

Orchard.

CIM
The Chartered
Institute of Marketing



Joanna Davies

Partner | The Clarity Hub

Personal Brand: The Marketer's Super-Power!

QR Code for
Questions for Panel
Discussion:



QR Code for event
feedback:





Joanna Davies
The Clarity Hub

25/07/2025



Personal Brand: The Marketer's Superpower!

The Theory of Personal Brand.....

Your **personal brand** is the story people tell about you when you're not in the room. It's your values, voice, visuals, and behaviours — all rolled into one.

For marketers, it's not just about "looking good online." Your personal brand influences **trust, authority, employability**, and the **effectiveness of your messaging**.

Why it matters.....

As marketers, we often focus on the **brands we build** for others.
But in an age of transparency and humanized communication,
you are the brand too.

- Amplifies your company's brand
- Builds trust with clients, partners, and audiences
- Shapes how you're hired, promoted, or invited to speak
- Can open or close doors in business



Your brand is constantly being built....

- Your LinkedIn posts
- Your tone in emails
- Your opinions in meetings
- The way you speak in public
- Even how you show up in crisis



When Personal Brand Works — and When It Doesn't

Let's look at some **real-life examples** of personal brands shaping — and shaking — industries.



Mark Zuckerberg

The Upside:

- Built one of the most dominant tech platforms in history.
- Spearheaded Meta's pivot to the Metaverse with strategic clarity.
- Maintains a consistent, calculated image.

CLASSIC ZUCK DAW



Mark Zuckerberg

The Downside:

- Often perceived as robotic, detached, or “inhuman.”
- Struggles to connect emotionally with audiences.
- Testimony in Congress and media interviews often reinforce this perception.



J K Rowling

The Upside:

- Built one of the most beloved fictional universes of all time.
- Her personal story (poverty to publishing success) is deeply inspiring.
- Empowered generations of readers and writers.



J K Rowling

The Downside:

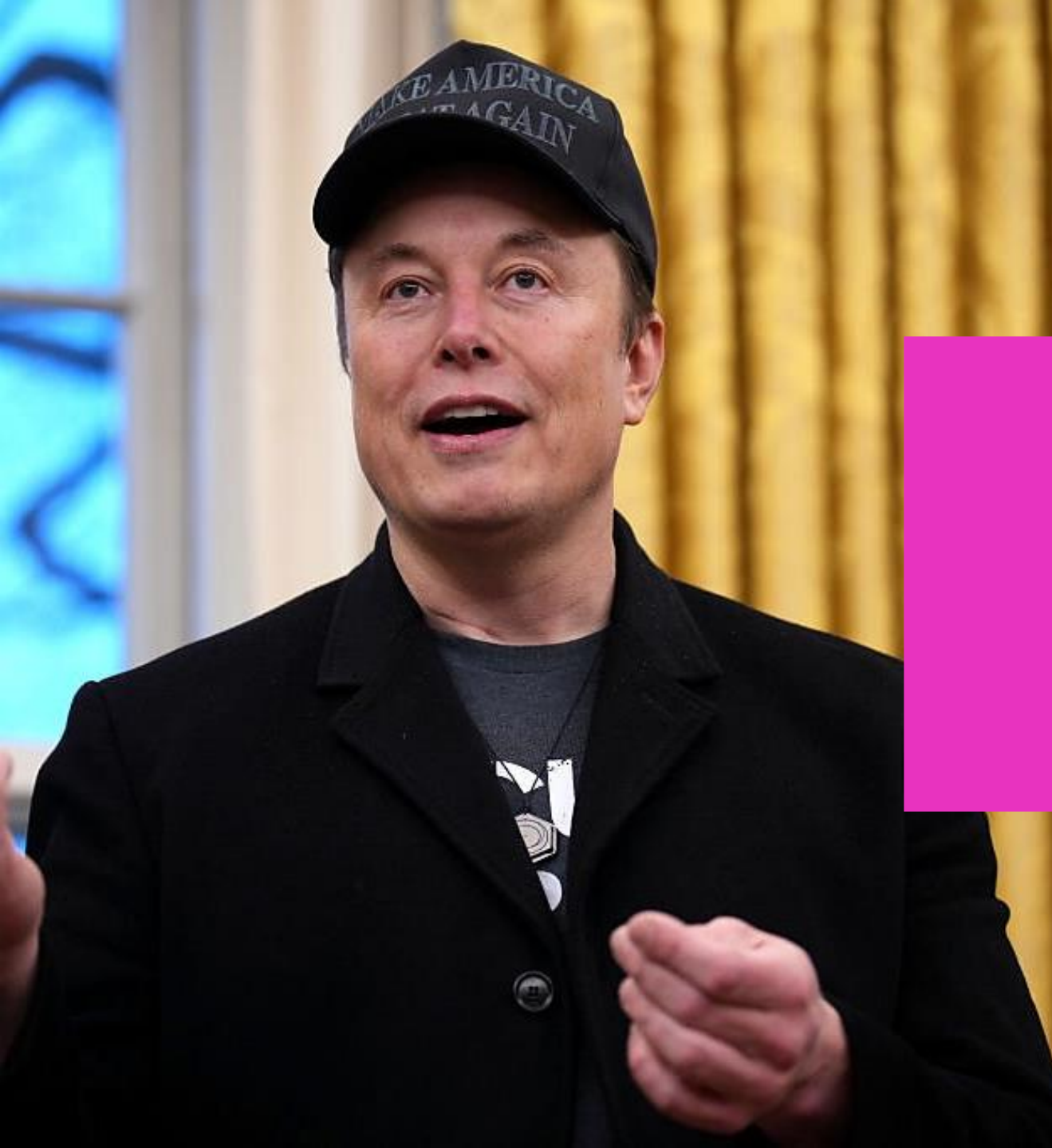
- Public statements on gender identity led to major backlash.
- Alienated portions of her core fanbase — and public sentiment shifted.
- “The brand” of Harry Potter was affected despite the strength of the franchise.



