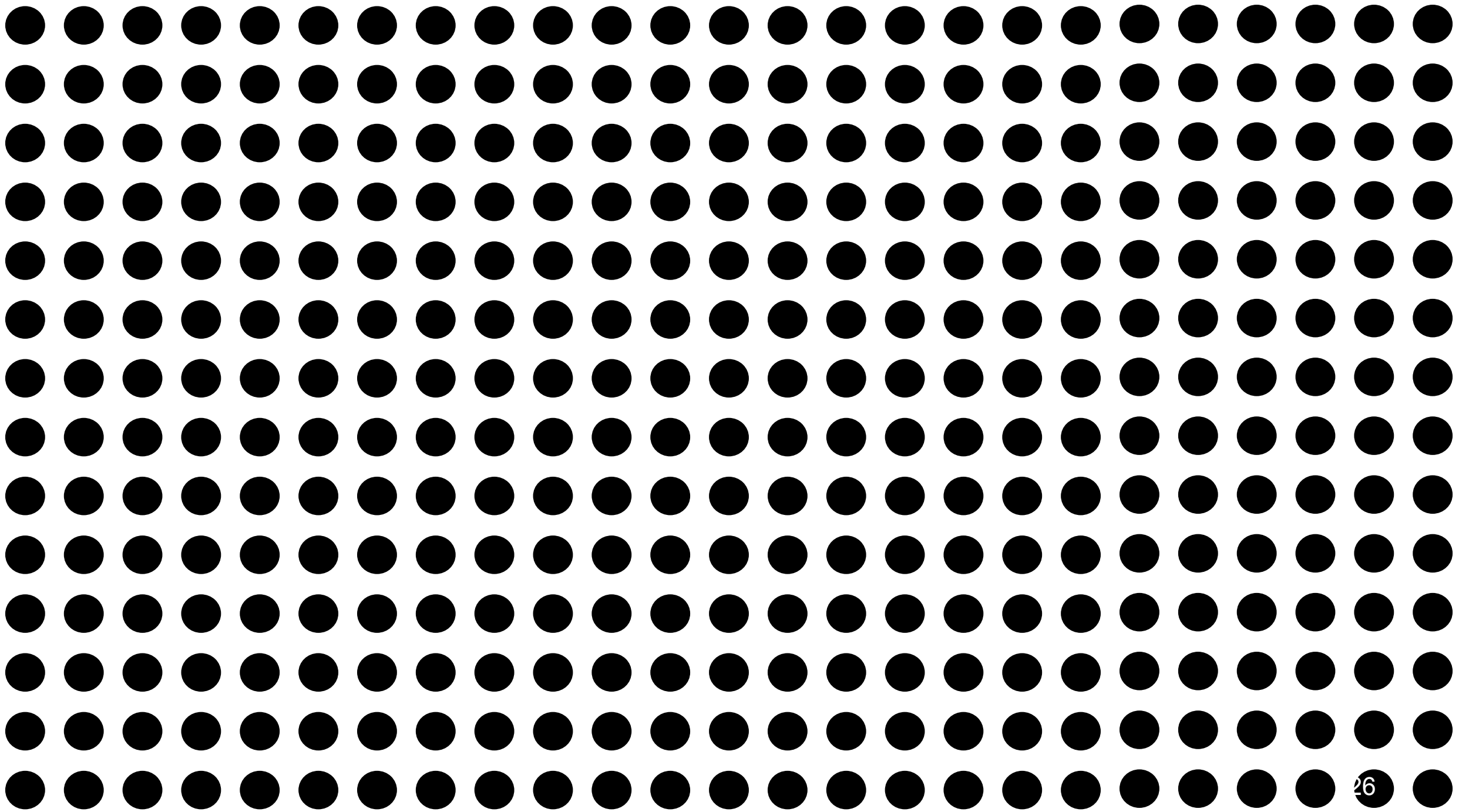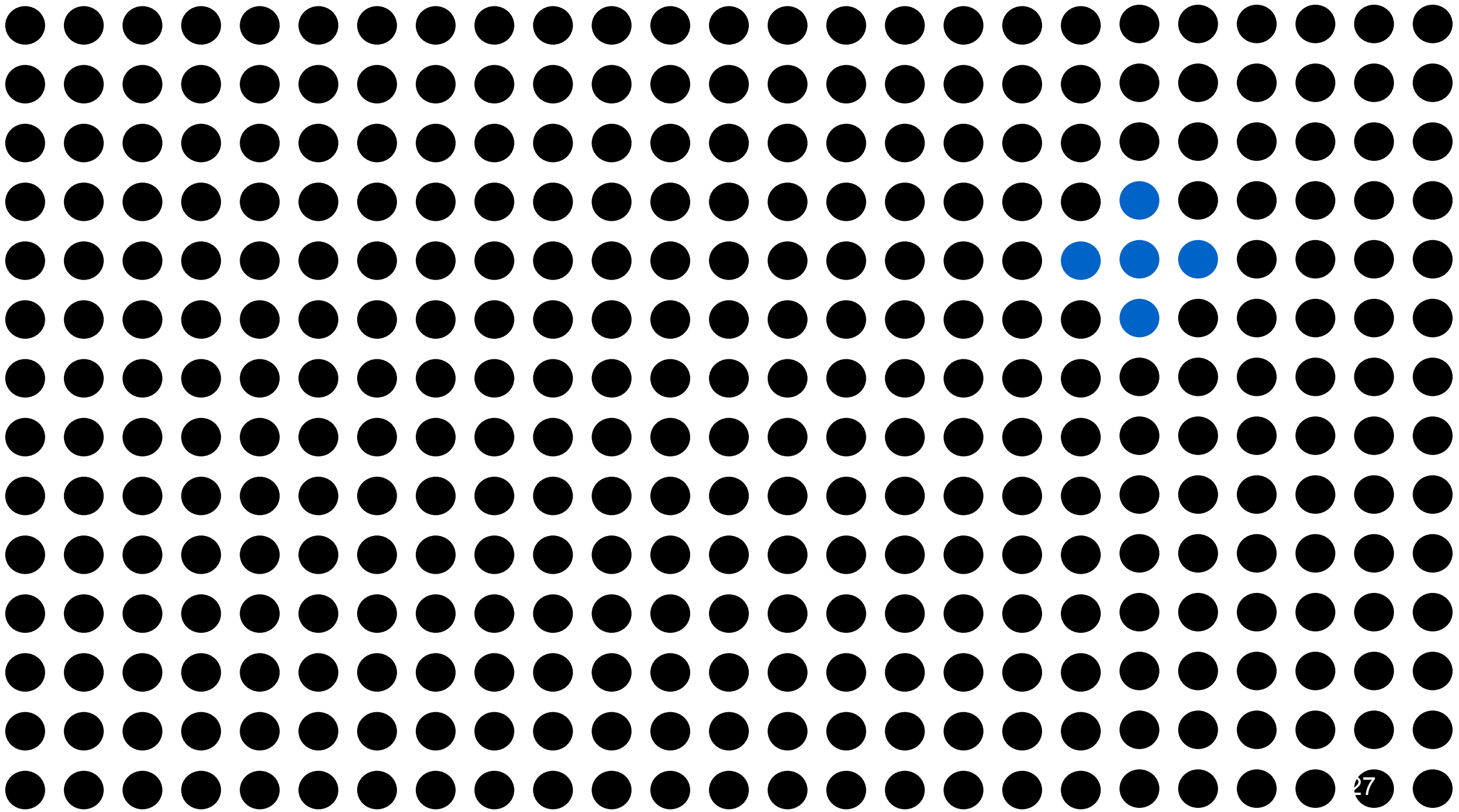What will life look like if they
reach success?

