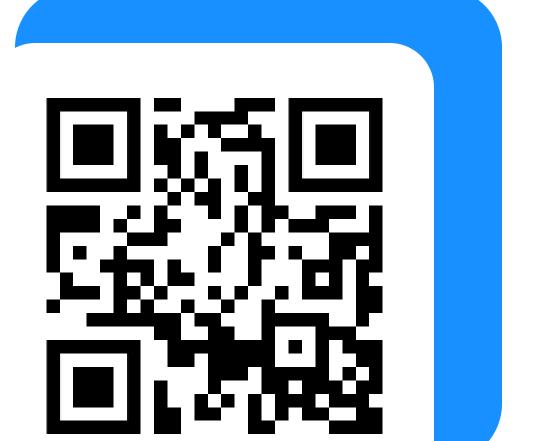


# Personal Branding define your strengths to get a happy career path







#### /about me

Everyday is 1st day

## Chí Nguyên

#### Marketing Manager at freeC.asia

Headhunt & Recruitment Smart Platform

Former Marketing Manager at s6k Labs - Blockchain Solutions

Digital & Generalist Marketer since 2016 | Former President of CSG Club (FPTU HCM)

Experience in Cars Accessories & Services / Electronic / Real Estate / Cosmetics / Blockchain

Founder of Song Lam bottled water, Gia Lai

More details: linktr.ee/williamRMIT



## ...Personal Branding

.....is the process of creating a distinct identity for a business in the mind of your target audience and consumers.

### TÂY CHAY TIKTOKER NÒÔNÔ



NÓI KHÔNG VỚI CONTENT MIỆT THỊ CÂU VIEW

- Nhấn nút **báo cáo tài khoản**
- Huỷ bỏ theo dối trên TikTok @Tuanbrice có tick xanh
- Kêu gọi TikTok khoá ngay tài khoản chuyên làm content bẩn này
- Tẩy chay những brand nhà hàng và nghệ sĩ hợp tác với Nờ Ô NÔ

