

PERSONAL BRANDING ASSIGNMENT

By: Maggie Metten



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Congrats! You are a
“Careerist”



There are 6 Personal Brand
types and I am a:

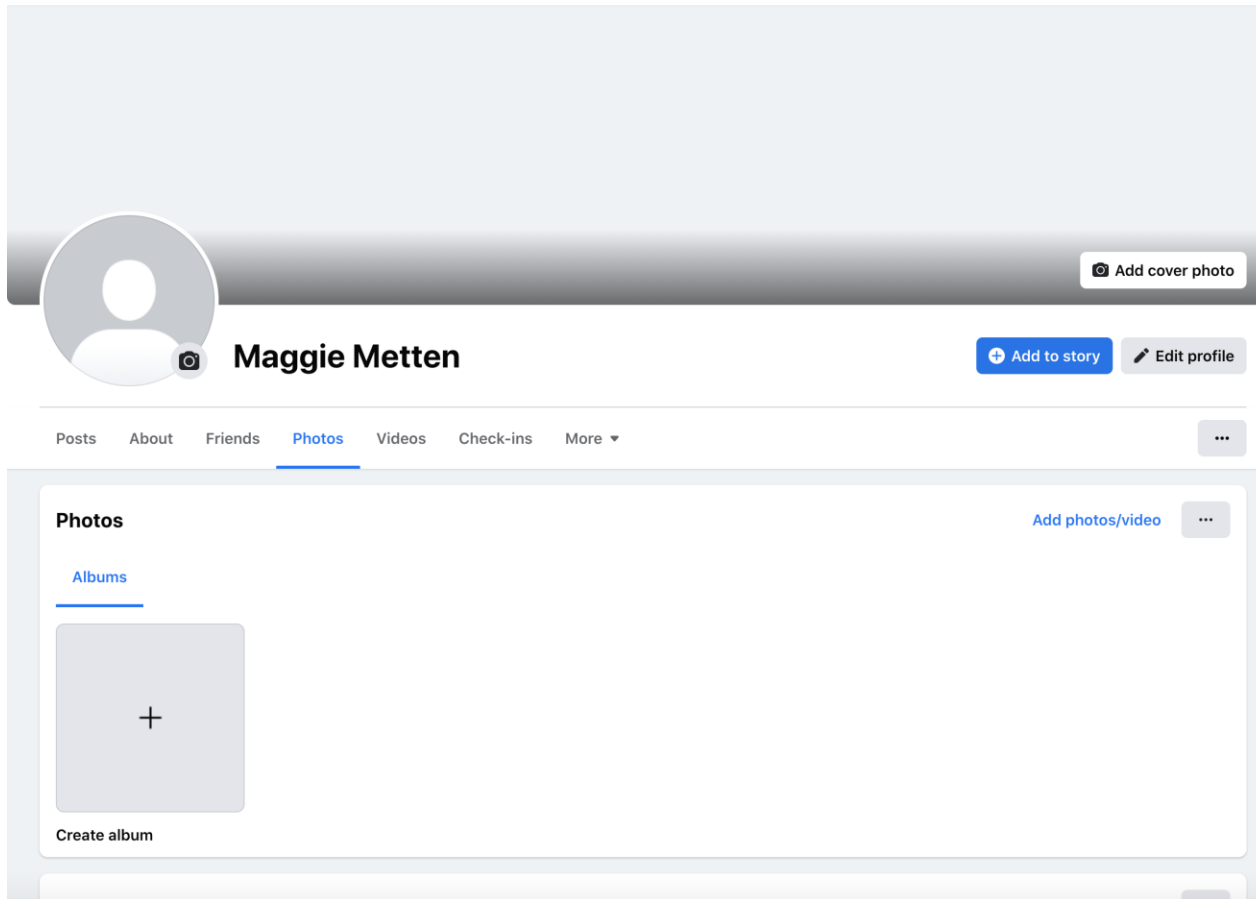
Careerist

PERSONAL BRANDING QUIZ

According to the "Personal Branding Quiz," I am considered a Careerist. Careerists are those who have shown interest in professional advancement moreover personal achievement. Having a driven and determined mindset that is often sociated with multiple networks like LinkedIn. They hope to become successful and raise their status in their industry.

FACEBOOK PROFILE

Personally, I have never been the one to use or post on Facebook. That has never been a way that I chose to communicate with long-distance peers or post my passions and achievements. I hope to update my profile the sense by adding a profile picture, an interesting bio and listing my academic status. By revamping my Facebook profile, it will portray a more my personal brand more accurately and portray my viewpoints and worldview.



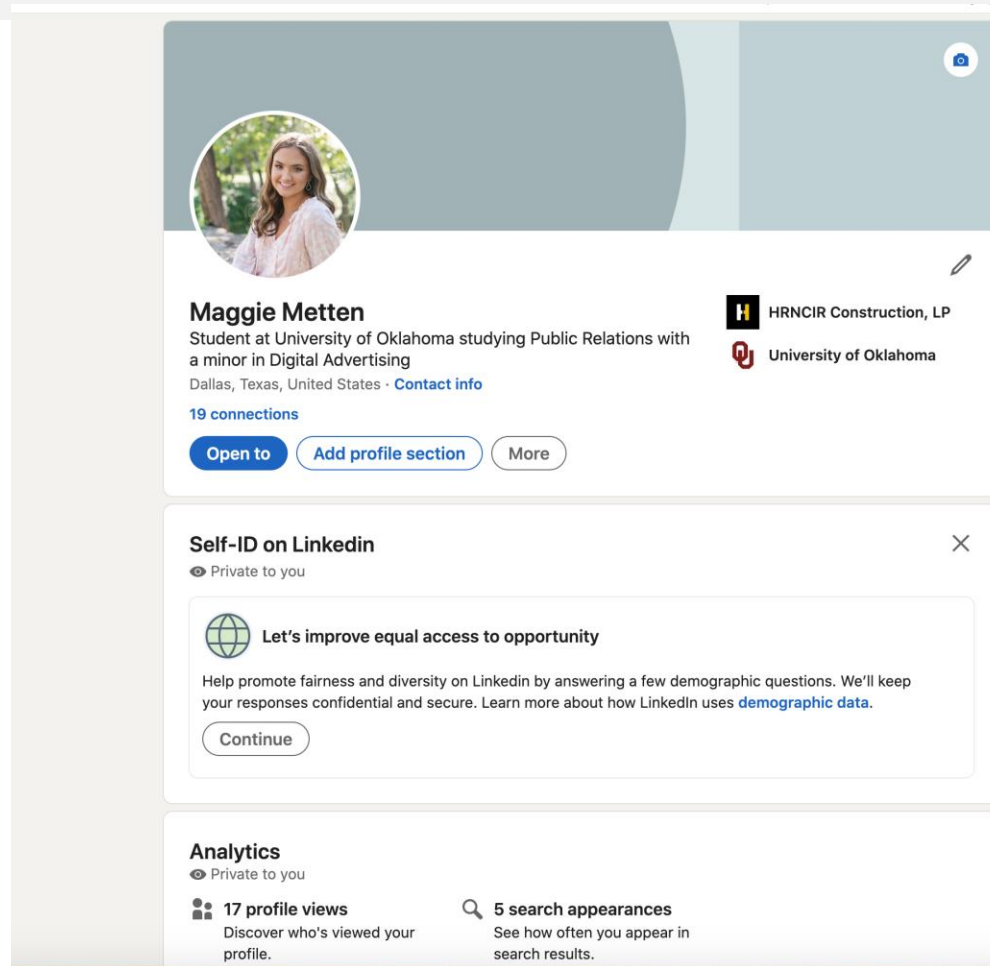
TWITTER PROFILE

I created my Twitter profile at the start of my sophomore year in my Public Relations Principles class. It has a little more information compared to my Facebook profile, but I use my Twitter profile for interesting and educational things that I learned in class and class assignments. I also attend PRSSA meetings and will tweet around five facts that I learned from the guest speakers every other week. This helps me recap what I learned and helps me in the future. I hope to update my Twitter by adding a profile picture and a bio explaining my educational status and hope to update my Twitter along my academic and career journey.



