

BUILD YOUR BRAND VIRTUAL WORKSHOP

PERSONAL BRANDING INSIGHTS

≡ Welcome ≡



Melanie Balestro
Life Coach & Social Media Influencer
Director, ISS Training and
Development, Atlantic Health
System



Michael Matos
Manager, ISS Training and
Development, Atlantic Health
System

Quick Housekeeping Items



This session is being RECORDED!



Please mute microphones

Open the meeting chat:



Let's test the chat now....

What is your favorite flavor ice cream?

I'm
building
my brand,
I AM ALWAYS BUSY.



Chat **SHARE**

If you can relate to struggling with confidence sometimes – put a YES! In the chat now.

Why Build a Personal Brand?



<https://www.linkedin.com/pulse/12-reasons-why-building-personal-brand-important-elijah-maina/>

Your Personal Brand is Your Icebreaker



What is your WHY and PURPOSE?



What Gets YOU Out of Bed in the Morning?



Chat **SHARE**

What gets you out of bed in the morning?

Brand Development 101



How Can I Find my Why?

"...only when you know your 'why' will you find the courage to take the risks needed to get ahead, stay motivated when the chips are down, and move your life onto an entirely new, more challenging, and more rewarding trajectory."

Margie Warrell

Author of *Stop Playing Safe: Rethink Risk, Unlock the Power of Courage, Achieve Outstanding Success*

How Can I Find my How?



How Can I Find my What?



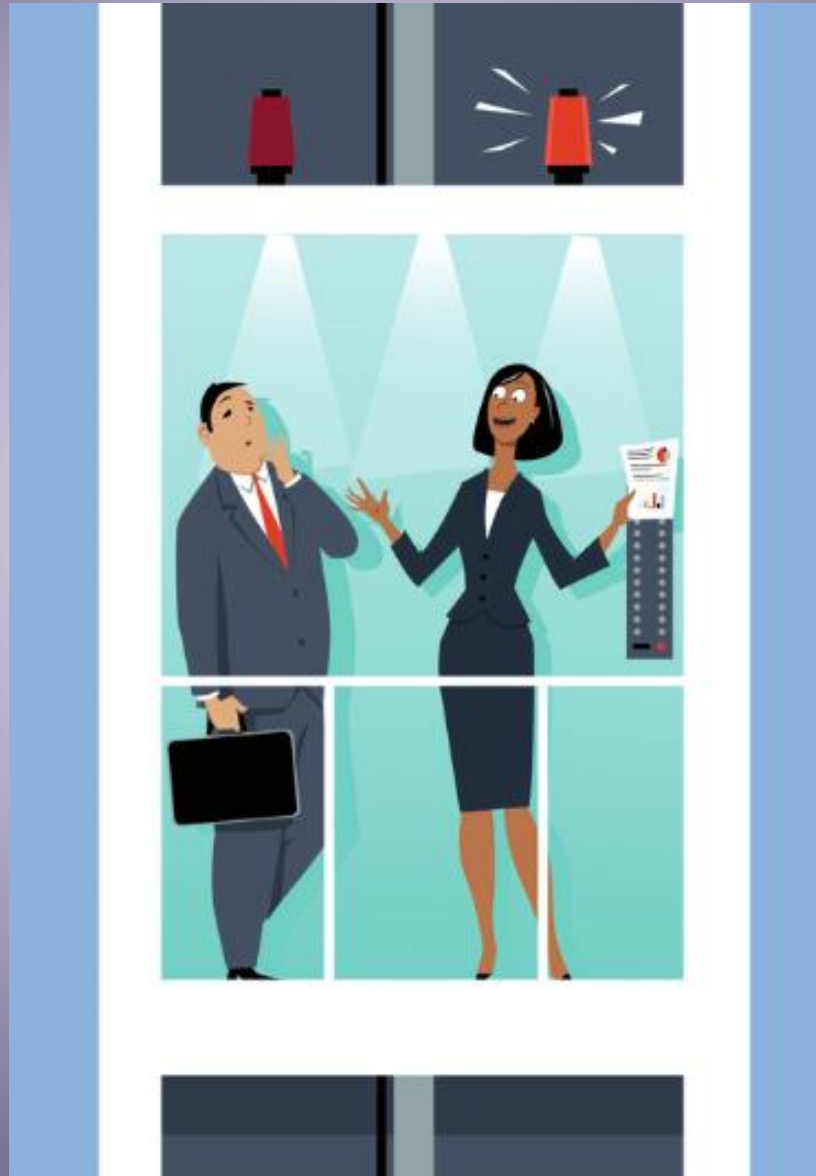
How Can I Find my Who?



