



**100 women in
hedge funds®**

Digital Footprint Personal Branding Breakfast Workshop

July 28, 2016 at 8:30 AM - 10 AM
New York

When was the last time you Googled yourself and liked what you found? Today, a digital footprint is considered the most noticeable and impactful form of image. Learn how to improve your digital footprint and build your professional brand using LinkedIn. A portrait photographer will take your headshot, so your LinkedIn profile photo gives a great first impression. Bring questions and participate in an interactive workshop with tips and techniques you can immediately use to enhance your professional brand.

A limited number of slots for headshots will be available during registration and during the second half of the event. Members who have RSVPed will receive an email on how to pre-register for a time slot a few days before the event.

Participants

Jessica Guro, LinkedIn

Cailin McDuff, LinkedIn

Todd France, Todd France Photography

Event Details

Date: July 28, 2016

Time: 8 AM Registration and Breakfast

We will begin *promptly* at 8:30 AM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early. The event will conclude at 10 AM.

Host: Chadbourne & Parke LLP

Location: 1301 Avenue of the Americas, (between W. 52nd & W. 53rd St.), **New York**, NY 10019

RSVP: [RSVP Now](#)

If you have any questions about this event, please contact nynextgen@100womeninhedgefunds.org

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission is free, but there is a \$25 charge if you register and do not attend, even if you cancel in advance. No-show proceeds will be donated to the beneficiary of 100WHF's most recent US philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biographies

Jessica Guro, Customer Success Manager, Mid-Market, LinkedIn

Before entering the professional world, Jess was a swimmer at the University of Texas and competed in the Olympic trials in 2008 and 2012. After her swimming career, Jess chose to pursue a professional career that gave her energy and motivated her: helping others. Thus, she became a certified Yoga teacher and a Customer Success Manager at LinkedIn. Jess leverages her experience as an athlete to help LinkedIn's talent acquisition customers set goals and create actionable plans to achieve them. She's a strong believer in positivity in team environments, setting intentions before acting, and holding yourself accountable to your life dreams.

Cailin McDuff, Customer Success Manager, LinkedIn

Cailin McDuff is a Customer Success Manager at LinkedIn and is in private practice as a life coach. When it comes to social media, she believes in sharing one's authentic voice and taking intelligent risks! If there is something that has always driven Cailin in her career, it's people and passion. Early in her career, this idea brought her into the world of education reform into teaching and recruitment roles, as well as into nonprofit consulting. At LinkedIn, she spends her days advising global brands on talent acquisition strategy and on the world of social recruitment. In her life coaching practice (www.cailinmcduff.com), she partners with professionals who consider themselves a six or seven in life who want to step into the full power of being a ten.

Todd France, Owner, Todd France Photography

Todd France is a portrait and event photographer based in New York City. He began his photography career as a photojournalist, traveling worldwide to locations such as Africa, Asia, and South America. Back home in New York City, he photographed a variety of editorial assignments including a wide range of celebrity portraits-- Jay-Z, Beyonce, Britney Spears, Diane Von Furstenberg, and Kirsten Dunst to name a few. Todd approaches weddings and events with a journalistic eye, striving to create images that are both visually and narratively appealing. Todd sees each event as a new opportunity to tell a unique story.



About Chadbourne & Parke LLP (<http://www.chadbourne.com/>)

For more than a century, Chadbourne & Parke has counseled innovators around the world. We are a full-service law firm that leverages the extraordinary talent from our 11 offices to offer the highest caliber client service in more than 80 countries on six continents. Today, we are recognized internationally for our groundbreaking work in emerging economies and our deep experience in energy and infrastructure, corporate and finance transactions, international disputes, and bankruptcy and financial restructuring. Our Fund Formation and Investment Management group represent investment advisers on a range of matters, including private equity and hedge fund formations; establishment and acquisition of alternative asset managers, and the ongoing management of their funds and separately managed accounts; regulatory and compliance matters; and investments in private funds, including the evaluation of fund documents for alternative investments.

About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals in 20 locations through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted over 500 industry education events globally, connected more than 350 senior women through Peer Advisory Groups and raised over \$38 million for philanthropic causes in the areas of women's and family health, education and mentoring.