

Social Media for Job Searches

Panel Discussion

Friday, May 8, 2009

Community Matters Networking Group

www.communitymattersde.net

Michael Donaldson

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Michael is a Marketing Professional with experience in developing and implementing corporate marketing and brand strategy using all media and on-line advertising, events, public relations, analyst relations, demand generation, and sales support materials. Experience in providing strategic direction in advertising and promotional campaigns utilizing key message, creative development, media placement and key audience identification.

Michael has been using social media for more than five years, LinkedIn for more than two years.

Rebecca Faber

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Rebecca Faber is responsible for the development and coordination of initiatives to facilitate trade and global awareness in Delaware and the region. The WTC staff initiates, develops and implements programs to assist businesses and organizations including educational and networking events, market research, and consulting. The World Trade Center Delaware is a non-profit organization that assists small and medium-sized companies to expand their markets overseas, as well as raising awareness of international issues and their importance in regards to international growth.

Ms. Faber has been in this position since January 1999.

Prior to this position Ms. Faber worked in the International Section of the Delaware Economic Development Office.

Ms. Faber also serves on the Mid-Atlantic District Export Council and the Delaware Commission for Women (appointed by the Governor); is a member of the Board of Directors of the Port of Wilmington Maritime Society, Delaware Chapter of the National Association of Women Business Owners (NAWBO), Delaware Chapter of People to People International; and is a member of the World Affairs Council of Wilmington, Women's International Trade Association, the World Trade Association of Philadelphia and the Wilmington Rotary Club. In addition she is actively involved with Reins of Life, a therapeutic horseback riding program for special-needs children and young adults.

Ms. Faber has a B.A. in Political Science with an International Affairs Concentration and German minor from Gettysburg College. She is proficient in German, French and Spanish, and is currently learning Arabic.

Whitney Hoffman

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Whitney Hoffman is best known for her involvement in podcasting and new media. She has an undergraduate degree in developmental biology from the University of Pennsylvania and a law degree from the Dickinson School of Law, part of Penn State. Her education and experience being the parent of two boys with learning disabilities has driven her interest in helping other parents and educators find the best tools available to help their children bridge the gap between failure and success in school.

She is passionate about education, and what we can do to make schools better meet the needs to teachers and students every day. To that end, she has presented on many education related topics, including “Making Your Message Stick- for Educators” and “Education 2.0- How New Media is Changing Education”. She has also presented on how to make your presentations more effective, and on why community building is vital to all of your new media/online project success.

Her podcast, The LD Podcast, features interviews with experts on learning disabilities and learning, along with conversations with parents, therapists and other experts in the field, talking about what matters most to them. She's always found the best advice she's ever received has been from other parents, and to that end, we're seeking to create a community around the podcast, to allow parents to benefit from the advice of others similarly situated.

JT Koffenberger

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Mr. Koffenberger brings over 20 years of practical business experience to the table. His ever progressing career started as a software developer for a small company to now Founder and General Manager of The Delmarva Groupm LLC. Along the way he performed successfully in roles including: Consulting Practice Manager, to CIO/CTO. Companies he's worked for include, Day and Zimmermann, Inc., The Vanguard Group of Investment Companies, Johnson and Johnson, FMC, American President's Line (APL), American Investment Group (AIG) and McDonalds.

While much of his career focused on workflow technologies and re-engineering, some recent projects include CIO services and product development for a chinese company related to anti-counterfeit

initiatives and website development and redevelopment initiatives for numerous organizations. He currently consults at the 'C' level in several local organizations helping to build and align Information Technology strategies along with client business initiatives.

Jeff Zarge

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Jeff has 13 years of work experience in the IT field. He has worked for 2 local ISPs in various support and web/graphic design roles and currently works for Delaware Park where he handles support for enterprise level software and their hardware systems and software & hardware technology R&D.

Jeff has been using computers since 1982. He started being "social" since then starting with local BBSes & QuantumLink (1st version of AOL) and then progressing to the Internet in the early 90's at college. He started with social media sites several years ago with Myspace, Facebook, Twitter, and LinkedIn.