

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**

Jobing.com

We'll cover...

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

Brand Identity



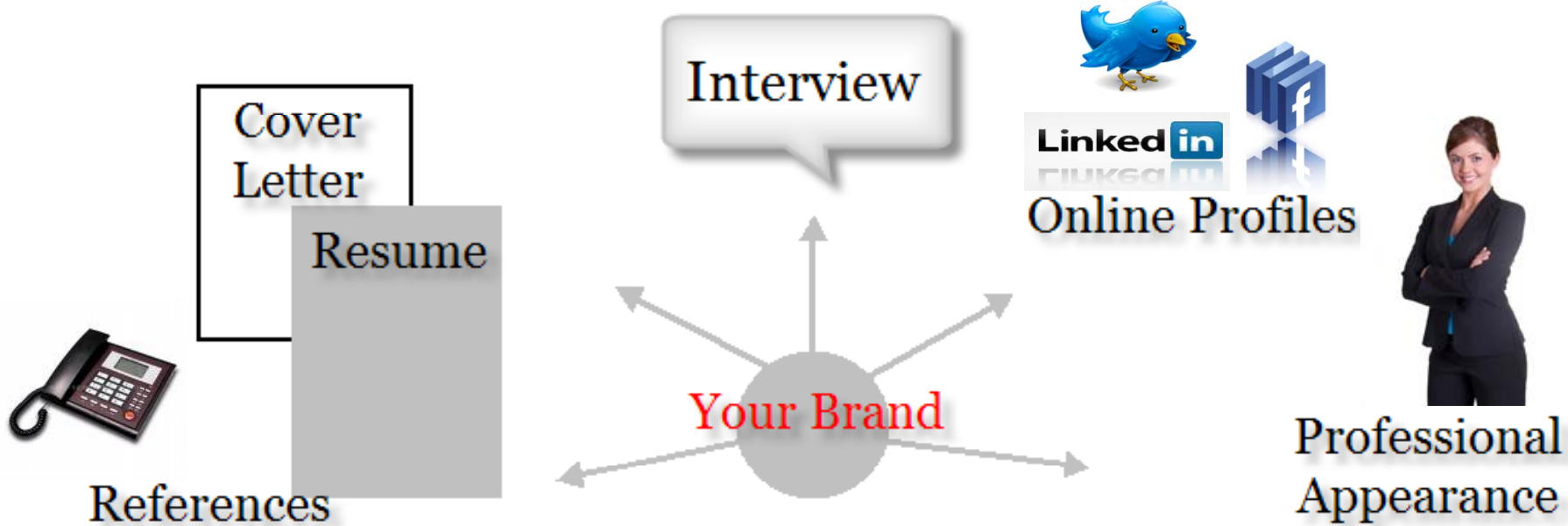
The Ritz-Carlton®

How is a brand built?

The way a bird builds a nest...



