



MARKETING BEYOND THE RESUME

AMY L. DINNING

MY CAREER TRANSITIONS FEBRUARY 2020

JOB SEARCH TOOLKIT

- ❖ Networking card
- ❖ Contact List
- ❖ Networking Profile, 1 pager
- ❖ Target Company List
- ❖ Networking Agenda
- ❖ Thank You Email or Note
- ❖ LinkedIn Profile
- ❖ Networking Newsletter

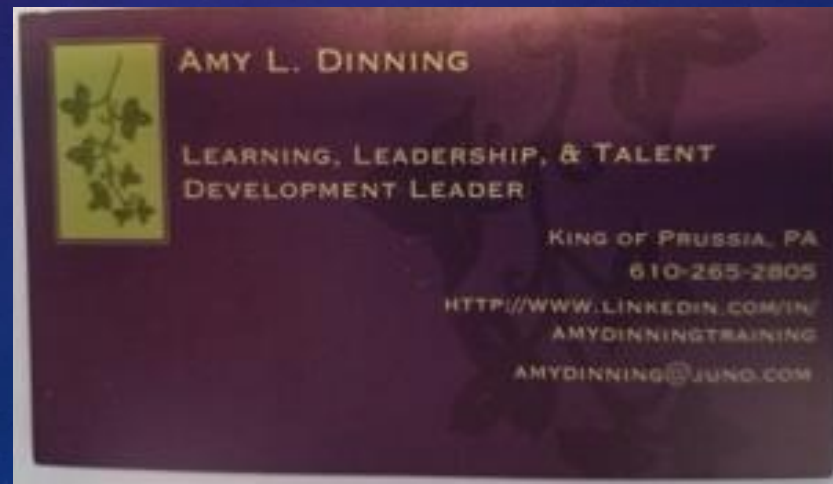


NETWORKING CARD

What is it – a card that has your contact information and description of what you do or want to do

When do you use it – networking, interviewing, introducing yourself

Why do we use it – to be able to stay in contact after an initial meeting, to write notes about our conversation, to add to my contact list

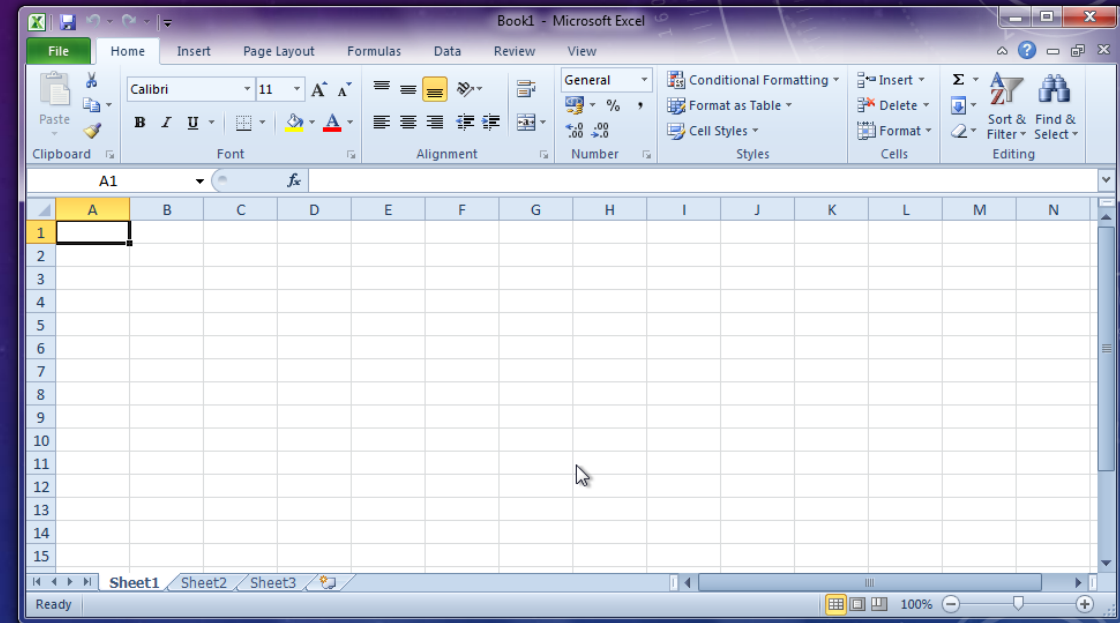


CONTACT LIST

What is it – a spreadsheet that contains contact information on all of your networking contacts and connections

