



SigEp

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**LIFE AFTER  
COLLEGE**



# **BRAND YOU: The Power of a Personal Brand**

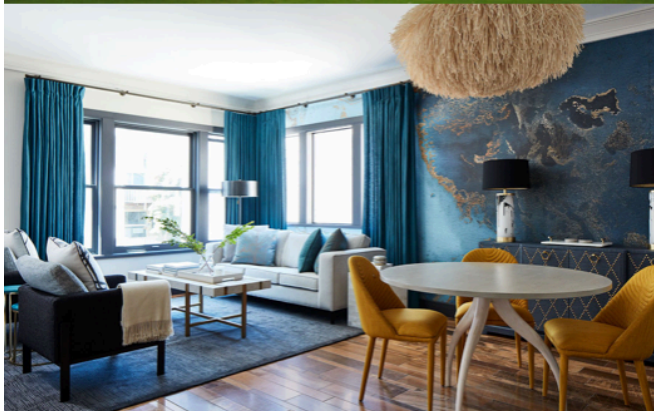
**Ric Sweeney  
Associate Professor of Marketing  
University of Cincinnati**





# BRAND ME: Ric Sweeney

L I F E A F T E R C O L L E G E





# BRAND YOU: The Power of a Personal Brand

- Gain a sense of self-awareness and how to capitalize on strengths while improving on weaknesses
- Understand the power and value of a personal brand in work and life
- Leave with an action plan for creating and delivering a personal brand
- Know the general best practices of maintaining a personal brand through LinkedIn/social media







# BRAND YOU: The Power of a Personal Brand

LIFE AFTER COLLEGE







# **BRAND YOU: The Power of a Personal Brand**

L I F E A F T E R C O L L E G E



**HOW DO  
YOU  
BUILD A  
STRONG  
PERSONAL  
BRAND?**





# HOW DO YOU BUILD A STRONG PERSONAL BRAND?

**SEEK.**

**PLAN.**

**EXECUTE.**



**SEEK.**

**PLAN.**

**EXECUTE.**

L I F E A F T E R C O L L E G E





**SEEK.**

**PLAN.**

**EXECUTE.**

L I F E A F T E R C O L L E G E





# SEEK.

# PLAN.

# EXECUTE.

- **Identify your strengths and weaknesses**
- **Analyze your public profile**
- **Investigate what makes you unique**
- **Discover your passions**
- **Determine your goals, both short-term and long-term**





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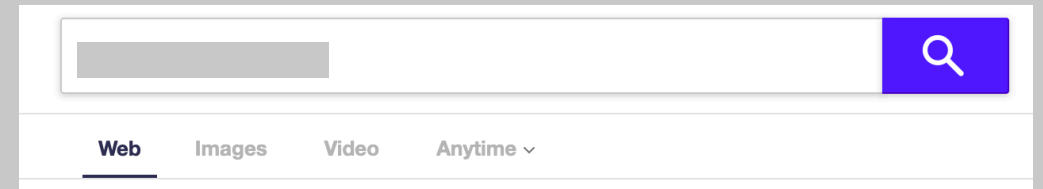


