

A background image of a business meeting with several people in suits. Overlaid on the image are various digital icons: a head with 'AI' inside, a cloud with '5G' and '5G Technology', a brain with circuitry, and a search bar. There are also several blocks of binary code (0s and 1s) scattered across the scene.

AI marketing tools and tips for Professional Expertise



This document contains information on how to create a strong personal brand, how to improve your profile, how to build an impactful resume, and how to land a job in the competitive digital marketing market.

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1. Personal Brand

Introduction

A personal brand is the set of attributes, values, skills, and experiences that distinguish you from others and allow you to project a positive and professional image to your target audience. A personal brand is important because it helps you:

- Stand out from the competition.
- Position yourself as an expert in your field.
- Achieve your professional goals.



1. Define your purpose, vision, mission, and goals.

These elements will help you gain clarity about who you are, what you want to achieve, and how you want to do it.

- Purpose: Why are you doing what you do? What is your reason for being?
- Vision: How do you see yourself in the future?
- Mission: What is your mission in life?
- Goals: What do you want to achieve in the short, medium, and long term?

2. Identify your target audience.

This is the group of people you want to reach with your message and who can benefit from your added value. Research their needs, interests, problems, and expectations.

3. Create your value proposition.

This is the benefit or solution you offer to your target audience and that makes you unique and different from your competition. Your value proposition should be clear, concise, and compelling.

4. Choose your communication channels.

These are the mediums and platforms you will use to spread your personal brand and connect with your target audience. They can be social media, blogs, podcasts, videos, webinars, etc.

5. Design your content strategy.

This is the action plan you will follow to create and share valuable content that reflects your personal brand and that provides solutions, information, inspiration, or entertainment to your target audience. Your content strategy should take into account the format, tone, style, frequency, and publishing calendar of your content.

6. Measure and evaluate the results of your personal brand

This is the impact and effectiveness that your personal brand has on your target audience and your professional goals. To do this, you can use analytics and measurement tools that allow you to obtain data and indicators on the reach, engagement, traffic, conversions, return on investment, etc. of your personal brand.

Tools to develop your personal brand.

- **Google Analytics:** Helps you understand the performance of your content, campaigns, and goals, so you can optimize your personal brand strategy.
- **Hootsuite or Metricool:** Help you schedule, publish, monitor, and analyze your social media content, so you can interact with your audience and measure the impact of your personal brand on social media.
- **Canva/Crello:** Help you create images, infographics, logos, flyers, presentations, etc. for your content, so you can improve the aesthetics and quality of your personal brand.
- **WordPress:** Helps you have your own online space where you can show your personal brand, your value proposition, your portfolio, your services, your testimonials, etc., so you can have a professional presence on the internet.





Conclusions

A personal brand is a powerful tool that can help you achieve your professional goals. If you follow the steps outlined in this chapter, you can create a solid and effective personal brand that will help you stand out from the competition and achieve your goals.

2. LinkedIn Profile

Introduction

A well-optimized LinkedIn profile is a key tool for your personal brand and your job search. It helps you stand out from the competition, build trust and credibility, and connect with other professionals in your field.

Why is it important to have a well-optimized LinkedIn profile?



A well-optimized LinkedIn profile helps you to:

- ***Stand out from the competition:*** A complete and well-optimized profile will help you stand out from other candidates in job searches.
- ***Build trust and credibility:*** A complete and well-optimized profile will help you build trust and credibility with recruiters and other professionals.
- ***Connect with other professionals in your field:*** A complete and well-optimized profile will help you connect with other professionals in your field, which can help you expand your network of contacts and opportunities.



How to optimize your LinkedIn profile

To optimize your LinkedIn profile, you should consider the following factors



Photo

Your profile photo should be professional and reflect your personality. It should be a clear, well-lit photo of you alone with a friendly expression.

Title

Your title should be brief and concise. It should summarize your professional profile in one sentence. It should include the keywords that define you as a professional and help you position yourself in searches.

Summary

Your summary should be personalized. It should tell your story and explain who you are and what you are passionate about. It should include your accomplishments, strengths, values, and value proposition. It should have a conversational tone and end with a call to action.

