

**OPEN DOORS AND GET LEADS TO HIDDEN JOBS USING THE TARGET LIST & PROFILE NETWORKING TOOL.**

**It looks like a resume, but it’s NOT!**

**It’s actually the top 1/3 to top ½ of your resume, plus a list of what you’re targeting!**

**Why? When used properly, it has an 86% success rate!!! Read the below to learn how!!!**

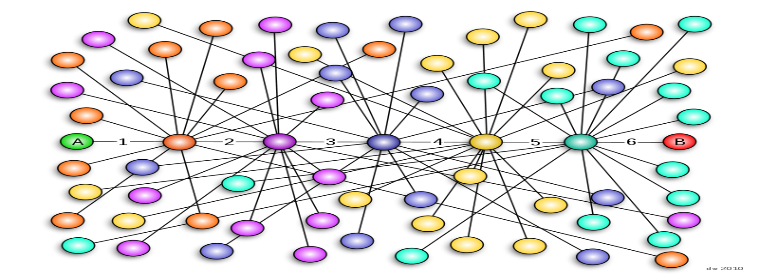
***“What Color is My Parachute?” 2016***

**HOW TO PREPARE THIS ONE-PAGE TARGET LIST & PROFILE** (also called a Focus Sheet/List or Networking or Marketing Plan.) -- See sample on reverse side. (A sample electronic version is posted on the NC3 meetup website under the “MORE” dropdown under “FILES.”)

**HOW TO USE IT:**

1. Carry extra copies with you in a leather portfolio in your car and take them with you to coffee meetings and other one-on-one informational meetings or casual get together meetings.
2. ALSO have extra copies available in your house in the event you are asked by any visitors or neighbors what you are seeking next.
3. Last: once a month, email it to EVERYONE you know.

**WHAT TO SAY/WRITE:**  
When you email this tool, in a CASUAL and UPBEAT, POSIITIVE manner, update those you know about your family news. Then, immediately follow this introduction by mentioning that you are now in transition, and indicate that you are doing a lot of reflecting and due diligence related to where you would like to work next. State that you have put together a brief, one-page target list of companies and industries.

****Ask if they would be open to taking a quick look at it to see if they may know anyone who currently works for any of the companies you've listed, or anyone who has worked there in the past. If so, reiterate that you are doing your due diligence to determine the best fit because you want to call your next employer, "Home" for the foreseeable future. Ask if they are willing to introduce you, as you would like to "pick their brain"/have a brief chat to get their insights into that company and its culture, reason(s) why they chose to work there, or to get their suggestions, information, ideas, etc. (Notice, I did NOT say to ask them if they know of any open "JOBS" there. Do not mention the word, "J-O-B." It's best to meet in person and offer to buy them a cup of coffee (or tea or juice), but a phone conversation can also be helpful. Your job is to get closer to the job after speaking with that person. They may offer you ideas or even offer you contacts/leads, possibly opening doors. KEY: Ask them what they would do as a next step if they were you. Getting leads to other people is ideal, as we are only about 3.5 degrees of separation away from any hiring authority (It is no longer 6 degrees of separation due largely to social media). ALSO, if they STILL work for that company and your "Elevator Pitch" is compelling, and you come across as professional and confident, they may offer to "carry your flag" and usher your resume through. In some cases, if you network BEFORE officially applying, they may get a referral fee for referring you, so there may be an incentive in it for them to do so. EVERY MONTH, you should send an email update with a revised/updated one-pager, thanking your connections for putting you in touch with others and stating that you are still in active pursuit of your next role, and indicating that you have updated your list. Ask them to take a look and refer leads to you, since your one-pager has changed. Most outplacement firms such as RIGHT Associates and Lee, Hecht, Harrison use this tool. (Based on 2 studies, 66% or 88% (respectively), of people get jobs with the aid of someone they networked with - even if they first saw the job online. Many jobs are "hidden," so someone in your network, even a new acquaintance, may know of an opportunity.) **You MUST network to increase your chances of landing quickly**. The numbers (statistics) don’t lie.