NAME, ADDRESS, EMAIL, PHONE, COMPANY, TITLE, ITEMS SENT, CONTACTS

Why do we use it – to keep track of all of your networking contacts and their information, to keep track of what you have sent to them, to keep track of connections they make for you



NETWORKING PROFILE

What is it – a document that presents your contact information, professional summary, relevant experience, accomplishments, target positions, target industries or companies.

When do you use it – networking

Why do we use it – in place of a resume when networking to give information about ourselves without making the person feel they need to find you a job

NAME	City, State, Zip	http://www.linkedin.com/in	phone number email address
NETWORKING PROFILE			
<i>Value Proposition Statement</i>			
<i>I am passionate about helping others grow and develop and reach their full potential</i>			
Professional Summary: for example - Senior Training and Development Leader with extensive experience working with all organizational levels setting the strategy, creating, promoting, and delivering leadership, talent and training solutions designed to support the organization's business plan and goals. Possesses impactful leadership, influencing, facilitation and innovation skills essential to motivating others. Passionate about creating an interactive and engaging classroom or online environment that supports learning and growth.			
Proven expertise in:	Curriculum & Instructional Design Needs Assessment Strategic Leadership & Planning	Facilitation Project Management Talent & Leadership Development	
TARGET POSITIONS			
Training Manager, Talent Development Manager, Leadership Development Manager, Career Consultant; Training & Development Consultant			
RELEVANT EXPERIENCE			
Company, title, type of company Company, title, type of company <i>etc.</i>			
ACCOMPLISHMENTS			
<ul style="list-style-type: none">• Successfully implemented a talent development program with an action learning focus resulting in 15 real business problems solved involving 120 participants over 3 years with a retention rate of 85% .• Created Diversity and Inclusion plan to provide competitive advantage and an engaged workforce.• Created a development options library to support leadership and talent development initiatives and performance management.• Designed a competency framework for two key Clinical positions on time and under budget.• Consistently create a high level of stakeholder engagement for all projects managed.• Designed, managed and implemented the global training plan for an important organizational scorecard initiative.• Created and implemented a large scale training plan for over 450 employees that facilitated the merger of two organizations.• Built the department from the ground up including staffing, curriculum, and materials.• Saved \$42,775 through obtaining and administering state grant funds for training purposes.			
TARGET INDUSTRIES			
Career Consulting Faith-Based Organizations Healthcare/Pharmaceuticals Non-Profits Travel	Education Financial Services Insurance Training/Consulting		

TARGET COMPANY LIST

What is it – a list of companies that you potentially are interested in and would like to obtain a contact at

When do you use it – when networking you can ask to share your list or a few target companies to see if someone is willing to share any contacts they might have

Why do you use it – it helps your network to help you

How long – 1 page at maximum

123 Market Street
Anywhere, PA 19000

Your Name

your phone number
your email address

Target Company List

Career Consulting

Career Concepts
Career Link
Drake Beam Morin
Kelleher
Lee Hecht Harrison
Right Management

Healthcare/Pharmaceuticals

Amerisource Bergen
IMS Health
Merck
Shire Pharmaceuticals
Teva Pharmaceuticals

Non-Profit

Red Cross
Salvation Army
United Way
World Vision
YMCA/YWCA

Training & Consulting

American Management Association (AMA)
Development Dimensions International (DDI)
Langevin Learning
Mid-Atlantic Employers Association (MEA)
Pinnacle Group
RC Taylor

