Strategic Online Networking to Propel Your Career

¡JOBS ONLINE PROFILE WORKSHOP

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iJOBS & Actify™ Outcomes

• Magnetic and Focused Profile

• You’re In Control, and...

• Ready to Take Action
$1,200 and up
Your Magnetic Profile Theme:

- WHAT you do
- HOW you do it
- WHO you do it for
Adjust Three Key Settings

• Notify Your Network
• Make Your Profile Visible
• Get Notified in email
Key Sections

- Tag Card & Headline
- Summary
- Experience
- Accomplishments
- Recommendations
Summary Guideline

- First Person
- Easy to Scan Categories
- Describe “Who You Are” & Career Aspirations
- Present Experience & Achievements
- List Skills using Key Words
Tools for Creating Your Profile

- Summary Guide: [https://2actify.com/offers/summaryguide](https://2actify.com/offers/summaryguide)
- Rutgers iJOBS Link: Profile Tune-up
Workshop Summary

- Your Actions
- Our iJOBS Partnership
- The Value of Our Offer
- Your Campaign
- Your Outcomes
BONUS: Graphic Tools

- Canva.com
- Photoshop
- Wordle.net
Earn Income Sooner

Hard?  Easy?
Sign-Up for Actify™

Go to: http://ijobs.rutgers.edu

Enter Coupon Code: ijobs-2actifynow
$12/mo.
What if…

You knew how to find a rewarding career opportunity faster...

And it worked.
Strategic Online Networking to Propel Your Career

*in Partnership with iJOBS*
Take Action…

• Land a Job and Advance Your Career

Through Online Networking
The Job Hunt Challenge

• Online Applications <1% response

• Elimination by Applicant Tracking Systems

• 2015 Graduates ——Only 12% had a job lined up*

• 49% of older college grads were underemployed or in a job that didn’t require a college degree*

• How Recruiters affect your search
Employment Trends

- Low Post-Doctoral Salaries
- Underemployment
- Competitive Job Market
- Career Readiness is “A Must”
Myth

“With enough inspiration, anyone can stretch outside their comfort zone. Anyone can do it, but takes more than inspiration.”

Andy Molinsky, Ph.D. Brandeis U.
The Evolution of Actify

- Our Story: Lead Generation
- Student Stories
- University Stories
- Your Story
Experiences
What Will be Your Story?
You’re the Product
Leverage your Hidden Network

• Educators
• Internship Directors
• Alumni
• Colleagues
Begin Your Marketing Campaign

• Self-Paced Learning

• Techniques to land the job faster

• Interactive Online Group

• Live Q & A
A Step-by-Step Process

- Plan Your Job Search
- Create a Magnetic Profile
- Perform Laser Searches
- Write Compelling Messages
- Stay on the Radar
Actions Lead to Outcomes

- Land a rewarding position
- Create future career opportunities
- Master online “soft skills”
Summary

• Your Actions
• Commitment to Goals
• Our iJOBS Partnership
• The Value of Our Offer
Earn Income Sooner

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