SO...

**WHO DO YOU
WORK FOR
EXACTLY?**

Digital Elevator Pitch



Do you have an elevator pitch?
Put a YES or NO in the chat now!

It's time to:

BRAND

yourself





Michael Matos · 1st

Manager, ISS Training & Development at Atlantic Health System

Clifton, New Jersey, United States · [Contact info](#)



Atlantic Health System



Epic - Wisconsin





About LinkedIn

Welcome to LinkedIn, the world's largest professional network with more than 1 billion members in more than 200 countries and territories worldwide.

**87% of
recruiters**

believe LinkedIn is most effective for vetting job candidates

**8 out of 10
recruiters**

believe a candidate's LinkedIn profile is an important ranking factor

**9 in 10
recruiters**

use LinkedIn to search for talent



Do you have a LinkedIn account?
Put a YES or a NO in the chat now.

What Makes a Profile Solid?

VISUAL COMMUNICATOR | INFLUENCER



Melanie Balestro (She/Her) [Verify for free](#)

 Atlantic Health System

Atlantic Health System Training Director | ACHE-NJ 2nd Member at Large | MBA Human Resources Candidate

Talks about #lovewhatyoudodowhatyoulove

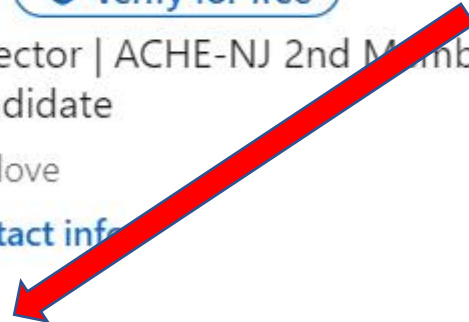
Verona, New Jersey, United States · [Contact info](#)

4,187 followers · 500+ connections

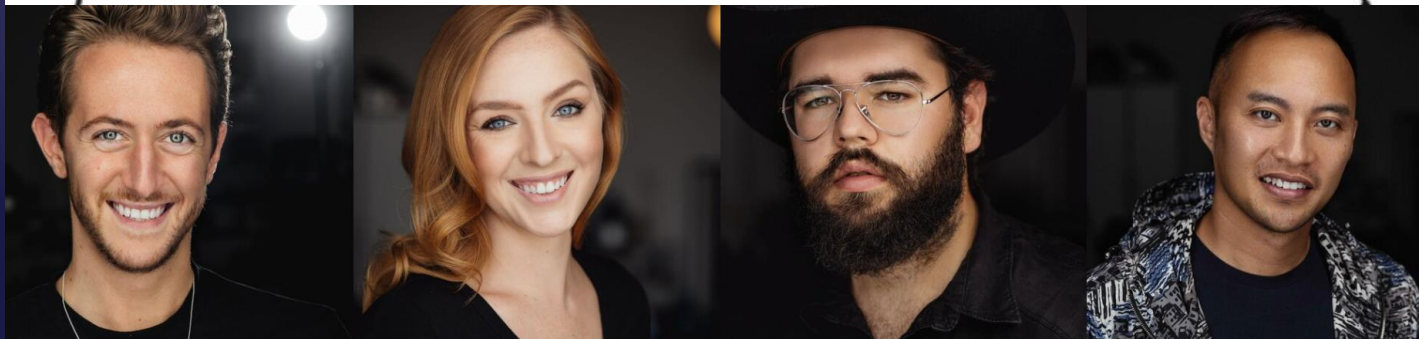
Open to

Add profile section

More



Let's Talk About Headshots



Do you have a pro headshot?
Enter YES or NO in the chat now!



How?

LINKEDIN BANNER

First Impressions Matter

Your LinkedIn banner is one of the first things visitors see when they view your profile. A visually appealing and professional banner can create a positive first impression and set the tone for the rest of your profile.

Highlighting Expertise

Your banner can showcase your expertise or area of specialization. For instance, if you're in healthcare IT, your banner might include imagery or icons related to technology and healthcare.

Professionalism

A customized banner shows that you have taken the time to fully utilize LinkedIn's features, which demonstrates attention to detail and professionalism. It indicates that you are serious about your online presence and professional image.

