



*An Amtower
Government Market
Master
Presentation
for GMarkU's
Ideation*

*Taking Control of your Personal
Brand*



Everyone has a personal brand

- It is how the market perceives you.
- You have a certain amount of control over your brand when you leverage social media.
- *Take advantage of that.*

Why do this?

Only a small percentage of professionals actively manage their own brand.

And if you don't clearly enunciate your skills and accomplishments, ***no one else is going to do it for you.***

The Perks

- You define the skills you bring to the market
- You determine the accomplishments (individual or group) you wish to share
- You can highlight your area(s) of specialization
- You can attract new opportunities
- If you remain authentic, you establish **credibility** and **trust**

Let's start with an internal audit

Be honest and don't hold back...

SWOT Yourself

Strengths

- Market knowledge
- Team player
- Work well on your own
- High name recognition within my company and with peers (further?)

Opportunities

- Internal advancement or recognition
- Involvement in GovCon groups (WIT, GMarkU, AFCEA, etc.)

Weaknesses

- Less time to keep up with market trends
- Too many activities outside of work
- Not happy in current position

Threats

- My niche maturing and sub-dividing
- More people focusing on this niche
- Other people looking at my job

*Your market position is not simply
predicated on your skills assessment*

But *how* and *where* you present those skills to the public.

Your skills should show your value as both an individual, as an employee and a member of a team.

How & where

- In your daily activities at work
- By your networking and professional association involvement
- Through LinkedIn
- Other?

What your LinkedIn profile needs to do for you!

- Highlight the skills you bring to the party
- Tell your story in first person
- Use your headline for more than your job title
- Share your accomplishments
- Evolve as you evolve

LinkedIn Tips for Branding

- Headshot—must be professional and you need to be smiling
- Use the background area to promote your company, yourself or both
- Use the summary to tell your story and claim your accolades
- Each job description needs to say what the company does, who the customer is, your role and highlights
- Keep your profile current

Key profile elements - the opening screen shot has to resonate

- The background area
- Your headshot
- Your headline

What does an optimized profile look like?

Zscaler is a Leader in the 2022 Gartner® Magic Quadrant™ for Security Service Edge

Sheri (Greenberg) Ascencio (She/Her) · 1st

B2B/B2G Strategy - Marketing, Content and Webinar Expert, Lead Gen, Digital, Branding & PR
San Diego, California, United States · [Contact info](#)

500+ connections

106 mutual connections: Ron Mester, Nick Wakeman, and 104 others

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Zscaler

UCLA
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University of California, Los Angeles - The Anderson School of Management

Featured

Post

I'm thrilled to share that I'm joining **JOSIE SMOOT**'s pubsec...




   139




66 comments

Post

Mark Amtower and I are interviewed by ...




PROJECT 38: Why we all need mentor-protégé relationships
washingontechology.com • 3 min...

   12



4 comments

Post

I've been having a lot of conversations lately about...



Solutions Marketing vs. Product Marketing: One Big Difference
proficientz.com • 3 min read

  13

5 comments



Activity

1,697 followers

Sheri Ascencio commented on a post • 2d

✓ Following

Then the "About" section

About

I'm a marketing leader, team builder and growth driver with expertise in B2B and B2G companies. My superpower is the ability to zoom in and out between high level strategy and focused campaign initiatives, aligning with company goals to track KPIs and deliver results.

My other superpower is my people skills - I am transparent and genuine and that builds trust at all levels. I love the full spectrum of marketing - from creative and brand to analytics and data to content and digital. I believe in working hard to achieve outcomes, and having fun in the process!

I've led marketing at pre-revenue and funded startups as well as public companies. The result is a proven track record in creating and executing strategic go-to-market plans and integrated digital marketing campaigns that create brand awareness, fuel lead generation, and drive sales.

I'm a collaborative, hands-on leader of cross-functional, high performance and virtual teams - we stand together to win mindshare and market share. Market intelligence, analytics and data driven decision making guide our path to success.

In my career I've worked in a variety of industries including government, defense, communications, fintech, venture capital, education, non-profit, transportation, maritime and aviation. What this has taught me is that while every industry has unique characteristics and nomenclature, the principals of marketing cross industries. It's about passion, commitment, listening and execution - and having the right people, processes and systems to get it all done.

