

HR Professional Lands Dream Jobs Twice – No Applications Necessary



“Thanks to Sue’s training, I knew what I had to do to find another job. It was such a relief. I wasn’t in panic mode.”

- Amy Whittenberger, “LinkedIn Secrets for Job Search Success” workshop attendee.



When Amy Whittenberger began her job search, she was determined to do it differently this time.

Instead of filling out applications, the 52-year-old HR professional planned to network her way into a job.

For that, she looked to LinkedIn, a must-have for today’s job seekers.

“Although I had a LinkedIn presence, I was a passive user,” Amy said. “I knew I needed to optimize my profile, and be more active on the site to attract recruiters.”

No Job Applications, A Lofty Goal

When it became time for Amy to start her job search in 2017, she had an objective that would seem ambitious to some.

“My goal was to find a job without filling out any online applications,” Amy said. “I wanted to network my way into a position.”

Sue Gresham, The LinkedIn Lady Who Could Help

Amy already knew Sue Gresham, a LinkedIn coach and strategist, through a job search non-profit organization where they are both board members. Amy discovered Sue’s “LinkedIn Secrets for Job Search Success” workshop, a three- hour, small group, in-person class that was the perfect choice.

Even before the workshop began, Amy reviewed the outline and felt confident she would learn what she needed to know. She also liked that Sue requested a link to her profile, so advice would be personalized to her needs.

“There was a lot of information to cover, but Sue took the time and made sure we got through all of it,” Amy said. “I felt I got the attention I needed when I asked questions and brought up my LinkedIn profile.”

Amy found many of Sue’s suggestions easy to implement, and within a week of taking the workshop, she had completely revamped her profile. She noticed results right away.

“There was a lot of information to cover, but Sue took the time and made sure we got through all of it. I felt I got the attention I needed when I asked questions and brought up my LinkedIn profile.”

- Amy Whittenberger, “LinkedIn Secrets for Job Search Success” workshop attendee.

Client

Amy Whittenberger, Career Coach and HR Professional, greater Milwaukee area

Results

- Landed a job through LinkedIn networking in less than five months, twice
- Zero job applications necessary
- Doubled LinkedIn connections within three months of training
- Today, Amy has four times as many LinkedIn connections as before training

About Sue Gresham – The LinkedIn Lady

Sue Gresham, known as The LinkedIn Lady, is a LinkedIn coach, trainer, strategist and speaker. She helps coaches, consultants, job seekers and small business owners discover and present their best selves on LinkedIn. In her workshops and one-on-one training sessions, Sue helps people create actionable strategies for building and nurturing their networks so they can stay engaged with LinkedIn connections.

For more information, visit www.sue-gresham.com.

Double the LinkedIn Connections and a Dream Job – in Months

First, Amy noticed increased profile views. And through Sue’s training, she now knew how to capitalize on the exposure she was getting and interacted with those looking at her profile. Within three months of the workshop, Amy’s LinkedIn connections had doubled. Around that same time, a recruiter reached out. Amy then landed her dream job – without filling out a single application.

“I didn’t apply for a single position,” Amy said. “I got a job I liked and that felt awesome!”

Getting a New Job After a Layoff

The results of Sue’s training workshop extended well beyond Amy’s initial job search. She “worked” LinkedIn using strategies from Sue’s workshop to stay visible to her network through posting and interacting with them. As a result, they didn’t forget about her while she was employed.

When she lost that job in early 2019, she didn’t have the sense of panic that had followed her in previous seasons of searching.

“Thanks to Sue’s training, I knew what I had to do to find another job,” Amy said. “It was such a relief. I wasn’t in panic mode.”

As in 2017, after only a handful of months, a contact found her on LinkedIn and she was offered a position.

“Sue’s training paid for itself the very day of the workshop because of the great sense of confidence the training gave me,” Amy said. “I felt a lot better about my profile and I had a plan for doing the right things. I loved working with Sue.”