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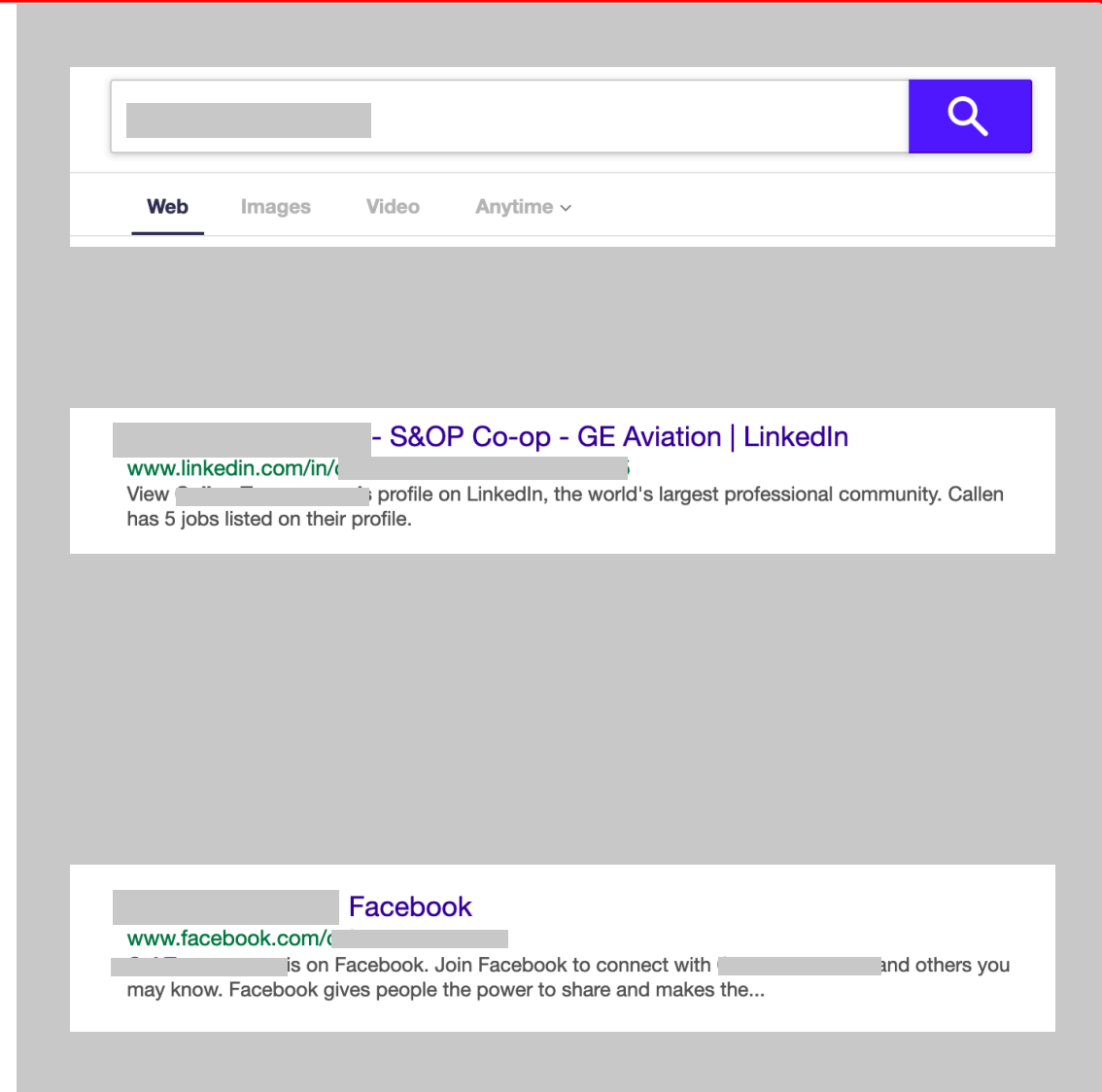


