



Welcome to

“Harness the Power of LinkedIn in Your Job Search”

We will begin promptly at
12pm!



2

Hi! I'm your speaker,
Lana Johnson



21 years in the staffing industry

Director of Marketing

Connect with me!
www.linkedin.com/in/lanajohnson

About Advanced Resources



Part of the Advanced Group

Advanced Resources
Advanced Clinical
WunderLand Group
Advanced RPO



5 Locations (and growing!)

Chicago
Downers Grove
Northbrook
Schaumburg
New York



5 Core Specialties

Human Resources
Technology
Healthcare
Accounting/Finance
Office Support



Nearly 30 Years

...of staffing
experience



Insight. Results. Excellence.

...that's what we're
all about!

Today's Goals

- 1 Review some LinkedIn basics
- 2 Learn three LinkedIn job search fundamentals:
 1. Get **NOTICED** through a strong online image
 2. Get **CONNECTED**: grow and leverage your network
 3. Get **OPPORTUNITIES**: find and land your dream job





Let's Talk LinkedIn

Meet LinkedIn ...

467 million
LinkedIn users

40% of users are
on LinkedIn DAILY

3 million active job
postings

LinkedIn is now
owned by
Microsoft

LinkedIn has users
in 200+ countries

2.6 million
company profiles

Growing the
fastest among
new graduates

92%

of recruiters are
using social
networks to find
talent

90%

of the recruiters
who use social
tools are using
LinkedIn

Source: EveryoneSocial.com (June 2016)

Free Accounts vs Premium Accounts

Free LinkedIn Accounts

- Build your professional identity
- Build and maintain private network
- Find & connect with colleagues and classmates
- Request and provide recommendations
- Request up to 5 introductions at a time
- Search & view profiles of other LI members
- View 100 results per search

Premium "Job Seeker" Account (\$47.99/month)

- 90 day list of viewers and insight into how they found you
- See how you rank among your industry peers
- Applicant insights = how you stack up vs other applicants
- Job applications are above non-premium members
- Keyword suggestions for the summary section of your profile
- 8 additional search filters
- More InMails

There's also an Executive Level that basically gives you more InMails (\$74.99/month)

For more info:

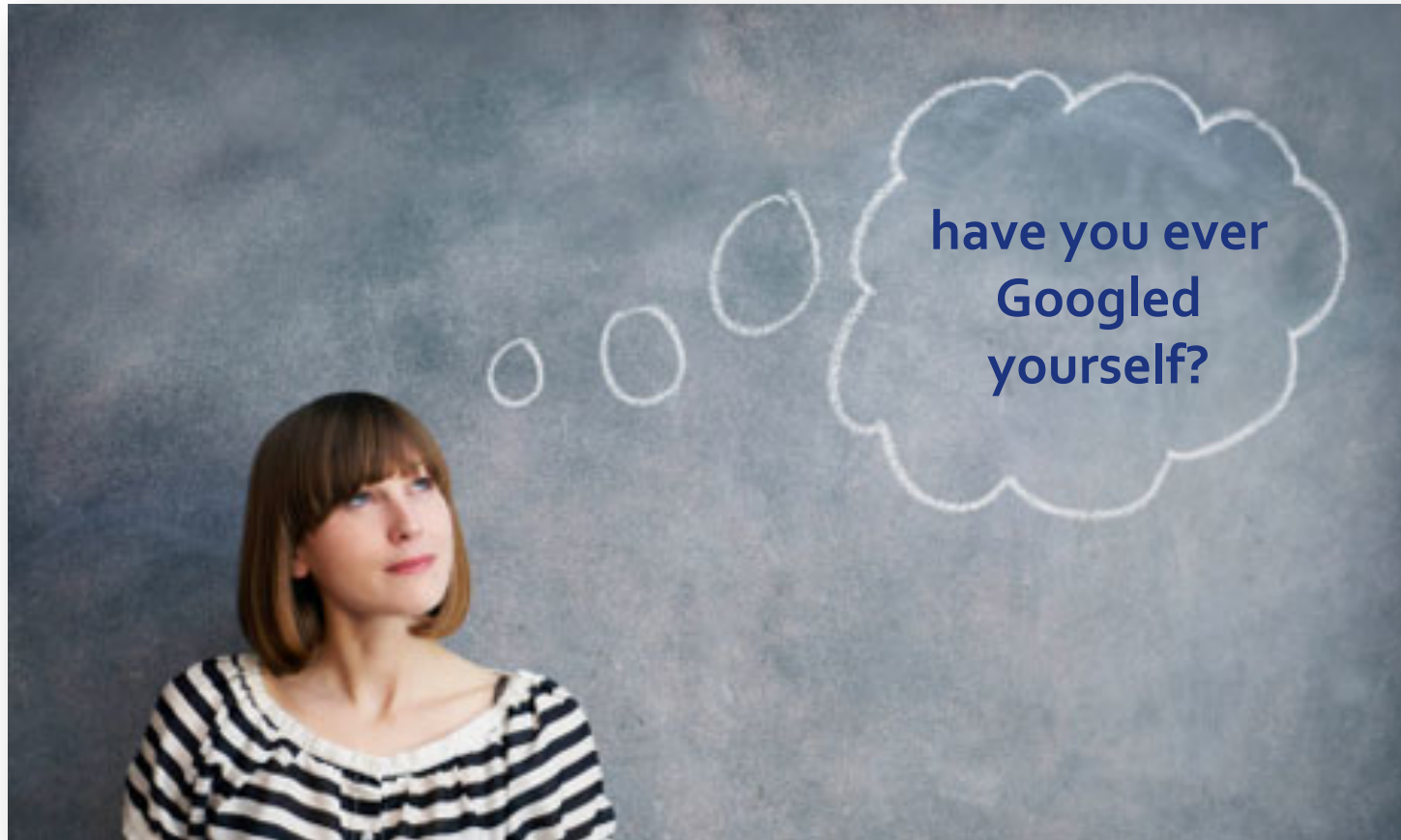
<https://www.slideshare.net/linkedin/free-vs-premium?ref=http://theundercoverrecruiter.com/linkedin-job-seeker-premium-accounts-waste-money-or-fast-lane-success/>

<https://premium.linkedin.com/jobsearch/features>



Get NOTICED
Get CONNECTED
Get OPPORTUNITIES

1. GET NOTICED 2. GET CONNECTED 3. GET OPPORTUNITIES



65%

of employers Google job
candidates as part of the
evaluation process

36%

of employers have
declined to interview a
candidate after checking
them out on social media

Source: Monster/YouGov survey, 2016

A Positive Online Reputation Starts with Your LinkedIn Profile

Having a robust LinkedIn profile is the key to building a solid foundation on which to grow your network

Your LinkedIn profile might be the first impression you make on a prospect or contact, so it is important that your profile is complete and compelling

There are 45 million profile views on LinkedIn everyday

Put in the time to make your profile awesome

RESOURCES

<https://business.linkedin.com/talent-solutions/blog/linkedin-best-practices/2016/7/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own>

STEP ONE: Adjust your settings

The image shows a LinkedIn profile for Lana Johnson. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, and a 'Me' dropdown menu. The 'Me' menu is open, showing options like 'Settings & Privacy' (circled in red), 'Premium subscription settings', 'Help Center', and 'Language'. Below the profile picture, the name 'Lana Johnson' is displayed, followed by her title 'Savvy Marketer - Staffing Industry Leader & Expert' and her current company 'The Advanced Group'. A bio section follows, and at the bottom, there are statistics: 'All-Star profile', '163 Who's viewed your profile', and '0 Views of your post'.