LINKEDIN PROFILE

I created my LinkedIn profile over the summer of 2022. My internship over that summer requires me to manage and post on the company's social media accounts, with the main social media platform being LinkedIn. Therefore, I created and updated my LinkedIn account, and was an admin for the company's LinkedIn, so I was able to post on their LinkedIn from their account from my own profile. This helped me gain connections on my profile and learn how to manage a social media page. I hope to update my headshot and post more on my own account by updating my followers on my career and education opportunities and accomplishments.



CURRENT BRAND SUMMARY

After going reviewing my social media platforms before updating them, I realized my profiles that were the most updated were updated in a more professional setting. There is an obvious improvement that I can focus on. I want to start simple by updating my profile picture and bio in all my profiles to have more of a professional tone and to have an updated picture of me. I then want to start by making all my social media profiles look cohesive and similar. I want them to have the same profile pictures and bio of me so I can professionally grow my brand. Lastly, I want to update my profiles and have a couple of posts on there, and I want to have mostly the same posts on each profile to keep that cohesiveness.

BRAND ATTRIBUTES

listener chill responsible
independent friend determined fun
understanding extroverted
trustworthy big sweet respectful heart
supportive thoughtful hard-worker
considerate loving loyal
observant selfless smart
nice empathetic kind driven courageous
stylish funny good wise genuine
joyful intelligent hilarious resilient
intentional outgoing dependable

5 DESCRIBING ATTRIBUTES

Caring

Determined

Thoughtful

Genuine

Intentional

BRAND SURVEY SUMMARY

When conducting the Personal Branding Survey, I guess I didn't really know what to expect, but it not only lifted me up and helped my confidence, but it showed me how people view me professionally and how I treat others. The five words that occurred the most in my responses were, caring, determined, thoughtful, genuine, and intentional. When I first saw these words, they were super professional, but they still define how I work with others. Based on these responses I am driven and passionate about working on creative and collaborative projects and ideas. I am also driven and determined towards success whether it's personal success or collaborative success; I am resilient. I also am thoughtful and genuine when it comes to my communication skills but in a professional sense, communicating with business partners and employees effectively. Right now, I would say my brand is organized but jumbled at the same time, but I want to be taken seriously in a professional manner by the time I graduate.

BRANDING DEFINING EXPERIENCES

HRNCIR Construction Summer 2022 Internship: Over this past summer, I was able to receive the opportunity of working as a marketing intern for the construction company called HRNCIR Construction. I oversaw managing and creating posts on the company's social media platforms. This was a first time that I got a glimpse at the professional world and learned things by surrounding myself with my coworkers who were significantly older than me and by asking them questions. I overall feel more confident with my professional experiences and can't wait to gain more knowledge.

Leadership Institute: In high school, I applied and was accepted into a 4-year leadership course with a cohort of around 20 people. I not only learned about what qualities make good leaders, but I learned more about myself as a person and the best way that I lead. I ended up creating a project over the 4 years about something I am passionate about, and I chose to do it on Mental Health. This helped me gain independence and confidence when it came to reaching out to mental health associations across Dallas and overall gave me more knowledge.

Study Abroad: In high school, I applied and participated in the study abroad program. It was a 15-day travel and not only was it my first time traveling alone, but it was my first time traveling out of the country. I gained a lot of confidence in myself by putting my language skills to the test and speaking different languages and by holding myself accountable for my responsibilities on that trip. I truly became more independent and self-sufficient which has helped me in my life so far.

BRANDING STATEMENT/SLOGAN

"I am a determined and intentional communicator who fosters relationships with others while my caring, thoughtful, and genuine character will be rooted in improving my overall skills to be an impactful team member."

After evaluating my Personal Branding Survey Responses, I incorporated my key attributes that align with my morals and values. I wanted to show that I can input these attributes in my career in a more professional sense. Therefore, I wanted to highlight my attributes as an organized and thorough communicator which carrying my thoughtful and genuine charisma. I will include this statement on my website, blog, business card social media, and resume.

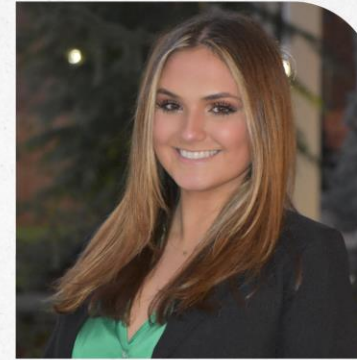
PROFESSIONAL EMAIL

maggiemettenl@gmail.com

My previous email, I used it for spam and junk email during highschool. It contained the year that I graduated highschool in it along with my first and middle name. Continuing one's middle name is not as common because it is not as recognizable as one's first and last name. I was originally just going to include my first and last name but somehow that email was already taken so I just added a "l" because that's the most professional number I could add. This email will help me communicate professionally with future employees and other network opportunities.

BUSINESS CARD

For my business card, I was consistent and used the same font and color of the font for the front and back of the card. I also used the same logo on the banner of my LinkedIn, Facebook, and Twitter profiles. Lastly, I used the same branding statement and profile picture for my resume, the social media profiles that were listed above, and for my website. This is help future associates and employees be able to put a name to a face.



214-600-0245



maggiemetten1@gmail.com



<https://maggiemetten1.wixsite.com/maggiemetten>



www.linkedin.com/in/maggie-metten

MAGGIE METTEN

Public Relations

"I am a determined and intentional communicator who fosters relationships with others while my caring, thoughtful, and genuine character will be rooted in improving my overall skills to be an impactful team member."



BLOG POST #1

2 days ago · 2 min read

What Anxiety Means to me: Anything and Everything



DEAR MEDIA

October 18, 2022 - [Image from Kenzie Elizabeth Podcast "I Love You So Much"](#)

What is anxiety and how has I seen it throughout my life? In this post I am going to be talking about my anxiety and hope that you can relate.

When I was younger, I experienced anxiety not knowing it was anxiety. Anxiety to me is not only feeling overwhelmed with responsibilities or anxious about a school assignment or a specific thing that has happened, it is also a specific sensation that I get within my whole body. Yes, it can feel different for many people but this is what it feels like for me. I wasn't taught at a young age what anxiety was but I wish I was because it could've helped me during that time.

I experienced a lot of anxiety through school. I have dyslexia and when I was growing up it was hard to follow along and navigate myself through middle school. I felt like an outsider and "dumb" compared to my fellow peers. This stormed many anxious feelings to the point to where I never wanted to go to school. It ended up getting better and I learned more about myself and the way I learned but I will never forget that feeling.

It's important to be able to identify when you're feeling anxious or overwhelmed. Once you learn how to do that, discovering ways to help you feel at ease is one of the most important skills that everyone will use later in life. I experienced anxiety daily but know how to control and manage it to where it doesn't take over my good days. I also want everyone to know that anxiety is normal. There is a huge negative connotation to the word anxiety but now a days is a natural response to how our mind/body reacts to a situation. It can come from anything or everything which is why my goal is to help people feel like they know how to control and manage their anxiety while not letting it take over.

BLOG POST #2

2 days ago · 2 min read

5 Different Coping Mechanisms for Anxiety

What is Anxiety? Click on Blog Post 1 for an explanation of what anxiety really is.



