

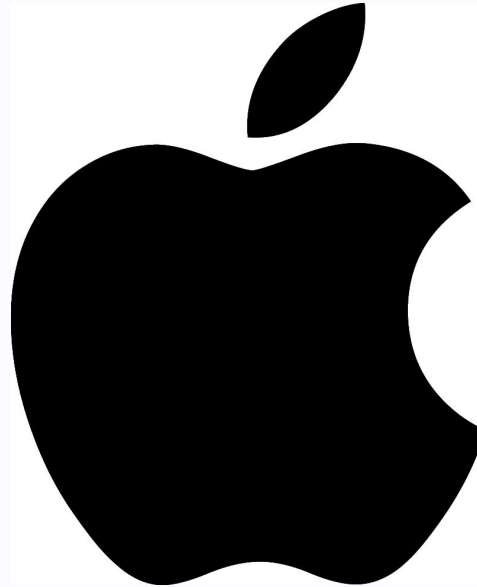


Accelerate your Career: Build your Personal Brand

AJ de Montjoie
Marketing Manager – S-cubed

<https://www.s-cubed-global.com/>

What is your personal brand?



What is your personal brand?

Qualifications

Knowledge

Experience



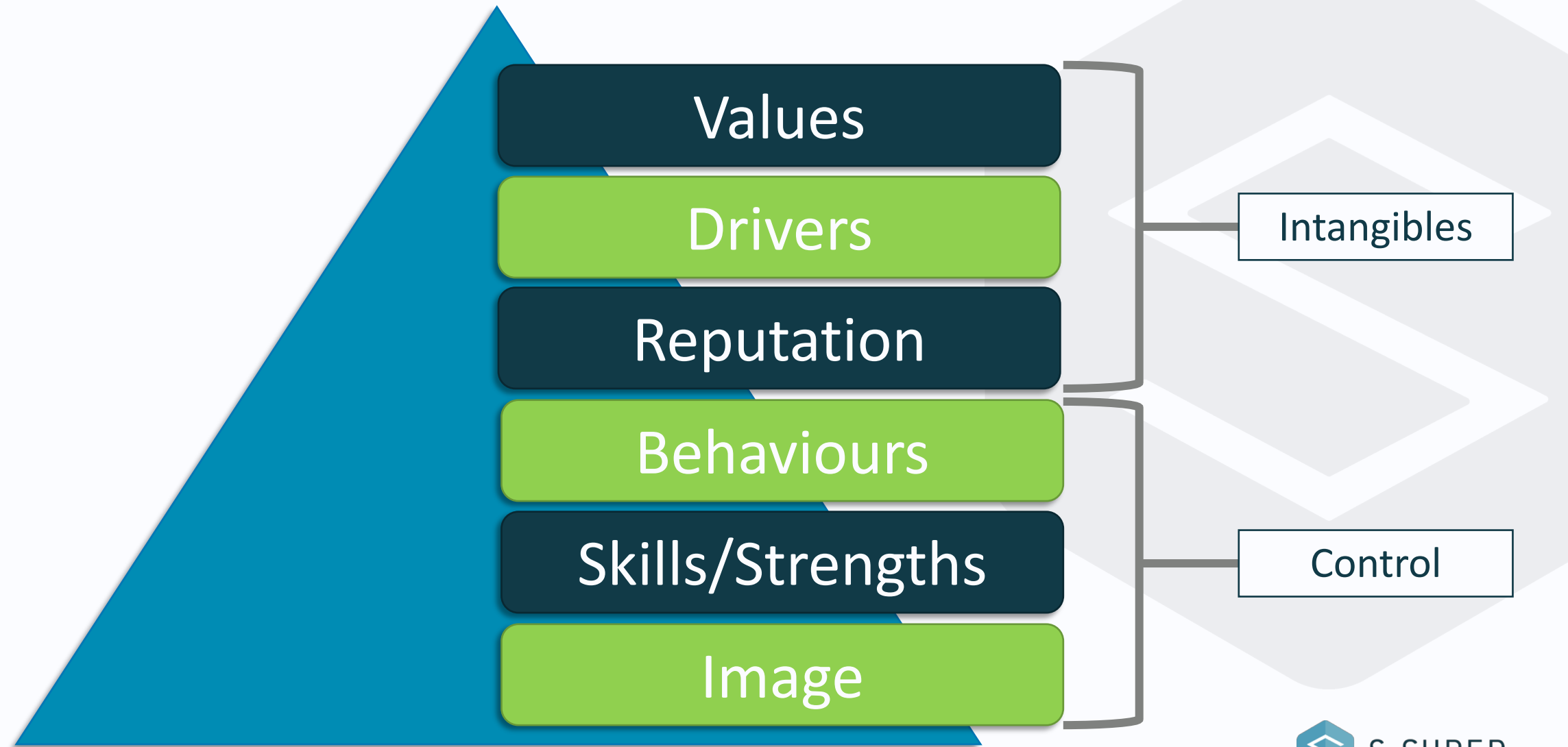
Personality

Attitude

Values



Personal Brand Pyramid



Who are you?

- Are you on LinkedIn?
- Are you on Facebook?
- Are you on Twitter?
- Are you on Instagram?
- Do you have a You Tube Channel?



Who can see it?

Timeline and Tagging Settings

Location settings

Face recognition settings

To recognise whether you're in a photo or video, our system compares it with your profile picture, and photos and videos that you're tagged in. This lets us know when you're in other photos and videos so that we can create a better experience. [Learn More.](#)

Face recognition

Do you want Facebook to be able to recognise you in photos and videos?

No

[Edit](#)

Review

Review posts that you're tagged in before the posts appear on your timeline?

On

[Edit](#)

Review tags that people add to your posts before the tags appear on Facebook?

On

[Edit](#)

UBED



Values

Drivers

Reputation

Behaviours

Skills/Strengths

Image



AJ de Montjoie MCIM

Delivering a strategic marketing vision and brand development | Content & event marketing | for S-cubed & A3 Informatics

United Kingdom



S-cubed



University of Cambridge



See contact info



See connections (500+)

I have now been
whether it's devi
events marketing
ultimately, it com

Working for S-cubed brand while also developing companies' web. S-cubed (after a with CDISC (Not communicated to the first CDISC P

I advise regularly
deliver interactiv



t of everything I do,