Need A Digital Leader? - We Oversee Best Practices For Websites-Apps-Social Media Content Marketing & More

in Search

Home My Network Jobs Messaging Notifications Me Work Recruiter

PREMIUM
Lana Johnson
View profile

ACCOUNT

Settings & Privacy

Premium subscription settings

Help Center

Language

MANAGE

Recruiter account

Job postings

Company Page: WunderLand Group

Showcase Page: Healthcare - Advanced Resources

Company Page: MedAscend

Company Page: Advanced RPO

Company Page: TriWorth is now Advanced RPO

Company Page: Advanced Clinical

Showcase Page: Finance - Advanced

in

Lana Johnson

Savvy Marketer - Staffing Industry Leader & Expert

The Advanced Group • University of Illinois at Urbana-Champaign

Greater Chicago Area • 500+ &

I am a rare combination: staffing industry leader & passionate marketer. I've dedicated my career to the talent and I love our company, The Advanced Group. Our award-winning, values-based organization helps

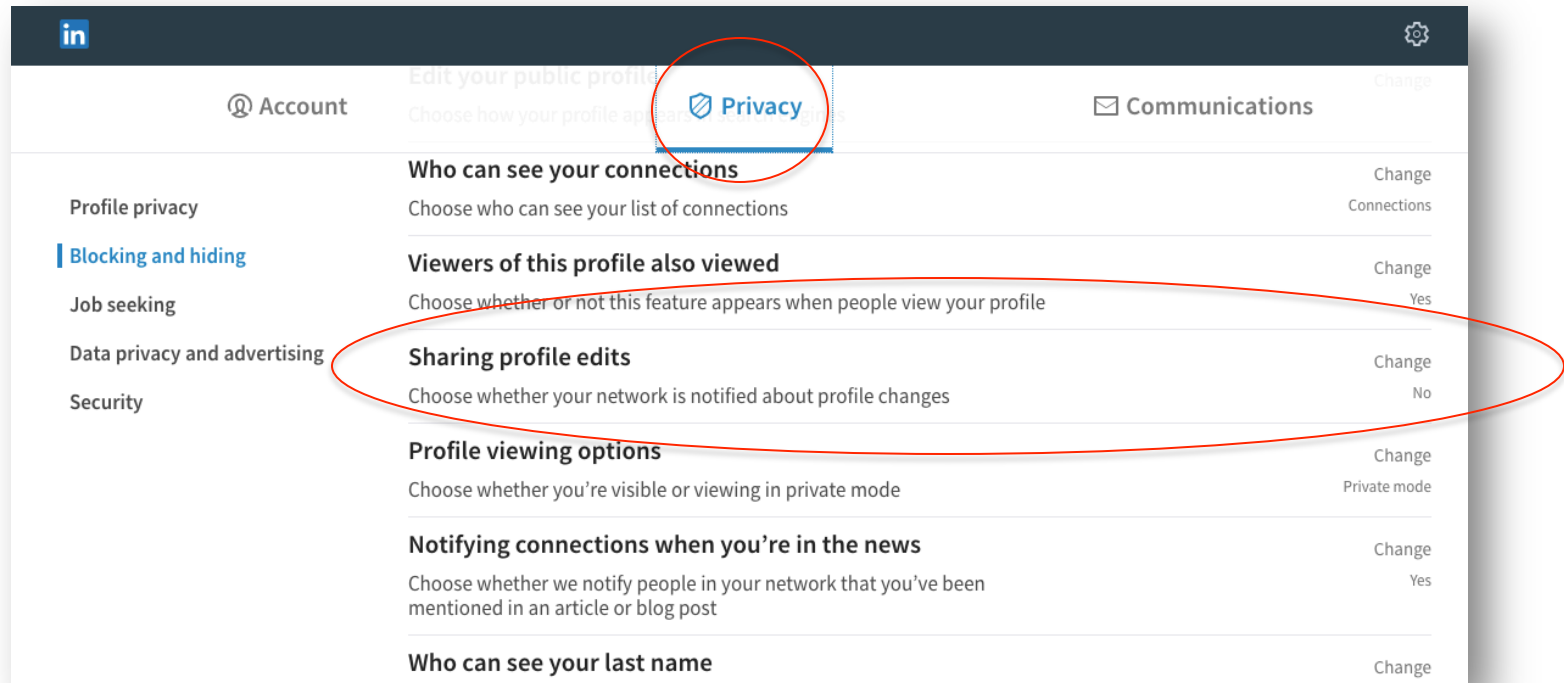
See more

★ All-Star profile

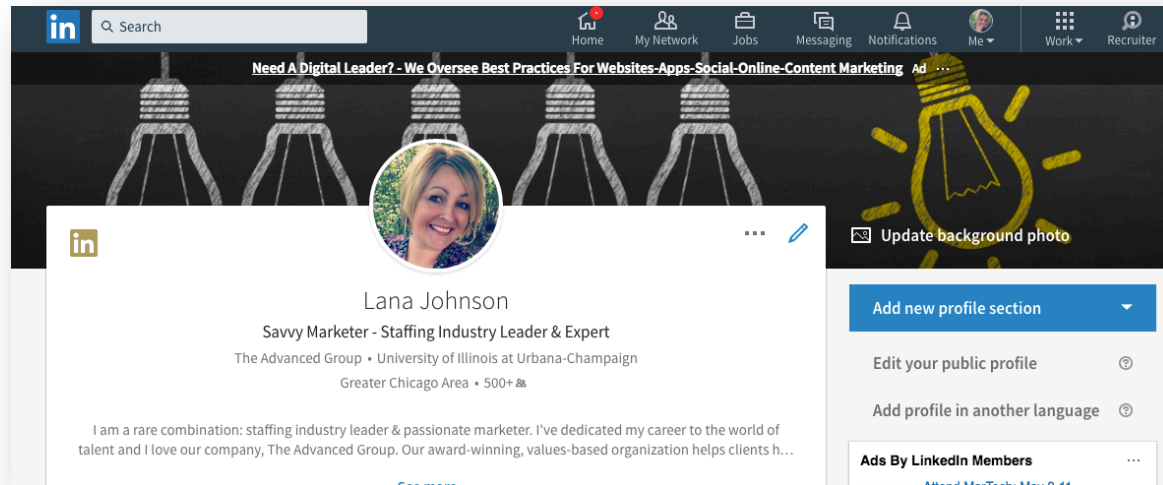
163 Who's viewed your profile

0 Views of your post

STEP ONE: Adjust your settings



STEP TWO: Best Foot Forward! LOOK GREAT!




Have a great photo! No pets, kids, spouses. White background is ideal. 80% of the space should be your head. Use a background photo to add personality.

Your headline = 120 characters to share your personal brand statement. Use keywords! Don't say "unemployed" in your headline. Sell yourself!


STEP THREE: Get Published! Share Knowledge

ANNE'S Articles & Activity
9,267 followers




The Power of a Blinker - Be Clear and Be Mindful
ANNE PRYOR on LinkedIn
March 6, 2017


[+ Follow](#)



Reviews | Sam Richter's Sales Keynote and Reputation Presentations
ANNE liked a comment



Thanks Sue Spalding, ED Alzheimer's Assn, for great work. Need help with a loved one call...
ANNE liked a comment



ANNE'S photo
ANNE liked a comment


[See 42 more articles](#)
[See all activity](#)

Try writing a long form post that adds value, shares your thought leadership, provides resources. Aim for 300 -2000 words, include links and images.

Your activity also shows up on your profile – all of the things you have liked, shared, commented on, and status updates you have posted.

STEP FOUR: Update Your Current and Past Experience


Experience +




DIRECTOR OF MARKETING | Digital Marketer - Impacting Business Growth
 The Advanced Group
 Oct 2007 – Present • 9 yrs 7 mos
 Greater Chicago Area

My passion for staffing and my love for marketing marry together to give me the perfect opportunity - telling the world about our awesome company through our branding and marketing communications. My focus includes: social media strategy, high-volume email marketing campaigns, SEO, mobile marketing, management of multiple websites, web video development, press releases and publicity, niche division brand development, collateral design, trade show management, event planning, extensive sales presentations, RFP writing, and marketing team leadership/management.


Media (3)



Webinar: LinkedIn & Your Job Search




Learn More: Working With Us at Advanced!




With Advanced, It's Personal!

See less ^



PRESIDENT | Staffing Industry Leader - Workforce Solutions Innovator
 Advanced Resources
 Oct 2001 – Oct 2007 • 6 yrs 1 mo
 See description v



BRANCH MANAGER | Sales-Driven Leader - Passion for Culture & Servant Leadership
 Advanced Resources


Only your current position shows detailed job description information when someone views your profile.

Other positions will expand when clicked upon.

Title + something informative about your success and USE KEYWORDS

STEP FIVE: Use media!


Experience +





DIRECTOR OF MARKETING | Digital Marketer - Impacting Business Growth
 The Advanced Group
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 Greater Chicago Area


My passion for staffing and my love for marketing marry together to give me the perfect opportunity - telling the world about our awesome company through our branding and marketing communications. My focus includes: social media strategy, high-volume email marketing campaigns, SEO, mobile marketing, management of multiple websites, web video development, press releases and publicity, niche division brand development, collateral design, trade show management, event planning, extensive sales presentations, RFP writing, and marketing team leadership/management.


