

Build Your Personal Brand Through Social Media

Free, members-only program on leveraging social media for networking, job hunting, and raising your professional profile

Everyone who uses social platforms knows that **LinkedIn** has become an essential tool for networking and communicating with colleagues and friends - and an especially important resource for job-seekers and those looking to raise their professional profile. NIRI NY's second Professional Development program of this meeting year will focus primarily on the things you can and should be doing on LinkedIn right *now* to build your network, research job prospects, contact people, successfully line up interviews, and generally increase your visibility in the industry. Our speaker is **Rob Hellmann**, who will also discuss the benefits of using other social media, including Twitter, Facebook and blogs, in your job hunting and networking efforts. Participants will learn about specific strategies, techniques and resources that can be used immediately to build your personal brand. Join us on October 6th !

Robert Hellmann has helped hundreds of clients in diverse industries and professions to reach their job-search and on-the-job goals. In addition to his private practice, Rob is an adjunct Professor at NYU, a certified Five O'Clock Club Career Coach, and a Vice President at the Club. He is also the author of the book "*Your Social Media Job Search*", which uses client case studies to show how social media can help jobseekers get results. Rob's career-related insights and commentary have appeared in media outlets such as the New York Times, Forbes, the Washington Post, Money Magazine, CNBC.com, and ABC News. He combines his 20-plus years in corporate marketing with his Five O'Clock Club training to help people market themselves in their careers. Rob has an MBA in Finance from Fordham University and a BS in Economics from Binghamton University. Feel free to visit Rob's website at www.hellmannconsulting.com for helpful tips and links to career research resources.

Members Only - To register, please email cleanlists@mindspring.com

*****NOTE: This session if free to Chapter members; those who register and do not attend will be charged $15 for "no-show" - proceeds will go to the NIRI NY Logler Fund.*****

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