Experience

Your experience should include quantifiable accomplishments. This will help you stand out from the competition and demonstrate your value-added. You should list your experience in reverse chronological order, starting with the most recent. You should be specific and quantify your accomplishments whenever possible. You should use action verbs and keywords related to your industry and position. You should include links, images, videos, or documents that support your experience and add value to your profile.

Education

Your education should include links to your projects or work. This will help you demonstrate your experience and skills. You should list your education in reverse chronological order, starting with the most recent. You should be precise and highlight the most relevant aspects of your education for your professional profile.

Skills

Your skills should be validated by other professionals. This will help you build trust and credibility. You should select the most important skills that are related to your professional profile and the position you are applying for. You should list your skills in a hierarchical order, starting with the most relevant. You should request validations and recommendations for your skills from your contacts, especially those who have worked with you or who know your work. You should update your skills periodically and remove those that are no longer relevant or outdated.



Recommendations

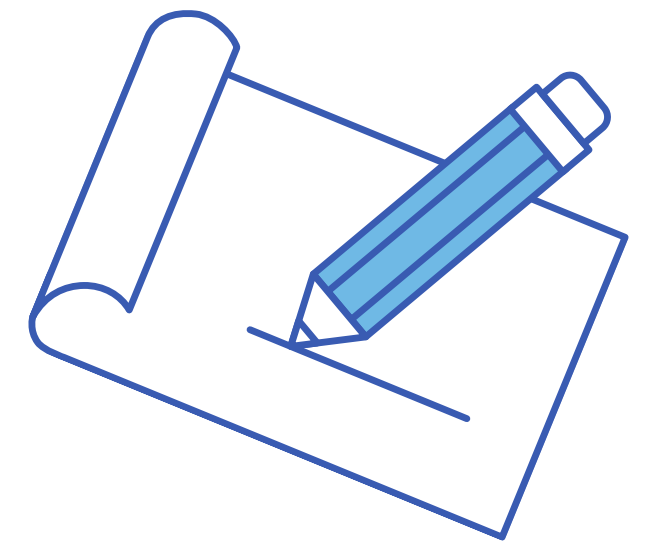
Your recommendations should be positive and meaningful.

You should choose recommendations from people who know you well and who can endorse your professional profile.

Tools to help you optimize your LinkedIn profile

There are several tools that can help you optimize your LinkedIn profile. Some of the most popular are:

- **Resume Worded:** helps you optimize your LinkedIn profile and resume with real-world examples from other professionals in your field. It offers suggestions, tips, and feedback to improve each section of your profile and increase your visibility and impact.
- **Photofeeler and Snappr:** allow you to get feedback on your LinkedIn profile photo anonymously and for free. They help you choose the best photo for your profile based on the opinions of other users about your competence, likeability, and influence.
- **Crystal:** helps you understand the personality and communication style of your LinkedIn contacts based on the analysis of their profiles and content. It helps you tailor your message and tone to each contact, improve your relationship and interaction with them, anticipate their reactions and expectations, avoid misunderstandings and conflicts, etc.





Conclusions

By following these tips, you can create a well-optimized LinkedIn profile that will help you stand out from the competition, build trust and credibility, and connect with other professionals in your field.

3. Resume or CV

A resume is a document that summarizes your professional profile, education, experience, and accomplishments, and allows you to present yourself to recruiters and companies that offer job opportunities. A resume is essential for your job search, as it is the first impression you make and the first chance you have to stand out from other candidates.



Why is it important to have a strong resume?

A strong resume is essential for your job search, as it:

- ***Helps you stand out from other candidates.*** A well-written and organized resume will help you catch the recruiter's attention and stand out from other candidates.
- ***Increases your chances of getting an interview.*** A strong resume will increase your chances of the recruiter inviting you to an interview.
- ***Helps you communicate your value-add.*** A well-written resume will help you communicate your value-add to the company and demonstrate that you are the ideal candidate for the position.



How to create a strong resume

To create a strong resume, you should follow these tips



Tailor your resume to the position you are applying for. Do not send the same resume to all applications, but rather customize your resume to the requirements, duties, and skills that are demanded for each position. Highlight the most relevant aspects of your profile that match the position and eliminate those that do not add value or that may distract the recruiter's attention.