Elon Musk

The Upside:


- Built a cult-like following with a bold, unapologetic persona.
- Amplified Tesla and SpaceX purely through personal visibility.
- Used Twitter/X to engage audiences directly — no filter.



Elon Musk

The Downside:

- Erratic tweets and controversial opinions often spark backlash.
- Stock prices have dipped based on his social media behaviour.
- Political statements have alienated key audiences.



Can you think of a personal brand that keeps you hooked to a particular organisation or company?

Which 'personalities keep you coming back for more?



How Personal Brand Impacts Your Marketing Job

Whether you're B2B, B2C, agency-side or in-house:

- Your brand affects how your **ideas are received**.
- Clients will **Google you** before hiring you.
- A strong personal brand **builds trust** faster than any cold email.
- You'll be more **persuasive**, more **visible**, and more **influential** internally and externally.

Build It or Burn It — Daily Personal Brand Moments

You're building your brand when you:

- Hit "Post" on LinkedIn
- Speak at a webinar
- Comment on Twitter/X
- Handle feedback in meetings
- Present data to leadership
- Choose what causes you endorse or ignore

Be intentional.

Every touchpoint matters.

The 3 Pillars of a Strong Personal Brand

CIM Wales

1. Clarity

Know what you stand for. Pick 2–3 core ideas or values and make them consistent.

2. Credibility

Back up your claims. Show results, testimonials, case studies. Expertise wins.

And.....

3. Character

People trust people with integrity. Own your mistakes.
Lead with empathy.

Customers respond to
AUTHENTICITY



Mistakes Marketers Often Make with Personal Brand

- Trying to **please everyone**
- Faking vulnerability (it shows)
- Ignoring controversy until it's too late
- Not aligning personal values with employer brand
- Posting only promotional content



Should You Ever Weigh In on Controversial Issues?

Does this align with my values?

Will this impact my business relationships?

Can I speak with empathy and clarity?

Am I prepared for pushback?

Sometimes silence is wise. Sometimes silence is complicity. Choose consciously — not reactively.



Build or Refine Your Personal Brand

Over the next month, commit to:

Audit your digital presence — Google yourself.

Define your brand voice and values.

Create 1–2 pieces of original content per week.

Engage thoughtfully on relevant industry topics.

Seek feedback from peers and mentors.



Final Thought

Over the next month, commit to:

Your personal brand is either building trust — or eroding it.

You don't need to be a celebrity or influencer.

But you do need to show up — with intention, consistency, and humanity.

- What's your biggest challenge in building your personal brand?
- Have you seen someone's personal brand help or hurt their career?



Joanna Davies
The Clarity Hub

www.theclarityhub.co.uk

25/07/2025

Thank you – and good luck!