Wendy Xue • 1st

Fighting financial crimes with machine learning and behavioral analytics.

Guardian Analytics

University of California, Berkeley - School of...

Experienced product manager in SaaS software for financial services. Expertise on building modern fraud detection solutions using machine learning and behavioral analytics for financial institutions and enterprises. Extensive experience on building digital banking products on iOS/Android mobile platforms. Thrive in fast pace and multi-disciplinary environment. Meet challenges with persistence and creativity. Passionate about building and delivering high quality products. Love telling a good story.

3 Always be innovating.

Left Resume

Peder Connor Andersen

3249 18th Street, San Francisco, CA 00000   415.222.1548   pcandersen@gmail.com   www.conman.com

Professional Profile

A former Python and Java programmer with newly acquired skills, an insatiable intellectual curiosity, and the ability to mine hidden gems located within large sets of structured, semi-structured and unstructured data. Able to leverage a heavy dose of mathematics and applied statistics with visualization and a healthy sense of exploration.

Education

University of California, Berkeley – Master of Information and Data Science, May 2015 (anticipated)
Relevant Courses: Research Design and Applications for Data and Analysis, Exploring and Analyzing Data
University of Wisconsin, Madison – Bachelor of Computer Science, May 2010

Core Competencies

Strategic Thinking: Able to influence the strategic direction of the company by identifying opportunities in large, rich data sets and creating and implementing data driven strategies that fuel growth including revenue and profits.
Modeling: Design and implement statistical / predictive models and cutting edge algorithms utilizing diverse sources of data to predict demand, risk and price elasticity. Experience with creating ETL processes to source and link data.
Analytics: Utilize analytical applications like SAS to identify trends and relationships between different pieces of data, draw appropriate conclusions and translate analytical findings into risk management and marketing strategies that drive value.
Drive Enhancements: Develop tools and reports that help users access and analyze data resulting in higher revenues and margins and a better customer experience.
Communications and Project Management: Capable of turning dry analysis into an exciting story that influences the direction of the business and communicating with diverse teams to take a project from start to finish. Collaborate with product teams to develop and support our internal data platform and to support ongoing analyses.

Skills and Tools
- NoSQL data stores (Cassandra, MongoDB)
- Hadoop, MySQL, Big Table, MapReduce, Mahout
- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascript, R

Experience

Accelerated Pipeline, San Francisco, CA
2012 – present, Data Analyst
Work closely with various teams across the company to identify and solve business challenges utilizing large structured, semi-structured, and unstructured data in a distributed processing environment.
Analyze large datasets to provide strategic direction to the company.
Perform quantitative analysis of product sales trends to recommend pricing decisions.
Conduct cost and benefit analysis on new ideas.
Assist in developing internal tools for data analysis.
Sharknado, San Francisco, CA
2010 – 2012, Software Engineer
Coded, tested, debugged, implemented and documented apps using Java and Ruby.
Developed eCommerce solutions and social networking functionality.
Designed, developed and maintained eCommerce and social networking applications.
Built report interfaces and data feeds.
Gathered and collected information from various programs, analyzed time requirements and prepared documentation to change existing programs.

Right Resume

Peder Connor Andersen

Physical Address (this isn't required)
City, State Zip (this isn't required)
phone number | email
website, LinkedIn, etc.

Professional Profile

If you decide to use this section, keep it short and relevant! A few sentences or a short paragraph. Make sure it reflects your brand and is interesting to the reader (which means, you may have to update it depending on the job you are applying for).

Education

University of California, Berkeley – Master of Information and Data Science   2015 (anticipated)
Relevant Courses: If you list relevant courses, be sure the titles make sense to the reader! Don't list a course they wouldn't know! Another section you could list instead of relevant courses is "focus areas"; if you do this section, be sure that your focus areas make sense together and don't paint a picture of you as "unfocused".
University of Wisconsin, Madison – Bachelor of Computer Science   2010

Projects

Title of Project, *Role, Place*   Date
Description: You can also format your project section to match your formatting in the experience section. Either way!
Title of Project, *Role, Place*   Date
In your description of the project, be sure to include not just information on the project- but what you did.
Title of Project, *Role, Place*   Date
Emphasize the tech tools you used, the languages you coded in, your role on the team, stakeholders or results.

