

Technology & Netiquette for Experienced Job Seekers

Competing in the Electronic World

Jack Kerigan



kerigan
MARKETING ASSOCIATES

Navigating the online job search

Creating the most effective resume

**Understanding what employers look
for and how to stand out**

**Using Facebook, Linked-In, websites
and email correspondence to your
advantage**

Starting today you are not defined by
your degree and you're not confined by
your job description.

Consider the possibility that *you are a
brand* -- every bit as much a brand as
McDonald's, Monster, Google or the Gap.

“It’s not enough to be the best at what you do, you’ve got to be the *only one* that does what you do.”

-Author?

The Brand Called **YOU**

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-Jerry Garcia

The Brand Called **YOU**

If you can't communicate what makes you different, you've got a big problem.

To stand out in today's competitive marketplace, your brand needs to be consistent, online and in person.

The Brand Called **YOU**

“Each job seeker is a distinctive brand; the combination of her skills, experience and education. To successfully land a position, the job seeker must advertise her product and tailor it to needs of the prospective employer. The key is making one's brand relevant.”

*-The Power of Branding,
Jennifer Sullivan, CareerBuilder.com*

The Brand Called **YOU**

Just as companies brand themselves for consumers, a job seeker needs to brand himself for a prospective employer to show *why* he offers the superior product versus his competition.

Advertisers call this “product positioning.”

When you have the opportunity to communicate your skills, **what will you be remembered for?**

How to promote Brand **YOU**

1. Get to know your customer.

Research companies you would like to work for and apply. Websites, industry sources and social pages of key hiring managers help you customize your efforts.

How to promote Brand ***YOU***

2. Getting your customer to know YOU.

- i. Resume
- ii. Cover letter

How to promote Brand **YOU**

2. Getting your customer to know YOU.

Resume > Cover Letter

- ▲ Show results!
- ▲ Show experience. If you don't have relevant work experience you need to relate how project or class work directly applies to the company and position available.
- ▲ Customize your resume/application to each position

JOHN J. (JACK) KERIGAN, JR.
10065 Old Hammond Hwy, Suite B
Baton Rouge, Louisiana 70816
Jack@KeriganMarketing.com
225-205-4562

SUMMARY:

Marketing innovator with 15 years of success in marketing, sales, and creative advertising. Strategic thinker with first-hand experience across multiple business channels and a clear understanding of how to make strategy come to life in the marketplace. Motivative turnaround specialist with a track record of rebuilding and growing businesses.

Specific Strengths Include:

- Advertising
- Agency Management
- Strategic Planning
- Team Rebuilding
- Public Relations
- Promotional Marketing
- Event Marketing
- Marketing Research

PROFESSIONAL EXPERIENCE:

COMMUNITY COFFEE COMPANY

1998 to Present

Community Coffee is a \$100 million multi-channel gourmet and coffeehouse company with operations in seven states and Internet/mail- order sales worldwide.

Director of Marketing, Baton Rouge, Louisiana (1999 to present)

Took leadership of inexperienced marketing unit and built team of nine direct reports focused on positioning Community Coffee Company for growth. Reengineered the company's brand portfolio by

How to promote Brand **YOU**

2. Getting your customer to know YOU.

Resume > **Cover Letter**

- ▲ Resumes sent via email should go to only one company at a time and have the subject line reference the position you are applying for.
- ▲ In your cover letter tell the company why you would like to work for them and what you have to offer.
- ▲ The body of the email should contain a brief (2 to 3 lines) reason you should be considered for the position.

How to promote Brand **YOU**

3. Online Personality

- ▲ Linked-in page feels more professional
- ▲ Facebook page should be consistent with your professional personality
- ▲ Use Twitter jobs/hash tags

Final Nuggets

1. Be realistic on salary. Do research on salary being offered for positions you are qualified for and interested in. If the position requires 2 to 4 years of experience and it pays \$36,000 per year you should expect less. Look for advancement opportunities within a company rather than more salary in the beginning. Get in, get experience and advance.
2. Follow up with a phone call and email.
3. Be persistent.
4. Remember, it's not about you. It's about what you can do for them.

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