

Resources for Pepperdine Career Success Groups – January 2007

On-line Identity – The Google Factor

Key point: 75% of recruiters and 35% of personal contacts Google people and make decisions on what is found. Be sure to self Google to establish your baseline.

- *How to Clean Up Your Digital Dirt Before It Trashes Your Job Search* – by Jared Flesher – http://blog.brandego.com/2006/01/cleaning_up_you.html
- *Position Yourself Online for Success* by Patricia Kitchen, Newsday <http://tinyurl.com/yyt3e8>
- Online Identity Blog: <http://blog.brandego.com>
- Career-management blog example: www.umagupta.com

On-line Networking Tools

Key point: look at “ZoomInfo” profile as 20% of Fortune 500 use this for recruiting. Check networking profiles regularly to make sure they are current.

- www.linkedin.com
- www.ryze.com
- www.ecademy.com
- www.zoominfo.com
- www.ziggs.com
- *How to Find a Job Using LinkedIn* by Liz Ryan – <http://ezinearticles.com/?id=101085>
- *Online Social Networks Are Havens for Job Hunters* by Jeanette Borzo – <http://tinyurl.com/yemjil>

On-line Job Boards

Key Point: don't spend more than 10%-15% of your job search focus on-line. Use job boards/posting sites selectively; make sure your resume (if posted) is up-to-date.

- www.netshare.com - subscription-based (more west coast positions; excellent resources, forums)
- www.execunet.com - subscription-based (more east coast)
- www.theladders.com
- www.indeed.com



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