

# Arícia Gallaher and Paige Baker to Discuss Personal Branding at UTC Rollins College of Business

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Arícia Gallaher and Paige Baker will present at [The University of Tennessee Chattanooga \(UTC\) Gary W. Rollins College of Business](#) on Thursday, October 10, 2024. Their presentation, “An Introduction to Personal Branding and LinkedIn for Beginners,” will provide business students in the Rollins Scholars Class of 2028 Cohort with valuable information on personal branding. The session will cover how to effectively distinguish yourself in a competitive market, build a strong professional presence on social media, and utilize resources to support long-term success.

The Gary W. Rollins College of Business Rollins Scholars program provides students the opportunity to network with fellow business majors, UTC faculty, and Chattanooga business leaders through a variety of programs and community events. Students participate in an advanced business curriculum, hands-on educational experiences, and major-specific activities. Admission to the four-year program is competitive, requiring scholars to submit letters of recommendation, work experience, undergo an interview process, and demonstrate leadership and extracurricular involvement. Internship and professional development opportunities are provided through the Rollins Scholars program as well as \$4,000 in annual scholarships.

Arícia Gallaher is the Marketing and Business Development Director at Chambliss and is responsible for all aspects and functions of marketing and business development for the firm. With over 20 years of experience, she develops and implements sound marketing strategies along with managing marketing strategists, projects, and processes to help ensure a strong return on investment for the clients. For more information on her experience, visit [Arícia's bio](#).

Paige Baker is the Marketing Manager at Chambliss and is responsible for implementing the firm's overall strategy through communications, digital marketing, sponsorship and event coordination, social media, and competitive intelligence. She also works on a variety of special projects to support the firm's practice areas and individual attorneys. For more information on her experience, visit [Paige's bio](#).