

OPPORTUNITY
KNOCKS.ORG

Jobs that change the world



young nonprofit professionals network

YNPN **sfba**

san francisco bay area chapter

Job Search Strategies: Tools of the Trade

June 29, 2010 Nonprofit Career Conference

Presented by

Mauri Schwartz, President of Career Insiders

CAREER INSIDERS

WRITE A WINNING RESUME

CAREER INSIDERS

DEVELOP A

JOB SEARCH STRATEGY

TOOLS of the TRADE

- **Indeed.com**
- **LinkedIn**
- **Google searches**
~~~~~
- **Industry online publications**
- **Professional associations**
- **Alumni associations**
- **Facebook friends, networks**
- **SimplyHired.com**

# INITIAL JOB SEARCH

Using [www.Indeed.com](http://www.Indeed.com)



what

Job title, keywords or  
company name

where

city, state or zip code  
(*optional*)

Find Jobs

[Advanced Job  
Search  
Preferences](#)

# INITIAL JOB SEARCH

Using [www.Indeed.com](http://www.Indeed.com)



what

marketing clean technology

Job title, keywords or  
company name

where

san francisco

city, state or zip code  
(optional)

Find Jobs

[Advanced Job  
Search  
Preferences](#)

# INITIAL JOB SEARCH

## Using [www.Indeed.com](http://www.Indeed.com)

### [Account Director, Clean Technology](#)

Bite Communications - San Francisco, CA

lead top-notch **clean technology** and sustainability... At least 6-8 years of renewable energy or **clean technology marketing** experience • Successful track record...

From LinkedIn.com [redacted] days ago - save job - [block](#) - [email](#) - more...

### [Director of Marketing - Software, Clean Technology, Energy](#)

Not Specified - San Francisco, CA

**clean technology**. Proven expertise in field **marketing**... **marketing** experience within high **technology** (software/hardware), energy and/or **clean** or green **technology**...

\$90,000 - \$120,000 a year From [CareerBuilder.com](#) [redacted] ago - save job - [block](#) - [email](#)

### [Director of Marketing](#) - new

Top Echelon Network - San Francisco, CA

**technology**.• Proven expertise in field **marketing**... **marketing** experience within high **technology** (software/hardware), energy and/or **clean** or green **technology**... \$100,000 –

\$120,000 a year From [ProductManager.com](#) [redacted] ys ago - save job - [block](#) - [email](#)



# RESEARCH

## Account Director, Bite Communications

### [Account Director, Clean Technology](#)

Bite Communications - San Francisco, CA

lead top-notch **clean technology** and sustainability... At least 6-8 years of renewable energy or **clean technology marketing** experience • Successful track record. From LinkedIn.com - 4 days ago - save job – [block](#)

Click to view the job description on LinkedIn and see who posted the job – [Marisa Ramans Mayer](#).

Marisa Ramans Mayer | LinkedIn - Internet Explorer provided by Dell

http://www.linkedin.com/ppl/webprofile?vmi=&id=176788&pvs=pp&authToken=wBa-&authType=name&locale=e

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Google Search

Web Search

Norton Safe Search

Basic Account: Upgrade

Welcome, Mauri Schwartz · Add Connections · Settings · Help · Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox (22) More...

People

Go back to Home Page

**Marisa Ramans Mayer** <sup>2<sup>nd</sup></sup>

Vice President, Human Resources at Bite Communications  
San Francisco Bay Area | Public Relations and Communications

**Current**

- Vice President, Human Resources at Bite Communications

**Past**

- Director, Human Resources at Applied Communications
- Human Resources Project Manager at Gap Inc.
- Human Resources Consultant - Riga, Latvia at Coopers & Lybrand

see all...

**Education**

- University of California, Davis

**Connections** 391 connections

**Websites**

- Bite Communications

**Public Profile** <http://www.linkedin.com/in/marisaramansmayer>

Send a message

Add Marisa Ramans to your network

Forward this profile to a connection

Search for references

NEW Save Marisa Ramans's Profile

Report profile photo as...

at&t AT&T Application Management & Hosting

It'll be like there's a lot more you to go around.

See how we can manage and support your applications and help you Stretch.

EXPLORE MORE

Summary

Seasoned Human Resources professional dedicated and passionate about recruiting top talent, helping employees develop and grow their careers, while ensuring that my company is one of the

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Marisa Ramans Mayer | LinkedIn - Internet Explorer provided by Dell

http://www.linkedin.com/ppl/webprofile?vmi=&id=176788&pvs=pp&authToken=wBa-&authType=name&locale=e

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Norton Safe Search Search Cards & Log-ins

Favorites Verbis - Italian Get More Add-ons

(0 unread) Ya... Robert Rodri... Constant Co... Account Dire... Account Dire... Marisa Ra... x

Page Safety Tools

**Summary**

Seasoned Human Resources professional dedicated and passionate about recruiting top talent, helping employees develop and grow their careers, while ensuring that my company is one of the best places to work.

**Specialties**

Recruiting, Performance Management, Employee Relations, Compensation, Benefits, Training & Development, Event Planning