Pay attention to spelling, grammar, and style. Review your resume several times before submitting it, and correct any spelling, grammar, or punctuation errors that could affect your professional image and credibility. Use formal, respectful language that is appropriate for the professional context. Avoid abbreviations, jargon, idioms, anglicisms, etc. that may make it difficult to understand or translate your resume. Use the first person singular to refer to yourself, but avoid excessive use of the pronoun "I".

Use a clear, organized, and attractive format. Choose a design that is professional, simple, and easy to read and understand. Use a legible font, an appropriate size, a neutral color, wide margins, and balanced spacing. Organize your resume into well-defined sections with titles and subtitles that facilitate navigation. Avoid unnecessary graphical elements such as images, icons, tables, graphs, etc. that may overload your resume or make it difficult to scan electronically.

Include your contact information, your LinkedIn profile, and your portfolio. At the beginning of your resume, include your contact information such as your full name, phone number, email address, city, and country. Make sure your contact information is up-to-date, professional, and functional. Also include a link to your LinkedIn profile, where the recruiter can expand on the information about your professional profile and see your recommendations, publications, contacts, etc. If you have an online portfolio where you showcase your projects, work, certificates, etc., also include a link to your portfolio so the recruiter can see your work samples and professional quality.

Be concise and direct. Your resume should be a maximum of two pages long, preferably one. Only include the most important and relevant information for the position you are applying for, and eliminate unnecessary or redundant data. Use short, clear, and objective sentences, without embellishment or ambiguity. Use action verbs and keywords that describe your duties, responsibilities, and accomplishments. Quantify your accomplishments whenever possible using numbers, percentages, figures, etc. to demonstrate your impact and value-add.

Tools that can help you develop your resume

There are several tools that can help you develop your resume. Some of the most popular are:

- **Zety:** <https://zety.com/>: <https://zety.com/>
- **Resume Worded:** <https://resumeworded.com/>: <https://resumeworded.com/>
- **Novorésumé:** <https://novoresume.com/>: <https://novoresume.com/>
- **Grammarly:** <https://www.grammarly.com/>: <https://www.grammarly.com/>
- **Jobscan:** <https://www.jobscan.co/>: <https://www.jobscan.co/>





Conclusions

By following these tips, you can create a strong resume that will help you stand out from other candidates, increase your chances of getting an interview, and communicate your value-add to the company.

4. Important Profiles on LinkedIn

LinkedIn is a professional social network that allows you to connect with other professionals in your industry, expand your network of contacts, generate job opportunities, and access job postings.

However, having a LinkedIn profile is not enough; you also need to know how to use it strategically and effectively.

One of the keys to making the most of LinkedIn is knowing which profiles are the most important to connect with and how to do it.

The most important profiles to connect with on LinkedIn for better job search results are the following