Media (3)





Webinar: LinkedIn & Your Job Search 





Learn More: Working With Us at Advanced! 




With Advanced, It's Personal! 

See less 



PRESIDENT | Staffing Industry Leader - Workforce Solutions Innovator
 Advanced Resources
 Oct 2001 – Oct 2007 • 6 yrs 1 mo
 See description 



BRANCH MANAGER | Sales-Driven Leader - Passion for Culture & Servant Leadership
 Advanced Resources

Showcase some of your work. Upload your portfolio, any presentations, videos, documents, whitepapers, articles you've written, Slideshares.

STEP SIX: Education, Volunteer Experience, Projects

EDUCATION: add colleges, dates not necessary. Allows alumni to connect with you.

VOLUNTEER EXPERIENCE

FEATURED SKILLS – add up to 50, include at least 5-10.

ACCOMPLISHMENTS – certifications, honors, awards, organizations, languages, publications ... showcase yourself.

Interests – follow companies and Influencers. Target 5 industries and follow 40 companies in each industry. Follow top Influencers in your targeted industries.

Resource: <https://www.linkedin.com/pulse/best-2017-linkedin-new-profile-checklist-here-anne-pryor>

GET NOTICED – Get Recommendations



Tim Jackson

Account Executive at Newbury Consulting Group

“Allison is a terrific project manager with superior knowledge in helping hospital's manage their use of supplemental staff. She balances a good strategic view of the goal with a keen eye for detail. Allison led several implementations of MSN's OneSource solution at hospitals across the country. Prior to this work, Allison expertly managed a team of account managers... [more](#)

February 6, 2010, Tim managed Allison at Medical Staffing Network



Connie Schulz

Director - Clinical Operations at Gentiva Health Services

“It was my privilege to work with Allison after the acquisition of IntelliStaf Healthcare and AMR by MSN Healthcare. Allison's knowledge and expertise in the healthcare staffing industry are a big reason for the success of the OneSource program. Her professionalism and negotiation skills are excellent.

February 25, 2008, Connie worked with Allison at Medical Staffing Network



Lana Johnson

Director of Marketing

“I enjoyed working with Allison tremendously - she has a high sense of urgency, she is a consummate professional, she has excellent follow through and client relationship-building skills, and overall, Allison is an incredibly bright and capable person.

February 25, 2008, Lana managed Allison indirectly at Medical Staffing Network

TIPS ON ASKING FOR RECOMMENDATIONS

<https://www.bostonglobe.com/business/2016/10/07/how-ask-for-linkedin-recommendations/V8e2oXPYxDNzuPW1egCY2J/story.html>

<https://www.interoadvicory.com/2017/03/how-to-ask-for-a-linkedin-recommendation/>

<http://www.punchedclocks.com/how-to-ask-for-recommendations-on-linkedin/>

GET NOTICED – Need Some Help?

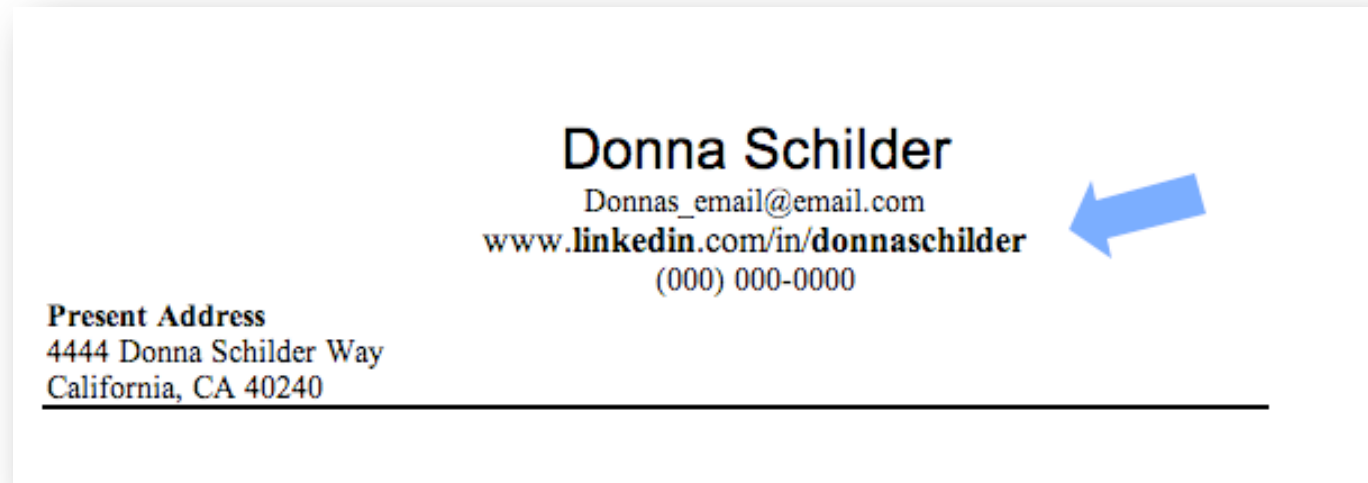
Search profiles of role models for ideas for your own profile

Search by job title/company

Get ideas for ...

- Strong profile headlines
- Summary statement wording
- Employers to research
- LinkedIn Groups to join
- Connections & other role models

GET NOTICED – Drive People to Your LinkedIn Profile



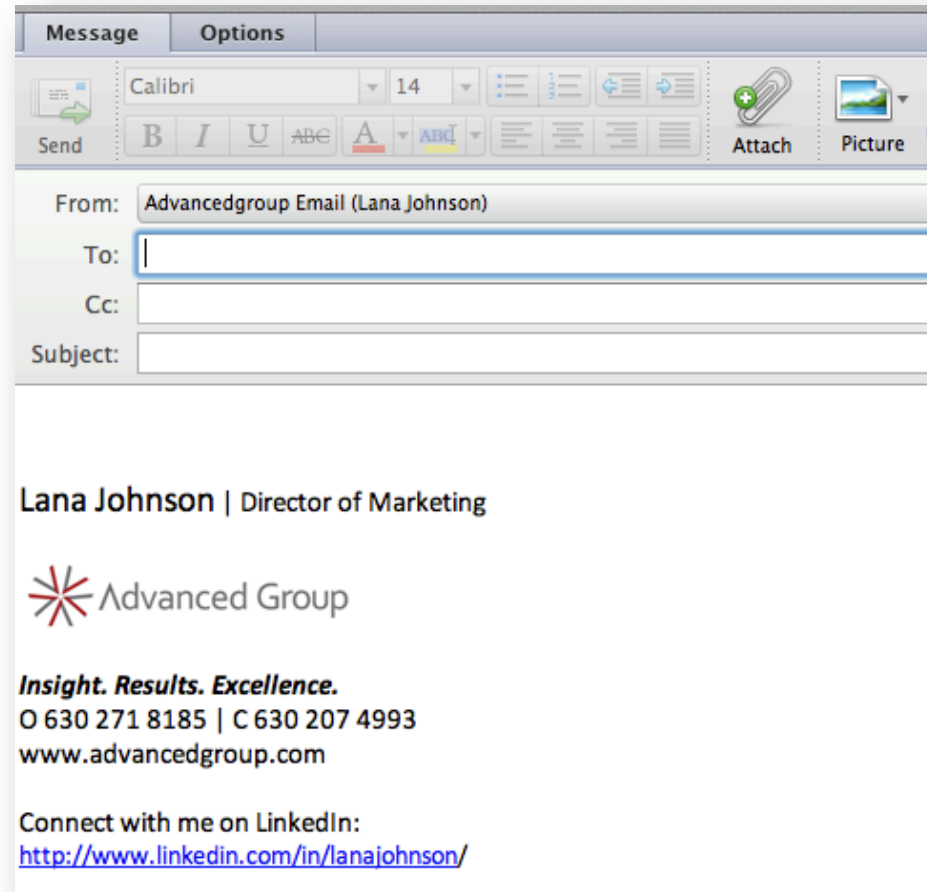
Create a custom LinkedIn URL:

https://help.linkedin.com/app/answers/detail/a_id/87/kw/create+url+

GET NOTICED – Drive People to Your LinkedIn Profile



GET NOTICED – Drive People to Your LinkedIn Profile



GET NOTICED – Drive People to Your LinkedIn Profile

Lana Johnson
@LanaPJ

Staffing industry leader, marketing lover, and mom to 3 awesome kiddos. Cheers to family, food, wine & work. Blessed!
[linkedin.com/in/lanajohnson/](https://www.linkedin.com/in/lanajohnson/)

TWEETS 579 FOLLOWING 764 FOLLOWERS 458

Lana Pelszynski Johnson

Update Info View Activity Log

Timeline About Friends 581 Photos More

About

Overview

Work and Education

Places You've Lived

Contact and Basic Info

Family and Relationships

Details About You

Director of Marketing at Advanced Resources LLC
May 1996 to present
[Edit your work](#)

Studied Marketing at The University of Illinois at Urbana-Champaign
Past: Lincoln-Way Community High School

Darien, IL, United States

<http://www.linkedin.com/in/lanajohnson>

March 21, 1968

1. GET NOTICED 2. **GET CONNECTED** 3. GET OPPORTUNITIES

70%

of people find jobs through
networking. 70%!

