Personal Branding and Website Fashion Show

CPCB MetaSchool 20151030
Why build an online presence (reputation)?

• To reach your target audience
• Highlight/disseminate your accomplishments (search engine bait)
• Increases the profile of the program
  good for the program, good for you
• Chance to win lovely prizes made for you by Ayoob Woodworks
Personal Branding

• You’re already doing it...
  You’re the student who’s an expert in _______.
  You’re the student who shows up late for everything.
  You’re the student who always volunteers and always does a great job.
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• What do you want to be known for? It’s up to you.
How do you do it?

• Being a student
• Networking
• Take the bull by the horns – be proactive and creative
  become an expert and share
  www.wiselikey.com
  personal website and blogs (blank canvases)
  find what works for you (branding for introverts & extroverts may look different)
LAUREN NICOLE SMITH
I build things for the web at ATTN:

JIM RAMSDEN
LOGICALLY MINDED // CREATIVE AT HEART

Who is 'Red'?

LinkedIn | Twitter | Facebook | Meetup

- 07: Graduated Yeshiva University
- 07/08: Recruited at JCLion
- 09: Founded FirstTimeOnline to build websites
- 10: Started Seattle WordPress Meetup
- 11: Helped Monk[AJ, Started Lean Startup Meetup
- 12: Built StartupSeattle, Started Women in Tech (WiT), Started Jur-A-Job Tech, Started Funding StartupIgnit
- 13: Joined Apprentice, Sold StartupSeattle, Started New Tech Seattle
- 14: Started Cannabis Tech Meetup
- 15: Brought Pot to the White House, Lining Apprentice, Growing New Tech/Cannabis Tech/StartupIgnit...and most importantly, I am spending significantly more quality time with my wife Rachel.

2014 Grats! Significantly grew Apprentice, my family, and communities both locally and abroad! I’m an avid fan of opening doors for others, so don’t be afraid to reach out if I can help in any way.

redrussak.com

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• Professional social networks and discussion groups
  they are what you make of them
  professional societies
  LinkedIn groups...
Elements of a LinkedIn Profile to Consider – Derek Edmond
31 best LinkedIn Profile Tips for job seekers – The Daily Muse Editor

• A Professional Profile Photo (Headshot) – first thing that people, i.e., potential employers, look at
• A Concise, Impactful Profile Headline – second thing that people look at
doesn’t have to be just a title
can be your personal brand
can be from what others are looking for in job descriptions
• A Well Written / Developed Summary
  3-5 paragraphs; avoid buzzwords (they are sooooo 2014)
bulled section can help with readability
• A Well Constructed List of Professional Experience
  quantified like resume/CV
  include case studies/examples
  can include files/multimedia to help illustrate your point

*sigh* a long list about LinkedIn (but more broadly applicable too)
$!(), more about LinkedIn...

• A Well Developed **Skills & Endorsements**
  these can be reorganized and managed to be more effective

• **Recommendations** from Customers, Peers & Colleagues
  if from a references, could be a preview of your rec letters

• Involvement in Select LinkedIn **Groups**
  networking
  skills development
  announcements
  job opportunities

• Inject your personality into your profile
  can use first person
  think of it as a conversation with your reader
ResearchGate

• Pros and cons: blogs.exeter.ac.uk/openresearchexeter/2013/11/06/74/

• Some pros...
  
  Science-focused networking tool
  following/followers/top co-authors
  can stalk interact directly with other scientists
  can more fully highlight your accomplishments
  Venue for technical help, sharing negative data, publications
What do you think about these websites?
A brief background

My interest in web development stemmed from my passion for gaming. Between developing websites and playing video games, I admittedly spend most of my time in front of a screen. Some of my passions are writing clean code, creating sexy user experiences and filling up a fresh cup of coffee.
About
I have a PhD in Computer Science from Carnegie Mellon and am an Assistant Professor in the Department of Computational and Systems Biology at the University of Pittsburgh. My research is to develop novel computational algorithms and build full-scale systems to support rapid and inexpensive drug discovery while simultaneously applying these methods to develop novel therapeutics.

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Software
*Developed in collaboration with the Carnegie Lab

AnchorQuery*
Specialized pharmacophore search for targeting protein-protein interactions with multicomponent reaction chemistry.

PharmeR*
General pharmacophore search open-source software.

ZINCPharmeR*
Free online pharmacophore search engine for the ZINC database.

PocketQuery*
Identify PPI inhibitor starting points from PPI structure.

smina*
Scoring and Minimization with AutoDock Vina

ShapeDB*
Indexed search of molecular shapes

3Dmol.js
Molecular visualization with WebGL

pharmac
Interactive exploration of chemical space

Publications

What makes them, the good, the bad, and the ugly?...