October 18, 2022- Image from [Unsplash](#)

I know it may sound cheesy but I have dealt with my fair share of anxiety and have learned many things along my journey. So, with that being said, I was to share 5 of my favorite coping mechanisms that have helped me through anxious times

1. Deep Breathing

When it comes to anxiety, there are different levels and by this I mean either a little anxious or very anxious. It all depends on what you are feeling inside your body or what you may be anxious about. Deep breathing has always helped me at times when I feel an immense amount of emotion. I always breathe in for 6 seconds, hold my breath for 3 seconds, and exhale for 6 seconds.

2. Watch a show or movie

Sometimes this can make people more stressed out of anxious but I have found this to really calm me down. I have always been the one to be down for a good movie or binge a TV show but I realized that whenever I watch a show or movie I am very engaged with what I am watching and tend to forget about everything that was racing in my mind. When you feel anxious, its all about calming the mind and this tends to help with that for me.

3. Go outdoors

This definitely won't apply to everyone but I know it helps me. Once I get my body moving, it helps me release and not feel so tense. I have always been one to love being outdoors when the weather is great. If I am ever feeling anxious or overwhelmed I always love going on walks and listening to a podcast one of my music playlists. It helps me be more tranquil and at ease while also getting some exercise in.

4. GET MORE SLEEP

I have always been a stickler for telling everyone to get enough rest! Teens and young adults are still growing and developing we can't continue that process if we don't get the right amount of sleep for our bodies. Not getting enough sleep can cause anxiety believe it or not so when you feel tired, listen to your body and get some rest. It is amazing what rest can do.

5. Talk about it!

I know if I ever feel stressed or overwhelmed about anything, I guarantee my friends have felt the exact same way. I know this is not for everyone but talking about what you are feeling to a friend of a family member can help calm you by being able to relate to each other. This has always helped me put things into a different perspective.

BLOG POST #3

2 days ago · 2 min read

How Did I become Passionate About Anxiety?



October 19, 2022- Image from [Unsplash](#)

Yes, I know what you're thinking. I know the title of this blog post sounds a little strange because how can someone become passionate about something that causes people so much pain? Let me explain...

In High school I was apart of a leadership cohort called the Leadership Institute. During this 4 year program we had to come up with a project about a global issues combined with something that we are passionate about. It took me a while to come up with something, so I started thinking about topics and ideas that I wanted to educate myself in more and topics that will overall help me in the future. I came across the global issues of Mental Health and narrowed my project down specifically to stress and anxiety. Not only was I passionate about learning and educating myself more in this area but I have also dealt with my fair share of stress and anxiety. If you read my other blog posts, you will know that I started experiencing anxiety and stress at a young age but I didn't know that the emotions and sensations I was feeling was anxiety or stress. So this got me thinking.

I decided to create my Leadership Institute project around teaching young pre teens about the meaning of stress and anxiety and how to identify, manage and control it. This was fun because I not only was able to make realtionships with the kids every week but I educated them and they felt comfortable enough to share their experiences and stories with me. This gave me a passion for educating others and helping people feel like they are not alone. If you want to share your experiences submit some comments down below!

BLOG POST #4

2 days ago · 2 min read



5 Podcasts to Help with Anxiety



October 19, 2022-Image from [Unsplash](#)

If you know me you know I LOVE my podcasts!! Here are some top rated podcasts to help with Anxiety

5. The Mindful Podcast

This podcast is just your basic guided meditation. I know I like listening to this one when I wake up in the morning or before I go to sleep because I just puts me at ease! There are also many different episodes with different guided meditations. Here is the link to [The Mindful Podcast](#).

4. The Anxiety Chicks

This podcast is a group of girls that talk about the reality of anxiety and nutrition. It is soothing from the standpoint of nothing is sugarcoated or exaggerated. Everything the girls say and talk about it all real and things they have experienced so I would say its very relatable. Here is the link the [The Anxiety Chicks Podcast](#).

3. The Anxiety Dr. Podcast

This is a weekly podcast for anxiety, stress, and fear hosted by Dr. Lisa Cortez. She offers her listeners helpful tips and activities to help get rid of any of the dreadful emotions. She also talks about how to live your life in the most positive and effective way. Here is the link to the [The Anxiety Dr. Podcast](#).

2. Relationship Anxiety

This podcast talks about a portion of anxiety people experience that I have never talked about on my blog which is relationship anxiety. This podcast talks about all different types of relationships you may have in your life weather its with a family member, a friend, someone you have feelings for. Relationship anxiety is very common and not really spoken upon so this podcast opened up a different perspective for me. Here is the link to the [Relationship Anxiety Podcast](#)

1. I Love You So Much

Now, I may be biased but I love this podcast so much! The host is Kenzie Elizabeth and she is a lifestyle blogger but has thrived off of her podcasts. She not only talks about other life advice but she touches on her personal experiences with anxiety and I have been able to relate to her tremendously. This podcast is definitely for a more younger audience but is my absolute favorite podcast. Here is the link to the [I Love You So Much Podcast](#).

BLOG POST #5

4 minutes ago · 2 min read

An Outside Perspective on Anxiety

October 24, 2022



[Image from Upsplash](#)

I sat down with one of my friends, Julia White, and asked her questions related to anxiety and how she has dealt with it and what are some things that she does to control and manage it.

When do you experience anxiety the most?

Julia: I experience anxiety the most when I am in a crowded room and when a lot of people are around me. When this happens I my heart beats fast and I end up fidgeting with my hair and earrings.

When did you start experiencing anxiety?

Julia: I actually started experiencing anxiety later than some of my friends. I really realized it was anxiety during senior year. With picking what college to go to, and leaving home, and graduating it was a lot of stuff on my plate and that's when I realized that I was feeling anxious and stressed.

What are some things that help you control or manage your anxiety?

Julia: When I feel anxious, I generally need alone time to gather my thoughts. I will workout or just go on a walk sometimes or I will rest and watch my favorite movie or tv show. As long as I am alone, it gives me time to gather my thoughts and find out what is causing me to be anxious. I know it's different for everyone but that is what I do when I am feeling anxious.

What would be one piece of advice that you would give to someone struggling with controlling their anxiety?

Julia: I would say that my biggest piece of advice for people struggling with anxiety would be don't be embarrassed to talk about it or tell anyone because it is more normal than we all think. I guarantee that everyone has felt anxious or overwhelmed at least at one point in their life. I say the more you talk about it with people the more comfortable you become. Also, taking advice from people is so important. Yes anxiety is different for everyone but listening to other people's experiences and taking their advice really helped me.

BLOG POST #6

a few seconds ago · 2 min read

What are your goals?



[Image from Unsplash](#)

October 24, 2022

Looking at where I am in my life right now, I would say that I am pretty anxious and overwhelmed because I have a lot of things on my plate. I was pondering about the future and had the idea to set goals for myself on things I want to improve on, and things that I want to make a habit because I feel as though they will benefit me in the future.

1. Alone time

I have realized that personally alone time is more beneficial to me than I realized. To improve my overall wellbeing and mental health, I want to focus on giving myself at least an hour of alone time each day especially want to have that alone time before I go to sleep at night. Although I am a very extroverted person and am outgoing, I noticed that I am also very introverted and if I don't get alone time each day then it does more harm than good.

2. Journaling

I have journaled in the past when needed to depending on if I wanted to write about what I was feeling instead of bottling it up inside. I feel that this would be beneficial to me because I could write down a worry or something that I was feeling and no one else would have to know. Studies have shown that journaling is very beneficial towards mental health and I want to get back into that healthy habit again.

3. Talk about my feelings

I have learned that talking about my feelings with someone helps manage my anxiety and calms me down. It helps me feel like I am not alone and that people can relate to what I am feeling, but I tend to keep my feelings to myself and bottle them up. It is always scary at first talking to someone and being vulnerable but in the end I am always glad that I did it. So my goal is to ultimately not bottle up my feelings and express them.