Source: U.S. Bureau of Labor Statistics

2. GET CONNECTED – Types of Connections

1ST-DEGREE

- People you're directly connected to because you've accepted their invitation to connect, or they've accepted your invitation.
- You'll see a **1st** degree icon next to their name in search results and on their profile.
- You can contact them by sending a message on LinkedIn.

2ND-DEGREE

- People who are connected to your 1st-degree connections.
- You'll see a **2nd** degree icon next to their name in search results and on their profile.
- You can send them an invitation by clicking **Connect** or contact them through an InMail.

3RD-DEGREE

- People connected to your 2nd-degree connections.
- You'll see a **3rd** degree icon next to their name in search results and on their profile.
- If their full first and last names are displayed, you can send them an invitation by clicking **Connect**.
- If only the first letter of their last name is displayed, clicking **Connect** isn't an option but you can contact them through an InMail.

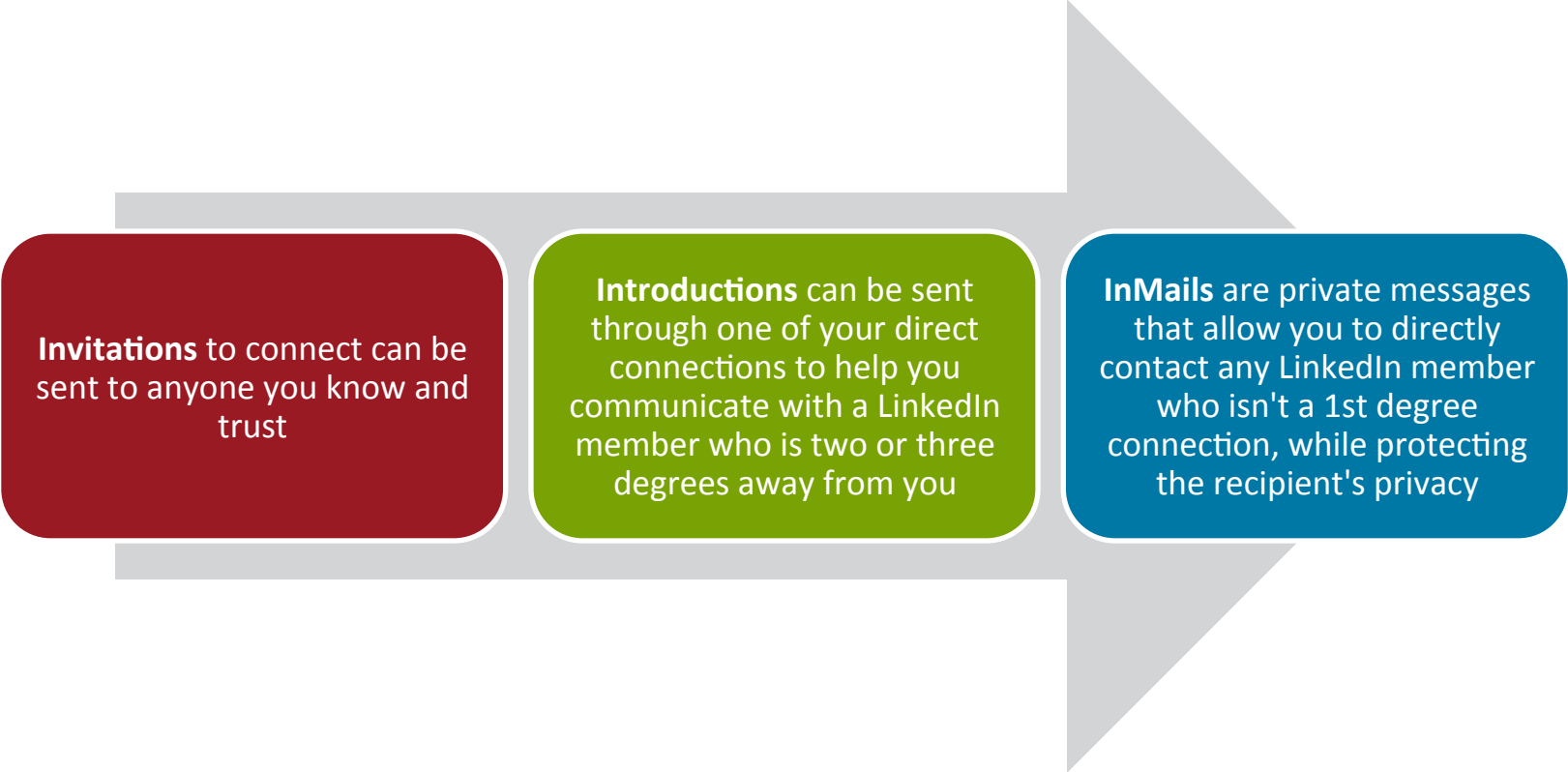
GROUPS

- People considered part of your network because you're members of the same group.
- You'll see a **Group** icon next to their name in search results and on their profile.
- You can contact them by sending a message on LinkedIn or through the group.

OUT OF NETWORK

- LinkedIn members who fall outside the categories listed above. You can contact them through an InMail.

2. GET CONNECTED – Building Your Contacts



Invitations to connect can be sent to anyone you know and trust

Introductions can be sent through one of your direct connections to help you communicate with a LinkedIn member who is two or three degrees away from you

InMails are private messages that allow you to directly contact any LinkedIn member who isn't a 1st degree connection, while protecting the recipient's privacy

2. GET CONNECTED – Finding People

The screenshot shows a LinkedIn search results page for the query "Powerhouse Arts Leaders - Featuring Greg Cameron, Nora Daley, Commr. Mark Kelly, & Maurice Smith". The page displays four search results, each with a profile picture, name, title, location, and a "Message" button. A red circle highlights the "Filter People by" sidebar on the right, which includes sections for Connections, Keywords, Locations, and Current companies.

Showing 5,267,926 results.

Rich Diaz • 1st
President
Greater Chicago Area
490 shared connections

Jim Johnson • 1st
Chief Operating and Financial Officer at Advanced Group
Greater Chicago Area
445 shared connections

Barb Rossi • 1st
Director of Operations - Advanced Group
Greater Chicago Area
404 shared connections

Kimberly Marzano, PHR • 1st
Senior HR Business Partner at Advanced Clinical
Greater Chicago Area
373 shared connections

Filter People by Clear all (2)

