




American Corporate Partners
acp-usa.org | November 2019





Agenda

- Introduction
 - The importance of your brand
 - What is Personal Brand
 - Mentors & Advocates
 - What's the difference?
 - Who's wearing your t-shirt?
 - Networking
- 



Part of the Coca-Cola Family for **22** Years!

My Hometown is **Canton, MA**
I currently live in **S. Kingstown, RI**

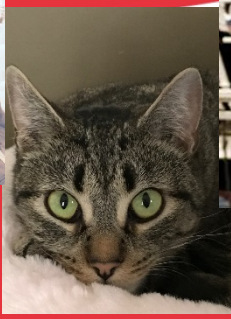
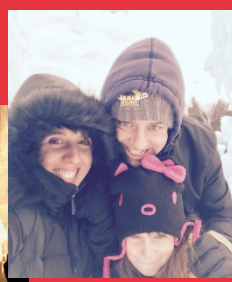
When I'm not working, you can find me....
Spending time w/ family cooking or watching my daughter at a gymnastics meet!

I love to eat Mexican and Italian food – too close to choose just 1!

The greatest thing I learned in the past year was.....don't sweat the small stuff and be present in the moment!

My Favorite Coke Product is **smartwater**


These things ignite joy & purpose in my life!





Your Brand, Your Reputation

As you prepare a resume, a year-end review, or a plan for long-term professional development, you need to know what your personal brand is - what do you bring to a team or organization? This may not be an intuitive question to answer for anyone new to a civilian or corporate career. ACP Mentor Maryellen will outline how to identify and promote your personal brand and illustrate how this benefits your long-term career growth.



What's your brand?

Do I have a brand?

Do I need a brand?



Coca-Cola

Disney

DUNKIN'

DUNKIN'
ENOUGH
SAID



TIFFANY & CO.

**“People don’t connect with who you THINK you are.
They connect with the IMPACT you have on them.”**

- Colette Carlson

Human Behavior Expert, Motivational Speaker & Author

**“I've learned that people will forget what you
said, people will forget what you did, but people
will never forget how you made them feel.”**


- Maya Angelou

American Poet and Civil Rights Activist





PRE-SUBMITTED QUESTIONS







“I have a long gap between jobs because I stayed home with my children. I was an educator and now I want to change careers. I have volunteer work related to my new career. Should I include any of my old career on my resume?”






“I hear people say things like kill who you are to become who you want to be. I don't really know what that means, but I don't feel like I'm seen by others the same way that I view myself. I'm not sure how to go about changing this.”






“How can job seekers in non-creative roles brand themselves in an impactful way so they stand out from the crowd when applying for a job? I hear that writing blogs and/or publishing LinkedIn content sets job seekers apart, but I also hear that most recruiters and hiring managers flip through resumes and make decisions in seconds but rarely dig deeper. So, what actually matters?!”







“I am very interested in understanding social platforms where we are likely to use our 'brand'.”






“I have been told that I am "too ambitious" and many of my first line leaders do not promote my efforts or achievements. I believe that "almost anything is possible" as my personal and professional slogan but I am finding it hard to navigate nay-sayers, especially if they are in charge of your promotions. Any tips?”





“Why is it so difficult for female veterans, who have taken time off to raise a family, get back into the working world, in a position that can actually support the family?”



Things to keep in mind.....

- Everything Communicates
- Think about your brand
 - Walk the walk.....
- Build your brand.....Network, network, network
 - The more people that are “wearing your t-shirt” the better
- Have a destination in mind and communicate your goals
 - Put a plan in place to get there – build your roadmap!

Pay it forward

Thank you!

Maryellen Cedrone
mcedrone@coca-cola.com