4. Meditating

In one of my blog posts, I talked about some podcasts that I listened to and one of them in particular I listened to because it was a guided meditation. I used to be very consistent with listening to a guided meditation at least every other morning but I kind of got out of the habit. I did see a difference in the way I started my dad and how I felt so I want to try and get back in the habit of doing that. I completely stopped so at least doing it once a week would help me get back on track.

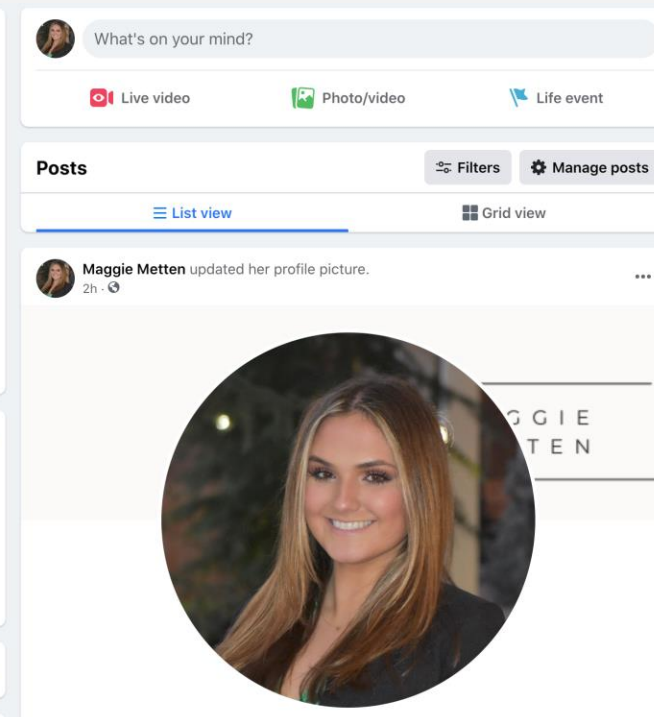
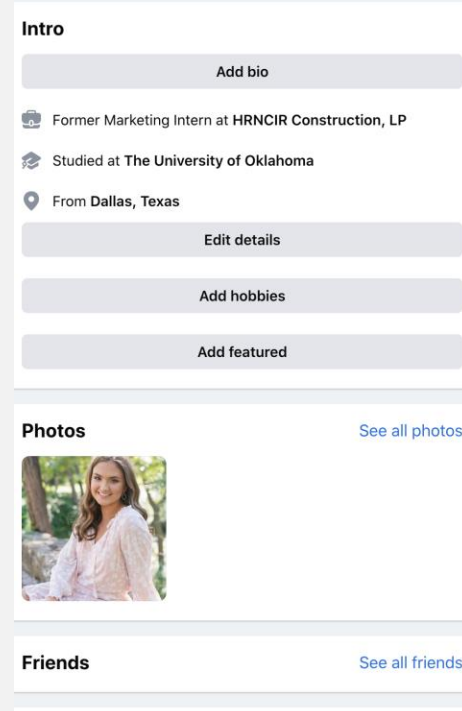
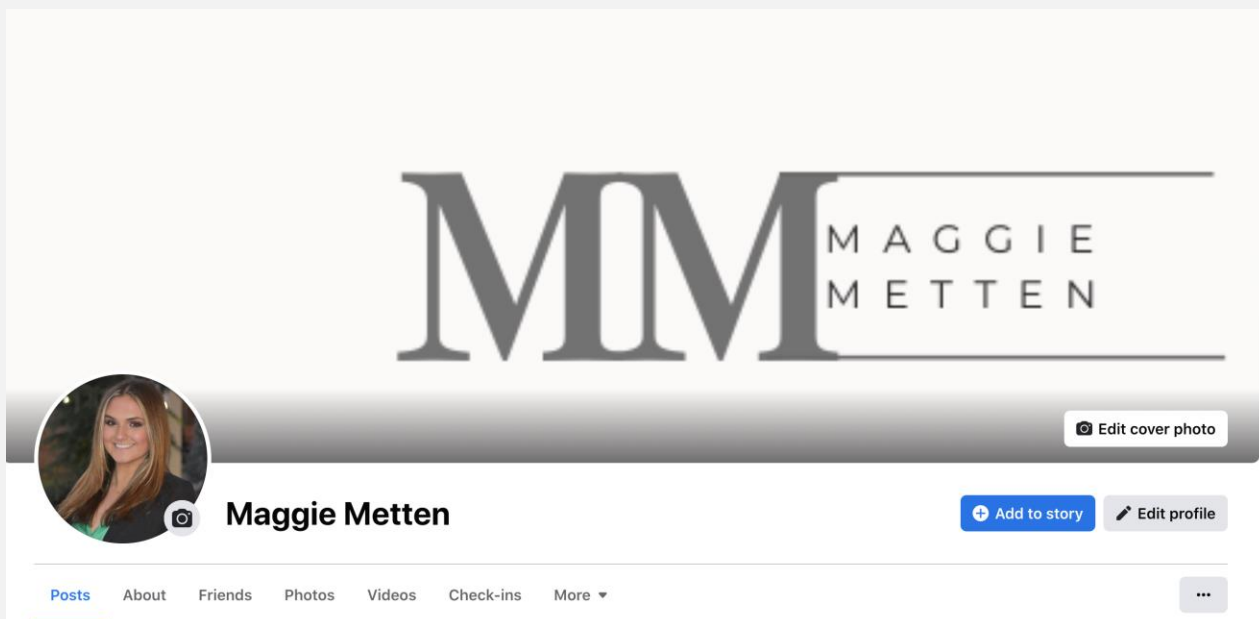
5. Live in the moment

I have a problem of always worrying about the future. I tend to get anxiety from the unknown and start to worry about all of the possible outcomes in my future. I want to focus more on living in the present and not putting all of my time and energy into worrying about the unknown. This has always been an issue of mine so I want to try and fix it the best I can.

BLOG POST SUMMARY

Creating a blog was nothing new to me but it was fun deciding what theme to pick and have it match up with my website too. I also loved blogging about something that I was passionate about and that I have educated myself on over the past couple of years. I hope to include more of my own photography over the next couple of years. I have had experience in the photography world so advertising my own photography I feel would attract a larger audience. I overall want to learn how to have my blog reach a larger audience.

UPDATED FACEBOOK PROFILE



UPDATED FACEBOOK PROFILE

Intro

Student at the University of Oklahoma studying Public Relations with a minor in Digital Advertising

Edit bio



Former Marketing Intern at **HRNCIR Construction, LP**



Studied at **The University of Oklahoma**



From **Dallas, Texas**

Edit details

Add hobbies

Add featured


When I updated my facebook profile, the first thing I did was add a picture of my logo as the cover photo of my profile. I made this consistent throughout all social media pages. I then made my bio which includes my current location of education and what I am studying. I made sure to include my internship over the summer on my facebook page. When you click on the company's name, it will take you to the company's facebook page. This works along with when clicked the school that I am currently attending, and Dallas, Texas. I also updated my profile picture to a more recent headshot of myself from this year, 2022. Also, to get in the right direction of growing my platform, I followed, liked and commented, on some posts so I could get my name out there.

UPDATED TWITTER PROFILE




The first thing that I did to update my twitter profile, was to start posting on it. I personally think that LinkedIn and Twitter are more active than facebook in the professional world so I started posting things I learned from class of things I learned in my PRSSA meetings (which you can see on slide 25). I then updated my profile pictures to my most recent headshot from this year, 2022 instead of my headshot from 2020. I also added my logo on the cover photo for my profile to start promoting my brand. I added my bio which is the same as my facebook bio so I can keep the consistency.


