Subject: ECE 1111: Engineering Computation I (Fall 2024): HW #6 - Branding
From: Joseph Picone <joseph.picone@gmail.com>
Date: 12/28/23, 11:38 AM
To: "ECE 1111: Google" <temple_engineering_ece1111@googlegroups.com>

I am sending this a bit early because many of you have not properly configured your email addresses. Your Temple email address should show your full name like this: Joseph Picone <joseph.picone@temple.edu>.

—Joe

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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).

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 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 proc

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