



Academic and Professional Digital Identity Plan

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OBJECTIVES

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- Increase visibility and recognition in materials engineering and circular economy.
- Build a strong professional network
- Attract potential collaborators and job opportunities.
- Share knowledge and insights with a wider audience.

VALUE PROPOSITION

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- To establish a strong online presence, showcase expertise, and
- build professional relationships to advance academic and career goals.

KEY ACTIVITIES

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- **Content Creation:** Blog posts, articles, research papers, presentations, and social media posts.
- **Networking:** Attending conferences, joining professional organizations, and engaging with online communities.
- **Online Presence:** Maintaining active profiles on academic and professional platforms)

COLLABORATORS

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Academic communities:-
Professors, researchers, and students within my field of my study.
Professional:
Colleagues, industry experts, and potential employers.

CONTENTS

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- **Research papers and publications:** Highlight my academic work and contributions to the field.
- **Blog posts and articles:** Share insights, opinions, and knowledge on relevant topics.
- **Professional portfolio:** Showcase my skills, projects, and experiences..

TARGET GROUPS

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- **Academic community:** Professors, researchers, and students in my field of study.
- **Industry professionals:** Potential employers, colleagues, and clients.
- **General public:** Individuals interested in my research or expertise.)

CHANNELS

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- **Personal website:** A central hub for my online presence.
- **Social media:** LinkedIn and Twitter
- **Academic platforms:** Google Scholar, Academia.edu, and Research gate..
- **Professional organizations:** Participate in online forums and discussions.

KEY RESOURCES

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- **Time:** Consistent effort to create and share content.
- **Technology:** Reliable internet access, computer, and relevant software.
- **Platforms:** Social media (LinkedIn, Twitter), Academic platforms (Google Scholar, ResearchGate and academia.edu).

COSTS

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- **Time investment:** Consistent effort to create and share content
- **Technology costs:** internet access, and software subscription fees.
- **Platform fees:** LinkedIn premium subscription fees.