**BEFORE APPLYING, TRY TO IDENTIFY AN INTERNAL CHAMPION WHO WILL USHER YOUR RESUME THROUGH THE PROCESS:** FIRST reach out to those you know WELL by doing a “People Search” for that company (BEFORE you apply) to see if those people are comfortable referring you, and this MAY result in a win/win if the company pays a referral fee if you are successfully hired. There is nothing better than a reputable internal champion. Bear in mind that some companies require the referring party to FIRST refer you through their tracking system BEFORE you officially apply in order for that party to receive a referral fee (typically payable after 90 days of start date).

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SENIOR MARKETING, OPERATIONS & COMMUNICATIONS LEADER

**Strategic & Tactical Marketing • Market Development • Marketing Communications**

**• PR • Integrated Traditional, Digital & Social Marketing & Analytics**

Over 15 years of proven strategic and tactical marketing experience growing market share, driving revenues, and delivering ROI. Specific expertise in health care, medical devices, supply chain management, financial services**,** fleet management, satellite/wireless communications, and automated inventory-dispensing technologies. Experience in food and beverage and broadcast entertainment industries.

### BREADTH OF EXPERIENCE:

• Revenue-Building Programs/Campaigns • Retention & Acquisition Strategies • Digital/Lead Gen/Web Analytics

• B-2-B & B2C Marketing • Creative Concept Development • Vendor & Partner Negotiations

• Budget Development & Management • Advertising & Sales Promotion • Website Planning/Development

• Staff, Team & Vendor Management • Branding/Corporate Identity • Conferences/Trade Shows/Events

### SELECTED ACHIEVEMENTS:

* Developed two hardware marketing programs to grow business resulting in a 2.1% dollar increase within first quarter.
* Crafted strategies to end three-year run of lost revenues ($1.5-$2 million per year); grew business by $1.8 million.
* Led marketing steering committee and directed asset management account strategy, increasing customer loyalty and cross-sell ratio by an average of 2.5 products, raising >$1M in 1st month.
* Boosted in-branch brokerage product visibility, increasing referrals and traffic by 300% in select branches.
* Designed highly successful annuity incentive contest that exceeded sales targets, garnering $1.1M in revenues.

#### RECENT WORK HISTORY

Marketing Director Patrick Allen Group/ECC Talent Marketing Strategist 2011-Present

Marketing Project Manager Omnitracs (Qualcomm) Fleet Communications 2013-2014 (Contract)

Sr. Market Manager CareFusion Medical Devices 2009-2011

Marketing Director Dunham & Associates Broker/Dealer/RIA/Trust Company 2007-2009

Global Marketing Manager Smiths Medical Medical Devices 2005-2006

Sr. Market Manager ResMed Corporation Medical Devices 2004-2005

Sr. Product/Marketing Director Cardinal Health/Vistant Medical Devices 2001-2004

Marketing Director ARCOMS Satellite/Wireless/Video Compression 1999-2001

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**TARGET INDUSTRIES:**

• High Technology

• Television Entertainment

• Consumer Packaged Goods

• Hospitals/Healthcare

• Electronics

• Software (SAAS/Cloud/Wireless)

• Medical Devices/Technologies

• Financial Services: Banking

• Fleet Management

**TARGET TITLES:**

• Marketing Director • Sr. Product Marketing Manager • Sr. Brand Manager/Strategist

• Sr. Communication Mgr. • Director, Marketing & Digital Strategist • Integrated CMO/Head of Marketing

**TARGET LOCATIONS:**

• San Diego • Southern Orange County • Virtual/Remote opportunities

**TARGET COMPANIES: (Companies bolded in black currently have openings)**

• Acrendo • LPL Financial • Sequenom

• Digital Telepathy • MedImpact Healthcare Systems • Sharp Healthcare

• ElliptiGO, Inc. • Qualcomm • Souplantation/Sweet Tomatoes

• FTD • San Diego Cnty. Credit Union • Union Bank

• Illumina • Scripps Health • Thermo Fischer Scientific

• Kashi/Kelloggs • Search Optics • ViaSat

• Kids Included Together • Siemens • Vi!