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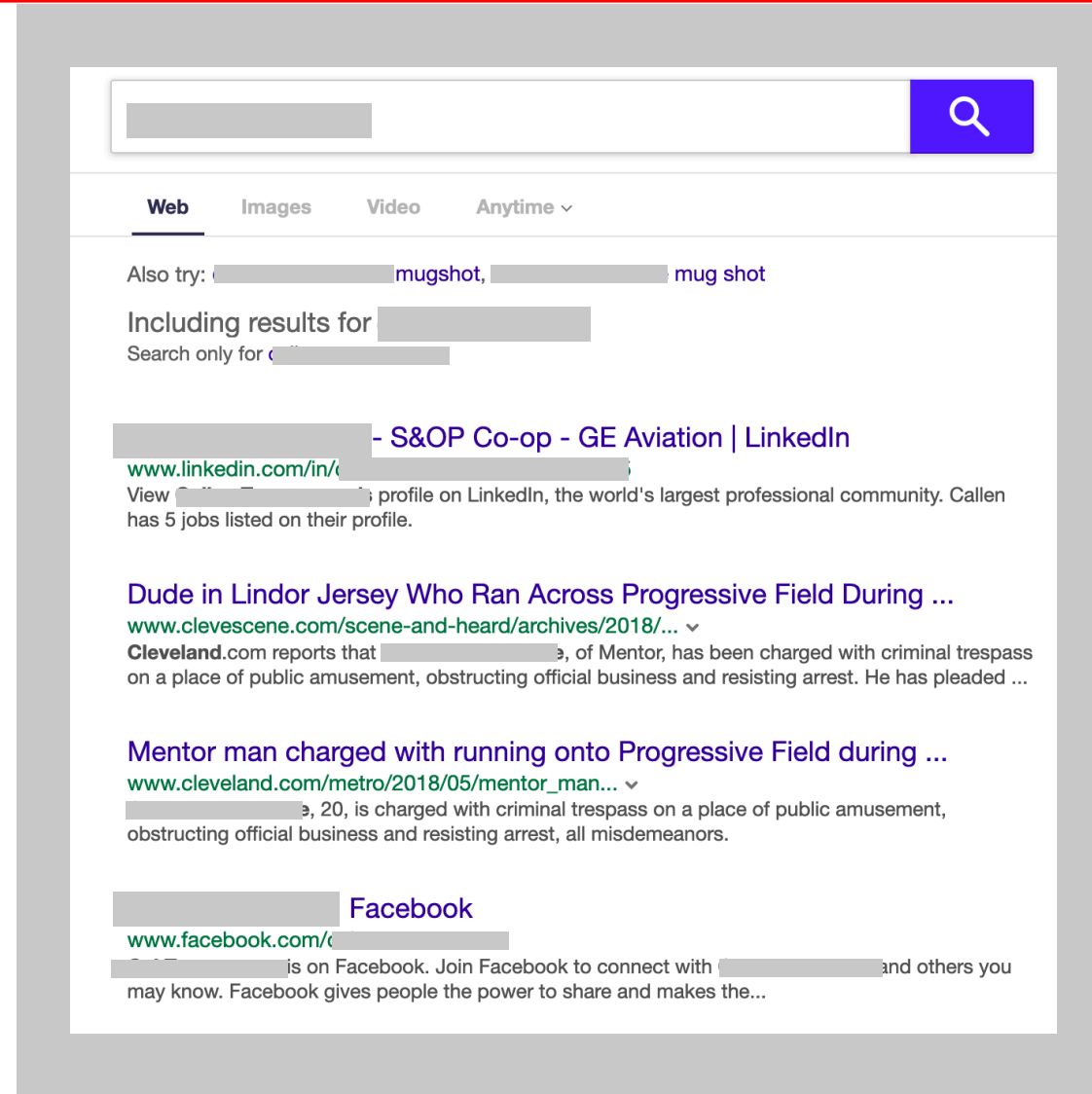


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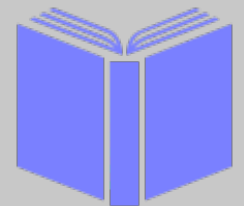
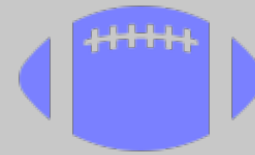
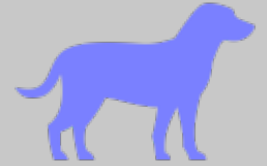
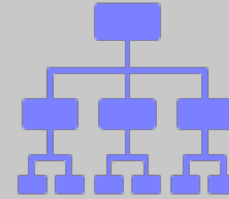
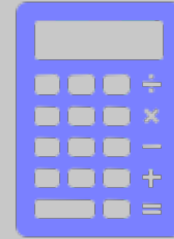


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SEEK.

PLAN.

EXECUTE.

- **Develop a roadmap with timelines and goals**

A GOAL

WITHOUT A

PLAN IS JUST

A DREAM.

