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The Career Confidante Monday at 3 PM Pacific June 22nd 2020: How to Power Up Your Personal Brand

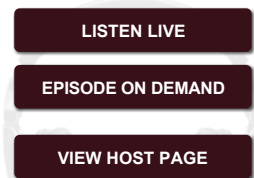
It may seem like authenticity at work is a luxury – something you worry about in good economic times. What data has shown, however, is that knowing who you are and understanding how you bring value to your target audience (your personal brand) improves employability and earning power. In this episode of the Career Confidante, host Marie Zimenoff welcomes Faith James, author of “Ladies Power Up Your Brand” and contributor to “Experts & Influencers: Women’s Empowerment Edition” – both international bestsellers. Faith shares secrets from her 25+ years in working with Fortune 500 brands to help yo

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Featured Guest



Faith James

Faith James is affectionately known as the Queen of Branding or the Branding Ninja depending on what side of the street you live. She is an award-winning marketing and branding executive with 25+ years’ experience creating branding and communications campaigns for Fortune 500 companies like IBM, Microsoft, Pepsi, and Liberty Mutual. Faith is a published author; her recent book Ladies Power Up Your Brand is an Amazon international #1 bestseller. She speaks frequently at industry shows such as the Advertising Research Federation, The American Marketing Association, and Career Thought Leaders Symposium. She is a certified Personal and Social Branding Strategist and CEO of the Personal Brandi

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