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Quarterly Newsletter

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PERSONAL BRANDING – HOW TO MARKET YOURSELF AND MANAGE YOUR CAREER

IN THIS ISSUE

Plan your Personal Branding Strategy

With the start of each New Year, everyone plans their New Year's resolutions. This year, we recommend you take the time to consider and plan your own personal branding strategy.

The term 'personal branding' has been popularized in recent years, but fundamentally describes how people market themselves and their careers. Your personal brand encompasses who you are and how you are being viewed by others. Invest in yourself this year and consider these excellent ideas for self-improvement and career growth by Ceren Cubukcu from the [Personal Branding Blog](#):

- Learn a new language or refresh the second language that you learned in high school/college.
- Continue your education. If you have Bachelor's degree, you can start taking classes for a Master's degree.

- Get certified. If you don't have time for a new degree, you can consider attending professional certification programs that can help you get ahead of the competition.



- Start networking. You can attend industry events, seminars and conferences. These are great for following the trends and innovations in your industry and network with other professionals in your area.
- Finally, read, read and read. Read newspapers, magazines, self-improvement books, articles, etc. Basically, read anything you enjoy and expand your vision.

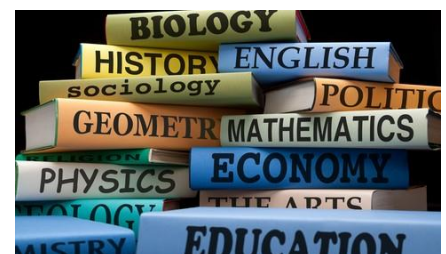
Planning your Personal Branding Strategy



Protecting your Personal Brand



OP Spotlight on Majors: Art



Protect and Manage your Personal Brand

With the surge of social media, it has become essential that you manage your own reputation, both online and in real life. You want to remain in control of the impressions others have of you and build a strategy for managing and improving these perceptions as well.

[This article](#) by Matthew Royse from PR Daily provides 10 steps to building and managing your personal brand:

1. Check the major search engines (Google, Yahoo, Bing) for your name.
2. Clean up your Web presence – delete accounts and posts that may portray you in a negative light.
3. Create your own online reputation with free tools (about.me or brandyourself.com)
4. Claim your social media profiles and your personalized URL on LinkedIn.
5. Consider buying your own domain name.
6. Set up an ongoing monitoring alert system (Google Alerts).
7. Launch a blog to publish content and show your perspectives.



8. Share insights and helpful content through social media channels on a regular basis.
9. Create your elevator pitch and key messages about yourself.
10. Develop a feedback loop with those you trust, and evolve your personal brand over time.

For more tools, also check out:

[10 free tools to manage your personal brand and online reputation.](#)



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Spotlight on Majors: Art

What can I do with an Art major?

A general Art major can lead to a very broad range of occupations including Crafting, Restoration, Computer Graphics, Animation, Photography, Design, etc. As a student, you will want to clearly define your goals and seek the experience and skills necessary to reach those goals. For more information on what types of careers you can have with an Art major, click [here](#).

What are some of the top ranking schools for an Art major?

US News does not rank schools for the Arts, but does list them as specialty schools [here](#). According to [payscale.com](#), the best schools for Art and Design majors include:

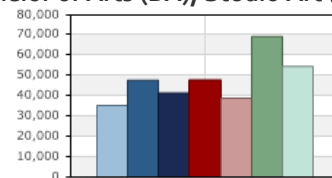
- Cornell University
- Rhode Island School of Design (RISD)
- Pratt Institute

You can also check out schools based on a variety of other rankings through [US News](#) and [The Princeton Review](#).

How much money can I make?

For many Art careers, your salary will depend more on your particular skill level rather than your degree. Below is an example of salaries for those that have obtained a Bachelor degree in Studio Art.

Median Salary by Job –
Degree: Bachelor of Arts (BA), Studio Art (United States)



Graphic Designer (18)	\$35,493
Senior Graphic Designer (7)	\$47,907
Executive Assistant (7)	\$41,456
Web Developer (5)	\$48,000
Art Teacher (5)	\$39,000
Marketing Director (4)	\$69,500
Web Designer (4)	\$54,750