-dave ramsey

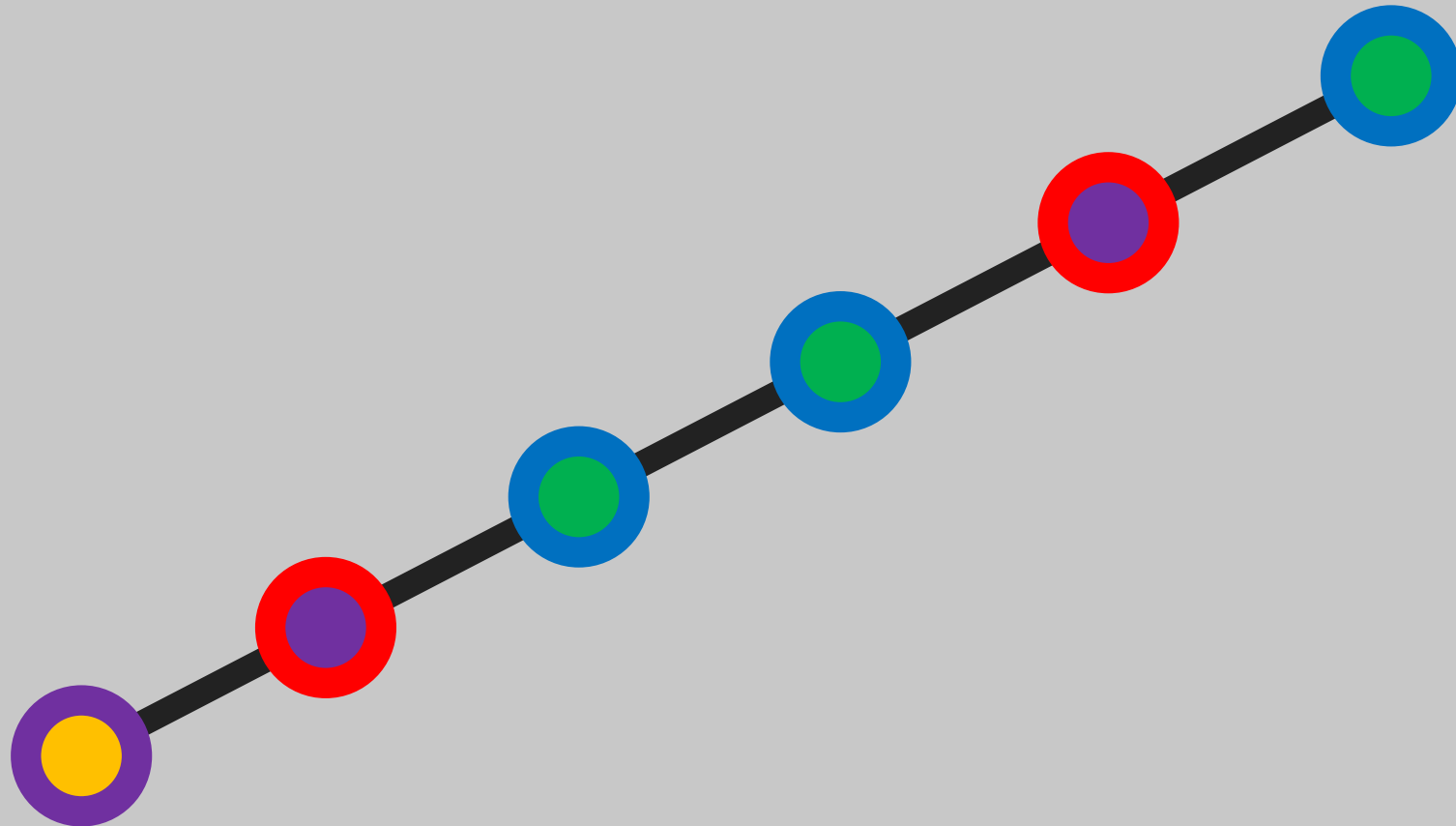


SEEK.

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- **Develop a roadmap with timelines and goals**





**SEEK.**

**PLAN.**

**EXECUTE.**

L I F E A F T E R C O L L E G E







# SEEK.

# PLAN.



- **WHAT** are your strengths and weaknesses?
  - **WHAT** makes you unique?
  - **WHAT** are your passions?
  - **WHAT** are your goals, both short-term and long-term?
- **WHAT** does your roadmap look like?
    - **HOW** long will it take you to get there?
    - **WHAT** are some of your milestones?



SEEK.

PLAN.

**EXECUTE.**

- **Create and refine your online persona**
- **Network**
- **Let someone else do the bragging for you**



SEEK.

PLAN.

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L I F E A F T E R C O L L E G E

- **Create and refine your online persona**
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Message More...

Stacy Armijo · 1st  
Chief Experience Officer at Amplify Credit Union  
Austin, Texas · 500+ connections · Contact info

Amplify Credit Union  
The University of Texas at Austin

What is Stacy's top skill?  
Help us identify relevant opportunities and content for your connections

Marketing Strategy Event Planning Online Advertising Public Relations

Your response is anonymous and will not be directly shared with your connections or other LinkedIn members. Learn more

None of the above



SEEK.

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L I F E A F T E R C O L L E G E

- **Create and refine your online persona**
- **Network**
- **Let someone else do the bragging for you**

The screenshot shows a LinkedIn profile with the following sections:

- Highlights**
  - 79 mutual connections**
  - You and Stacy both know Lynn Kendall, Kelley Peterson, and 77 others
- About**

I believe that reputations are built on experiences, not intentions, and I'm passionate about tying together the promises we make as marketers with the experiences we deliver as brands to the impact we want to create in the world around us. I use my skills in strategic planning, marketing, public relations, crisis communications and community relations to lead teams in doing that.
- Media**
  - Four document thumbnails are visible: "Beyond...", "Playing Offense with Public Relations", and "Confessions of a Marketing..."
  - A "+4" button indicates more media items.