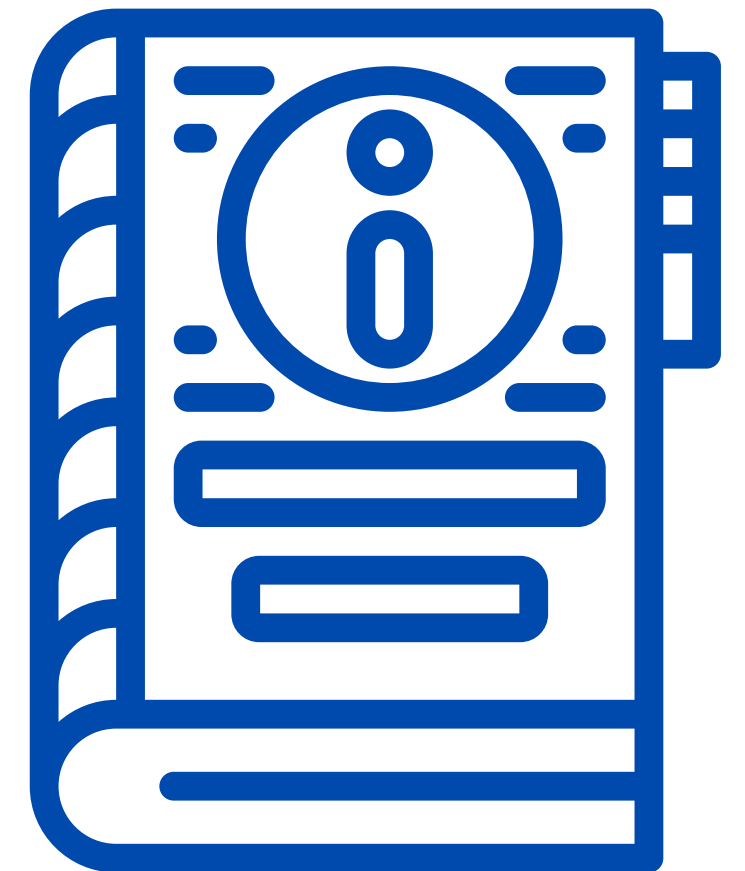


Referrals

Referrals are professionals who have distinguished themselves in your industry, area, or specialty, and who have a recognized track record, reputation, and influence. Referrals can be experts, leaders, authors, speakers, mentors, etc. who share their knowledge, experiences, opinions, advice, etc. on topics of your professional interest.

Referrals are the ones who can inspire, guide, motivate, and teach you to improve your professional profile and achieve your goals.

To connect with referrals, you can search for them by location, industry, or topic. When you send a connection request, personalize it by expressing your admiration, your gratitude, and your interest in learning from them. You can also follow their posts, comment on them, share their content, send them messages, etc. to build a relationship of respect and mutual value.



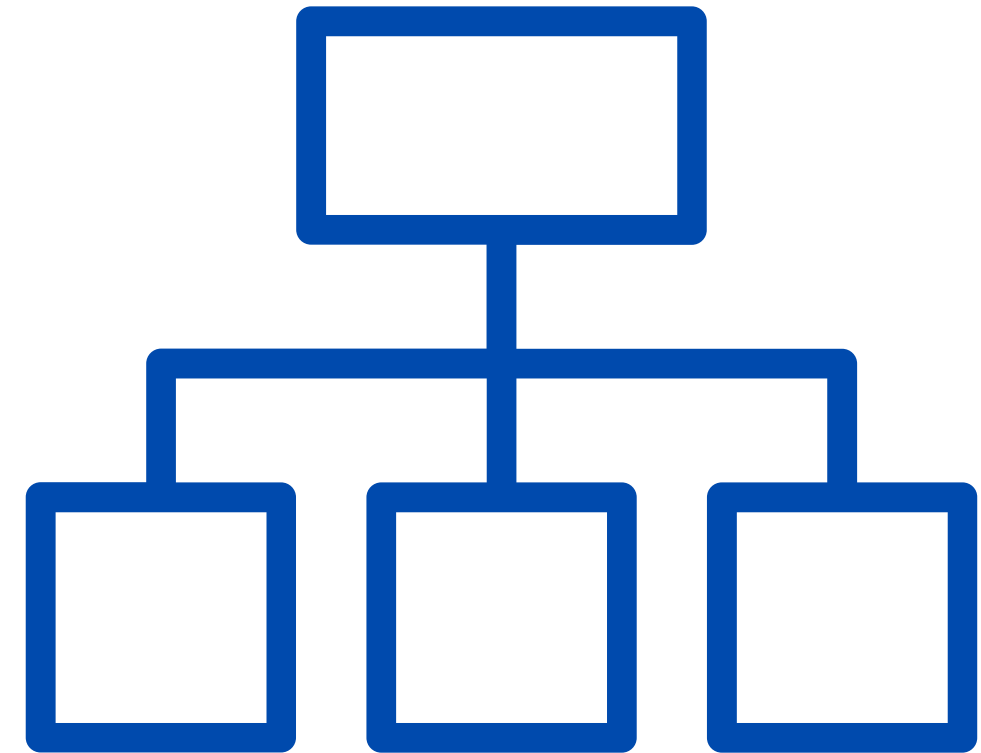
First-, second-, and third-degree contacts

First-, second-, and third-degree contacts are the professionals who are directly or indirectly connected to your network of contacts on LinkedIn.

First-degree contacts are the ones you have already accepted or sent a connection request to. Second-degree contacts are the ones who are connected to your first-degree contacts. Third-degree contacts are the ones who are connected to your second-degree contacts.

