

# Your Personal Branding Playbook

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# Patricia Hambrick

- CMO of Brands such as Reebok, L'Oreal, Saucony, etc.
- CMO4Hire for XBOX, Bose, Lindt, Timberland, Fresenius
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Branding, MBA Core Marketing, Design Thinking, Global  
Marketing....

# Patricia Hambrick



# AGENDA

**1**

**What is a Brand?**

**2**

**Define your Value Prop**

**3**

**What are my Superpowers?**

**4**

**Communicating your SuperPowers**

**5**

**Advancement positioning**

**6**

**Pivot positioning**

# What is a Brand?

Put your answer in Chat

# **A Brand is a promise**

**You fulfill in everything you do, say and be.  
(Always overdeliver and underpromise...)**

# What is a Value Proposition?

# Value Proposition 101

To (Target Audience), “I” provide  
(what benefits or special skills)  
better than (competition) because  
(proof points)

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# Value Proposition 101

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Target Audience: what do they need?

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Benefit: your Superpowers

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Competition: others are applying!

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Proof: of why you are special

# Think from the View of your Audience

- What do they need?
- What are their pain points?
- How can you help solve their pain points?
  
- We need to match what we want to do, and our specialness, with what companies and employers need.

# How can you find out what company's pain points are?

- Analyze the industry- where do they fail?
  - (or where do competitors have strength?)
- Research companies via Indeed/Glass Door
- Talk with people who work there
- Understand roles in the industry and in this company
- Ask AI!
  
- **It's about them, not you.**

# What are your Superpowers?

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# Put in chat

What are your Superpowers?  
What makes you special?

If that is hard, give me 3 words  
to describe you.

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**We are all  
unique...  
identify it**

- What do you love to do?
- What are you good at?
- Where have you seen success in your work life?
- Where have you seen success in your personal life?
- Where do you excel v. others?
  
- What gets you up in the morning?

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# This is hard!

Because its hard to be  
objective about yourself.

Don't take yourself so  
personally!

# Think of yourself in the 3<sup>rd</sup> person.

## Ask your friends and colleagues

1. Create a survey
2. Have a conversation
3. Ask for honesty
4. What am I good at?
5. What would you depend on me to do?

## Observe your success

1. In class, where did you excel?
2. In teamwork, what role did you play?
3. At work when do people count on you?
4. What causes you anxiety?

## What makes you happy?

1. What is important to you?
2. When you wake up?
3. On your last workday?

# Identifying your superpowers identifies your value to an organization



Helps you identify job opportunities.



Helps you negotiate salary. How valuable are you? How unique are your qualities?



Brings confidence in what you offer organizations



But always be humble.

# Superpowers clearly articulate

- What I'm good at
- What I love to do
- How I want to evolve
  
- What types of jobs are right for me.

# **Find companies that need your superpowers**

# You have already started doing this...

- Analyze the industry- where do they fail?
  - Research companies via Indeed/Glass Door
  - Talk with people who work there
  - Understand roles in the industry and in this company
  - Ask AI!
- 
- Now broaden from who you know to who you want to know.

# Let the world know your Superpowers

- Post articles on Linked In that align with your Superpowers.
- Be willing to talk about what you are good at and are interested in.
- Take on new assignments in your current job that stretch your powers.
- Volunteer to expand the powers
- Make your resume sing!

**Your Resume needs  
to show you have  
the experience for  
your next job...**

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# Example: An excellent media planner

**Media Supervisor, Investments** (3 months) | Managed a team of 7 Video Investment Buyers/Assistants for MTV and Royal Caribbean client accounts; contributed feedback for growth opportunities for junior employees monthly.

- Advised 10+ client contacts at MTV (NYC), VH1 (NYC), and Royal Caribbean (FL) Consumer Marketing teams on best practices and new strategies for investments for 8 new video advertising campaigns.
- Organized client financial forecast and budgeting, providing monthly reports to track spending across strategies valued at \$80M in annual investments.

**Senior Media Buyer, Investments** (1.5 years) | Reported weekly to 5 account directors while overseeing 6 junior team members; managed client relationships including presenting monthly reports and recommendations for projects.

- Proposed strategies of utilizing historically effective partnerships for the program's target audience, driving strong results for MTV's returning season premiere. Premiere saw 17% higher viewership ratings compared to the previous year, a notable increase at a time of steady decline in cable subscribers.
- Coordinated weekly with 10+ clients to ensure strong communication, quality, and project management.

**Too often our resume  
shows how we were  
good at our past job.**

**This resume is perfect for  
someone looking to advance**

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# Revised: A multi-channel marketer who knows how to develop people

**Media Supervisor** | Managed 7 team members resulting in 6 being promoted within 1 year.

- Developed innovative strategies for MTV, VH1 and Royal Caribbean consumer markets to grow their markets (+10%) in the US market
- Recommended omni-channel support for each client effort including sales, print and retail communications
- Responsible for \$80M in annual billings

**Senior Media Buyer, Investments** | Client management

- Created media strategies for partnerships for the MTV, driving 17% higher viewership ratings compared to the previous year at when cable subscribers were declining by 3%.
- Managed 10 clients and 6 team members to ensure strong communication, quality, and project management.

**This positions the  
candidate for a new  
type of job**

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**Make sure your  
resume and the job  
specification align,  
truthfully**

# How? Ask ChatGPT

- Start with a persona
  - “I am a soon to be graduating MBA student looking to change careers”
- Tell it what you want
  - “I am looking for feedback on how my resume compares with a job specification”
- Ask for help in improving
  - “Please provide me with (examples) as to how I can make my resume more closely align with the job specification”
  - “Please re-write my resume to more closely align with the job specification”
- Provide the job specification and your resume

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# Takeaways

1. Identify the value of your Superpower
2. Find companies that need what you do
3. Do your research
4. Use ChatGPT to “help” make your resume align to spec.
5. Make sure your resume positions you and your brand for the future, not the past.
6. Always be thinking about how to be employable... evolve and improve your brand constantly

# Questions?

Thank you for joining!

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