UPDATED TWITTER PROFILE




 **Maggie Metten**
22 Tweets


[Tweets](#) [Tweets & replies](#) [Media](#) [Likes](#)

 **Maggie Metten** @MaggieMetten · Oct 25
This was considered a crisis situation with the organization Pepsi because of the nonviolent ethical/moral failing. Kendall Jenner and Pepsi got backlash because of it. [#GaylordPR](#)





 **saintnicks** @wearesaintnicks · Oct 20
5. And how could we forget about the moment Kendall Jenner ended racism with a can of Pepsi? The 2017 'Live for Now' campaign was by no means 'Live for Long', when the world pointed out that a sugary drink may not be the answer to the longstanding social issue.
[Show this thread](#)



 **Maggie Metten** @MaggieMetten · Oct 18
Some work samples that I would put on my website would be some social media posts I created for a company during the summer, and I would also include my PR campaign from my Media Writing class. [#GaylordPR](#)

Promote

 **Maggie Metten** @MaggieMetten · Oct 11
One thing about myself that I want to include in my cover letter is that over the summer of 2022, going into my sophomore year, I had an internship where I managed and posted on the company's social media websites, specifically LinkedIn. [#GaylordPR](#)

Promote

 **Maggie Metten** @MaggieMetten · Oct 4
3 attributes that I would use to describe myself would be organization, empathetic, and ambitious. [#GaylordPR](#)

Promote

 **Maggie Metten** @MaggieMetten · Sep 28
During PRSSA, I learned that if a Simple Modern product doesn't have a 4.3-star rating or above, then they will take the product back and see if there are ways to improve it and make it better. [#GaylordPR](#)

Promote

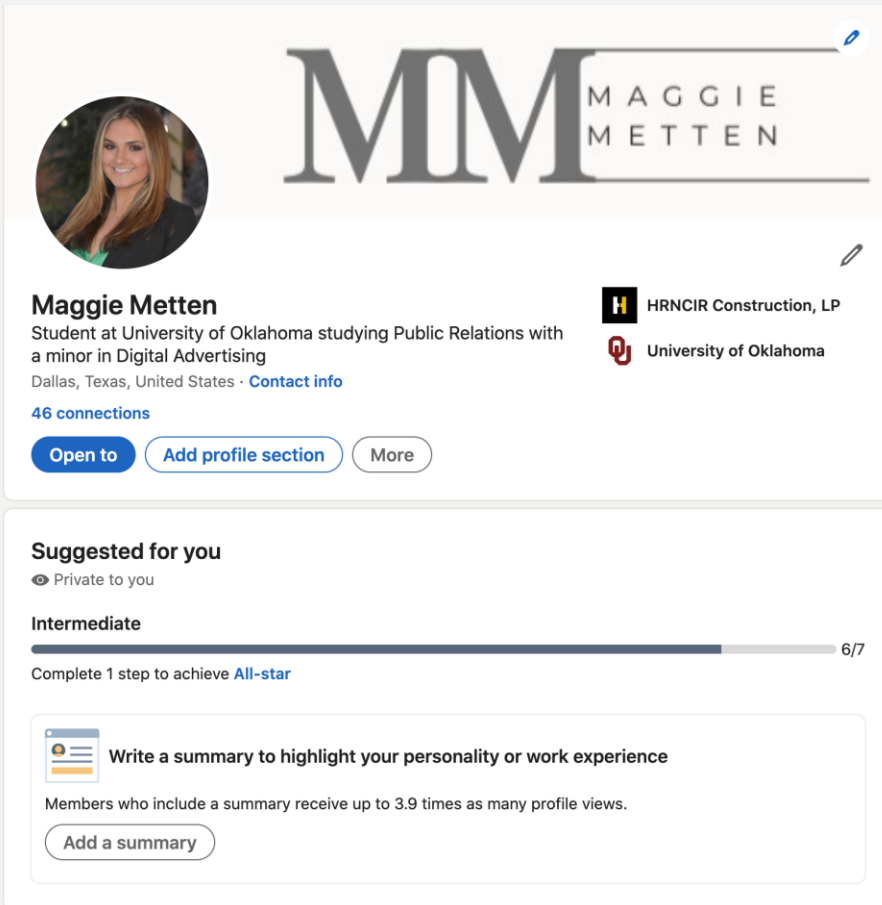
    

 **Maggie Metten** @MaggieMetten · Sep 28
At PRSSA, Erica Randal's told us that her responsibilities at Simple Modern are to develop a cohesive pr strategy and tactics to increase brand awareness. [#GaylordPR](#)

Promote


UPDATED LINKEDIN PROFILE



The screenshot shows the top section of a LinkedIn profile for Maggie Metten. On the left is a circular profile picture of a woman with long brown hair. To its right is a large, stylized 'MM' logo in a serif font, with 'MAGGIE METTEN' written in a smaller, sans-serif font to its right. Below the profile picture, the name 'Maggie Metten' is displayed in bold. Underneath the name is the text 'Student at University of Oklahoma studying Public Relations with a minor in Digital Advertising' and 'Dallas, Texas, United States · [Contact info](#)'. Below this is '46 connections' and three buttons: 'Open to', 'Add profile section', and 'More'. To the right of the main bio, there are two logos: 'HRNCIR Construction, LP' and 'University of Oklahoma'. Below the main profile section, there is a 'Suggested for you' section with a 'Private to you' indicator. It shows a progress bar labeled 'Intermediate' with a value of '6/7' and the text 'Complete 1 step to achieve All-star'. Below this is a box with a document icon and the text 'Write a summary to highlight your personality or work experience'. It also states 'Members who include a summary receive up to 3.9 times as many profile views.' and has an 'Add a summary' button.

Maggie Metten
Student at University of Oklahoma studying Public Relations with a minor in Digital Advertising
Dallas, Texas, United States · [Contact info](#)
46 connections
[Open to](#) [Add profile section](#) [More](#)

Suggested for you
Private to you
Intermediate
6/7
Complete 1 step to achieve [All-star](#)

 Write a summary to highlight your personality or work experience
Members who include a summary receive up to 3.9 times as many profile views.
[Add a summary](#)

I updated my LinkedIn by first starting my connecting with my other peers on the app. The more network connections I have the more it will benefit me more in the future. I also updated my profile picture, cover photo with my logo, and my bio to make sure everything is cohesive with my other social media profiles. I also updated my skillset in imported them into my profile (which you can see on page 27). This is benefit me in a more professional standpoint because it points out my strengths and professional skillset. I also added the months from when I started my internship until when I finished.

UPDATED LINKEDIN PROFILE

Education



University of Oklahoma

Public Relations, Mass Communication/Media Studies

2021 - 2025



University of Oklahoma

Skills

[Demonstrate skills](#)



Social Media



Marketing Internship at HRNCIR Construction, LP

Digital Media



Marketing Internship at HRNCIR Construction, LP

Adobe Lightroom



Marketing Internship at HRNCIR Construction, LP

Experience



HRNCIR Construction, LP

Part-time · 6 mos

- **Marketing Internship**

May 2022 - Present · 6 mos

Dallas, Texas, United States

Skills: Social Media · Digital Media · Adobe Lightroom

- **Marketing Internship**

May 2022 - Sep 2022 · 5 mos

Dallas, Texas, United States

- **Marketing Internship**

May 2022 - Sep 2022 · 5 mos

Dallas County, Texas, United States



Maggie Metten
PUBLIC RELATIONS

214-600-0245

<http://maggietetten1.wizsite.com/maggietetten>

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[@maggietetten](#)

Dear Marketing Team at Mary Kay,

My name is Maggie Metten, and I am writing this to express my interest in the Marketing Intern Position at MaryKay. Not only am I passionate about the beauty industry, but I am excited for a chance to work in a flourishing and creative environment like the one at MaryKay.