First-, second-, and third-degree contacts are the ones who can help you expand your network of contacts, access information, resources, opportunities, referrals, etc. that can benefit your job search.

To connect with first-, second-, and **third-degree** contacts, you can search for them by location, industry, or topic. When you send a connection request, personalize it by indicating how you found them, what you have in common with them, and why you are interested in connecting with them. You can also follow their posts, comment on them, share their content, send them messages, etc. to build a relationship of collaboration and mutual support.



IT Recruiters

IT recruiters play a key role in the job search in this sector. By connecting with them, you can learn about the job market trends, available vacancies, and opportunities that exist for IT professionals.

To connect with IT recruiters, you can search for them by location, industry, or company. You can also participate in IT events and conferences, where you can meet recruiters and other professionals in the sector.





Conclusions

Connecting with the right profiles on LinkedIn can help you have better results in your job search. By building relationships with recruiters, referrals, and first-, second-, and third-degree contacts, you can expand your network of contacts, access information and opportunities, and increase your chances of finding the job you want.

5. Job Search Tips

Getting a job in this competitive market is not an easy task, but it is also not impossible. It requires a proactive attitude, adequate preparation, and an effective strategy. Here are some tips that can help you get a job in this competitive market:

Define your professional goal. Before you start your job search, you need to be clear about what type of job you want, what professional profile you have, what added value you can offer, and what expectations you have. This will help you focus your search, select the most suitable offers, and adapt your resume and your LinkedIn profile to each position.

Some important points to keep in mind



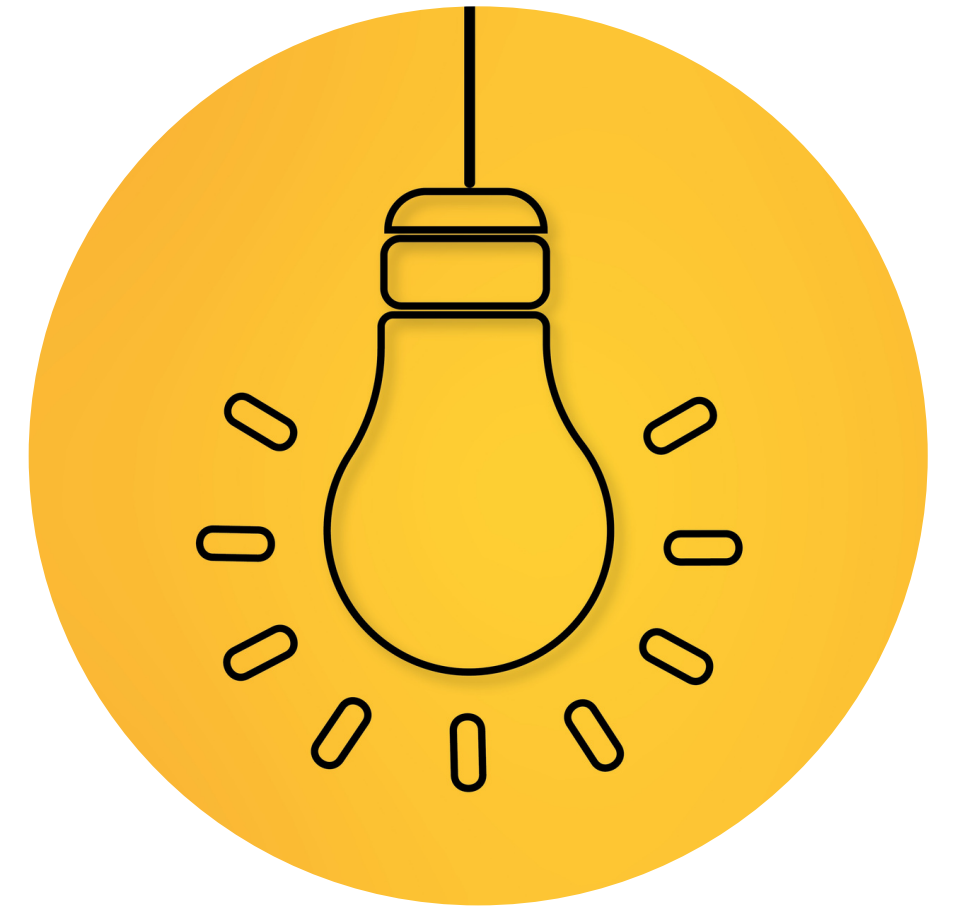
1.

