

**Subject:** ECE 1111 + ENGR 2011: More about Branding  
**From:** Joseph Picone <picone@temple.edu>  
**Date:** 8/15/22, 2:08 PM  
**To:** ECE 1111 <temple\_engineering\_ece1111@googlegroups.com>, temple\_engineering\_engr2011 <temple\_engineering\_engr2011@googlegroups.com>

A number of you have not set up aliases for your email addresses. When I receive an email from you, it simply says "[tux12345@temple.edu](mailto:tux12345@temple.edu)". So how do I know who you really are?

The first thing you need to do is set up an alias with your real name. For example, my actual Accessnet username is [picone@temple.edu](mailto:picone@temple.edu). But I have also set up an alias for [joseph.picone@temple.edu](mailto:joseph.picone@temple.edu).

To learn more about this, go here:

<https://it.cst.temple.edu/identity/aliases/>

and follow the instructions to edit your entries in the Cherry & White Directory.

Second, you really want your email address appearing as:

Joseph Picone <[picone@temple.edu](mailto:picone@temple.edu)>

or the equivalent. Follow the instructions here:

[https://titan.temple.edu/kb/web/faqDisplay.php?f\\_id=2348&f\\_id=2348](https://titan.temple.edu/kb/web/faqDisplay.php?f_id=2348&f_id=2348)

for Exchange. The details of this might change depending on what email tool you use. I use an open source tool Thunderbird to manage email, and from within this tool I have a lot of options about how my email address appears.

In any event, when I receive an email from you, it should show your full name, either:

Joseph Picone <[joseph.picone@temple.edu](mailto:joseph.picone@temple.edu)> (preferred)

or

Joseph Picone <[tux12345@temple.edu](mailto:tux12345@temple.edu)> (okay also)

This is all part of what is called branding these days – getting your name out there so people, like future employers, know how to find you.

–Joe

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**Subject:** ECE 1111: Engineering Computation I (Fall 2022): HW #5 – Branding  
**Date:** Fri, 13 May 2022 08:19:29 -0400  
**From:** Joseph Picone <[picone@temple.edu](mailto:picone@temple.edu)>  
**To:** ECE 1111: Google <[temple\\_engineering\\_ece1111@googlegroups.com](mailto:temple_engineering_ece1111@googlegroups.com)>

We take your professional development very seriously in our program. You are going to hear about this in many courses that you take, starting from the very beginning of your program. For example, I would hope that all of you are engaged in an engineering internship this summer. We will definitely work on that for next summer (Summer 2023) in ECE 1111.

The first step in this process is to build out your 'brand'. We live in a world where marketing, for better or for worse, plays an important role in finding a job. You have to think about yourself as a brand. What special features does your brand have – good software developer? good hardware engineer? creative? artistic? etc.

The first step in this process is to create an Internet presence for yourself. This is something you can do this summer when you have more time to play around. To incentivize this, I will give you 100 points of extra credit on your quiz scores (this is essentially 10% of your quiz grade) if you create the following before class begins in the fall:

- (1) an alias for your Temple email that includes your full name  
(a gmail address, or equivalent, with your full name is okay also)
- (2) a resume
- (3) a GitHub page
- (4) a LinkedIn page
- (5) a personal web site.

Try to use your full name for email addresses, web site URL, etc. You want employers to easily find you by your name.

Employers use lots of so-called artificial intelligence tools these days to filter resumes, search LinkedIn, etc. Designing your profile properly so that it gets hits from these tools is an important part of the branding process. We will teach you more about this as you get further into your program.

To redeem your extra credit, send me URLs for the last three and a pdf for (2). For (1), just send me the alias and I'll reply to that alias acknowledging your message.

Let me know if you have questions.

-Joe