 website content,
 t sectors and

and deliver a great
partner and software
creation for both
ment. Prior to joining
ero Ltd and working
ped the brand and
also wrote and created
SC.

Characters



Twitter

Values

Drivers

Reputation

Behaviours

American Red Cross (@RedCross)

"Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer....
when we drink we do it right #gettngslizzerd."

Damage Control:

The Red Cross used a little humor to diffuse the situation, following up with the tweet: "We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys."



Twitter – Personal or Professional or both?



Barack Obama ✓
@BarackObama Follows you

Dad, husband, President, citizen.

📍 Washington, DC

🌐 obama.org

📅 Joined March 2007

🕒 Born on August 4, 1961



Gary Lineker ✓
@GaryLineker

Once kicked a ball about. Now talk about kicking a ball about. Still flogging spuds. BBC Sport, BT Sport, Walkers, [@goalhangerfilms](https://www.instagram.com/goalhangerfilms) ...Instagram [garylineker](https://www.instagram.com/garylineker)

📅 Joined January 2012



Malala ✓
@Malala

21 years old | advocate for girls' education and women's equality | UN Messenger of Peace | founder [@MalalaFund](https://www.instagram.com/MalalaFund)

🌐 [instagram.com/malala/](https://www.instagram.com/malala/)

📅 Joined November 2012

🕒 Born on July 12



Twitter

📌 Pinned Tweet



S-cubed @scubedglobal · Oct 17

Latest news about our amazing staff, along with events updates from @EMA_News, @PhUSETwitta and @OBN_UK We look forward to seeing you over the coming weeks. s-cubed-global.com/ema/ema-phuse-...



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1



S-CUBED



Twitter



LinkedIn

- Engage
- Share
- Chat

Thank you!



<https://www.s-cubed-global.com/>