Update and optimize your resume and your LinkedIn profile.

Your resume and your LinkedIn profile are your main tools to present yourself to recruiters and companies.

That's why you need to review and improve them periodically, so that they reflect your experience, your skills, your achievements, and your value proposition in a clear, concise, and attractive way.

You should also personalize them according to the position you are applying for, using keywords, action verbs, quantifiable achievements, etc. that will help you pass the filter of applicant tracking systems (ATS) and capture the attention of recruiters.

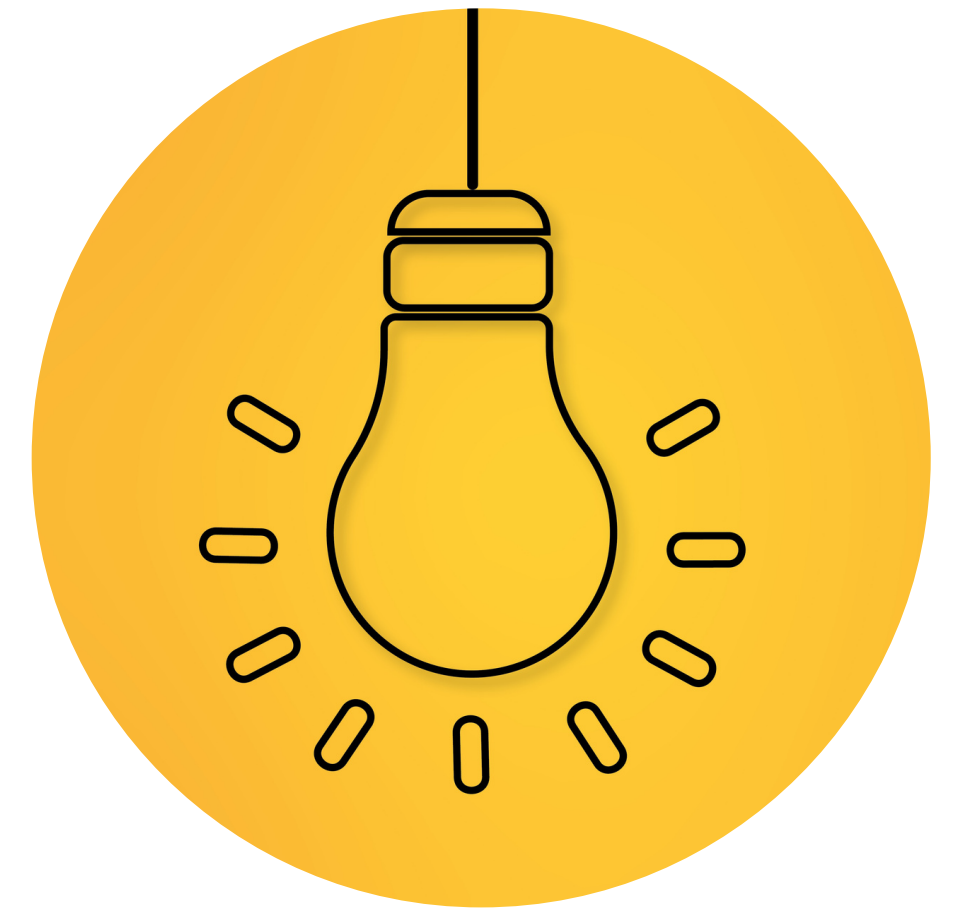


2.

Expand and activate your network of contacts.

Your network of contacts is a source of information, resources, opportunities, references, etc. that can benefit your job search. That's why you need to expand your network of contacts, connecting with professionals in your industry, area, or specialty, who work in companies or organizations of your interest, who participate in groups or communities in your industry, etc.

You should also activate your network of contacts, communicating your situation, your goal, and your availability, asking for advice, help, or recommendation, thanking them for their support, etc.