Your Brand Identity

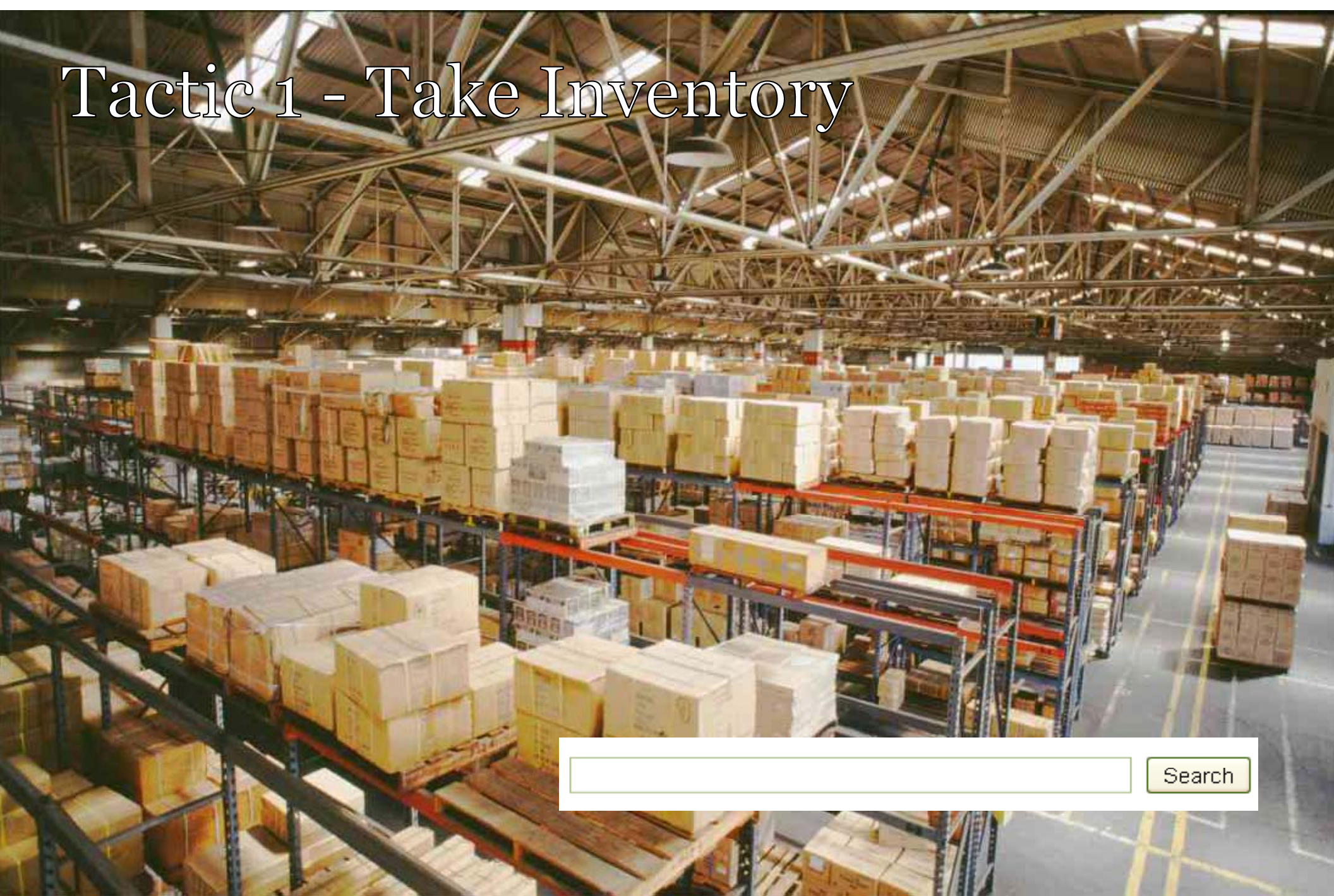


How to think like an advertiser...



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



Theresa Maher



Web

Images

Maps

Shopping

Videos

More ▾

Search tools

About 1,790,000 results (0.36 seconds)

[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](#)

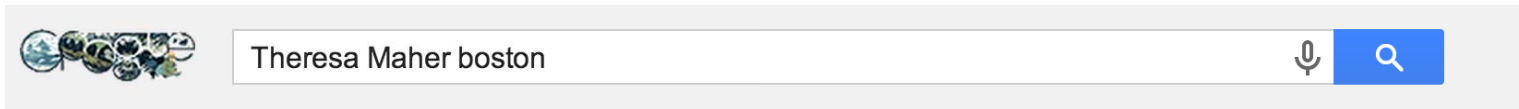
www.linkedin.com/pub/dir/Theresa/Maher ▾

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

Web Images Maps Shopping Books More ▾ Search tools

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... ▾
SMITH, **Theresa B. (Maher)** Of Waltham, March 22, 2011. Mother of Walter J. Smith Jr. and his fiancée, ... Published in The **Boston** Globe on Mar. 24, 2011. +.

[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
Gladys Hughes Appleton, . **Boston**. 7, Moses Smarkowetz, . Moses Somers, . . .
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.

Career Profile

Operations and **marketing** professional with an extensive background in community service, client service, sales and management.

Employment History

Jobing

SVP, **Marketing** & Client Experience

July 2010 - Present

- Maintain previous responsibilities as VP, Client Experience with added full responsibility for corporate **marketing**, including:
- Strategic partnerships and channel **marketing** initiatives
- Client and job seeker experience
- Product **marketing**
- Direct and online **marketing** efforts

Jobing

Vice President of Client Experience

Phoenix, AZ

November 2008 - July 2010

- Corporate- wide responsibility for improving system and process efficiencies across local markets
- Responsible for client retention and renewal efforts of Jobing.com's clients.
- Development, launch, and reporting of quarterly client engagement surveys
- Manage accounts receivable balance and collections process
- Oversee newly launched **marketing** channels and business lines: e-commerce, advertising agencies, multi-local/national clients and Outplacing.com

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

 Email

 Facebook

 Twitter

 LinkedIn

Jobing.com

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

Jobing

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

Jobing

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
- Oversee the company's speaker forum which includes submitting presentations for consideration and managing all speaking calendars

Jobing

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

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](#)



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



The Ritz-Carlton®

Questions

Theresa Maher,
VP, Creative & Partner Services

theresa@recruiting.com

602.288.7156

Facebook: /JobingMedia

Twitter: @JobingPR