

**Subject:** Fwd: ECE 1111: Engineering Computation I (Fall 2024): HW #6 - Branding

**From:** Joseph Picone <joseph.picone@gmail.com>

**Date:** 6/6/24, 10:28 AM

**To:** nedc\_research <nedc\_research@googlegroups.com>, temple\_engineering\_ece1111 <temple\_engineering\_ece1111@googlegroups.com>

A little bit more about email addresses.

I know it is hard for you young people to believe something can last for 100 years, but two things to think about: (1) your generation will probably live to reach 100 years old, and (2) your phone number and gmail address will be with you that long. My current cell phone number has been in my family for at least 70 years.

So... it is important to protect your 'namespace' by grabbing an appropriate gmail address. Funny names like "[i\\_luv\\_my\\_cat@gmail.com](mailto:i_luv_my_cat@gmail.com)" might seem cute when you are 12 years old, but when you are professional, not so much...

You want to make it easy for people to find you (assuming they are not stalkers 😊) Therefore, you should grab obvious gmail addresses like:

[first\\_name.last\\_name@gmail.com](mailto:first_name.last_name@gmail.com): [joseph.picone@gmail.com](mailto:joseph.picone@gmail.com)  
[first\\_name.middle\\_initial.last\\_name@gmail.com](mailto:first_name.middle_initial.last_name@gmail.com): [joseph.w.picone@gmail.com](mailto:joseph.w.picone@gmail.com)  
[first.last.favorite\\_number@gmail.com](mailto:first.last.favorite_number@gmail.com): [joseph.picone.27@gmail.com](mailto:joseph.picone.27@gmail.com)  
[fristlastnumber@gmail.com](mailto:fristlastnumber@gmail.com): [josephpicone27@gmail.com](mailto:josephpicone27@gmail.com)

Usually you can find one of these are available unless your last name is patel 😊

Anyway, make sure you grab a gmail address that includes your legal name. If you don't you will probably regret it at some point.

-Joe

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**Subject:** ECE 1111: Engineering Computation I (Fall 2024): HW #6 - Branding

**Date:** Wed, 22 May 2024 00:12:45 -0400

**From:** Joseph Picone <[joseph.picone@gmail.com](mailto:joseph.picone@gmail.com)>

**Reply-To:** Joseph Picone <[joseph.picone@temple.edu](mailto:joseph.picone@temple.edu)>

**To:** ECE 1111: Google <[temple\\_engineering\\_ece1111@googlegroups.com](mailto: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](mailto: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 50 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