



## CAREER SERVICES PROFESSIONAL DEVELOPMENT SUMMER SERIES

- 1. #HireMe! How Your Tweets, Posts, & Shares Affect Your Employability**  
(Ian Houston, UWG Career Coach)  
**About:** Social Media: How can you harness the power of Twitter, Instagram, Facebook, and even TikTok for your professional brand? Learn the art of professional branding and marketing!
- 2. Put Some Prezi in Your Presentation**  
(Michelle Lovvorn, UWG Recruitment Specialist)  
**About:** Prezi is a fun alternative to PowerPoint. During this session, you'll get an overview of how to use Prezi and how to develop slides effectively. Learn how to get as creative as you'd like!
- 3. Learn to Excel with Excel**  
(Mariana Sanchez, UWG RCOB Instructor)  
In this session you will learn a few tips and tricks on how to organize and enter data in a spreadsheet by using Microsoft Excel. You will get a glance at sorting and organizing data, filtering data to only show information that you need, creating basic formulas, formatting cells, and inserting charts to visualize your data.
- 4. Leading So Others Want to Follow**  
(Dr. Jessica Nguyen, UWG Associate Director, Career Development)  
**About:** Learn what your leadership style is and how to utilize your strengths (or weaknesses) depending on the situation. Become a stronger leader by recognizing others' personality types and working to meet their expectations so they want to follow, trust, and support you.
- 5. Using Marketing Data and Analytics to Your Advantage**  
(Jon Dixon, Cabins for You Strategy & Revenue Manager)  
**Tuesday:** Certifications and Marketing Tools: The importance of certifications in the job hunt, good free certifications, and overview of Marketing tools you should know.  
**Friday:** Digital Advertising: Overview of current digital advertising platforms, their uses, and importance in today's business world.