I am currently a student at the University of Oklahoma, majoring in Public Relations and minoring in Digital Advertising. I look forward to expanding my knowledge in the Public Relations and Digital Advertising field, and I am positive that this position can help me do so.

My organizational and determined communication skills help me improve to be an impactful and thoughtful team member. My skill set is writing, graphic design, and photography.

I am a determined and intentional communicator who fosters relationships with others while my caring, thoughtful and genuine character will be rooted in improving my overall skills to be an impactful team member.

I look forward to hearing from you.

Best Regards,

Maggie Metten

Maggie Metten

RESUME COVER LETTER

I used this template for my resume that somewhat matches my business card. I wanted to use the color navy because it's more professional than other colors that I have seen. I drafted my cover letter to the marketing intern position at Mary Kay. I explained why I would be a great fit for the job, I explained my skillset, and I explained my personal branding statement as well as personal information about me. I signed my name in cursive and in print at the bottom along with adding my socials, and contact info at the top of the letter.



Maggie Metten

PUBLIC RELATIONS

214-600-0245



<http://maggimetten1.wizsite.com/maggimetten>



maggimetten1@gmail.com



[@maggimetten](#)

Experience

Hrncir Construction Internship- Summer 2022

- Managed HRNCIR's internet and social media platforms which included Instagram, and the company's website
- Created internal guidelines focused on leveraging employee social media engagement increasing "followers" of HRNCIR's Instagram and LinkedIn platforms
- Established photo library cataloging job site photography and procedural standards for social media posts and marketing.

Hometown Head Kappa Kappa Gamma- Summer 2022

- Leadership Position responsible for identifying Dallas private school girls rushing in Fall 2022

Camp Honey Creek For Girls Camp Counselor- Summer 2021

- Responsible for a group of 12 girls ages 14-15 entering freshman year

Education

University of Oklahoma

- Graduating May 2025
- Majoring in Public relations
- Minoring in Digital Advertising
- GPA: 3.7

Awards & Leadership

Honor Roll

- Freshman year, 2022

Leadership Institute- 2017-2021

- Selected by Parish Faculty for a 3 year program consisting of mentorship, leadership coursework, and a Lead project completed senior year

PRSSA Club- 2022-Present

- Public Relations Society of America organization that promotes students interest in PR

Mission

"I am a determined and intentional communicator who fosters relationships with others while my caring, thoughtful, and genuine character will be rooted in improving my overall skills to be an impactful team member."

RESUME

I kept the same template as my cover letter to make it look cohesive and sophisticated. I have four sections on my resume listing my experiences, my education, my awards and leadership, and my mission statement. I tried to only put my college experiences and start to take out some of my awards and leadership from highschool just because it isn't as important to have it on my resume the more, I age. I thought that the layout was good and not too busy and easy to read. I put my mission statement at the bottom to wrap up my resume in a sense.



Maggie Metten

PUBLIC RELATIONS

214-600-0245

<http://maggimetten1.wizsite.com/maggimetten>

maggimetten1@gmail.com

[@maggimetten](#)

References

Matthew S. Carter

- Matthew.S.Carter-1@ou.edu
- Professor in the College of Journalism
- Mentored and guided me through my Media Writing and Storytelling class

Matthew Regier

- Matt.regier@ou.edu
- First academic advisor 2021-2022
- Helped me choose and change my major to Public Relations

Adam Croom

- A.croom@ou.edu
- Assistant Professor/Director of Digital Learning
- Taught the Intro To Advertising class

REFERENCES

For my reference page, I kept the same format as my resume and cover letter. My first reference was my Media Writing and Story Telling Teacher. This class challenged me so I would meet with him in office hours for extra guidance on assignments. My next reference is my freshman year academic advisor. I came into college with a different major feeling stressed out because I lost interest in it but he guided me in the right direction and helped me pick a major I'm passionate about. My last reference is my Intro to Advertising teacher. This class was very interesting to me and helped me gain knowledge about my minor. We did a lot of fun assignments and I used him as a resource for any questions I had in the class.

Maggie Metten

Everything and Anything

[Home](#)

[About](#)

[My Blog](#)

[Work & Skilset](#)

[Resume](#)

[Contact](#)

[f](#) [@](#) [t](#) [p](#)

MM MAGGIE
METTEN

Hello, i'm Maggie!

Welcome to my E-Portfolio and blog! Feel free to
browse around!

[Start Now](#)

MM MAGGIE
METTEN



m maggie metten

What are your goals?

Image from Unsplash October
24, 2022 Looking at where I am in
my life right now, I would say th...



m maggie metten

An Outside Perspective on Anxiety

October 24, 2022 Image from
Upsplash I sat down with one of
my friends, Julia White, and...



m maggie metten

What Anxiety Means to me: Anything and Everything

October 18, 2022- Image from
Kenzie Elizabeth Podcast "I Love
You So Much" What is anxiety...

E-PORTFOLIO- HOME PAGE

This is the homepage of my website which means this is the first thing that they will see when they click on the link that takes them to my website. I included my logo on the background of the homepage with a little welcoming message. I decided to have the phrase "Everything and Anything" on the top because my website includes a variety of sorts that makes up who I am. There is a professional side and more about my interests and passions on my blog. I also have my three most recent blog posts advertised at the bottom so people can see what I recently uploaded.



Who is Maggie Metten?

Welcome to Maggie's blog I am so glad you are here! Let me tell you a little about myself. I was born and raised in Dallas, Texas, alongside my younger brother and parents. I grew up attending the same school my whole life up until the moment I graduated senior year. I currently attend the University of Oklahoma, where I am studying Public Relations with a minor in Digital Advertising, and am a member of the sorority Kappa Kappa Gamma. Some of my passions are photography, spending quality time with friends and family, hanging in the outdoors, and simply just being around people I love. I continue to further my education at the University of Oklahoma and am excited to see what is in store. As always, Boomer Sooner!

Why did I create this blog, you ask? I wanted to share my thoughts on public issues that are going on in the world, along with things that interest me. I was to speak on things that I am passionate about and want to further my knowledge in. I am excited to start this journey and can't wait to see what's in store.


E-PORTFOLIO- ABOUT PAGE

This is me about me page. I explain where I grew up and how I got my education. I explain my interests and hobbies along with explaining the reason why I created the website and what I want to gain from it.

E-PORTOLFIO-CONTACT PAGE

Contact

 4872 Nashwood Lane

 214-600-0245

 @maggiemetten1@gmail.com

Let's Chat!

First Name

Last Name

Email *

Message

Send

This is my contact page. Nothing too extravagant but I included my email and phone number for ways that networks and clients to contact me. I also linked my profile page to the following icons in the bottom left corner so that when one clicks on the icon, it will take you out of my website to my Facebook, Twitter, or LinkedIn profile. Lastly, I set a chat messaging system so people can submit questions, suggestions, or simply chat and the messages will go straight to me. I think this will be beneficial and a quick way to connect with people.

E-PORTFOLIO-RESUME PAGE

Maggie Metten

4872 Nashwood Lane
Dallas, TX 75244
maggiemetten1@gmail.com



Education:

University of Oklahoma- Norman, OK

- Class of 2025
- GPA: 3.7- Honor Roll
- Major: Public Relations, Minor: Digital Advertising
- Member of Kappa Kappa Gamma, Beta Theta Chapter
- Classes in major completed: Intro to Media, Media Writing and Storytelling, Public Relations Principles, and Intro to Advertising



Employment History:

HRNCIR Construction Company

- Summer of 2022, managed HRNCIR's internet and social media platforms which included Instagram, LinkedIn, and the company's website.
- Created internal guidelines focused on leveraging employee social media engagement to increase "followers" of HRNCIR's Instagram and LinkedIn platforms.
- Established photo library cataloging jobsite photography and procedural standards for social media posts and marketing.