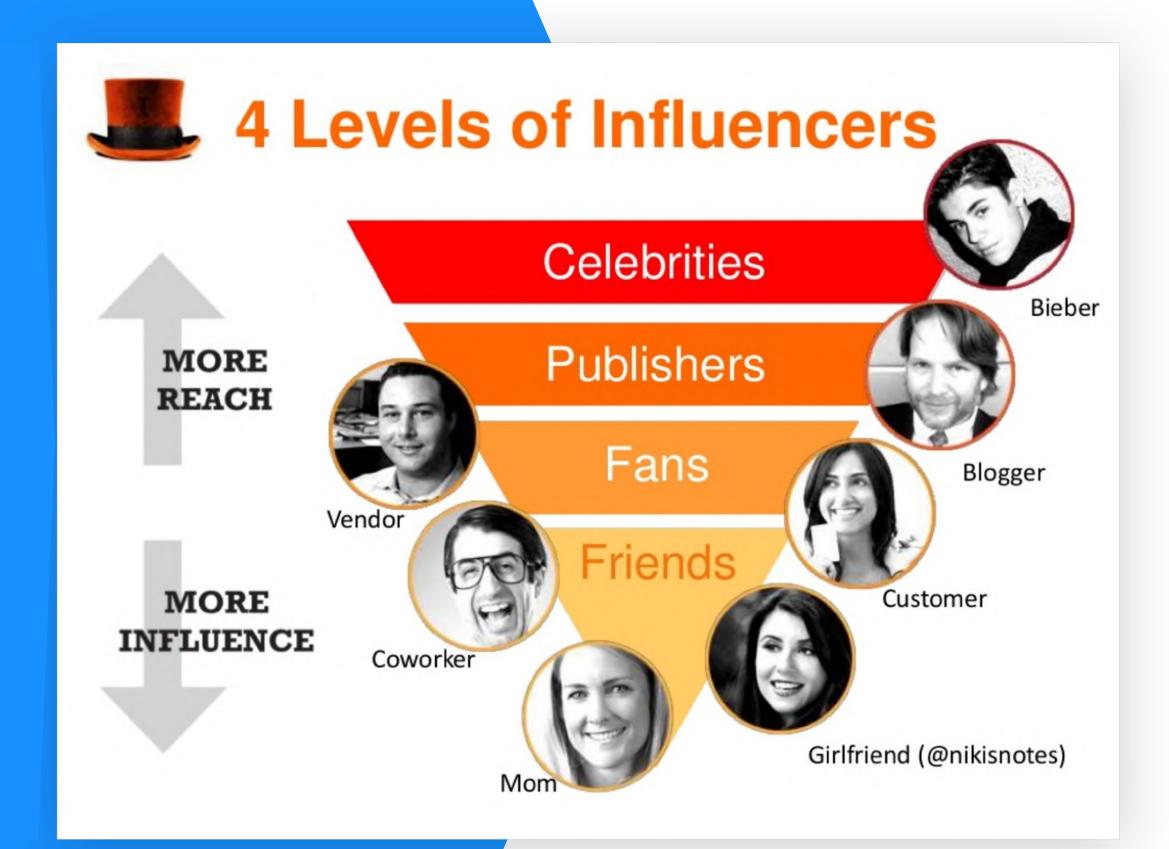
#tẩychayNờôNô







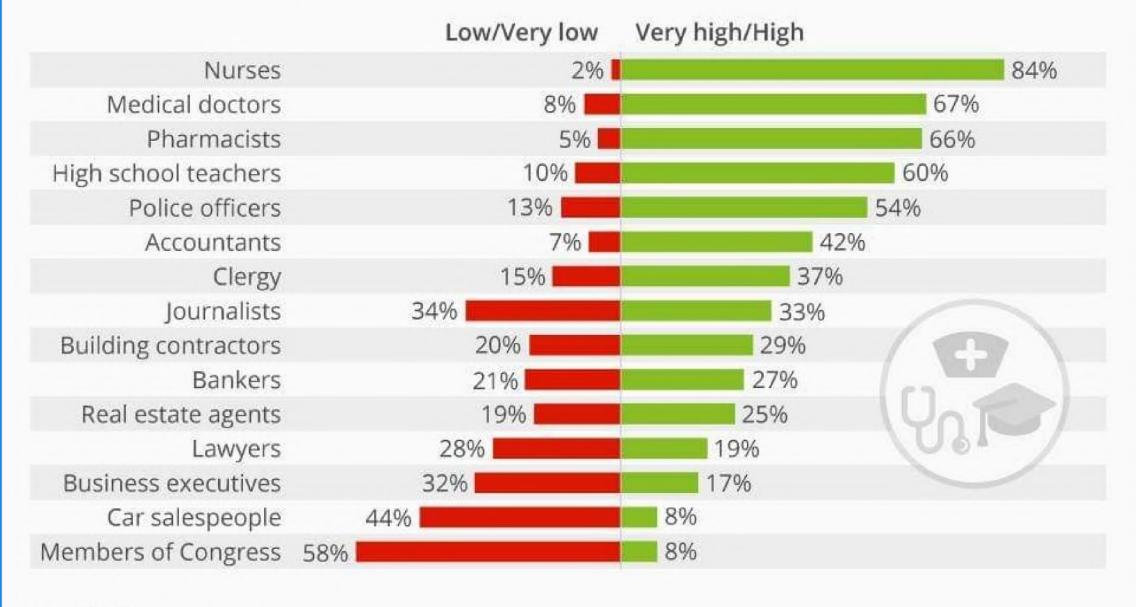






#### **America's Most & Least Trusted Professions**

Rating of selected U.S. professions in terms of honesty and ethical standards in 2018



