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# Leave Your Mark: Land Your Dream Job. Kill It In Your Career. Rock Social Media.



## Synopsis

Leave Your Mark isn't an advice book - it's a mentorship. Aliza Licht - global fashion communications executive and Twitter phenom @DKNY PR GIRL - is here to tell her story, complete with The Devil Wears Prada-like moments and insider secrets. Drawing invaluable lessons from her experience, Licht shares advice, inspiration, and a healthy dose of real talk in Leave Your Mark. She delivers personal and professional guidance for people just starting their careers and for people who are well on their way. With a particular emphasis on communicating and building your personal brand, something she knows a thing or two about, Aliza is your sassy, knowledgeable guide to the contemporary working world, where personal and professional lines are blurred and the most important thing you can have is a strong sense of self.

## Book Information

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## Customer Reviews

Leave Your Mark by Aliza Licht is part memoir, part advice book, and part much needed kick in the rear end. Aliza, formerly known as DKNYPRGIRL across social media, was the Senior Vice President of Global Communications for Donna Karan International. After rising to success on Twitter and inspiring other brands to place Public Relations on the front lines, Aliza answered the many inquiries for advice from young Fashion and PR professionals and students with this book, which she terms a sort of written mentorship. Throughout its pages are sprinkled stories from her life, ranging from early career woes to the challenges of anonymous stardom. Her advice is great, and the flow of the book is mostly fantastic, but the formatting could use some work. By the end I was growing increasingly annoyed by the interruption of a perfectly good paragraph by an "insider tip"

that was usually pretty common sense, yet made to feel so secret that it might as well be the identity of Gossip Girl. Occasionally, Licht would go on a rant (something that, IMO, should be saved for opinion columns and reviews, not used in memoirs or advice books, although I can understand the urge.) and it would feel like she was yelling at the reader for something they hadn't done, but that there was a small chance they might do in the future. I found myself feeling slightly upset and bewildered after these parts and having to put the book down in order to remind myself that I hadn't done whatever it was before I was able to pick the book back up and try to get back into it. Although I know Licht was just trying to be thorough and professional and when she announced in the beginning that she would be altering names and even genders of people she would refer to so that their identities would stay secret and the reader, whether they be a man or a woman, would feel equally represented, the whole concept rang through my head like a song on replay whenever I was reading the book and ended up making it feel somewhat contrived and slightly less than genuine. However, the overall tone of the book was pretty good, and it carried a lot of solid advice for only 288 pages. I think it was a bit of a cautious beginning for Licht in the literary world, but I get the feeling that she will probably publish more, and that she will improve with each publication. I definitely enjoy her social media presence, sass and all, and look forward to reading anything else she decides to print. I would recommend the book in its entirety to anyone looking for advice on a career in social media, fashion, or PR specifically, and the resume section to every person I have ever met or will meet in the future. Curio Street Reads Rating: 3.5 Stars[...]

I bought this book because I wanted some inspiration as I prepare to enter the world of Public Relations, and of course because my interest is in fashion and beauty. This was a good book, but it lacked meaning and seemed a little boring to read sometimes. Definitely did not teach me much that I didn't already know, but still a good little book to check out if you are interested in social media and brand management specifically in fashion and similar industries.

Leave Your Mark; Land Your Dream Job. Kill It In Your Career . Rock Social Media. By Aliza Licht (foreword by Donna Karan) contains among the following information; Taking Selfies (page 9), (page 46) researching prospective employers and analyzing the photographs of a varied range of future coworkers through their body language, avoiding text message speak (page 129), skillfully managing a social media crisis (page 187), and much more.

Aliza Licht goes far beyond career guidance, she mentors her readers with modern day out of the

box ideas to achieve a HAPPY & SUCCESSFUL career... there is a HUGE difference between the two! Within the first day of reading, I found myself thinking in ways I had not done before and taking active steps towards my dream job. This book isn't just for the high school or college grad entering the work force, it is for person looking for a second career, it is for the individual already working in the field of the dreams, but not the position they desire. Essentially, this book is for any man or woman of any age looking to achieve career goals and continue killing it professionally once there! Her personal journey and stories are wickedly entertaining! Aliza successfully uses a tone that feels as though she is talking WITH you not AT you. Leave Your Mark is a MUST READ that has the potential to CHANGE YOUR LIFE... if you let it! Thank you Aliza for taking the time to write this book and sharing your knowledge, experience, passion and advice!

Leave your mark its a very inspirational book and no matter if you are a rookie or a veteran you will learn a lot of this book. This book show you and encourage you pursuit your calling your right path. Tips and trick from how to get an internship to public speaking. Well written and very easy to read.

This book is nothing short of fantastic.I accidentally stumbled upon it on a very low time of my soul searching process, career wise.This book gave me a completely different perspective on everything. It was also an eye opener for what it really means to be a go getter and work for your success without any excuses. I had never heard of the author before, and my career has nothing to do with fashion, but I am so thankful that she took the time to share all this valuable information with people through this book.I read it in one day. It didn't even feel like a self improvement book. It felt like a conversation with an amazing friend who pumps so much confidence in you, that you may end up spending the day creating an entire mood board and list of the things you need to do and change in order to go after your goals and succed.I am incredibly aware of building my personal brand now, and also being a strong asset and give my 100% best at everything I do.This book is a must read. It was extremely worth it, and I will probably re-read at some point.

Sometimes you just need someone to say what you're already thinking. It was nice to regroup and really think about what I am doing vs. What I want to be doing. Great read and realistic. I have known these things, but knowing someone else has had doubt or struggle makes !e feel like I'm not alone.

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