SEEK.


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L I F E A F T E R C O L L E G E

- **Create and refine your online persona**
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Articles & activity  
2,624 followers

 **Untrue "truisms" about public speaking**  
Published on LinkedIn


 **Stacy Armijo**  
Published on LinkedIn


Public speaking is a big part of my job, whether I'm presenting a campaign to a board of directors, giving a presentation to an industry association or teaching my class at the University of ...see more


58 · 13 Comments

Like Comment Share

[See all articles](#)

 **Happy birthday!**  
Stacy commented

 **Well-deserved, Shirley, and congrats!**  
Stacy commented

 **Congrats, Brett, well deserved!**  
Stacy commented

[See all activity](#)





SEEK.

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Experience



**Chief Experience Officer**

Amplify Credit Union  
Jul 2018 – Present · 1 yr 4 mos  
Austin, Texas Area

Leads teams to weave together the online and offline experiences that drive exceptional service for Amplify members. Stewards the branding, marketing, public relations and social impact initiatives that connect Central Texans to the credit union. Drives growth for Amplify to deliver positive impact for the community.



**Lecturer, Stan Richards School of Advertising & Public Relations**

The University of Texas at Austin  
Aug 2016 – Dec 2018 · 2 yrs 5 mos  
Austin, Texas Area



**Pierpont Communications**

16 yrs

**Executive Vice President**

Jan 2016 – Jul 2018 · 2 yrs 7 mos  
Austin, Texas Area

Led teams across Austin and San Antonio to serve public relations clients in many sectors, such as professional services, real estate, health care, technology, associations, insurance and not-for-profit. Led marketing services and personnel management across the firm. Expertise includes communications planning, message development, media relations, crisis c... See more

**SVP & Austin General Manager**

2013 – 2016 · 3 yrs

[Show 5 more roles](#) ▾



SEEK.

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- **Create and refine your online persona**
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#### Education



**The University of Texas at Austin**  
Bachelor of Science, Public Relations  
2001

#### Volunteer Experience



**Chairman and Board Member**  
American Marketing Association  
Jul 2004 – Present • 15 yrs 4 mos

Member, National Board of Directors: Since July 2015 (currently Chairman); Member, Professional Chapters Council: July 2008 – June 2013 (PCC President in 2011-12); Judge, Chapter Excellence Awards: 2008, 2009 and 2010; Judge, Collegiate Scholarship Program: 2007; Board Member, Austin chapter: July 2004 – June 2008 (Austin Chapter President in 2006-07; Earned Award of Excellence for Programming)



**Board Member**  
Communities In Schools of Central Texas  
Sep 2017 – Present • 2 yrs 2 mos

Board Member: Since Sept 2017; Volunteer Mentor: 2005 – 2011



**Board Member**  
Greater Austin Crime Commission  
May 2019 – Present • 6 mos

Member of the Board of Directors for organization that advocates for the Austin Police Department

[Show 3 more experiences](#) ▾



SEEK.

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- **Create and refine your online persona**
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Skills & Endorsements

**+ Media Relations** · 99+

Endorsed by John Egan and 7 others who are highly skilled at this

Endorsed by Angela Brutsche and 4 other mutual connections

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**+ Strategic Communications** · 99+

Endorsed by JUDI HAYS and 3 others who are highly skilled at this

Endorsed by Beth Taylor and 1 other mutual connection

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**+ Public Relations** · 99+

Endorsed by John Egan and 14 others who are highly skilled at this

Endorsed by Colin Hageney and 4 other mutual connections



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Industry Knowledge	
+ Marketing Communications · 85	+ Social Media · 56
+ Crisis Communications · 41	+ Marketing Strategy · 39
+ Marketing · 36	+ Strategy · 27
+ Strategic Planning · 24	+ Corporate Communications · 22
+ Press Releases · 14	+ Social Media Marketing · 14
Interpersonal Skills	
+ Leadership · 27	+ Public Speaking · 23
+ Management · 17	+ Community Development · 10
+ Fundraising · 9	
Other Skills ☺	
+ New Business Development · 7	+ Message Development · 6
+ Spokesperson · 3	+ Non-profit Board Developm... · 3
+ Communication Training · 2	+ Social Networking · 8