Engagement

An eye-catching banner can increase engagement with your profile. People are more likely to explore a profile that stands out visually, leading to more connections, opportunities, and interactions.

Storytelling

Your banner can be part of your professional story. It can visually convey aspects of your career journey, achievements, or goals, complementing the textual content in your profile.



LINKEDIN BANNER

A LinkedIn banner that draws attention is a strategic tool that enhances your profile's overall impact, reinforces your personal brand, and increases engagement with your professional network.



Connect with Alumni, other Colleagues, and Companies of Interest



Featured



Image



ACHE-NJ Regent Advisory Council Member - 23/24

The New Jersey Regent's Advisory Council assists the American College of Healthcare Executives in program planning, recruitment, advancement, developing nominations for College awards,...

Image



2022 AHS ISS Leadership Recognition Award - 1/27/23

What an honor to receive this special recognition from a team of outstanding professionals. "For your creativity, continuous support, passion, and inspiration in the education of the customer..."

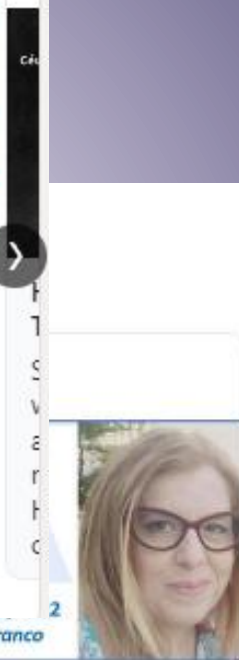
Image



Changing Nature of Work Panel - SheTek Conference - 11/3/22

I am so proud to have been a part of this outstanding panel of professionals! We had a great discussion on remote and hybrid work environments, generational workforce differences, and how t...

Image



Early Careerist - Melanie Franco

Regents Awards - Early Careerist - 2022

I am extremely honored to receive this recognition from ACHE-NJ. This amazing organization has contributed so much support and encouragement to my career as...



NJBIZ honors 2022's Best 50 Women in Business - NJBIZ

njbiz.com • 3 min read



115

104 cor

Image



ACHENJ Virtual Speed Networking Panelist

Participated as a panelist in a fantastic virtual networking event. Attendees connected with multiple healthcare leaders for short, focused conversations about personal and professional...

Experience



Atlantic Health System

10 yrs 4 mos

- **Director, Atlantic Health System Technical Training**

Full-time

Oct 2020 - Present · 3 yrs 5 mos

Responsible for the operational oversight, training documentation, and program structure support for the integrated Epic EMR and all other technical systems at Atlantic Health System. Oversee system-related ...see more

🔖 Recruiting, Mentoring and +13 skills

- **Director, Atlantic Medical Group Training**

Apr 2018 - Oct 2020 · 2 yrs 7 mos

Physician Enterprise Training and Development

Direct the Atlantic Medical Group's Training Team leadership team, including operational oversight for Atlantic Medical Group, Primary Care Partners, and Atlantic Health Partners training and development... ..see more

- **Manager of Atlantic Medical Group Training**

Full-time

Mar 2017 - Apr 2018 · 1 yr 2 mos

Morristown, NJ





Enter an example of how you volunteer outside of work in the chat!

Volunteering



Volunteer Farmhand

Wayside Farm

May 2022 - Present · 1 yr 10 mos

Animal Welfare

Wayside Farm is a working farm in NJ using traditional methods of sheep management with border collies.



Foster

Rosemarie's Rescue Ranch

Apr 2022 - Present · 1 yr 11 mos

Animal Welfare

Love this organization. I am part of a team of caring foster parents who take in homeless puppies and dogs. We transition these puppies into lovable, domesticated house pets! 🍌❤️🍌

Show all 3 volunteer experiences →

Skills



Strategic Visionary



Director, Atlantic Health System Technical Training at Atlantic Health System

Recommendations



Received

Given



Kenya Reid · 1st

Coach/Writer at Professional Evolution

March 28, 2022, Melanie was senior to Kenya but didn't manage Kenya directly

I can't believe that this is my last day. I want to thank you for the great experience I've had at AHS. I tend to be more of an observer in my role as a consultant and your team is among one of the best that I've worked with. Your leadership and recognition efforts permeate throughout your team and it shows in how you treat consultants as well. Thanks again for the past 8 months and I hope that we will meet again for future projects



Rochelle C. Myers, MBA · 1st

Digital Behavioral Health Solutions | Customer Success & Operations Leadership | Healthcare Technology | Start-Ups | HubSpot Fanatic

August 13, 2019, Melanie was Rochelle C.'s client

I have had the opportunity to work with Melanie as a vendor supporting her organization and over the years have built a professional relationship with her that has extended well beyond the terms of our companies' contractual partnership.

