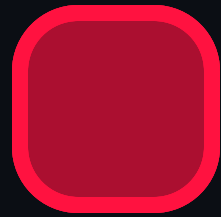


How to Build a Personal Brand

Alex Beaver







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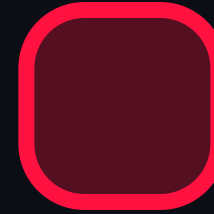
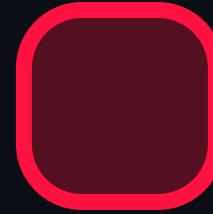
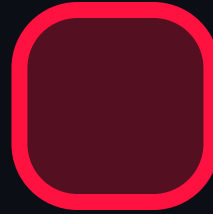
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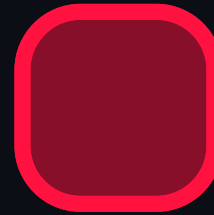
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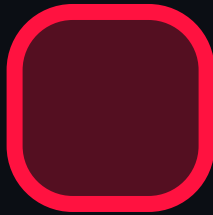
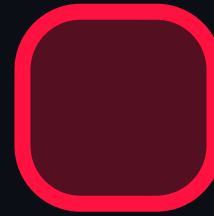
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0.3%

of Cloudflare applicants in
2022 joined the company







10x

more likely to get into Stanford Undergrad

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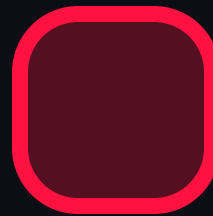
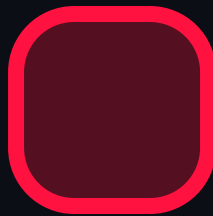
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Build a Personal Brand