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Recommendations

Ask for a recommendation [Recommend Stacy](#)

[Received \(6\)](#)

Given (12)


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**Tim Sheridan**  
Private Label Sales Generator  
July 25, 2013, Stacy worked with Tim in the same group

Positive, cool and effective under pressure is how I would best describe Stacy. I had the pleasure to work with Stacy on the Professional Chapters Council. Her endless font of energy was infectious. Combined with a smooth and easy leadership style she motivated the council to achieve even more than... [See more](#)

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**Prentice Howe**  
Principal at Door No. 3 | Host, The Empowered Challenger Podcast  
July 15, 2011, Prentice worked with Stacy but at different companies

Stacy is an absolute pro. Sharp, strategic, detailed and extremely well prepared. She keeps the process fun and on task. You just know you're going to see great results when working with Stacy.

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**Accomplishments**

**5 Honors & Awards** ▼

Fellow, Next Generation Project Texas • Austin Under 40 Winner for PR, Marketing and Advertising  
• Profile in Power | Woman of Influence • Volunteer of the Quarter • Volunteer of the Year

**3 Publications** ▼

Bad News Can Move at the Speed of Light • Earning Media for Associations in the New Age • 5 Simple Steps to Becoming a Better Presenter and Public Speaker

**2 Organizations** ▼

Austin Area Research Organization (AARO) • Leadership Austin



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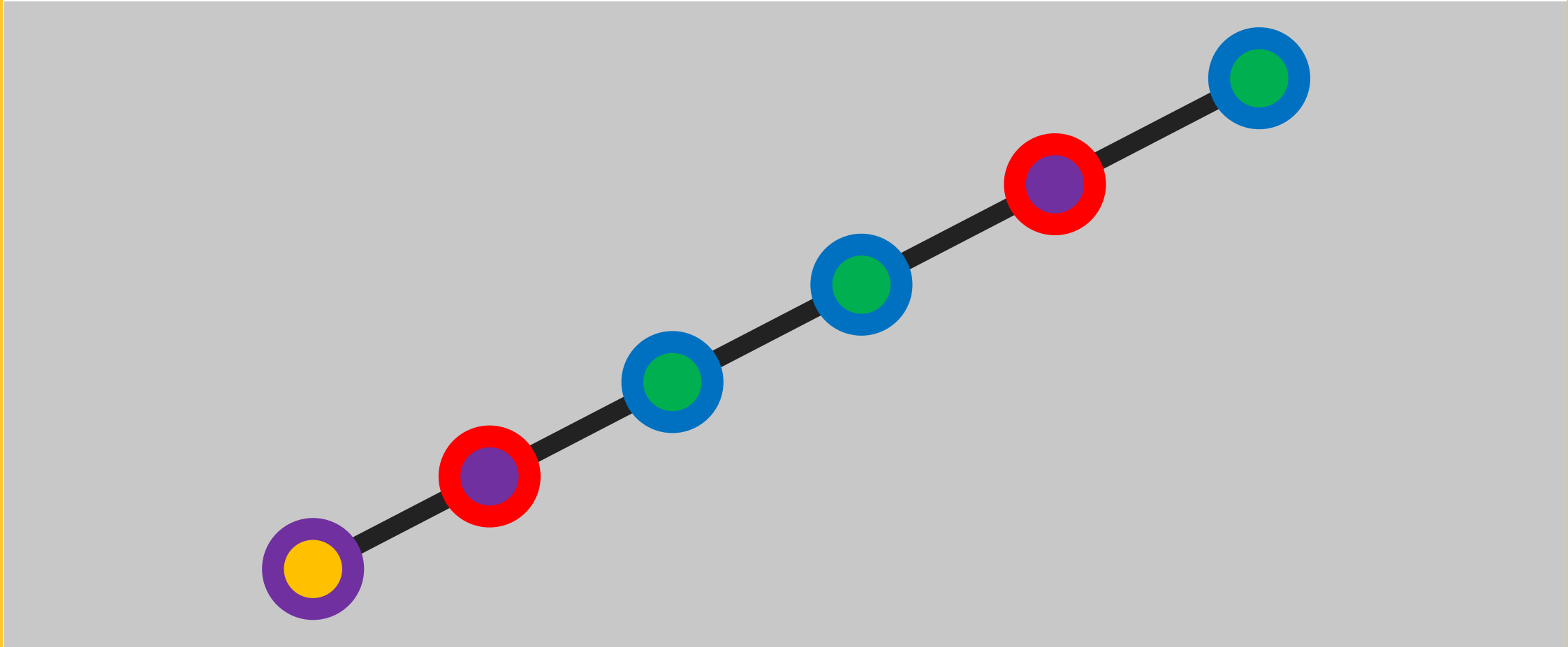


SEEK.