...see more



Gregg Parrish · 1st

Technical Account Manager at Ingenious Med

June 1, 2017, Gregg worked with Melanie but they were at different companies

I was lucky to meet and be able to work with Melanie during a two month roll out of my company's software to her organization. There were many moving parts of this implementation that she managed flawlessly and very successfully. During many training sessions throughout her organization, Melanie demonstrated a calm control and balanced organizational approach with major process owners in both her and my com ...see more

Show all 5 received →



Have you ever given a recommendation?
Enter a yes or no in the chat!



Publications



Well-being Case Study: Atlantic Medical Group

The American Hospital Association's Physician Alliance Journal · Aug 1, 2019

Show publication

Mentioned in The American Hospital Association's Physician Alliance Journal Article. Worked with Atlantic Medical Group Physician Resiliency Task Force. Our team successfully customized EHR optimization training, resultin ...see more

Organizations



ACHE-NJ

Regent Advisory Council · Jun 2023 - Present

Associated with Atlantic Health System

The Regent Advisory Council is intended to support the Regent's role in being visible and active in the local healthcare community. The council provides feedback, guidance and collaboration on the Regent's key responsibilities:... ..see more

Healthcare Businesswomen's Association (HBA)

Member · Nov 2022 - Present

Associated with Atlantic Health System

Core Purpose: To further the advancement and impact of women in the business of healthcare.

...

...see more

SheTek Women in Technology

Mentor · Oct 2022 - Present

Associated with Atlantic Health System

SheTek is addressing the need to increase the percentage of women represented in the technology industry. Our SheTek Community supports a pipeline of talent that is highly skilled and job ready. This unique community is powerer ...see more

LinkedIn's 2024 Algorithm Explained:



LinkedIn's Knowledge and Insights:

PRODUCTIVITY



LinkedIn's Smart Spam Filter:



Low Quality = No Quality:

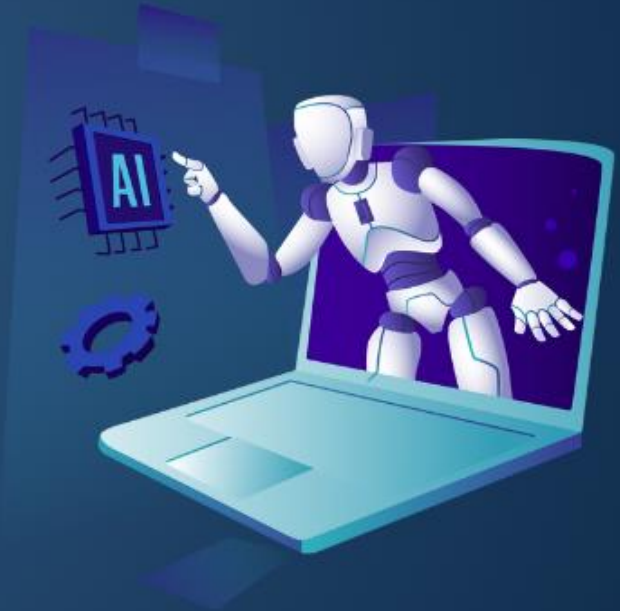
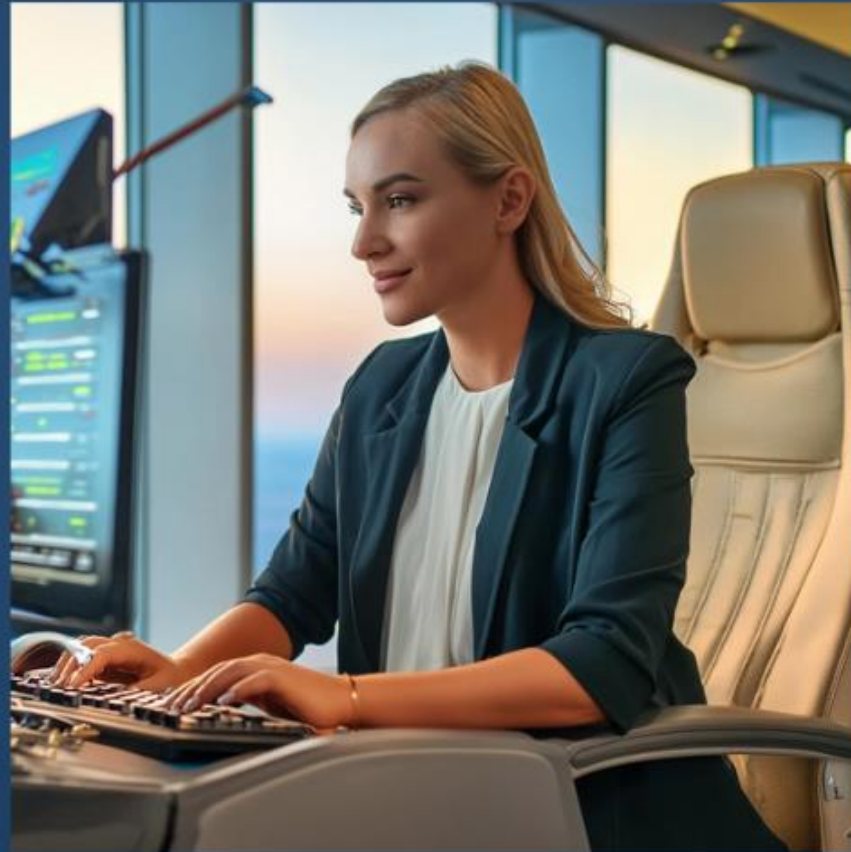