Skills and Tools
- NoSQL data stores (Cassandra, MongoDB)
- Hadoop, MySQL, Big Table, MapReduce, Mahout
- D3.js, Tableau
- Python, iPython, C, C++, Java, Javascript, R

Experience

Business Name   **City, State**
Title   date – date
- List your jobs from most recent to least recent.
- If you've been at one job for a long time or have a LOT of experience there (i.e., a lot of bullets), you can break up the bullets by subheadings such as "leadership & innovation", "technical skills", "projects", etc.
- Start your descriptions with action verbs! Use implied first tense. Speaking of tenses, pay attention to them! Be sure you are using the right tenses.

Business Name   **City, State**
Title   date – date
- The most important thing you should do when writing your descriptions is to showcase your strengths, skills, and accomplishments. Do NOT just write what you did (i.e., what you were responsible for, what tasks you completed). Always include some element of why you did it, or how you did it, or who you did it with (i.e., how you collaborated or communicated), or what impact you made.
- Make sure descriptions are action oriented and talk mostly about what you did, not what the product was or what the project accomplished. Spoonfeed the reader; spell out why it is relevant.

Business Name   **City, State**
Title   date – date
- A good article to read to gain information about what to put in the description can be found here: http://ti.me/1iEKMdM

Job-Changer Innovation: Functional Resume Format

- Especially helpful if you are switching careers
- Focuses on transferable skills
- Can be a "hybrid" format

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REBECCA K. ANDERSEN

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andersen.rebeccak@gmail.com
650.796.5244

SKILLS

Program Management: Strategic program design, execution, and assessment with cross-functional stakeholders.

Coaching expertise: values clarification, branding, negotiation, leadership, group dynamics, management, career transitions.

Learning development: instructional design and event planning, talent management, team/leadership development.

Facilitation: gradient of agreements, active listening, motivational interviewing.

Design + creative: wire-framing, contextual inquiry, personas, design thinking.

Tools: InDesign, Photoshop, Qualtrics, Salesforce, MailChimp, HandShake, LinkedIn, DISC, StrengthsFinder.

EDUCATION

Master of Environment, Health + Safety
University of Minnesota – Duluth, 2003

Broadfield Science + Education,
University of Wisconsin – Superior, 2002

EMPLOYMENT HISTORY

Director of Career Services, UC Berkeley School of Information, 2015 – present

Assoc. Director of Career Services, UC Berkeley School of Information, 2013 – 2015

Assoc. Director of Career Services, UC Berkeley School of Optometry, 2013 – 2014

Employee Engagement Specialist, UC Berkeley Campus Shared Services, 2013

Environmental Specialist + Trainer, UC Berkeley, 2007 – 2013

Green Building + Environmental Faculty, UC Berkeley Extension, 2009 –2012

Senior Faculty, Environmental Institute of America, 2009 – 2011

Environmental Health + Safety Supervisor, Palo Alto Research Center, 2003 – 2007

PROFILE

I am an educator, career coach, and talent connector. I relish facilitating the 'aha' moment, collaborating with diverse teams, purposeful disruption, and building programs with impact.

HIGHLIGHTED PROFESSIONAL EXPERIENCE

Director of Career Services,
University of California, Berkeley School of Information
Created from the ground-up the career services program (2 staff, 3 student workers) including job search and professional planning for 500+ graduate/PhD students.

· Lead **career coaching** (in-person & virtual) for students with 0-20+ years of experience with skills in data science, AI, engineering, user experience, product management, and policy.

· Launch **transformational learning suite** beginning with yield activities (e.g., open house, roadshow) for prospective students, orientation for new admits, workshops by industry practitioners, online resources, and 'executive education' conferences. **Partner with faculty in curriculum planning** to meet school outcomes.

· Manage **corporate relations** program including relationship management, and networking (e.g., Grace Hopper, Fairs). Develop customized recruiting and academic engagement plans.

· Deliver **opportunities for exploring potential career paths**, such as career fairs, networking nights, "tech treks", industry mentoring, hackathons, and project showcases. Created partnership with academic programs (e.g., Haas, Statistics, Engineering, New Media) to maximize value for students and employers.

· **Coordinate strategic development of alumni relations plan**, including activities and communications which engage and maintain an sense of school connection and giving.