Travel

AAA
Apple Vacations
Liberty Travel

Education

Bryn Mawr College
Cabrini College
Eastern University
Haverford College
Immaculata College
Penn State University
Rosemont College
Villanova University
West Chester University

Insurance

CIGNA
Penn Mutual
Prudential
U.S. Liabilities Insurance

Other

Accenture
Allied Barton Security Services
American Infrastructure
HRDQ
IKON Office Solutions
Lockheed Martin
QVC
Sungard Data Systems
Synthes
Tyco Electronics

NETWORKING AGENDA

What is it – an agenda of what you would like to cover during the networking meeting/call

When do you use it – when having an individual networking meeting/call with someone, send it to them in advance of the meeting or call

Why do we use it – to show our organizational skills, to clarify the purpose of the meeting/call, to make the best use of the time

How long – 30 minutes

- ❖ Introductions
- ❖ Share goals
- ❖ Ask and answer questions, ask for and give advice, make suggestions
- ❖ Ask what you can do to help them
- ❖ Connections and Information – mutually share connections and information that benefit each other
- ❖ Closing, thanks and follow up

THANK YOU NOTE

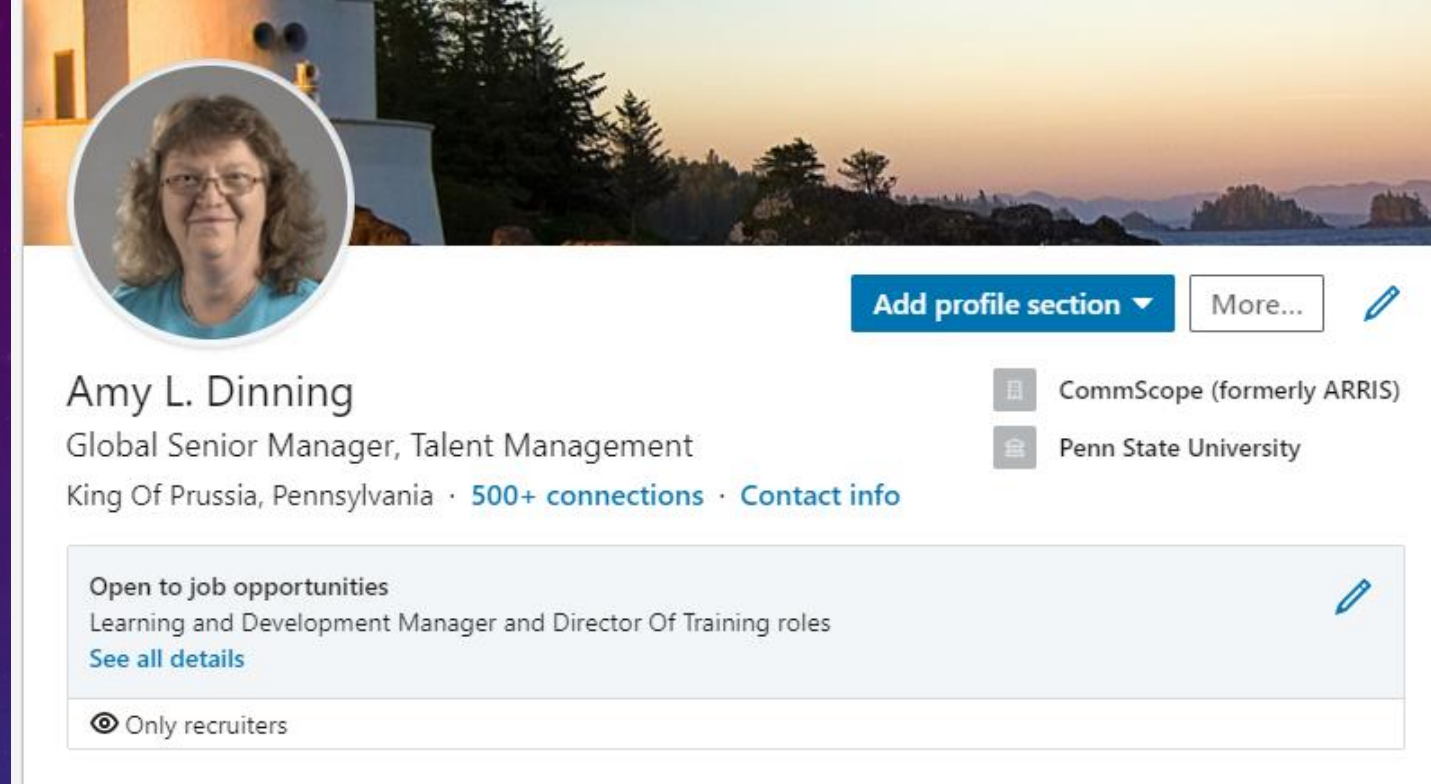
What is it – hopefully you know

When to use it – networking call or meeting, someone shares a contact with you, any type of interview

Why do you use it – to set yourself apart, to thank the person for their time and effort, to send a reminder of how you fit the position you are interviewing for



LINKEDIN PROFILE



A screenshot of a LinkedIn profile for Amy L. Dinning. The profile includes a circular profile picture of a woman with glasses and a blue top. To the right of the picture are buttons for 'Add profile section' and 'More...'