Aim for High Quality:





Struggling to make high quality content? Let AI be your friend....how can it help?





AI TOOLS



ChatGPT



CoPilot



Claude.ai

Crafting a Professional Headline

Current Headline: "Manager at Healthcare Company"

Prompt: I need help improving my LinkedIn headline. I'm a manager at a healthcare company with over 30 years in the industry and 20 years in healthcare IT, specializing in training and digital learning.

Improved Headline: Experienced Healthcare IT Manager | 30+ Years in Healthcare | 20 Years in IT & Training | Expert in Digital Learning & Development"

Writing a Compelling Summary

Current Summary: "I am a manager at a healthcare company with over 30 years of experience in IT healthcare."

Prompt: Can you help me write a LinkedIn summary? I'm an IT Manager with 30 years of experience in healthcare and 20 years in healthcare IT. I manage training programs at Atlantic Health System, integrating AI-driven platforms, gamification, and VR experiences. I'm also pursuing a BA in Information Technology Management at Berkeley College."

Improved Summary: "As a seasoned IT Manager with over 30 years in the healthcare industry and 20 years in healthcare IT, I am passionate about leveraging technology to improve training and development. At Atlantic Health System, I lead innovative training programs, integrating AI-driven platforms, gamification, and VR experiences to enhance learning. Currently pursuing a BA in Information Technology Management at Berkeley College, I am dedicated to fostering excellence in digital learning and staying ahead of industry trends."



LinkedIn & AI - Do's and Dont's



A screenshot of the LinkedIn 'Edit about' page for Andy Crestodina. The page shows a text area with a pre-written bio. A red box highlights the 'Write with AI' button, with an arrow pointing to it from a text box that says 'AI is built into LinkedIn for Premium users'. The bio text reads: 'Andy Crestodina is a co-founder and CMO of Orbit Media, an award-winning 50-person digital agency in Chicago. Over the past 24 years, Andy has provided digital strategy to 1000+ businesses. He is a top-rated speaker at national conferences, including Content Marketing World (10x), Social Media Marketing World (6x), Call to Action Conference (5x), Marketing Profs B2B Forum (8x), Content Jam (10x), MozCon (4x) and SXSW. Andy has written 500+ articles on content strategy, search engine Analytics.' Below the bio, there are skill tags for 'Analytics', 'Artificial Intelligence (AI)', and 'Content Strategy'. A 'Save' button is at the bottom right.



GENUINE & HIGH-QUALITY CONTENT

**RECOGNIZED
11 YEARS IN A ROW!**

BEST ONLINE PROGRAMS
USNews
VETERANS BACHELORS
2024

BEST ONLINE PROGRAMS
USNews
BACHELORS
2024

BEST ONLINE PROGRAMS
USNews
BACHELORS BUSINESS
2024



Berkeley College

**Atlantic Medical Group
Specialty Practice Career Fair**

Join our team as a
Certified Medical
Assistant or a Medical
Office Associate



Tue, Feb 13, 2:00 PM - 5:00 PM EST

Atlantic Medical Group Specialty Practice Career Fair

[View event](#)

Scale Up
WITH TENACITY

Resist the urge to run and give up.
Ask yourself, "what must I learn
here to get to the next level?"



