

Summary



Here's a quick summary of the session for you. This video is about building your personal brand. To stay ahead of the competition in today's professional environment, it's important to pay attention to how you promote yourself. The art of marketing is the art of brand building. If one is not a brand, they are a commodity! We got to understand the various steps involved in branding. Your potential employers always tend to look at your niche that is your differentiator from other suitors. We learn from the video, the importance of building a personal brand, how to use resume as a marketing tool of skills and experience and how maintaining a positive social media presence helps in brand promotion. Consistency of the brand across all social media platforms is a key necessity.