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The Career Confidante
Monday at 3 PM Pacific
October 26th 2015: How to Run Your Job Search Like a Marketing Campaign for Faster Results

Just like a new product needs a marketing plan for a successful launch, your job search needs a structured plan so you can land your ideal job quickly. During this episode of The Career Confidante, host Marie Zimenoff will welcome expert guest Michelle Robin to explain what a plan does for you and how to create one. We'll share how to avoid a common mistake – worrying about your resume first – and tell you what to do instead. Tune in to tune up your job search and get great tips on researching organizations, networking, using social media, and interviewing!

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Featured Guest



Michelle Robin

Passionate about direct marketing and helping people find jobs, Michelle has translated her extensive B-to-B marketing background into a career focused on her true love: creating powerful career marketing documents that lead to interviews at her clients' target organizations. As a dual-certified (NCRW and CPRW) and award-winning resume writer at Brand Your Career, she works with executive-level sales and marketing professionals across the U.S., and helps them discover their personal brand and fast track their job search.

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