Key Skills:

And the skills at the bottom of the About section, with contact info

Key Skills:

Demand Generation

Marketing Operations

Branding and Thought Leadership

Content Strategy

Digital Marketing

Product Marketing

Marketing Communications

Analytics and Reporting

Strategic Partnerships

Channel Management

Account Based Management (ABM)

Contact me at sascencio@zscaler.com.



Chief Growth Officer

Founders First Capital Partners · Full-time

Feb 2021 - Jun 2022 · 1 yr 5 mos

San Diego, California, United States

Founders First Capital Partners is headquartered in San Diego, CA and is making history with the first revenue-based financier and online accelerator focused on inclusivity and diversity by growing thriving million dollar diverse-led small businesses.

This mission is supported by our Series A investors including The Rockefeller Foundation, the Surdna Foundation, Kauffman Foundation, LivingCities Blended Catalyst Fund, Spring Point Partners, The Impact Seat, W.K. Kellogg Foundation, Pivotal Ventures, a Melinda French Gates company, the Schultz Family Foundation, Arc Chicago, LLC and Lindmor Foundation.

Selected Results:

- Building people, processes and systems to scale after Series A investment in April 2021; recruited key positions, implemented HubSpot and revamped pipeline stages for multiple product lines.
- Crafted and executed marketing strategies of expansion to new regions, innovative go-to-market grant programs and digital campaigns; increased lead generation 247% and pipeline \$0 to \$3M in 90 days.
- Brand refresh of two websites to grow traffic 372% and form conversions 1294%.





OROLIA

10 yrs 6 mos

Greater San Diego Area

- **Head of Global Aerospace, Defense and Government Marketing**

Oct 2017 - Mar 2021 · 3 yrs 6 mos

Orolia is the world leader in resilient positioning, navigation and timing (PNT) solutions that improve the reliability, performance and safety of critical, remote or high-risk operations, even in GPS denied environments. With locations in more than 100 countries, Orolia provides virtually failsafe GPS/GNSS and PNT solutions to support military and commercial applications worldwide, and is proud to be a trusted partner to US, NATO and allied forces. My role was to create the strategy and manage the hands-on execution of worldwide defense marketing.

Selected Results:

- Orchestrated influencer marketing campaign as part of capture plan team pursuing Army program to win \$35M IDIQ award for Combat Search and Rescue beacon.
- Created ABM and channel partner program for ADG business development team to generate \$6.5M net new pipeline in 2020 with prime contractors.
- Initiated customer win program for Systems division pipeline; won \$13M in government contracts to become market leader with >60% of world's MEOSAR search and rescue systems.
- Architected rapid response inbound marketing framework with PNT Webinars and Content strategy to respond to new Presidential Executive Order; increased traffic 121% and conversions 35%.
- Directed public relations and thought leadership program targeting Federal agencies resulting in 225M views and \$1.7M ad equivalency from editorial content annually.



Sheri's profile was designed in part

To facilitate a job search.

Her headline and About section highlight a variety of marketing, team-building and management skills.

She uses the “Feature” function to highlight selected content

Note the “Selected Results” for each position

And as you know, she got the job!



Sharing content regularly

Gives people a reason to visit your profile more frequently.

Intelligent curation positions you as a subject matter expert.

Details throughout your profile should reinforce your brand message

- In your “Experience(s)”
- Your articles and posts
- What you choose to “Feature”
- Your selection of “Endorsements”
- Licenses and certs

What skills do you need to develop or enhance to reinforce your brand?

- Writing
- Speaking
- Networking
- Professional development
- Staying up-to-date on the market
- Association involvement
- Other?

Personal Branding Best Practices

(the short list)

- Honesty
- Be a credible resource; know where to find the answers you don't have
- Build professional relationships
- Be trustworthy
- Seek a mentor, be a mentor
- Add value with each touch
- Avoid discussing politics and religion



Bonus tip!

Find or create a venue where you can meet with peers and share ideas in an open setting.



Enjoy what you do

And let it show.

Nothing sells a personal brand more than enthusiasm!





Every morning love yourself with an affirmation

Invent one or use a popular one.

Mine is “So Much”



Your market position is not permanent

As your career evolves, your LinkedIn profile needs to evolve with it.

Continue to develop the skills you need to go wherever you want to go.

Amtower's commercial

- I coach both individuals and companies on how to leverage LinkedIn for
- Personal branding
- Content marketing
- Lead gen
- Building a SME position
- and much more!



Thank you for your time and attention

(Slides available upon request)

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