Personal Marketing and Career Management

Ashley Dupuy, Kennesaw State University
Personal Marketing and Career Management

My employment path

Career Management

Digital Marketing

- Questions
- Success Stories
- Tips and Tricks

Thank You!
Personal Marketing and Career Management

Ashley Dupuy
Ashley Dupuy

What we'll talk about today
- Who I am?
- Why I'm talking about it?
- What it is?
- How to do it?

My employment path
- Marketing
- Librarian
What we'll talk about today

• Who I am?
• Why I'm talking about it?
• What it is?
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My employment path

Marketing

Librarian
My employment path

Tip #1: Talk to Everyone You Know

Tip #2: Internal Networking

Tip #3: Join Organizations

Tip #4: Internships and Volunteering

Tip #5: Use Recruiters
Tip #1: Talk to Everyone You Know

Susan

Georgia State

http://www.librarything.com/venue/35037/Georgia-State-University-Library
Tip #1: Talk to Everyone You Know

Marci

Tip #2: Internal Networking

Hi!
I’m Ashley
Tip #3: Join Organizations
Tip #4 Internships and Volunteering

Casey

Georgia State

http://www.librarything.com/venue/35037/Georgia-State-University-Library
Tip #5: Use Recruiters

http://www.wardwired.com/2012/03/need-project-advice-ask-people-you-quit-calling-a-long-time-ago
JOB SEARCH VS. CAREER MANAGEMENT

- Look only when I have to
- Network only to get a job
- Only “apply” to jobs
- Recruiters never help
- Perfect my resume

- Control job transitions
- Network to stay connected
- Have a network of contacts to find opportunities
- **Use recruiters—it’s their job**
- Build an ongoing portfolio

'"Finding someone inside the company who will walk your resume into the recruiter or hiring manager's hands, or submit your name to an employee-referral database, can increase by 70 times the likelihood of being interviewed and hired."'
Career Management

Networking
- Informational interviews
- Attend events
- Take business cards
- Be the connector
- Take classes
- Help other people

Networking for Introverts
- Informational interviews
- Prepare to talk
  - About yourself
  - Come up with questions
- Hang around extraverts
- Volunteer

Networking

Networking
Networking

"Thank God! Somebody to network with!"
Networking

- Informational interviews
- Attend events
  Take business cards
  Be the connector
- Take classes
- Help other people
Networking

Dave finally figured a way of overcoming his fear of talking to people at networking events.
Networking for Introverts

- Informational interviews
- Prepare to talk
  About yourself
  Come up with questions
  for attendees
- Hang around extroverts
- Volunteer
Digital Marketing

- Emails
  - Gives a record of contact info
  - Include web address
  - Send resume as second point of contact

- Staff or School Pages

- Optimal Resume

- LinkedIn

- Free Websites
Digital Marketing

It was great meeting with you. Have your people friend my people.
Emails

- Gives a record of contact info
- Include web address
- Send resume as second point of contact
LinkedIn
Staff or School Pages

Selected Works of Ashley Dupuy

Ashley Dupuy is currently the Assistant Director for Instructional Services and Assistant Professor of Library Science at the Horace W. Sturgis Library at Kennesaw State University. She manages a team of librarians and paraprofessionals in the newly formed Instructional Services Department. Previously, she served as Coordinator of Undergraduate Library Instruction and taught library instruction classes and coordinated scheduling for all undergraduate classes and individual reference sessions. Before coming to Kennesaw State she worked for two years in the Atlanta-Fulton County Public Library System.

Prior to completing her MLS at the University of Alabama, Ms. Dupuy worked for 15 years in the marketing and advertising industry. She has extensive experience in business management, project management and account service. She has worked for advertising agencies (most recently Target Market Team), at companies like Delta Airlines, and with many large clients such as the American Diabetes Association, Ellimine International, UPS, American Express, and Susan G. Komen for the Cure. Ms. Dupuy also has a Bachelor of Science in Economics from the University of Pennsylvania.

Library and Information Science

Library 101 (2010)
PowerPoint for library instruction for introductory classes.

Research Methods (2010)
PowerPoint for library instruction for research methods classes.

Conference Presentations

Finding a Library Job (When You Have No Experience): Lessons Learned (with Virginia Feher, Suzanne Lipscomb, Kimberly Boyd, and Margaret Swanson), Georgia Council of Media Organizations Conference (2012)

Four librarians who entered an MLS program with no prior library experience will provide advice...

NTRL President’s Program: Pecha Kucha Style Presentation on my Personal Networking Experience (with Naomi Doesel, Kegan Hodge, Patricia Sweeney, and Alison Collin), American Library Association National Conference (2012)
Free Websites

Johnny Woods

Employment / Experience

Librarian

I am employed as a librarian by Kennesaw State University. I have worked in a library in some capacity since 2002. The library has many departments that work together to provide various research services to our students and faculty. I work in the Virtual Services department and am in charge of researching, designing, implementing, and management of our the libraries web based reference services. Additionally, I am responsible for training and advising our librarians and staff how to use these services to help others.

Web-Development

My other role at the library is as a web-developer. Professionally, I am rather new to web-development, however, I have worked in the last year to replace the libraries 20 year old web page and I feel like I have learned a lot. I am also currently working with the distance learning department, the campus mobile developer, and a team of computer science graduate
Optimal Resume
• Questions
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Thank You!