

Knock 'Em Dead LinkedIn Strategies with Marissa Marsala

October 17, 2015, 10 am – 3 pm

Expert marketer and recruiter Marissa Marsala reveals her knock 'em dead strategies for using LinkedIn to grow your network to find a job or expand your business.

In this four-hour workshop, she will cover

- How to optimize your profile
- Best ways to build your network
- How to use LinkedIn groups to enhance your network, shorten your job search, and increase your qualified leads
- How to target and follow companies and people on LinkedIn
- How to get noticed by recruiters, hiring managers, and prospects
- Best ways to find jobs and qualified leads on LinkedIn
- When, why, and how to adjust your settings



Marissa Marsala is a recruiter, career coach, and frequent motivational speaker at networking events on career-related topics. She is an expert marketer with 15+ years of experience and a former human resources management professional with 12+ years of experience. She blends both areas of expertise to assist clients.

Cost:

\$40 for General Public

\$25 for SD/PEN and STC Members

Includes a light lunch from noon to 1 pm.

Location:

SD County Health Services Complex

3851 Rosecrans St., San Diego, 92110

Please register and pay at www.stc-sd.org by October 13.

Space is limited!

*This workshop is co-sponsored by the San Diego Professional Editors Network (SD/PEN)
and the Society for Technical Communication (STC) San Diego.*

