



Top Recruiters are there – and you should be too!

- **98% of recruiters use LinkedIn®**
- **48% of recruiters use LinkedIn® exclusively**
- **Recruiters are actively building their followings: The average recruiter has 616 connections on LinkedIn®**
- **LinkedIn® is the “suit and tie network” (SHRM, The Society of Human Resource Management)**

The 2012 Social Recruiting Activity Report, Bullhorn Research
The Definitive Look at Social Media Usage in Recruiting

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Terry Pope brings hands-on creative and business leadership experience in traditional and digital media and expertise in projecting clients’ personalities. He focuses on social media profiles and high impact personal websites that boost search results across a broad array of search engines. Terry thrives on the challenges of merging the creative with the technical aspects of today’s communication requirements.

Terry’s early career included writing and producing commercials and background music for radio, TV, and film – and he served as a voting member of the Grammys for 12 years. He also developed and directed programs at the Art Institute and D/FW area colleges. His career subsequently evolved into computer technology training for Fortune 100 clients and 3rd party vendors.

Terry adds an important dimension to the career services offered by Yellow Brick Path.

Confused about Social Media in your job search?

Is your LinkedIn® profile working for you?

Social media is an increasingly important component of your career management strategy and an actionable job search plan. Yet, most of us are still struggling with not only how to use the systems but also with how to make their social media presence work effectively.

For professionals and executives, the most important social media presence is LinkedIn®. Imagine having a well-designed profile that presents you professionally to viewers of your profile and increases your visibility through SEO (search engine optimization) to individuals such as recruiters searching on LinkedIn®.

We help you develop an effective LinkedIn® profile by taking the burden of understanding the intricacies of the system and the actual profile creation off your shoulders.

Most Popular Offerings for Executives

Optimized LinkedIn® Profiles

Based on the information in your resume and/or bio as well as your existing LinkedIn® profile, develop and test a new professional profile in accord with internal LinkedIn® algorithms in order to increase your visibility.

1. Consultation to gather information as well as get a flavor for your personal style in order to create a profile that sounds like something you would write
2. Clarification of information with you as the development process proceeds
3. Final review with you for suggestions and edits

Optimized Professional Web Presence

Optimize your overall web presence taking into account the interrelationships of Google and LinkedIn®

Basic LinkedIn® Profiles

Develop a profile that presents you professionally when you direct someone to your profile or they are searching for you by name.

The Yellow Brick Path Connection

If you have already worked with Yellow Brick Path on your resume and/or bio, that forms the basis of your LinkedIn® profile. If not, we can guide you in developing your career strategy and creating high-impact career marketing documents (resume, cover letter, bio) that stand out from all others.