- Find Your Specialization
- Demonstrate Experience
- Market Yourself

- Find Your Specialization
- Demonstrate Experience
- Market Yourself



Best Person for the Job



Web Development

Android
Development

Policy

DevOps

Offensive
Security

Cyber Ops

Network
Management

Security

Embedded
Development

IT

Automation

R&D

Digital
Forensics

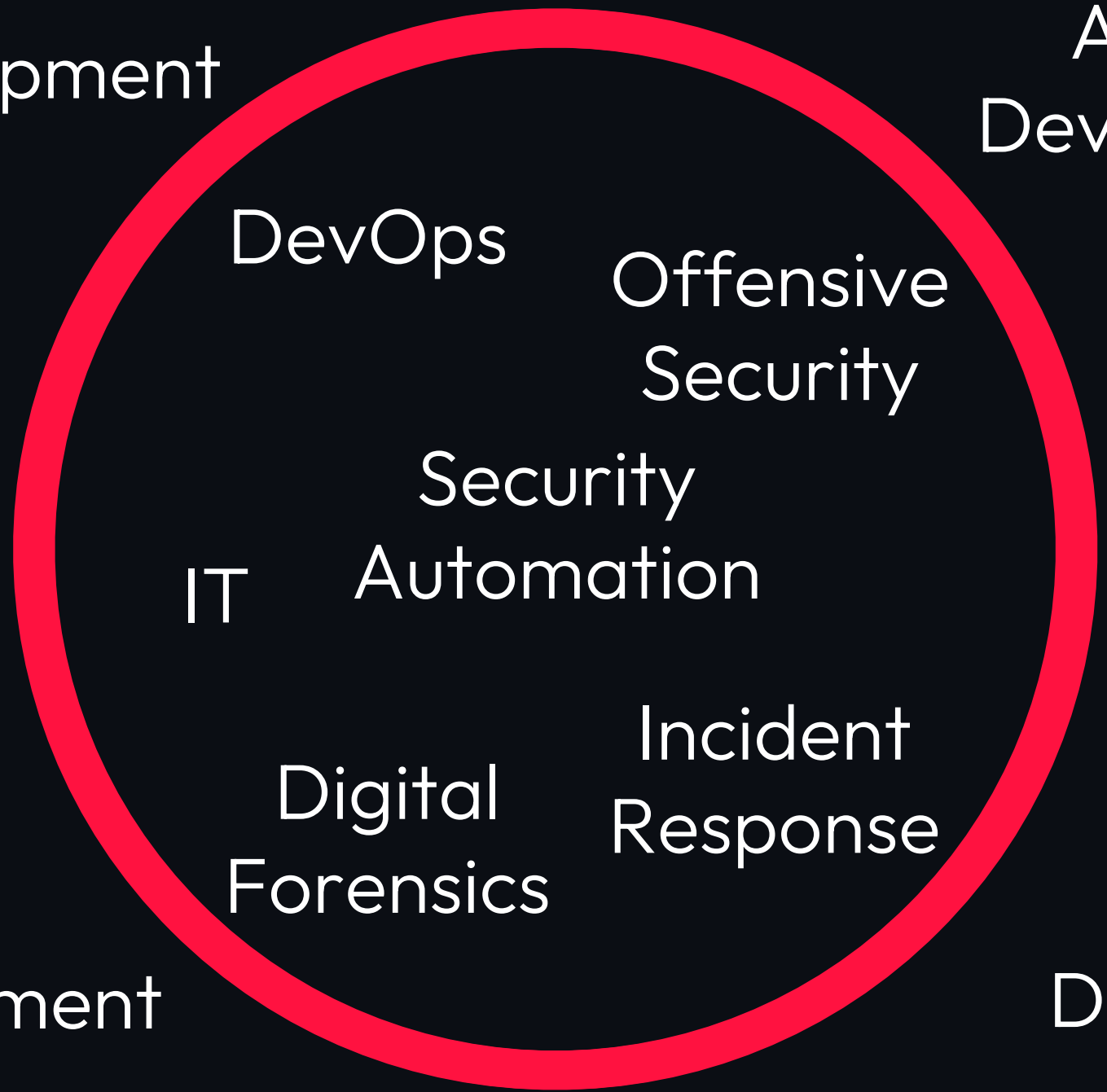
Incident
Response

Risk Mgmt

iOS Development

Backend
Development

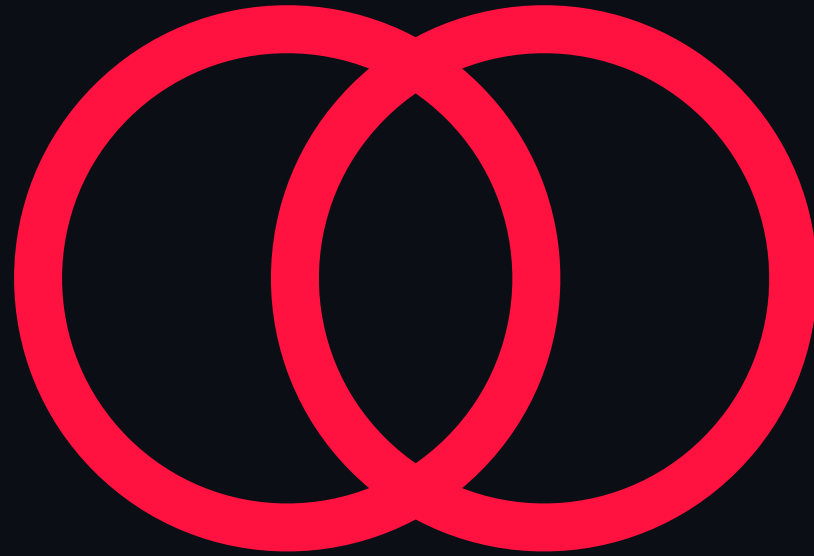
Backend
Development



Narrow Scope



Overlap





- Find Your Specialization
- Demonstrate Experience
- Market Yourself

- Find Your Specialization
- Demonstrate Experience
- Market Yourself



You Need Experience for a Job

You Need Experience for a Job

You Need a Job for Experience



Solve Business Problems



Developed a device management and automation system

- Find Your Specialization
- Demonstrate Experience
- **Market Yourself**

- Find Your Specialization
- Demonstrate Experience
- **Market Yourself**



QUALITY
QUALITY
QUALITY

Public
Recognition



Alex Beaver

Enabling Security at Scale | Security Automation @ Paramount
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Value-Oriented Cybersecurity

Software engineering is in a rough spot right now. Cybersecurity has made it through largely unscathed. However, the industry should learn from this and align with investor interests to bring long-term stability.

#Opinion #Policy

QUALITY
QUALITY
QUALITY

Public
Recognition



Alex Beaver Enabling Security at Scale

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#Opinion #Policy





Identified a Niche

Demonstrated Experience

Identified a Niche

Marketed Myself

Demonstrated Experience

Identified a Niche

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