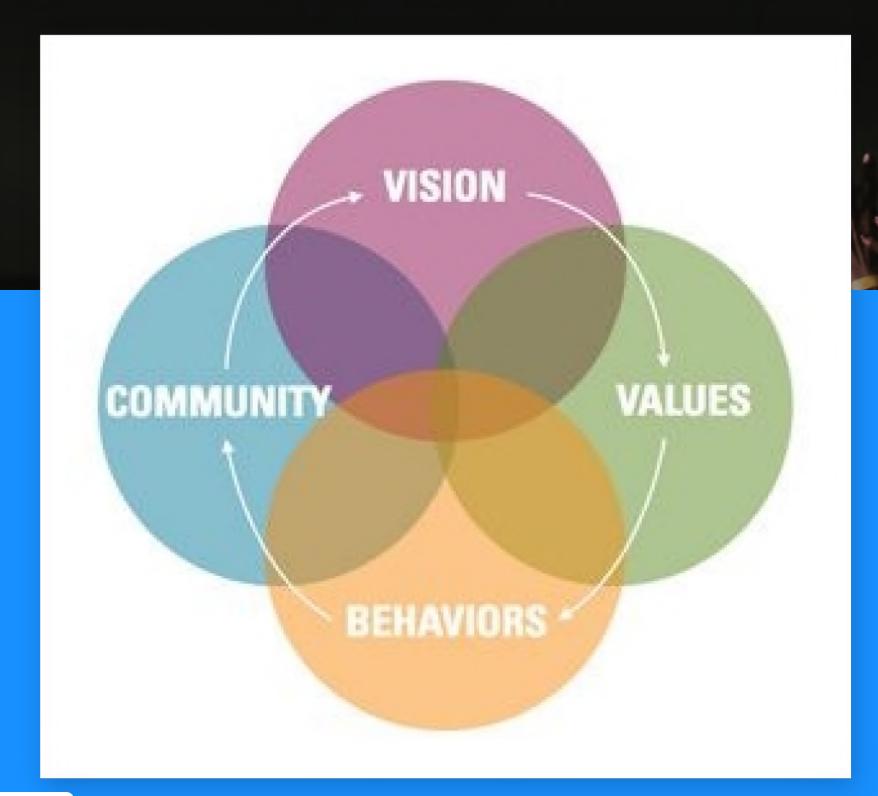


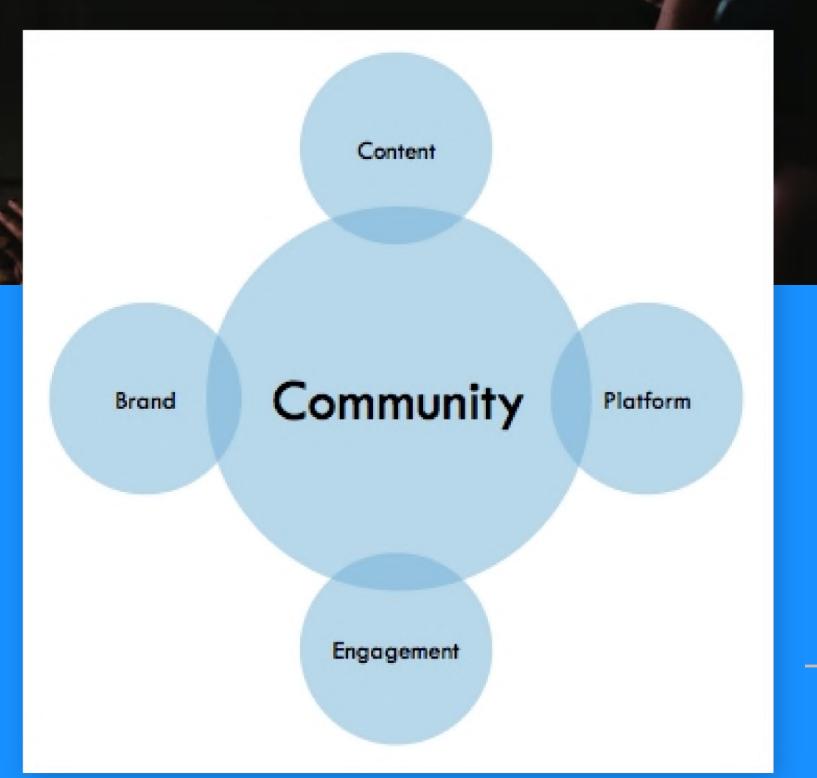
n=1,025 U.S. adults

Forbes statista



#### Community-centric













Differentiation



**Discover** Yourself Build a

Digital Identity

Establish credibility

and gain visibility

Tell a Story

Build an audience

Be consistent and focus on quality

**Learn**Worlds



Value



#### Tools available to enhance your personal brand



Blogging /
Microblogging
Writing Posts,
Linking to Bloggers.
Twitter, Syndication...





Social Networking LinkedIn, Facebook, Instagram, Snapchat, Twitter...



Offline Networking LinkedIn Local, BNI, Coffee groups, Conferences, Expos...



Building your Personal Brand



Video / Photo Sharing YouTube, Flickr, Instagram, TikTok, Vimeo...



Social Bookmarking Digg, Delicious, Reddit, Stumbleupon / Mix, Pinterest...







Social Rankings
Google reviews,
Amazon Testimonials,
Twitter Search, LinkedIn
recommendations...



Social Objects
Business cards,
logos, branding,
billboards...







Commentary
Other blogs, other
forums, other media,
interviews/podcasts...



Source:
Business 2
Community



freeC Asia is the Smart Recruiting Platform that leverages smart matching technology to actively connect millions of employers and job seekers.

Explore freeC Asia at

For job seeker: www.freec.asia

For the employer: www.employer.freec.asia

## thanks for your listening!

download this presentation at freeC.asia



