



PM Forum - New York

Market yourself: Find opportunities to enhance your career

At a panel discussion moderated by Deutsche Bank's Julie Barrett, the New York Forum audience came to hear about leading marketing practices that can be applied to individual career paths - a timely topic in the current job market.

Panelists Yolanda Cartusciello (Debevoise and Plimpton LLP), Jennifer Johnson (Wisnik Career Enterprises, Inc) and , Natasha Moore (Linklaters LLP) all came with extensive experience and a wide range of tips that they shared with a receptive crowd. Creating a personal brand (determining who you are in the eyes of others) and a familiarity with the Meyers-Briggs typology (both as a personal and workplace tool) was a recommendation that all endorsed.

A few of the tips that everyone took away included:

Compare your resume to your ideal job side-by-side. Make notes of your strengths and expertise. Then, start filling in the experience and skill gaps by doing marketing work for a community nonprofit.

- Tweak your resume every six months.
- After networking with new people, make a note on the back of their business cards that will distinguish them and remind you of whom they are for future meetings (e.g., names of children). Acknowledge the meeting by email (where appropriate) within 24 hours.
- Read publications related to your industry and learn about the issues, current events and trends. It makes sense to read one of your industry's journals of opinions before a networking occasion.
- When you go to a networking event, set a goal for yourself of the minimum number of people you should talk to- and then increase that goal by one for the

next networking event.

- Don't only network when you need a job. Make it a regular part of your life at intervals with which you are comfortable.

If you are nervous about going to networking event, it is OK to bring a "wingman" (or "wingwoman") with you - as long as you do not spend the whole event talking to each other.

A basic consensus was that the current New York marketplace was hot for analytic marketers with advanced degrees (MBAs, LL.Ds) and far more competitive for general marketing/communication professionals. Natasha Moore summed it up, "What you like, you're good at. Go with that!"

Dina Chahine, Marks Paneth & Shron LLP

Jim Gaynor, Ernst & Young LLP

Sharon Kaufman, Marks Paneth & Shron LLP