**Experience**

**Vice President, Human Resources**  
**Bite Communications**  
 Public Company; Public Relations and Communications industry  
 May 2000 – Present (9 years 9 months)

Head up the North American HR department for Bite Communications, an international high tech public relations agency, handling all recruiting, performance management, employee relations, compensations, benefits and training.

**Director, Human Resources**  
**Applied Communications**  
 Public Relations and Communications industry  
 2000 – 2003 (3 years)

HR Generalist handling all recruiting, performance management, employee relations, compensation, benefits and training for San Francisco and Amsterdam office. (Applied Communications was acquired by Bite Communications in the fall of 2003.)


**Human Resources Project Manager**  
**Gap Inc.**  
 Public Company; GPS; Retail industry  
 1993 – 2000 (7 years)

Seven years of HR experience for Gap, Inc. managing and implementing a university recruiting program (MBA and Undergrad)and prior to that assisting in running the Merchandiser Training Program (entry level) and an Executive Education Program (senior level execs).

**How you're connected to Marisa Ramans**

You  
 ↓  
 Mitchell Friedman  
 ↓  
 2<sup>nd</sup> Marisa Ramans Mayer

**Groups you share with Marisa Ramans:**

 **Linked:HR (#1 Human Resources Group)**

**Marisa Ramans Recommends (6)**

**Michael Cooper**, *Co-Founder, Trainer, Leadership Mentor, LEVER/edge*  
 “ I first worked with Coop when he worked with...

**Gregory Wei**, *US IT Manager, Bite Communications*  
 “ I had the great pleasure to work with Greg for a...

**Jason Morgret**, *HR Associate, Bite Communications*  
 “ It's been a pleasure to work with Jason for the...

[See all Recommendations »](#)

**Viewers of this profile also viewed...**

**Jason Clarke**  
 Vice President, Business Development and Marketing

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# RESEARCH

## Account Director, Bite Communications

- On LinkedIn perform an Advanced People Search for current and local employees of Bite Communications:
  - to find someone who might be the hiring manager
  - as well as people whom you may already know.

Basic Account: Upgrade

Welcome, Mauri Schwartz · Add Connections · Settings · Help · Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox (22) More... People Advanced

Advanced People Search Reference Search Saved Searches

Keywords: [input field]

Title: [input field]

First Name: [input field]

Current or past [dropdown]

Last Name: [input field]

Company: bite communications

Location: Located in or near: [dropdown]

Current [dropdown]

Country: United States [dropdown]

School: [input field]

Postal Code: 94104

Lookup

Within: 50 mi (80 km) [dropdown]

- Industries:**
- All Industries
  - Accounting
  - Airlines/Aviation
  - Alternative Dispute Resolution
  - Alternative Medicine

- Groups:**
- All Your Groups
  - Haas/Berkeley Alumni
  - Executive Suite
  - Helping Friends Career Network (L2HF)
  - Linked:HR (#1 Human Resources Group)

- Relationship:**
- All LinkedIn Members
  - 1st Connections
  - 2nd Connections
  - Group Members

- Language:**
- All Languages
  - English
  - Spanish
  - German

# RESEARCH

## Account Director, Bite Communications

[Suzy Sammons](#) <sup>3rd</sup>

[View profile](#)

Vice President at Bite Communications

San Francisco Bay Area | Public Relations and Communications

# RESEARCH

## Account Director, Bite Communications

- Let's learn more about Suzy and try to find her email address by using a Google search:

*suzy sammons bite communications*

suzy sammons bite communications - Google Search - Internet Explorer provided by Dell

http://www.google.com/search?sourceid=navclient&ie=UTF-8&rlz=1T4GZAZ\_enUS348US348&q=suzy+sammon

File Edit View Favorites Tools Help

Google suzy sammons bite communications Search Sidewiki Bookmarks Check Translate AutoFill johnso...

Norton suzy sammons bite comm Search Cards & Log-ins

Verbis - Italian Get More Add-ons

(0 unread) Yahoo! Mail, m... Advance People Search | Li... suzy sammons bite co... X

Page Safety Tools

View customizations

Web [Show options...](#) Results 1 - 10 of about 7,260 for suzy sammons bite communications. (0.40 seconds)

[suzy sammons - Directory | LinkedIn](#) ✓

**Suzy Sammons.** Title: Vice President at **Bite Communications**; Demographic info: Public Relations and Communications | San Francisco Bay Area ...  
[www.linkedin.com/pub/dir/suzy/sammons/](http://www.linkedin.com/pub/dir/suzy/sammons/) - Cached -

[Suzy Sammons - LinkedIn](#) ✓

San Francisco Bay Area - Vice President at Bite Communications  
**Suzy Sammons.** Vice President at **Bite Communications**. San Francisco Bay Area. Contact  
**Suzy Sammons** · Add **Suzy Sammons** to your network. Current ...  
[www.linkedin.com/pub/suzy-sammons/b/143/25](http://www.linkedin.com/pub/suzy-sammons/b/143/25) - Cached -

[Show more results from www.linkedin.com](#)

[Bite Communications | Facebook](#) ✓