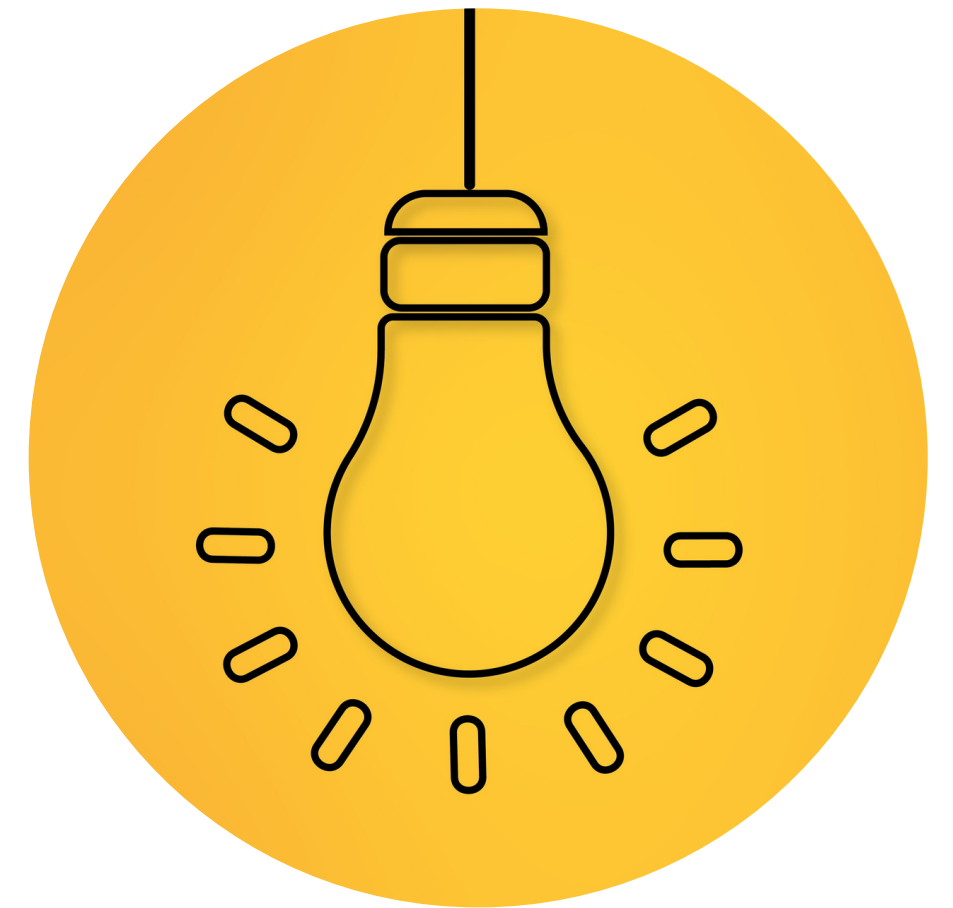
3.

Search and apply for job openings.

Searching and applying for job openings is the most obvious step, but also the most important of your job search.

To do this, you need to use different sources and channels, such as job boards, social media, job boards, job fairs, etc. You should also be selective and apply only to the offers that fit your profile, your interests, and your expectations. In addition, you need to be quick and apply as soon as possible, to avoid the offer closing or there being a lot of competition.

Finally, you need to be organized and keep a record of the offers you have applied for, the contacts you have made, the responses you have received, etc.



4.

Prepare and conduct job interviews.

Job interviews are the opportunity to demonstrate your suitability for the position, to make a good impression, and to convince the recruiter that you are the ideal candidate.

That's why you need to prepare and conduct job interviews with professionalism, confidence, and enthusiasm. To do this, you need to research the company, the position, and the recruiter, review your resume and your LinkedIn profile, rehearse possible questions and answers, choose appropriate clothing, take care of your verbal and nonverbal language, show interest and motivation, ask pertinent questions, thank the opportunity, etc.



In addition to these tips, it is also important to be patient and persistent in your job search.

The process can take time, but if you are prepared and you work hard, you will surely find the job you are looking for.

Some tips

Expand and activate your network of contacts

Your network of contacts can be an invaluable source of information, opportunities, and recommendations. That's why it is important to expand and activate it.

Define your professional goal

This is a fundamental tip that will help you focus your job search and increase your chances of success. It is important to be clear about what type of job you want, what professional profile you have, and what added value you can offer.

