Your Personal Brand
Job Search Marketing for Today
Introduction

Theresa Maher
VP, Creative & Partner Services

• Certified Job & Transition Coach (JCTC)
• Certified Job & Career Development Coach (JCDC)

About Jobing.com/Recruiting.com

• Founded 1999
• Mission to connect local employers and job seekers
• Jobing.com – Local job board community
• Recruiting.com – A leading provider of cloud-based recruiting solutions
We'll cover...

- The basics of branding
- Detailed tactics
- Goal setting and check lists
Brand Identity

Coca-Cola

The Ritz-Carlton®

Starbucks Coffee
How is a brand built?

The way a bird builds a nest...
Your Brand Identity

- Cover Letter
- Resume
- References
- Interview
- Online Profiles
- Professional Appearance

Jobing.com
How to think like an advertiser...

What message does this send?
Tactic 1 - Take Inventory
Inventory Steps

1. Check your social networks.
2. Perform searches of your name and your past activities.
3. With each profile and search result consider: What message does this send?
4. Consider which items need to be changed.
5. Make the necessary changes to update the content.
Personal Search Example

Images for Theresa Maher - Report images

Theresa Maher JobingMedia | Facebook
https://www.facebook.com/jobingmedia
Theresa Maher JobingMedia is on Facebook. Join Facebook to connect with Theresa Maher JobingMedia and others you may know. Facebook gives people the ...

Theresa Maher (JobingPR) on Twitter
https://twitter.com/JobingPR
The latest from Theresa Maher (@JobingPR). Jobing expert on everything employment. Phoenix, AZ.

Theresa Maher | Recruiting.com
press.recruiting.com/speakers-presentations/theresa-maher/
As Vice President of Media & Editor of Recruiting News, Theresa Maher has spent much of her career providing information on the topics of recruitment, ...

Theresa Maher profiles | LinkedIn
www.linkedin.com/pub/dir/Theresa/Maher
View the profiles of professionals named Theresa Maher on LinkedIn. There are 25 professionals named Theresa Maher, who use LinkedIn to exchange ...

Theresa Maher, MBA | LinkedIn
www.linkedin.com/in/theresamaher
Personal Search Example

Theresa Maher boston

About 21,400,000 results (0.62 seconds)

Theresa B. Maher Smith Obituary: View Theresa Smith's Obituary by ...
www.legacy.com/obituaries/bostonglobe/obituary.aspx?page...pid...

F. Theresa Dmohowski Obituary: View F. Dmohowski's Obituary by ...
www.legacy.com/obituaries/bostonglobe/obituary.aspx?n=f-theresa...
(M3)FRAMINGHAM Dmohowski, F. Theresa [M1]DMOHOWSKI, F. Theresa (Maher) _81, of Framingham, died on Tuesday, September 25, ... The Boston Globe.

Theresa Maher, MBA | LinkedIn
www.linkedin.com/in/theresamaher
View Theresa Maher, MBA's professional profile on LinkedIn. LinkedIn is the world's largest business network. helping professionals like Theresa Maher. MBA ...

Theresa Maher | Recruiting.com
press.recruiting.com/speakers-presentations/theresa-maher/
As Vice President of Media & Editor of Recruiting News, Theresa Maher has spent much of her career providing information on the topics of recruitment, ...

Acts and Resolves Passed by the General Court
books.google.com/books?id=qKoSAFk_vvMC
Massachusetts - 1910
Boston. ... Boston. 11, Marion Theresa McDonald,* Marion Theresa Maher, .
Tactic 2 - Keywords

Keywords help your resume get found.
Keyword Tips

1. Find the most relevant key words.
   - Job Descriptions
   - Job Titles
   - Company Profile Pages
   - Career Pages
2. Make sure that the best keywords are in your resume.
3. Make sure you still have a readable resume.
Tactic 3 - Build Good Profiles
Steps to a Good Profile

- Last few jobs
- Keyword-rich (use your research)
- Skills/Certifications/Education
- Interests, Associations & Community Involvement
- What you are looking for
- After you build your profile
  - Connect with colleagues - extend reach
  - Ask for testimonials - validate profile
Profile: Online Resume Resources

jresume.com/theresamaher

THeresa MAHER
Management: Executive Team

CAREER PROFILE

Media and marketing professional with an extensive background in public relations, content generation, and community relations

EMPLOYMENT HISTORY

Vice President, Media & Editor of Recruiting News
May 2011 - Present
- Manage company-wide media relations
- Managing the Strategic Alliance department focused on using community initiatives to drive revenue and valuable partnerships
- Manage all operations behind Recruiting News, a leading information resource for employers, recruiters, and hiring managers across the country

Director of Public and Job Seeker Relations
May 2011 - November 2009
- Drive company and client brand awareness through local and national media relations, including:
  - Press release drafting and distribution
  - Working with local and national media outlets on employment-related stories
  - Writing recurring articles for local and national print and online publications
  - Serving as company spokesperson by hosting and producing employment marketing videos, emceeing local conferences, and delivering employer and job seeker presentations
  - Oversees the company's speaker forum which includes submitting presentations for consideration and managing all speaking calendars

Community Relations Manager
December 2008 - November 2009
- Create strategic alliances with professional, educational and media groups to extend the reach of Jobing.com client postings
- Work with in the community to assist local organizations help their members find gainful employment by:
  - Presenting career-focused job seeker presentations/workshops
  - Writing career tip articles
  - Producing career-focused videos
- Attending local events to extend the brand of Jobing's job seeker resources
- Provide community groups with job board resources

Jobing.com
Tactic 4 - Use Facebook in your job search

- Keep it professional
- Like companies
- Ask questions on company pages
- Like local networking groups
- Look at profiles of your friends
- Share information with your network
- Like us at /Jobingcom
Tactic 5 - Use Twitter in your job search

- Follow companies
- Share news about your search
- Share your Jresume
- Follow leaders in your profession
- Follow Career Coaches to receive tips
- Follow local networking groups
- Share jobs with others
- Follow someone new every week
- Follow us at /Jobing

Jobing.com
Checklist

Inventory
- search name and affiliations on major search engines
- check all public profiles
- try to update any content necessary

Keyword research
Build profiles
- Last few jobs
- Keyword-rich (research)
- Skills/Certifications/Education
- Interests, Associations & Community Involvement
- What you are looking for

Connect with colleagues
Ask for testimonials

Social media goals
- Follow companies
- Share news about your search
- Share your resume
- Follow leaders in your profession.
- Follow Career Coaches to receive tips
- Follow local networking groups
- Share jobs with others
- Continue to expand your network
In review

- The basics of branding
- Detailed tactics
- Check list
Questions

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Twitter: @JobingPR