**Bite Communications** is on Facebook Sign up for Facebook to connect with Bite ... Theresa Bellagamba · **Suzy Sammons** · Stella Kwan · Stefanie Henderson ...  
[www.facebook.com/bitecommunications](http://www.facebook.com/bitecommunications) - Cached -

[Bite Communications Boxes | Facebook](#) ✓

Welcome to the official Facebook Page of **Bite Communications**. ... Ryan · Tim Holmes · Theresa Bellagamba · **Suzy Sammons** · Stella Kwan · Stefanie Henderson ...  
[www.facebook.com/bitecommunications?v=box\\_3](http://www.facebook.com/bitecommunications?v=box_3) - Cached -

[Show more results from www.facebook.com](#)

[Should we nationalize Twitter? :: Bite Communications](#) ?

**Bite Communications.** A global communications consultancy. home · who we are · what we do ... June 17, 2009 by **Suzy Sammons** · 0 comments ...  
[www.bitecommunications.com/2009/.../should-we-nationalize-twitter/](http://www.bitecommunications.com/2009/.../should-we-nationalize-twitter/) - Cached -

[Inferno PR « Pilot Light](#) ✓

... for a PR agencv I like to think (**Suzy Sammons** came up with it in a pub. ... London. 21 April

Done Internet | Protected Mode: On 100%

http://www.bitecommunications.com/2009/06/17/should-we-nationalize-twitter/

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Norton suzy sammons bite comm Search Cards & Log-ins

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(0 unread) Yahoo! Mail, m... Advance People Search | Li... Should we nationalize ...

# bite™

a global communications consultancy

search the website  
To search, type and hit enter

- home
- who we are
- what we do
- working at Bite
- news & events
- BiteMarks
- where to find us



## Should we nationalize Twitter?

June 17, 2009 by Suzy Sammons • 0 comments

It's time we really discuss this – what if we nationalize Twitter?

0 tweets

tweet

TechCrunch's newest crackerjack blogger [MG Siegler](#) has a [solid post](#) about Twitter denying any U.S. government involvement with the service, specifically around Twitter driving a web-evolution in the [current strife in Iran](#). This comes amidst some planned Twitter updates, as well as the never-ending discussions of who's [going to buy Twitter](#) one of these days.

Taking a step back – we've nationalized many key resources in the U.S. throughout the years when they've been core to our society – dating as far back as parts of transportation and as recently as the banking industry. But one of the most interesting examples is the [Post Office](#) – a resource for communication. Arguably it necessary to use government to support a fair and 'efficient' means of sharing information across the US at a time when it was needed.

We now face a situation when fair, efficient and open communication is needed desperately for a resource that faces as much risk as any other national services – so why not bring back the discussion? [CNet](#) brought up idea earnestly a few months ago, but with global situations like these

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### recent posts

- Everyday's a school day....
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- A Twinterview with Jay Oatway, HK's leading Twitterer
- Do you have your finger on the pulse of the media landscape?
- Selficiency

# RESEARCH

## Account Director, Bite Communications

- **Another method for finding an email address is to search for the address of any employee at the company**

***“@bitepr.com”***



# CAREER INSIDERS

## ***ACE THE INTERVIEW***

# LOGISTICS / APPEARANCE / ETIQUETTE

Be prepared, be prepared, and oh, did I say  
be prepared?

Be on time...and other practicalities

Make a positive first impression

# BE PREPARED, BE PREPARED, AND OH, DID I SAY BE PREPARED?

## 5 Steps for Effective Preparation:

- ❖ Research the company and the interviewer
- ❖ Match your strengths to the company / position profile
- ❖ Clarify your own message and stick to it
- ❖ Prepare answers to anticipated questions and prepare questions to ask
- ❖ Practice aloud

# First Impressions

## ❖ Personal Appearance

- ✓ Clothing
- ✓ Fragrance
- ✓ Makeup and Hair
  - ✓ Jewelry
  - ✓ Finger Nails
  - ✓ Hygiene
  - ✓ Smoking

# First Impressions

- ❖ Enthusiasm
  - ❖ Smile
  - ❖ Eye Contact
- ❖ Body Language and Posture
  - ❖ Handshake
  - ❖ Notepad and Pen
    - ❖ Resume
    - ❖ Cell Phone

# CAN YOU ANSWER THESE QUESTIONS?

- ❖ **Tell me about yourself.**
- ❖ What are you looking for?
- ❖ Why should we hire you?
- ❖ What are your strengths?
- ❖ **What are your weaknesses?**
- ❖ What are your future career plans?
- ❖ Why are you leaving your current/previous job?

# IT'S NOT OVER TILL...

## *The 4-R Thank You Letter*

- ❖ **Remember** – Help the interviewer remember you.
- ❖ **Reinforce** – Review your assessment of the interview and re-state aspects of your skills / achievements / background which aroused positive interest.
- ❖ **Recoup** – This is an opportunity to improve an answer to a question in the interview or to add something you forgot to say – to recoup your losses.
- ❖ **Remind** – Gently remind the interviewer of a commitment he/she made to you.

# Thank You!



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