1

2

3

Mistakes will happen.
Avoid aiming for
perfection. Focus on
progress instead.

Remember that
you are not your
mistakes. They are
opportunities to
learn and grow!

COME ONE, COME ALL!



**JOIN
ACHE-NJ**
The American College of Healthcare Executives

Why you should join?

An ACHE-NJ membership provides a platform for healthcare team members to connect and collaborate with other professionals from different health systems across New Jersey. Through ACHE-NJ, you can enhance your visibility as a professional, join committees, work with numerous leaders, and gain valuable networking opportunities. This group serves as an amazing tool for professional growth, within your own health system and beyond!

Healthcare team members are welcome at **all levels** of their career!

SIGN UP TODAY!

Chat **SHARE**

Do you use Canva?
Put a Yes or No in the chat now?

Is there a best time to post?

Linked 

 **Best Time** to post

**MONDAY &
FRIDAY**



7:30AM to 8:30AM



12PM



5PM to 6PM

TUESDAY



10AM to 11 AM

 **Worst Time** to post

**MONDAY &
SUNDAY**










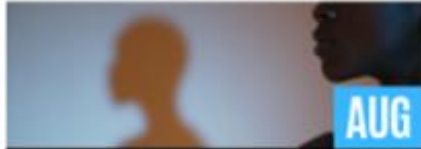




10 PM to 6AM



Engage With Others



Content Calendars

 JAN 5 YEARS LATER It's the beginning of the new year. Tell us about your plans for the future and goals you hope to achieve. Where do you see yourself in 5 years? #5YearsLater	 FEB MY INSPIRATION We are all motivated to achieve success. Tell us about those that influence your drive. What or who inspires you the most? #MyInspiration	 MAR HIGHS AND LOWS We've all faced obstacles. What are some moments to highlight some highs and lows? What did you learn from these experiences? How did you push forward? #HighsAndLows	 APR SMARTWORK VS HARDWORK For many, it's a busy time to balance school, work, and extracurriculars. Where is it appropriate to work smart vs hard? How do you decide? #SmartworkVsHardwork
 MAY MY CAREER CHOICES As we enter the end of the term, many of us are pursuing the start of a career. What factors did you consider? Have you made the right career choices? #MyCareerChoices	 JUN TASTE OF SUCCESS We all want to succeed. Everyone measures success differently. Describe what success means to you. How have you been successful? #TasteOfSuccess	 JUL PEER PRESSURE We've all faced peer pressure; it could be a time that pushed you out of your comfort zone. Share about a time you gave into peer pressure. What did you learn? #PeerPressure	 AUG THERES MORE TO ME We all have a unique story. Take a look at your LinkedIn profile and share about something that's not on there. What's the other side of you? #TheresMoreToMe
 SEP WHAT LINKEDIN MEANS TO ME As you continue to share your voice, what have you noticed that has changed? How has this experience helped you? Share your favorite moments. #LinkedInCELife	 OCT STARTUPS VS MNCs What are some of the pros and cons of startups vs MNCs? Which do you see yourself working at? And how do you make this decision? #StartupsVsMNCs	 NOV DESTROYING STEREOTYPES In the face of societal norms, what are stereotypes that you think need to be changed? And what steps should students (and others) take to break the stereotypes? #DestroyingStereotypes	 DEC EXPECTATIONS VS REALITY Reflecting on 2019, what were some expectations you had in regards to internships, jobs, and academics? What were the realities? And what did you learn? #ExpectationsVsReality

LEARN ABOUT STUDENT PUBLISHING
STUDENTS.LINKEDIN.COM/STUDENT-PUBLISHING

BE SURE TO ADD #STUDENTVOICES
AT THE BOTTOM OF YOUR POST FOR POSSIBLE PROMOTION

LinkedIn

IF YOU PUT IN THE

TIME+

EFFORT

YOU WILL SEE THE

RESULTS



How many minutes do you spend on LinkedIn each day?
Put the amount of minutes in the chat now.



Who is ready to up their LinkedIn game?
Put a YES or No in the chat now.

