



PRESS RELEASE

October 27, 2009
For immediate release.

Professional Mojo Hosts Workshop to Educate Job Seekers on Social Media

Professional Mojo, a leading social media agency that specializes in helping small businesses, nonprofits and ministries leverage social media to grow their organizations, today announced an upcoming event on Thursday, November 19, How to Find a New Job Opportunity Using Social Media, in Lithia Springs, GA, to aid individuals seeking employment in the still struggling economy.

Savvy employers have turned to social media to win the war on talent, and job seekers must begin to network in a recruiter's community to find the next big break. Professional Mojo seeks to share best practices with employment candidates to help them secure gainful employment.

"Even with stiff competition in the Atlanta metro area, few people are really leveraging social media to differentiate themselves. Knowing how to utilize social media can play to a candidate's advantage when trying to rise to the top of a stack of resumés," remarked Lee Brogden Culberson, Chief Mojo Officer. "One must consider that if 85% of people search the Internet for products and services, that a potential employer will also do a search on them. This workshop includes concrete information about how to create a powerful Web presence to highlight a candidate's talent to prospective employers."

The two-hour workshop will outline:

- How to take control of a candidate's personal brand and how today's best candidates market themselves online
- How to create and manage a Visual CV so that resumes can be easily customized for each potential employer
- How to maximize Facebook, Twitter and LinkedIn to get noticed
- Answers to the top questions every interview and resume must answer

The cost to attend is \$39. To register for the event, www.professionalmojo.com/hireme

Professional Mojo is a boutique company that specializes in helping new, early stage and small business owners leverage social media and organic lead generation to reach customers and prospects directly. Website design services are available to those wishing to expand on what they learn in the workshop. The founders also have a particular soft spot for nonprofit and faith-based organizations, and facilitate online workshops, keynote talks and in-person training just for them via Outreach Mojo.

For additional information on this release, please contact:

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Summary

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