

Jillian Gibson



Passionate

Organised

Expressive

Professional

Goals

- Find new talent who would be a good fit within the companies teams
- Uses E-folio in addition to CV's to understand the previous experience of potential employees
- represent the companies branding on a positive and accurate light on E-Folio

Frustrations

- I want to find the potential employees contact details
- I want to be able search for potential employees.
- I want to be able to ask questions about the work of the potential employee that is relevant to the work that we do at the company

Bio

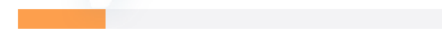
I am responsible for head hunting a technical members of our team in one of Australia's biggest banks. I want to know what sort of experience potential employees have had, and how well they may fit in to our team.

Motivation

Incentive



Fear



Growth



Power



Social

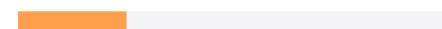


Brands & Influences



Preferred Channels

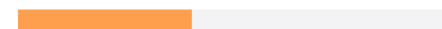
Traditional Ads



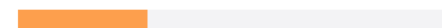
Online & Social Media



Referral



Guerrilla Efforts & PR



Personality