Connections ^

☒ 1st ☒ 2nd ☐ 3rd+

Keywords v

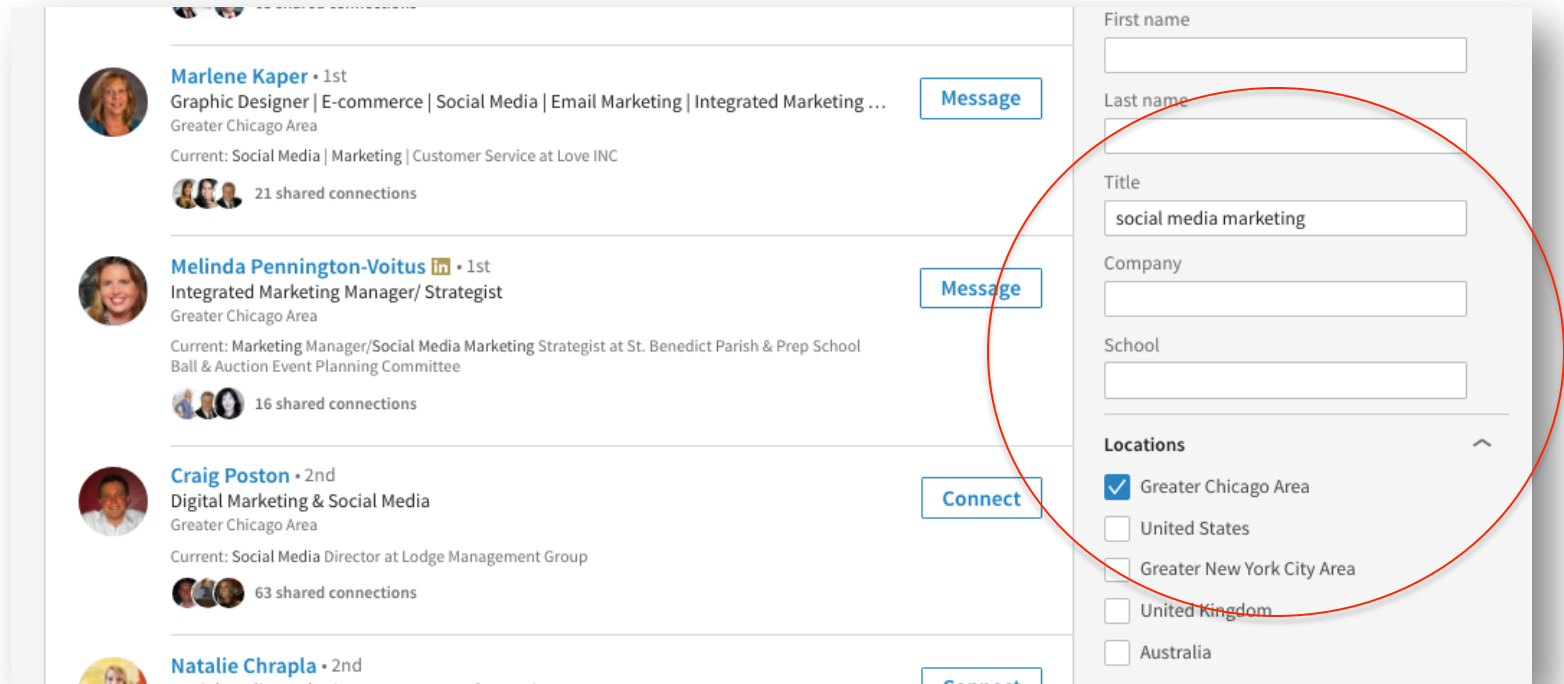
Locations ^

☐ United States
☐ United Kingdom
☐ Greater Chicago Area
☐ Algeria
☐ Algeria area
+ Add

Current companies ^


☐ IBM
☐ Microsoft

2. GET CONNECTED – Finding People




The screenshot shows a LinkedIn search results page. On the left, there is a list of search results for people. On the right, there is a sidebar with search filters. A red circle highlights the search filters sidebar.

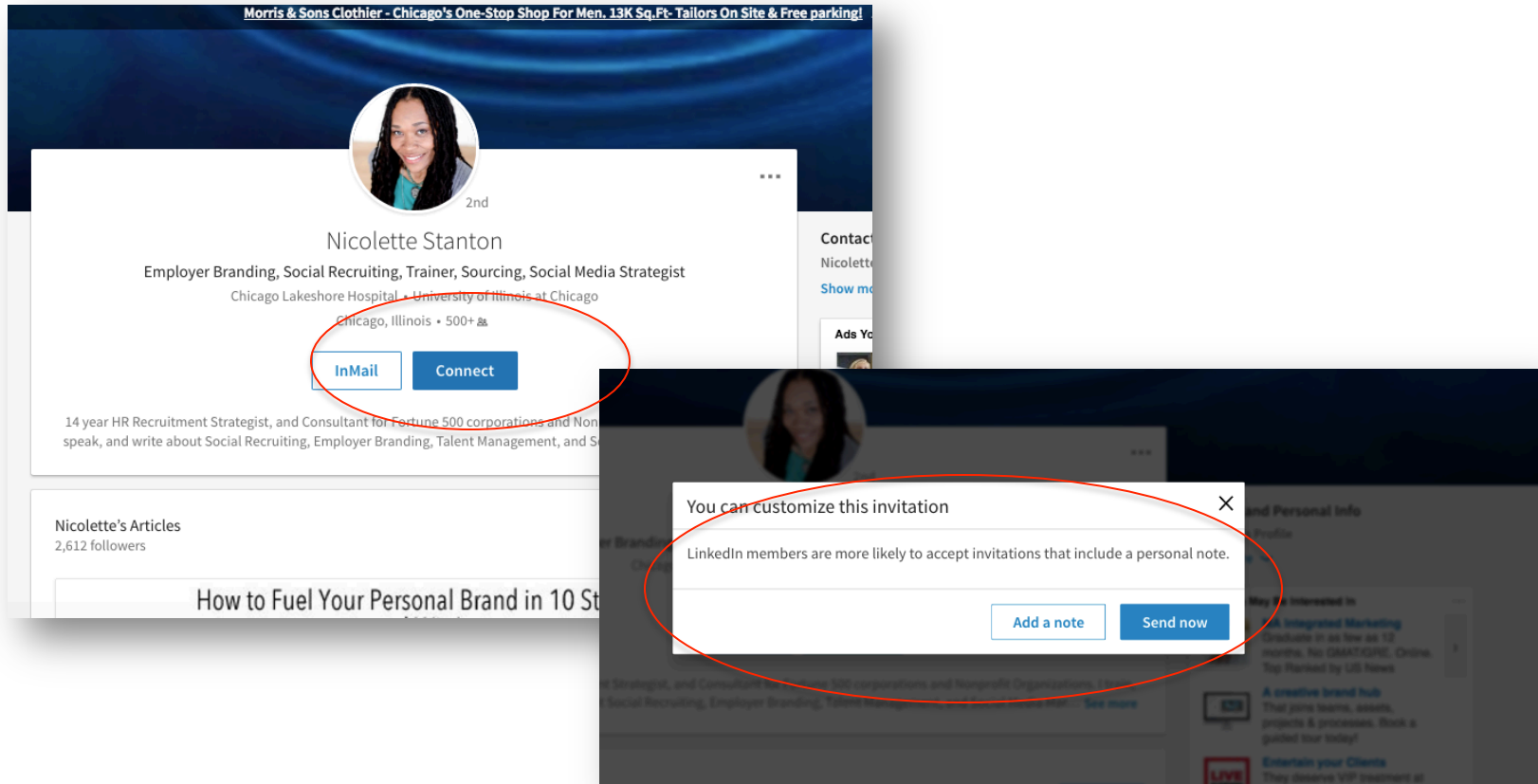
Search Results:

- Marlene Kaper** • 1st
Graphic Designer | E-commerce | Social Media | Email Marketing | Integrated Marketing ...
Greater Chicago Area
Current: Social Media | Marketing | Customer Service at Love INC
21 shared connections
[Message](#)
- Melinda Pennington-Voitus**  • 1st
Integrated Marketing Manager/ Strategist
Greater Chicago Area
Current: Marketing Manager/Social Media Marketing Strategist at St. Benedict Parish & Prep School Ball & Auction Event Planning Committee
16 shared connections
[Message](#)
- Craig Poston** • 2nd
Digital Marketing & Social Media
Greater Chicago Area
Current: Social Media Director at Lodge Management Group
63 shared connections
[Connect](#)
- Natalie Chapla** • 2nd
...
[Connect](#)

Search Filters:

- First name:
- Last name:
- Title:
- Company:
- School:
- Locations** 
 - ☒ Greater Chicago Area
 - ☐ United States
 - ☐ Greater New York City Area
 - ☐ United Kingdom
 - ☐ Australia

2. GET CONNECTED – Request to Connect



2. GET CONNECTED – Get Introduced

The image shows a LinkedIn profile for Mike Temkin, Vice President, Strategic Planning and Development at Shaker Recruitment Communications. The profile includes a header with the LinkedIn logo, a profile picture, and a 2nd degree connection indicator. Below the name and title, it lists 'Shaker Recruitment Advertising & Communications • University of Memphis' and 'Greater Chicago Area • 500+ members'. There are 'InMail' and 'Connect' buttons. A 'Highlights' section is visible, with '110 Mutual Connections' circled in red. The '110 Mutual Connections' highlight shows a mutual connection with Bill Vick, Kevin Wheeler, and 108 others. To the right, there is a '8 Mutual Groups' highlight. An overlay titled 'Mike's Connections' is shown on the right, listing several connections with their names, degrees, and titles.