Camp Honey Creek For Girls

- Camp Counselor 2021
- Responsible for a group of 12 girls ages 14-15 entering freshman year.

Awards & Leadership:

OU PRSSA

For my resume, I imported bits and pieces of my resume into these structured boxes. Each box is a different topic. The topics are education, employment history, awards and leadership and community service (as you can see on page 35). I included most of my resume but attached a PDF of my entire resume on the page as well. I feel as though this is an effective and cohesive to set up my resume for my website.

RESUME



Awards & Leadership:

OU PRSSA

- 2021 to present.
- A member of The Stewart Harral Chapter of The Public Relations Student Society of America, where we practice networking and learn PR tactics along with PR professional speakers each week.

Dallas Captain-Kappa Kappa Gamma

- Leadership position responsible for identifying Dallas private school girls rushing in Fall 2022.

Leadership Institute

- Parish Episcopal School (2017-2021)
- Selected by Parish Faculty for a 3-year program consisting of mentorship, leadership coursework, and a Lead project completed senior year
- Courses included Tactics of Leadership, Leadership in the 21st Century, and Leadership of Psychology & Ethics
- Lead project was developed for social, emotional and mental health of young adolescents (Parish 4th grade students) upon entering Middle School
- Conducted a series of in-class lessons around anxiety, coping tools for dealing with stress, and communication exercises with peers to establish empathy and support

Blair Fellows

- Parish Episcopal (2019-2021)
- Selected by Parish Faculty; served two years as a teacher's aide in a PreK 4-year-old classroom with a total of 30 hours served
- Assisted teacher/students with lessons, classroom activities, and chapel time

Student Ambassador

- Parish Episcopal School (2017-2021)
- Vice President 2021



Community Service:

Brother Bill's Helping Hand

- Volunteered in the Grocery Store and at annual events at BBHH, a non-profit providing food, healthcare, and education to West Dallas and Oak Cliff communities

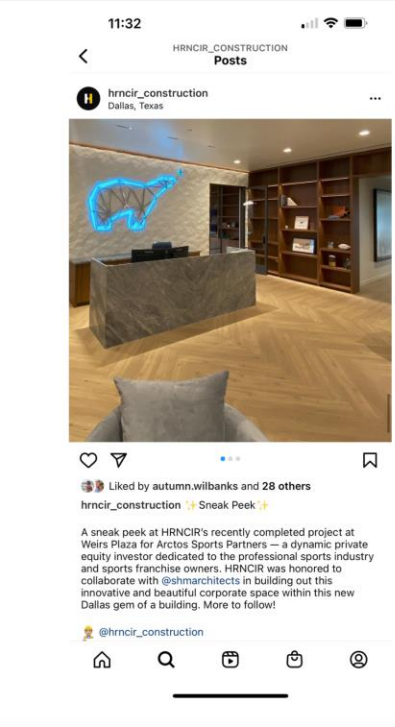
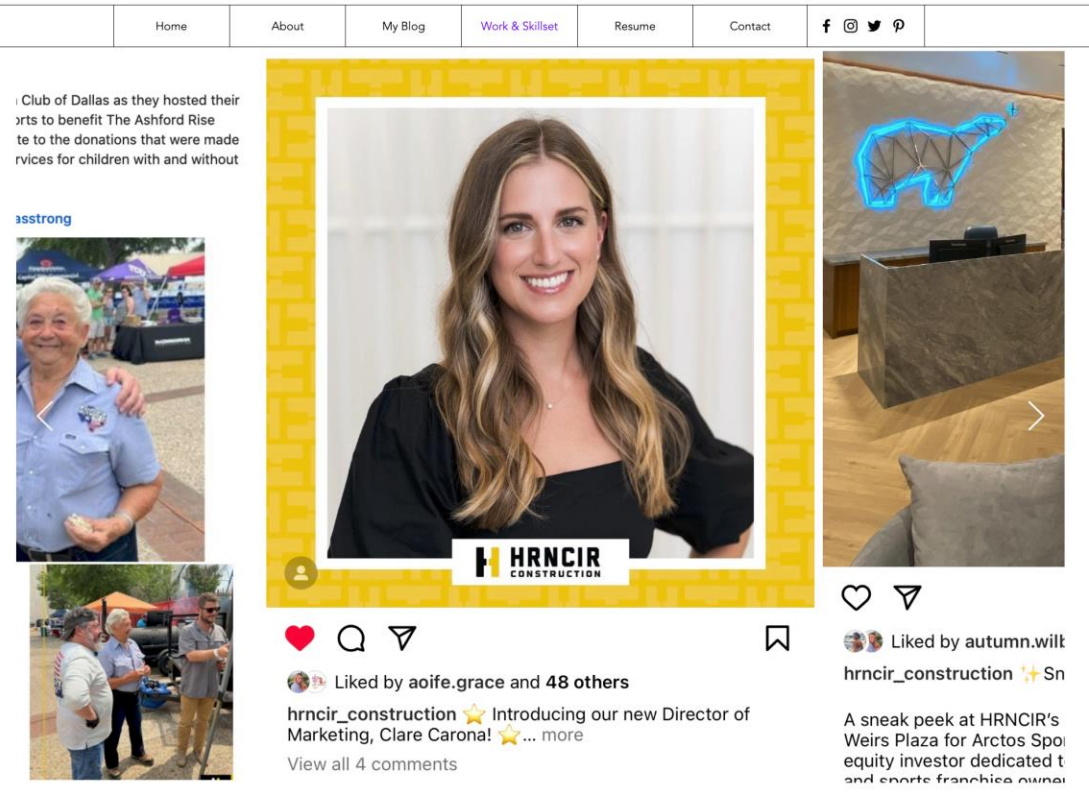
Feed My Starving Children

- Volunteered by packing meals at FMSC, a Christian non-profit dedicated to providing nutrient-rich meals to more than 100 under-privileged countries

Kappa Kappa Crawfish

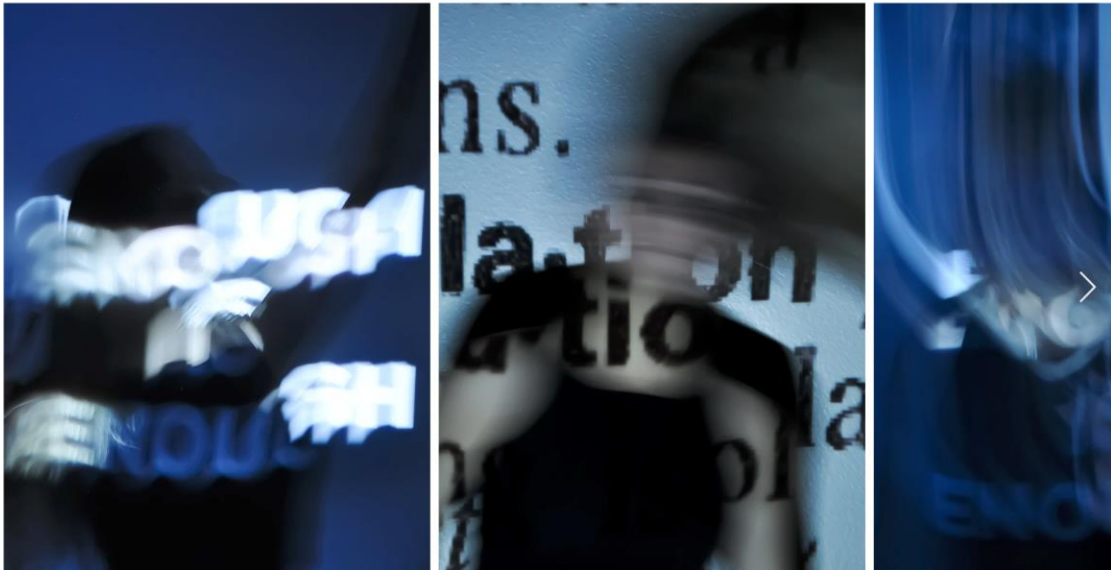
- Philanthropy event that consisted of a crawfish boil with Kappa Kappa Gamma to raise money for the National Alliance on Mental Health

E-PORTFOLIO WORKS AND SKILLS PAGE



IMG_8436.PNG

E-PORTFOLIO- WORKS AND SKILLS PAGE



DSC_1581.jpg

E-PORTFOLIO-WORK AND SKILLS PAGE

My Work from Instagram and LinkedIn

Over the summer of 2022, I managed HRNCIR Constructions' social media platforms. I created, designed, and posted on their Facebook, LinkedIn, and Instagram awards, construction projects, new employees, or holidays. Above are some of the pieces that I created and posted. I also leaned on my co-workers for caption help but would try and post twice a week to get into a routine and gain a larger audience on all platforms.

