

*Whether you're currently in a job search, are employed and confidentially "looking," or want to be ready for an unexpected layoff, every job seeker and currently employed professional should proactively create a "Resume 2.0"—a social media portfolio that taps into all the tools available to sell yourself, your skills and your experience to a potential employer.*



### Contact Us

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*Tap into the power of social media ("Internetworking") to build a professional presence that showcases the value you offer so that potential employers will take note—and ultimately hire you.*



**We'll make it as easy as "1-2-3"!**

## You Need Social Media 1-2-3 for Job Seekers if:

Social Media 1-2-3 for Job Seekers partners with job seekers—particularly professionals, mid-level managers and executives—to articulate and convey their professional “brand” by harnessing social media to help them raise their profile, showcase their unique experience, foster meaningful connections and ultimately land the job of their dreams.

Your job search needs Social Media 1-2-3 for Job Seekers to:

- **Identify, cultivate and articulate your professional “brand”** — the skills, experiences and qualities you possess that set you apart from your peers and competitors and that will bring value to your next employer.
  - **Translate that brand into a professional profile and/or resume**, one that is written in a way that is succinct, compelling and puts your skills in the spotlight.
  - **Broadcast that profile and/or resume to the business world**, first by identifying the best social media tools and outlets for your specific needs and objectives, and then by developing a social media strategy to jumpstart your online job search efforts.
  - **Establish a presence on the appropriate social media tools**, by helping you write and edit your profile to fit the unique structure of each social media tool, manage your privacy settings, gain new contacts and foster existing ones, and get the maximum value from each tool.
  - **Assist with keeping your social media portfolio accurate, up to date and relevant**, by providing ongoing maintenance—including writing, editing and technology support—to maximize your investment and keep your portfolio in a state of “continual readiness.”
  - **Provide the tutoring, training and tools** so that you feel comfortable, confident and equipped to use these social media tools right now—and into the future.
- You are in job transition or exploring new career opportunities.
  - You need help articulating, and then presenting, your professional “brand”—the skills and experience you have that set you apart from your peers.
  - You have no idea what information about you will appear when a potential employer uses the Internet to research your background, experience and reputation—or you need help proactively pointing employers to positive information on the Internet about your professional achievements.
  - You want to know how your competitors are presenting themselves to potential employers.
  - You have a resume but it would benefit from a “facelift” to make it more attention-getting and compelling to prospective employers.
  - You know you should be using LinkedIn, Facebook, Twitter and blogging to raise your profile, but you just don’t know where to begin—or how to make sense of it all.
  - You know you should have a LinkedIn profile, but you need help getting started, preparing the content, keeping your profile updated, and putting it to work for you in your job search.
  - You are concerned about being passed over for a new job because you may be perceived as being not technology savvy or on top of the trends.
  - You want to use social media tools to raise your profile as an expert in your field.

**We would love to help you achieve your professional goals by harnessing the power of social media and tapping into the tools to give you every advantage in the job search process.**

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## Your Team Leaders

### Jennifer Krempin Bridgman, *Communications Consultant*



A writer and journalist by background, **Jennifer Krempin Bridgman** has more than a decade of marketing and communications experience in the financial services, health care and legal services sectors. Her creative work has been recognized by the Association of Women in Communications, International Association of Business Communicators and the Legal Marketing Association.



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### Brian Doebert, *Technology Consultant*



With more than a decade of experience in the information technology industry, **Brian Doebert** is passionate about helping businesses of all sizes harness technology to achieve their business goals. An experienced

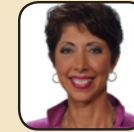
systems engineer and network administrator, Brian holds an M.B.A. with a project management emphasis from the University of Wisconsin – Oshkosh and is a certified project management professional (PMP).



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### Marni Hockenber, *Consulting Partner*



Marni Hockenber, principal of Hockenber Search, a managerial and executive search firm, serves as the Consulting Partner for our Social Media 1-2-3 for Job Seekers service.

With more than two decades of recruiting and business consulting experience, Marni brings her expertise as a hiring expert to help clients harness social media for job search results. Companies hire Marni to quickly recruit, hire and retain top talent to increase their profits and stay ahead of their competition. She is frequently sought out as a speaker and expert commentator on hiring- and employment-related issues.



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