Mike Temkin
Vice President, Strategic Planning and Development at Shaker Recruitment Communications
Shaker Recruitment Advertising & Communications • University of Memphis
Greater Chicago Area • 500+ members

Highlights

110 Mutual Connections
You and Mike both know Bill Vick, Kevin Wheeler, and 108 others

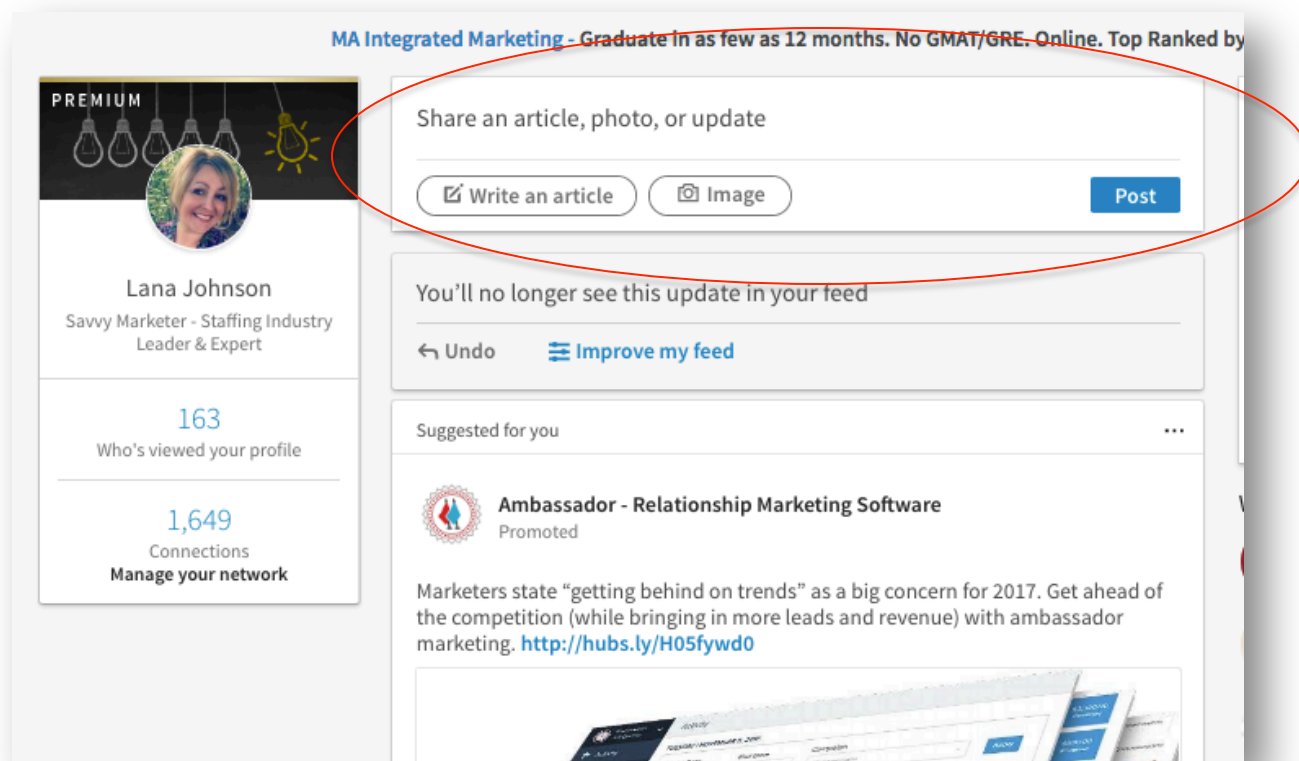
8 Mutual Groups
You and Mike are both in Corporate Recruiters. #1 Group for Corporate Recruiters., Digital Marketing groups

Mike's Connections

Shared

- Terri Kosecki** · 1st
Helping companies attract and retain top talent
- Kathy Depa - Ruffolo** · 1st
Ruffolo Consulting Ltd.
- Rich Diaz** · 1st
President
- Robert R. Worobow** · 1st
Chief Human Resources Officer
- Liz Bright** · 1st
Managing Director, Advanced Resources LLC
- Adam Carlson, CSP** · 1st
Audit & IT Audit Recruiting Leader | Chicago

2. GET CONNECTED – Post Information Others Might Like



2. GET CONNECTED – GROUPS can be Vital to Your Job Search

The image shows a LinkedIn search results page for 'Search Engine Marketing' with the 'Groups' tab selected. It lists several groups, with 'Search Engine Land' being the most prominent. An overlay shows the full page for 'Search Engine Land', which has 79,589 members and an 'Ask to join' button. The group page lists administrators and provides information about the group's focus on search engine marketing news and guidelines.

Search Engine Marketing Search Results:

- Inbound Marketers - For Marketing Professionals**
Members: 200,486
- Search Engine Land**
Members: 99,974
- Digital Marketing Professionals: Search, Social Advertising**
Members: 69,430
- Search Engine Watch**
Members: 24,264
- Marketing Land**
Members: 5,673

Search Engine Land Group Page:

- Search Engine Land**
79,589 members
- ADAMS**
 - Lauren Donovan**
Community Manager at Search Engine...
 - Kyle Pouliot**
Community Manager at Third Door Me...
 - Jim Hodson**
Digital Marketing Strategist & SEO Eva...
 - Elisabeth Osmeloski**
VP of Audience Development at Third ...
 - Allison Walter**
- ABOUT THIS GROUP**
Search Engine Land is a must-read hub for news and information about search engine marketing, SEO, PPC, and how search engines work such as Google, Yahoo and Microsoft's Bing.
Please read the group guidelines before participating: <http://www.linkedin.c...> Show more
- Ads You May Be Interested In**
Morris & Sons Clothier
Chicago's One-Stop Shop For Men. 13K Sq.Ft- Tailors On Site & Free parking!

2. GET CONNECTED – GROUPS can be Vital to Your Job Search

The image shows a screenshot of the 'Inbound Marketers - For Marketing Professionals' group on HubSpot. The group has 149,275 members and the user is a member. The main post is by Chelsea Hunersen, Social Media Marketing Manager at HubSpot, titled 'What is your secret tactic for engaging your community?'. The post includes a link to a blog post and a 'Show more' option. A private reply is visible, stating: 'Very informative article you shared! May I send you a connection request and keep in touch on issues such as these?'. The interface includes tabs for 'Conversations' and 'Jobs', and a 'Start a conversation with your group' button.

inbound marketers 149,275 members ✓ Member

Start a conversation with your group

Enter a conversation title...

Conversations Jobs

FEATURED

Chelsea Hunersen
Social Media Marketing Manager at HubSpot

What is your secret tactic for engaging your community?

Dear Marketers -

What is your secret tactic for engaging your community? Our friends at Vanilla Forums asked 12 community managers their tips here: <http://hubs.ly/H04M47Y0>

Building a community has become an essential part of a successful long-term mar... Show more

Like Comment | 84 41

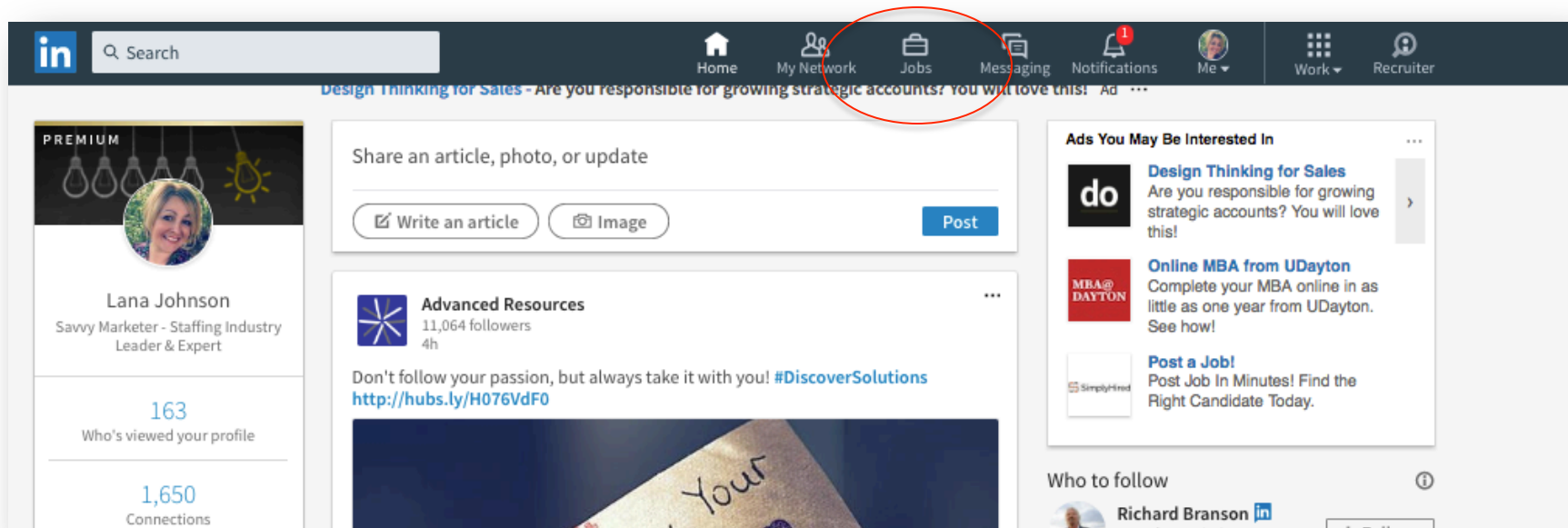
View previous comments

Reply privately 5mo

Very informative article you shared! May I send you a connection request and keep in touch on issues such as these?