Some of my skills include, graphic design, InDesign, Adobe Potoshop, and digital media. Here are some examples proving my skills and work that I have done in the past

AP Photography 2020-2021

During my senior year of highschool, I was accepted into the AP Photography program. I have always enjoyed photography and have been told that I should try to continue and implement it in my career as long as possible. During the year, I had to pick one topic for my project and the topic I picked was "A Teenagers Mind in 2020". This was the year of COVID and I wanted to express what teens may be feeling, or going through during this time of quarantine and isolation. I also did some random projects here and there for example I did a coffee beans shoot and a Christmas shoot which I included pictures from as well. Here are pieces of my work from my AP photography class and I ended up getting a 4 on my AP exam.

E-PORTFOLIO-WORK AND SKILLS PAGE

For my work and skills page number 36, I attached work from my summer internship in 2022. I designed and created posts and attached pieces of my work. I set up the format where the viewer can click the arrow and scroll through each piece. I also attached a bio of explaining my work (as seen on page 38). For my next work and skills page on page number 37, I attached my AP photography pieces from highschool and explained the meaning behind it in a little bio (as seen on page 38).

E-PORTFOLIO SUMMARY

This will help my brand in the future to tell my future employees and clients a little bit more about me and who I am along with who I want to be. It displays my talents and passions along with my awards and leadership. I think my E-Portfolio is. A great example of how I would be in the professional world and matches with who I want to be when I graduate.

PERSONAL BRAND PLAN

Maggie Metten

JMC 3413

Dr. Jensen Moore

28 October 2022

Personal Branding Plan

When I first approached this project, I had no idea what a personal brand was. I was not aware of what that entails or how I would even craft my own brand. When asked to first look at my social media platforms and see if they represent me in a professional sense, I would say they didn't. They were very personal and contained pictures of me over the course of my high school years, so I stopped using them when I got to college. My personal goal for this project was to create a brand that represents who I am as a person while still being professional. I wanted to share content I was passionate about and wanted people to take me seriously when I am approached in a professional setting. My current personal brand is the brand that I will hope to use in the future as it grows the more I grow.

The first thing that came to mind was creating my personal brand on a big part of my life that makes me who I am. I have a very simple taste which is shown in my website, with neutral colors and nothing to extravagant. I really showed my brand through my blog posts. I have struggled with anxiety my whole life and have educated myself and others along my growth path. I wanted to revolve my blog posts around things that I have learned over the past years and overall give my viewers a place to feel as though they can relate to someone and feel at peace. I don't talk about anxiety as a struggle, but I talk about it as a challenge and ways that it will help one grow instead of setting them back. The more blog posts I created, it helped me find my voice and really notice the amount of knowledge I learned about myself and just anxiety in general

over the past couple of years. It's truly amazing. If I had to sum it up into a couple of traits, I would say my brand is a simplistic way to challenge oneself and manage one's growth. My brand is also thoughtful and intentional while also being safe and confronting.

I have been thinking about what I want to do when I get older, and my mind always goes blank. I know that I want to do something with Public Relations of Digital Advertising which is my minor, but I am such an indecisive person I don't know what industry I would want to be a part of. I started narrowing it down, and I know that I do enjoy the beauty and fashion industry. I have always had a passion for beauty and fashion, so those industries would suit me well. When I was looking for an amock job position that I could apply to for my brand, I chose to apply ot be a marketing intern at MaryKay. This company has been around forever, and there is an office located in Dallas, where I live, which would be perfect. Thinking about future employees, I would like them to be intimidated by me yet treat me with respect. The beauty industry is often considered a joke, so I must be respected. My brand attributes are caring, determined, intention, genuine, and thoughtful. These are unique traits because it deals more with my personality, which I know will affect and impact who I am professionally in a positive way.

To represent myself, I used the same format and template for my cover letter, resume, and | reference page to show consistency and cohesiveness. I also used the color navy on my cover letter, resume, and referne page along with my business card for a more professional look. The fonts were the same on all three documents and I chose the font Laila Medium because it I felt like it expressed my fun personality while also still being professional. I used only one font because I didn't want the page to look to busy and distracting. I also updated my headshot with one that I took this year instead of one that I originally had two years ago.

PERSONAL BRAND PLAN

As far as digital goes, I used the same headshot I had on my resume, cover letter, and reference page on my “About Me” page on my website. I decided to wear and dress up in professional attire so it will be appropriate on all of my social media accounts as well. For the layout of my website, I chose something simple and chic because I didn’t want it to appear to be overwhelming to the viewers. On the home page I have a faded picture of my logo on the background with a text box on top saying welcome. I thought that this still looked professional while adding a little bit of style. I also named my website “Everything and Anything” because I included the professional sophisticated side of myself while also including my passions and interest outside of the professional world on my blog. I thought this was a creative way to grab the attention of the viewer. For my resume page, I included a shorter version of my resume while hyperlinking a PDF of my full resume at the bottom of the page. I created a cohesive layout of my resume while including picture for each topic category I included. For my works and skills page included social media posts that I designed and created from my internship over the summer and I included some of my AP photography work from my senior year of highschool. I think this page was my favorite on my website because it shows a creative side of who I am. I have a page on my website for my blog where you can browse through all six blog posts where I talk about my passion for learning and educating others about anxiety and how to control it. My contact page includes my phone number, email, and links to my social media. The page is very simply not much to it. Lastly for my about page, I included snippets about me like where I grew up and where I am currently furthering my education. I also included my favorite free time activities like hanging out with friends, hanging out outdoors, etc. I also included the same headshot I have on all of my documents.

After updating my LinkedIn, Twitter and Facebook, I realized how I want to first start creating brand content. When I updated my profiles, the first thing I did was put my logo as the profile background photo on each account to help brand myself. I also changed each profile picture to the current headshot I have for each of my profiles along with changing the bio in all of my profiles and said, “Student at University of Oklahoma majoring in public relations with a minor in digital marketing”. I made a lot of network connections and followers on LinkedIn by connecting with some of my friends and people I went to highschool with. I want to continue to do that with Facebook and Twitter as well. I also want to start posting more. I completed a LinkedIn learning activity about Excel spreadsheets earned a certificate. I want to start growing my brand by posting my certificates from LinkedIn learning and showing my work and skills throughout my profile. I will post any academic and professional accomplishment I make throughout my next couple of years at college to promote my brand and gain a larger following.

Overall, I am content with the way I decided to brand myself and am happy of all of my hardwork. I know that this will benefit me in the future and I can’t wait to see where it takes me. I know that my personal brand will grow and flourish just as much and I’ll grow in the future. I can’t wait to look back and see how much I have improved on my personal brand and how much it has changed.