

Welcome to Get Hired!

Mini Course – Part Two

How to Begin to Establish your “Digital Footprint”

Look Great Online

Get Hired!

Get That Job!

To start, focus on the “top three” social media sites

- LinkedIn
- Facebook
- Twitter

LinkedIn

- This is your online resume and sales page that works for you 24/7
- Make sure it is complete
- Use keywords in your Professional Headline
 - If you are looking for a job as a Project Manager, then you would use “Project Manager” as one of the keywords in your headline.
- Write an engaging and powerful summary. This is where you can shine. Troll LinkedIn for examples to give you ideas. DON'T BE BORING. (Unless, of course, your field is super boring.)
- Profile picture should be professionally done, only you and reflective of your field.
- Make a video, upload it and introduce yourself!



Todd Heger

2nd • PREMIUM

Proven VP Advertising Sales: Digital Media | Programmatic Technology | Sports Marketing | Global Account Team Management

Greater Boston Area | Online Media

Current Digilant
Previous WebMD, Martini Media Network, ESPN
Education Dickinson College

[Connect](#)[Send Todd InMail](#)

500+
connections

Background



Summary

Accomplished media sales vice president with comprehensive background achieving advertising sales goals in a regional, national and global capacity. Strong track record of success leading teams selling all media platforms, including TV, Digital, Print, Mobile, Radio, Live Events, and Sports. Approximately 10 years of sales management responsibility, with multiple promotions within ESPN. Passion for leading successful sales teams in competitive markets such as New York and Boston.

Accomplishments:

- 15 years of exceeding advertising sales targets at ESPN, Digilant, and WebMD.
- Delivered \$20M digital advertising revenue.
- Managed global sales team of 12+ people.
- National account clients have included: Coca-Cola, HP, IBM, Nike, Pepsi, Philips, Rolex, Sharp, Castrol, Bank of America, Reebok, New Balance, Cigna, CVS, Toshiba and other Fortune 500 brands.
- Multiple promotions during 10 year career at ESPN.
- Extensive industry relationships: agency, client, publisher, broadcaster, global, national, and New England region.
- Manage multi-million dollar P&Ls and advise C-level executives

Expertise:

- Sales Management
- Advertising Sales

Ads You May Be Interested In



Professional Women Only

Apply Now to the National Association of Professional Women. Register Free



Alumni Of Cornell Univ 2



Join the National Association of Professional Women. Register free today!

People Also Viewed



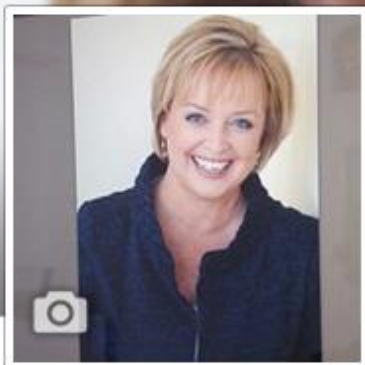
Raquel Rosenthal
SVP of Sales



Dan Davies
Proven SVP: Operations | Digital Advertising Technology | Media Sales | Global AD Trading | SaaS E-Commerce | Ad Exch

Facebook

- While mostly known as a purely social network, Facebook is where you can really exhibit your personality
- Fully complete your profile – use the same keywords and summary from LinkedIn
- Your posts should reflect your personality and enthusiasm for your profession.
- “Like” businesses where you would like to work. By "Liking" them, you can get daily updates about their activity. Plus, they will likely post links to available job applications.
- Private/Public: Take a thorough look at your privacy settings on Facebook, and make sure you know exactly how others view your Timeline. However, you should consider setting your work and education info public, enabling others to see your professional history.
- Stay updated: Make sure all of your work and education info is up to date and reflects your current position and past experience.



Karla Silver
(Karla Keyser)

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 Award Winning Bestselling Author, Internet Marketer, Entrepreneur, Lifestyle Design Expert at Self
January 2013 to present

 Studied at University of Oxford

 Lives in Palm Springs, California

 Married to Don Silver
Since March 20, 2008

 From Moorestown, New Jersey
Born on August 20, 1959 (55 years old)

 Followed by 268 people

 [Status](#)  [Photo / Video](#)  [Life Event](#)

What's on your mind?



Karla Silver shared Work With Karla Silver's photo.

April 4 at 12:46pm ·  ▼

**I want life to play in
my brain** 🌟 🧠

Twitter

- Copy your summary and keywords from LinkedIn and Facebook to Twitter
- Use a professional photo
- Fully complete all parts of your profile
- Follow and connect with companies that you would like to work with
 - Interact with the companies
- As always, keep your tweets fun, interesting and professional
 - (Not boring or offensive)

**Karla Silver**

@Karla_Silver

Award Winning Bestselling Author,
Internet Marketer, Entrepreneur,
Lifestyle Design Expert

[KarlaSilver.com](#)[KarlaSilver.com](#)[Joined June 2010](#)[Photos and videos](#)TWEETS
205FOLLOWING
39FOLLOWERS
108FAVORITES
1[Edit profile](#)

Tweets

Tweets & replies

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**Karla Silver** @Karla_Silver · Apr 4

I want life to play in my brain the same way sunlight plays on flowers.
[canva.com/design/DABNOsd...](#)

[View photo](#)

Karla Silver retweeted

Life + Food @lifefoodblog · Mar 25

@TroikaProject's lechon — 1 of my fave bites in Valle de Gpe. + in
@SanDiegoMag's April issue: [bit.ly/1NadRvo](#)

La Villa del Valle, Troika and Vena Cava Vinos

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#SwingDataData

Promoted by T-Mobile

#OpeningDay

#MondayMotivation

Easter

#BlackGirlsRock

#friendzone

#Unpopular80sBands

Edward Snowden

"No"

Bruce Jenner

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