Press Enter to send ...

1. GET NOTICED 2. GET CONNECTED 3. GET OPPORTUNITIES



The new and improved JOBS feature recommends:

- Jobs where you're a top applicant
- Jobs you might be interested in
- Fast growing companies you might like
- Companies in your network

3. GET OPPORTUNITIES – LinkedIn Salary

The image shows a screenshot of the LinkedIn Salary tool. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Recruiter. A search bar at the top allows users to search for jobs by title, keyword, or company, with a location filter set to "United States".

Below the search bar, there are sections for "Saved jobs" (0) and "Applied jobs" (0). A red circle highlights the "LinkedIn Salary" link, which is part of a row that also includes "Looking for talent?" and "Post a job".

The main content area displays "Jobs where you're a top applicant" with filters for "Top 25% of 32 applicants", "Top 50% of 349 applicants", and "301 applicants".

The "LinkedIn Salary" tool is shown in the foreground, displaying salary data for "Executive Assistant" in the "Greater Chicago Area". The tool shows a "Median base salary" of \$60,000/yr (Range: \$44K - \$76K) and a "Median total compensation" of \$60,700/yr (Range: \$44K - \$80K). A bar chart below the text shows the distribution of salaries, with the median marked. The chart has a y-axis labeled "10%" and a bar labeled "Median".

On the right side of the salary tool, there is a section titled "Respondents from companies including" with logos for McK, HURON, GEORGE, AON, and DIVERSIFIED. Below this is a link to "See and compare more salaries".

Another section titled "Similar titles" lists several roles and their median salaries in the Greater Chicago Area:

- Senior Administrative Assistant (\$58K)
- Senior Executive Assistant (\$70K)
- Executive Assistant to Vice President (\$57K)
- Executive Assistant To Chief Executive Officer (\$80K)
- Administrative Assistant (\$42K)

At the bottom right, there is a link to "Similar regions for this role".

3. GET OPPORTUNITIES – Finding Jobs

The screenshot shows a job search interface with the following elements:

- Search Bar:** Contains the text "marketing director" and a location filter "Chicago, Illinois". A "Search" button is on the right.
- Navigation Tabs:** Top, People, **Jobs** (selected), Posts, Companies, Groups, Schools.
- Results Summary:** "Showing 199 results." and "Sort by: Relevance".
- Job Listings:**
 - Marketing Director** (FEP Executive Search): Chicago, IL, US. Description: "Our client, a leading condiments company, is currently seeking a highly skilled and accomplished Marketing Director who will infuse the Marketing team with their talent, energy ... www.myfoodrecruiter.com". Posted 1 week ago. Easy Apply.
 - Marketing Account Director - Pharmaceuticals** (Continuum Clinical): Greater Chicago Area. Description: "The Director, Account Leadership is responsible for program results and maintaining and growing client relationships. Required Skills, Knowledge and Abilities." Includes a clock icon and "Be one of the first 10 applicants." Posted 1 day ago. Easy Apply.
 - Sr. Marketing Director** (Aisle Rocket Studios): Greater Chicago Area. Description: "Aisle Rocket Studios is looking for a Senior Marketing Director to lead an initiative comprising the post-purchase experience of a major high-end brand." Includes a clock icon and "Be one of the first 10 applicants." Posted 3 weeks ago.
 - Marketing Analytics, Director** (ars): Greater Chicago Area.
- Filter Jobs by:**
 - Distance within:** 25 mi (40km)
 - Location:**
 - ☐ Chicago, Illinois (95)
 - ☐ Des Plaines, Illinois (9)
 - ☐ Northbrook, Illinois (8)
 - ☐ Schaumburg, Illinois (8)
 - ☐ Winnetka, Illinois (5)
 - [+ Add](#)
 - Company:**
 - ☐ Aon (3)
 - ☐ Chamberlain Group (CGI) (2)
- Saved job searches:** "Save this search to get notified as new jobs become available." with a "Create search alert" button.

3. GET OPPORTUNITIES – Viewing a Job

The screenshot shows a LinkedIn job posting for a **Director of Marketing** position at **Planet Interactive** in **Chicago, Illinois**. The job was posted 2 weeks ago and has 795 views. The posting includes a 'Save' button and an 'Easy Apply' button. The job description states that Planet Interactive is seeking a Director of Marketing for a Financial Services client, specializing in risk management. The role involves providing input on marketing approach, translating it into an actionable strategy, and directing tactics, planning, and execution. The candidate must be able to work in collaboration with sales executives and team members in a highly self-driven manner within a fast-paced, entrepreneurial environment. The job is located in Chicago, IL. The seniority level is Director, the industry is Computer Software, Financial Services, and the employment type is Full-time. The job functions include Marketing, Writing/Editing, and Management. To the right of the job description, there is a section titled 'People also viewed' which lists three similar job postings: 'Director of Growth and Marketing' at Pangea Money Transfer, 'Director of Marketing' at America Media, and 'Director of Marketing' at Prevent Child Abuse America. At the bottom of the job posting, there is a 'See more' link and a 'PREMIUM' badge. Below the job posting, there is a section for 'Competitive intelligence about other applicants'.

Director of Marketing
Planet Interactive · Chicago, Illinois
Posted 2 weeks ago · 795 views

[Save](#) [Easy Apply](#)

Job description

Planet Interactive is in search of a **Director of Marketing** for a Financial Services client that specializes in risk management. Our client is looking for a hands-on senior level creative expert to provide input to our client's marketing approach, translate it to an actionable strategy, and direct tactics, planning, and execution. You must be able to work in collaboration with sales executives and team members in a highly self-driven manner within a fast-paced, entrepreneurial environment. If you love to dig into the details and make yourself an expert in a complex software and services offering to multiple markets, then apply today!

Location: Chicago, IL

Seniority Level
Director

Industry
Computer Software, Financial Services

Employment Type
Full-time

Job Functions
Marketing, Writing/Editing, Management

[See more](#)

People also viewed

Director of Growth and Marketing
Pangea Money Transfer
Chicago, Illinois
1 alum works here
3 weeks ago · [Easy Apply](#)

Director of Marketing
America Media
Greater New York City Area
1 alum works here
New · [Easy Apply](#)

Director of Marketing
Prevent Child Abuse America
Chicago, Illinois
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Director of Corporate

PREMIUM

Competitive intelligence about other applicants

3. GET OPPORTUNITIES – Easy to Apply

Apply to Planet Interactive



Lana Johnson

Savvy Marketer - Staffing Industry Leader & Expert
Greater Chicago Area

Email

ljohnson@advancedresources.com

Phone

Resume (optional)

⤴

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■ PREMIUM

Move application to the top of the recruiters' list ☒

The job poster will get an email with your contact info and a link to your profile.
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Cancel