. Below the picture, the name 'Amy L. Dinning' is displayed, followed by her title 'Global Senior Manager, Talent Management' and location 'King Of Prussia, Pennsylvania'. It also shows '500+ connections' and a 'Contact info' link. To the right of the name are two company logos: 'CommScope (formerly ARRIS)' and 'Penn State University'. Below this is a section titled 'Open to job opportunities' with the text 'Learning and Development Manager and Director Of Training roles' and a 'See all details' link. At the bottom of this section is a privacy setting 'Only recruiters'.

Amy L. Dinning
Global Senior Manager, Talent Management
King Of Prussia, Pennsylvania · 500+ connections · [Contact info](#)

[Add profile section](#) [More...](#)

CommScope (formerly ARRIS)
 Penn State University

Open to job opportunities
Learning and Development Manager and Director Of Training roles
[See all details](#)

Only recruiters

What is it – a critical tool in your toolkit that includes more than your resume

Why do you use it – recruiters will find you through LinkedIn; to connect with others that you network with; to obtain contacts at target companies

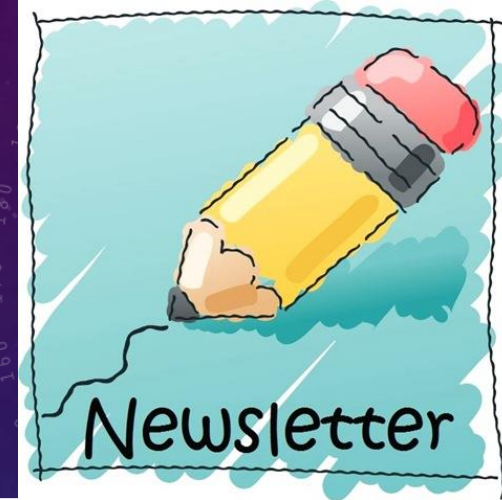
NETWORKING NEWSLETTER

What is it – an email, linkedin message or newsletter to your network

When do you use it – every other month for those in transition, every six months for those who are employed

Why do you use it – to stay in touch with your network, to inform your network of changes, to ask your network for help

How long – 1 page or less



- Transition/Career Update
- Networking and Interviews
- How I Can Help You
- How You Can Help Me
- Advice/Help with Contacts
- Final Thoughts

THANK YOU

- Please connect with me on LinkedIn using my email amydinning@juno.com
- Please join the Jump Start My Job Search LinkedIn Group
- Please join me on April 25 for Jump Start Your Job Search Workshop in Wayne PA