· **Assess and communicate program success** to diverse stakeholders, including faculty, staff, students, alumni. Design and coordinate feedback mechanisms including job placement rates, student satisfaction, alumni development, and industry trends.

Associate Director of Career Services,
UC Berkeley School of Optometry
Developed program extending beyond traditional "career management" skills to encompass professionalism, customer service, entrepreneurship, and cultural competency.

· Implemented workshops including conflict resolution, confidence in communications, feedback, and branding.

· Provided career and professional advising to ~260 students.

· Planned professional development and community building components of Welcome Day, Orientation, and graduation week.

SAMPLE LEADERSHIP + COMMUNITY ACTIVITIES

Committee Chair, Careers & Entrepreneurship
Golden Gate Mothers Group (4k+ members), 2016 – present

Member, UC Berkeley Staff Career Development Committee
Mentorship program for UC Berkeley Staff, 2015 – present

Frequent Guest Speaker + Workshop Facilitator
Clients include: National Assoc. of Optometry Schools, UC Berkeley Extension, UC new manager training, Chancellor's Advisory Committees, College of Engineering, Boalt Law School.

Advisory Member + Founder, Berkeley Facilitator Network
UCB Community of Practice Staff Organization, 2011 – present

Virginia Martinez • 1st

Natural Born Match-Maker, Slightly Annoying Question Asker, Relentless Problem Solver, and Tough-Love Distributor

With over a decade of recruiting experience, at the core I am relationship manager -- strategic, innovative, data-driven, and human-centered.

Putting it all together.

Pulling it all together!
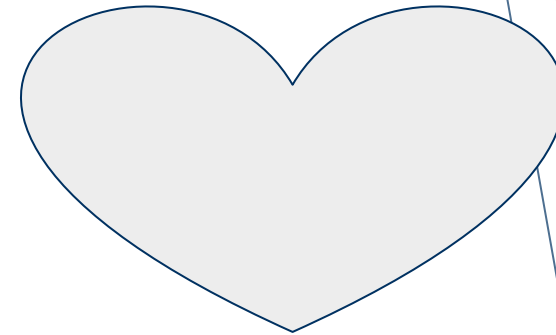
Communication   Values   Passions   Strengths
Style

What does your target audience want?
How can you help overcome obstacles?
What will life look like if they reach success?

Brand Statement.

1 min. Business Card Branding Challenge!

What + How + Who

= Impact / Problem Solved

Example:

Career Changer

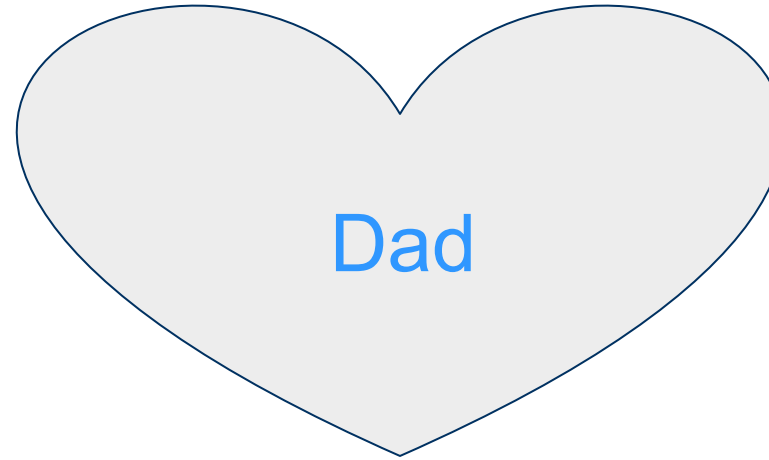Career coach **+** Design thinking **+** Technology, RTW moms

= Connect to meaningful work

Example:

Dad

Build scalable systems

$+$

Eng, Sys, & People BP

$+$

Technology companies

$=$ Improve life in significant & measurable ways for real people

Your Brand +
Networking

building a learning & collaborative community.

Networking....
is not selling or taking.

Networking....

is asking for directions

saying hello.

What directions are you looking for?

Final Notes.

Make it easy for others to understand your strengths and what is unique about YOU.

Capture the goldfish.

Rebecca Andersen
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