Submit application

3. GET OPPORTUNITIES – Learn More About Companies

Planet Interactive
Staffing and Recruiting • 1,001-5,000 employees • Chicago, IL

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Overview

Create your career with Planet Interactive

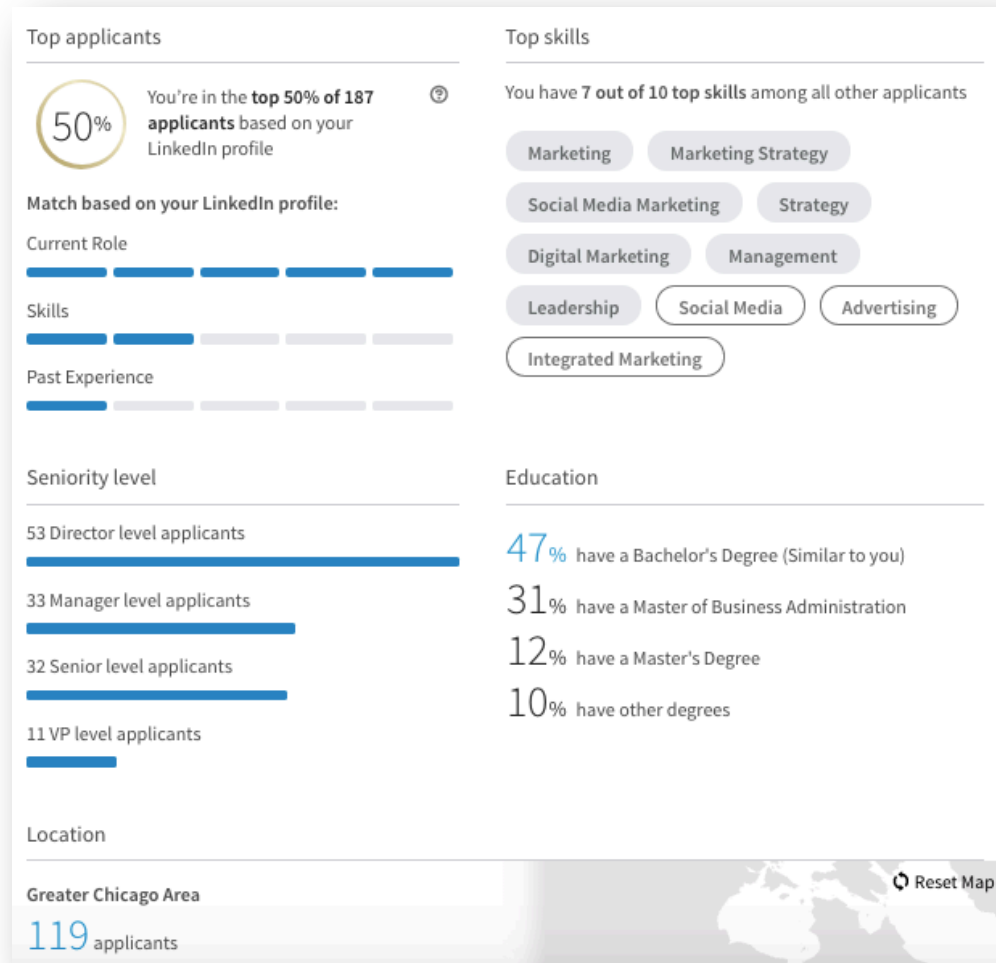
Jobs

Lana Johnson
Savvy Marketer - Staffing Industry Leader & Expert

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Life

3. GET OPPORTUNITIES – Premium = You Can See How You Stack Up



3. GET OPPORTUNITIES – Find People You Might Know in a Target Company

43

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Showing 17 results.

Megan Harry • 2nd
Human Resources Manager at Planet Forward, Planet Pharma, Planet Healthcare, Plan...
Greater Chicago Area
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Creative | Strategic | Social Media, Tech, Data, Pharmaceutical | Recruiter
Greater Chicago Area
Current: National Recruiter at Planet Interactive
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Rebecca Pesavento • 2nd
Sr. Manager of Recruiting at Planet Interactive
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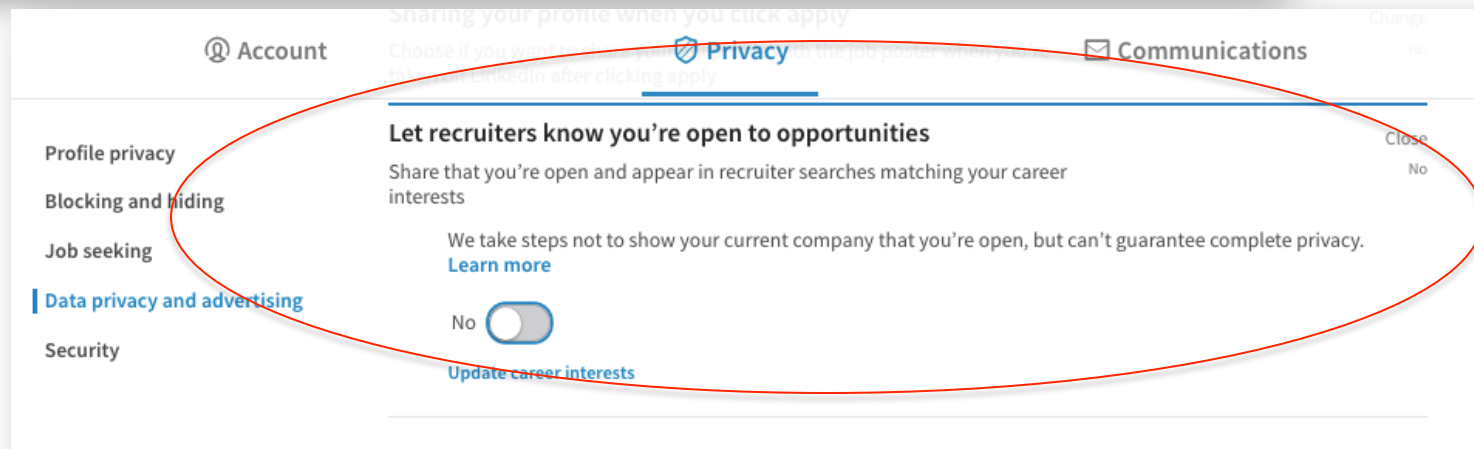
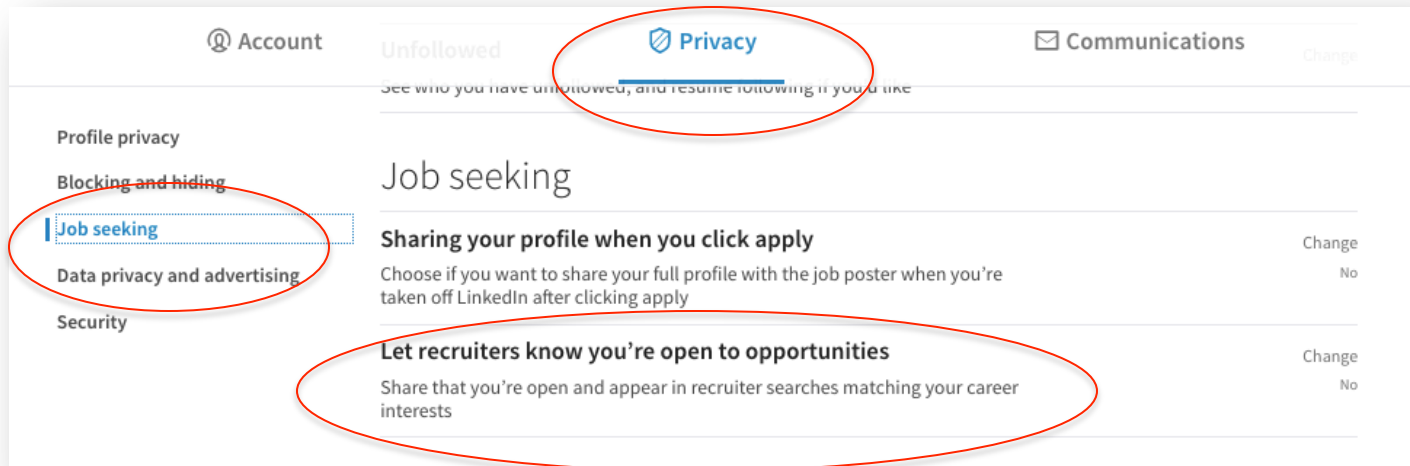
Locations ^
☐ United States
☐ Greater Chicago Area
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☐ India
☐ Mumbai Area, India
+ Add

Current companies ^
☒ Planet Interactive
☐ IBM
☐ Amazon
☐ Google
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Messaging

3. GET OPPORTUNITIES – Letting Recruiters Know You're Looking

44



In Closing ... BE SAVVY

Proofread everything!

Use LinkedIn for
research on jobs
you've found
elsewhere

Be professional –
always

Always consider your
personal brand

Don't send mass
emails

Remember the 3 LinkedIn Fundamentals ...

Get **NOTICED**

Get **CONNECTED**

Get **OPPORTUNITIES**

Questions?

Our next sessions are:

Thursday, June 1

Thursday, September 7

Thursday, November 30

You tell us the topics!

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