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- **Anticipate change**



L I F E A F T E R C O L L E G E



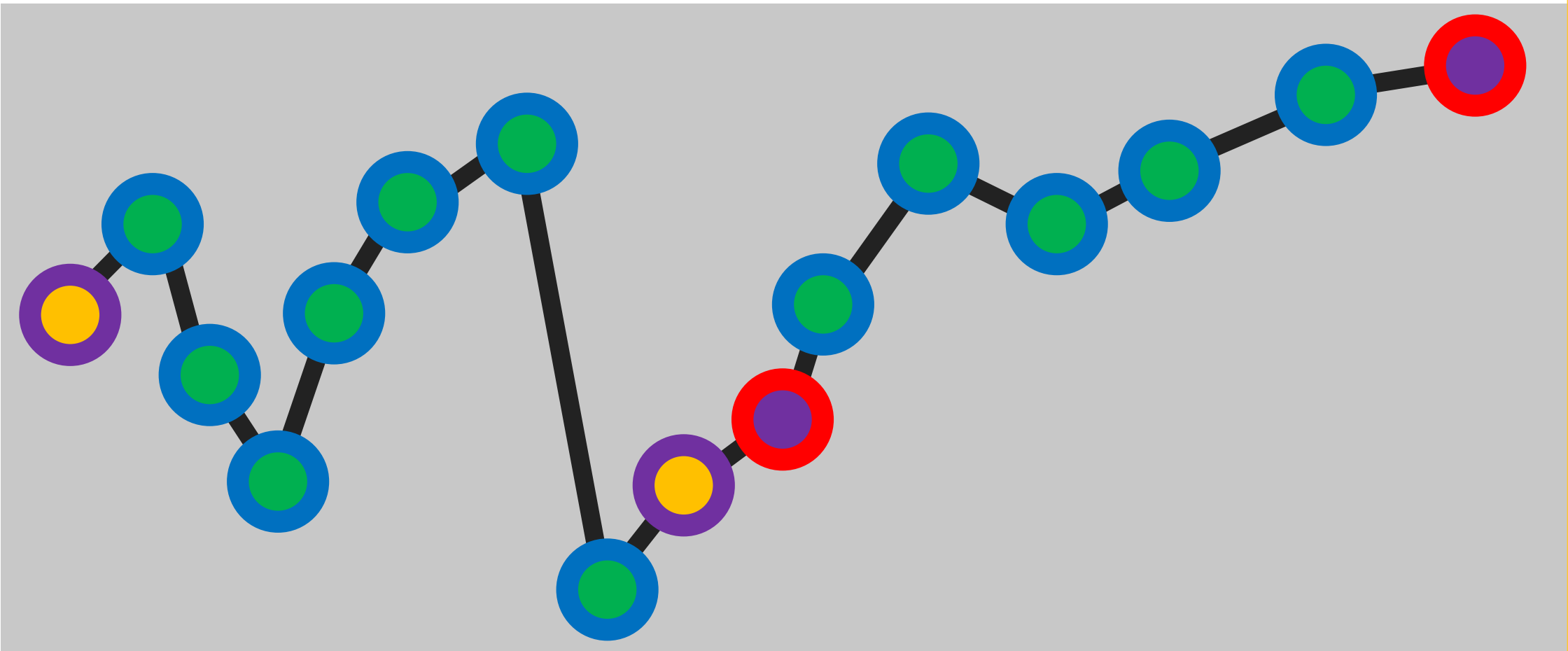
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L I F E A F T E R C O L L E G E







**SEEK.**

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# SEEK.

# PLAN.

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- **Be authentic**
- **Earn your worth every day**
- **Learn from your mistakes**
- **Don't be afraid of serendipity**
- **Say YES**
- **Say NO**



# BRAND YOU: The Power of a Personal Brand

[ric.sweeney@uc.edu](mailto:ric.sweeney@uc.edu)

 [@ricsweeney](https://www.linkedin.com/in/ricsweeney)