Update and optimize your resume and your LinkedIn profile

Your resume and your LinkedIn profile are your most important marketing tools to get a job. That's why it is important that they are up-to-date and optimized to reflect your skills and experience in the best possible way.

Search and apply for job openings

This is the most obvious step, but also the most important of your job search. It is important to be selective and to apply for offers that fit your profile and your expectations.

Prepare and conduct job interviews

Job interviews are your opportunity to demonstrate your worth and to convince the recruiter that you are the ideal candidate. That's why it is important to prepare and to conduct job interviews with professionalism and confidence.

6. Compatibility between your profile and the jobs you apply for

Compatibility between your profile and the jobs you apply for is the degree of alignment that exists between your professional characteristics and the requirements of the position you are applying for.

Compatibility is a key factor in increasing your chances of getting the job, as recruiters are looking for candidates who best fit the profile they require.

Compatibility is also important for your satisfaction and job performance, as it allows you to develop your skills, interests, and values at work.

To have a greater compatibility between your profile and the jobs you apply for, you should follow these tips

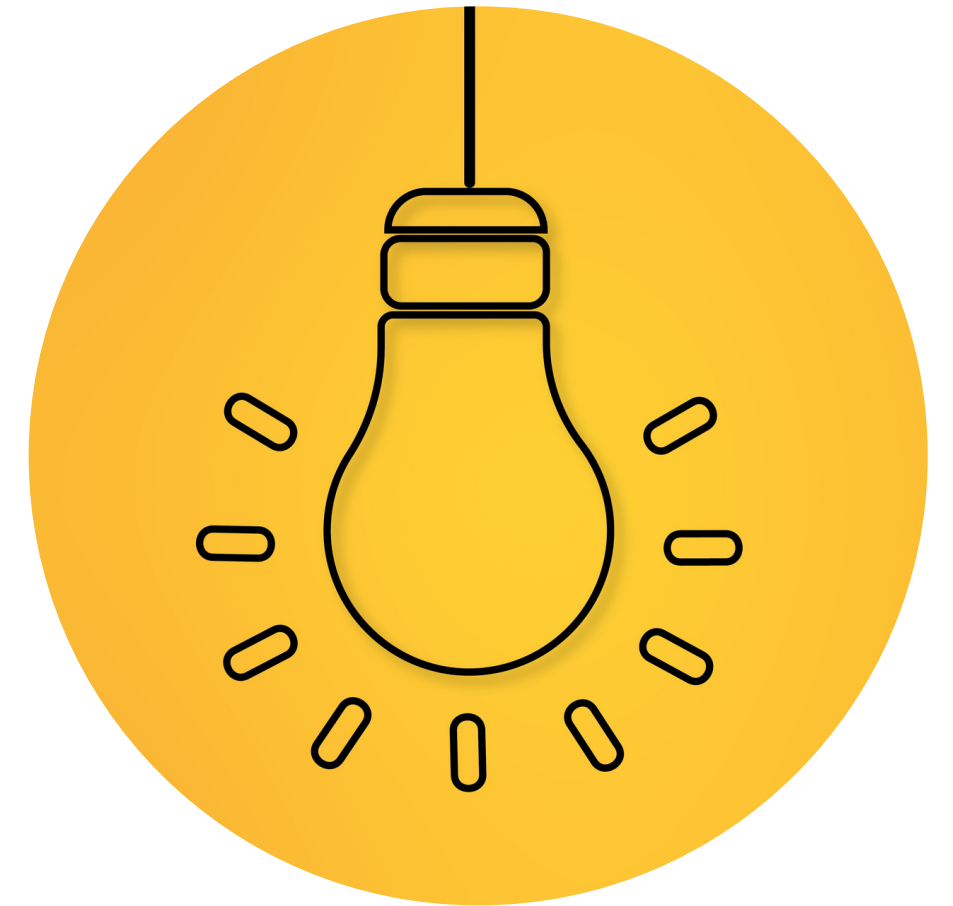


1.

Know your professional profile.

Before applying for a job, you should do an self-analysis of your professional profile, that is, your strengths, your weaknesses, your skills, your knowledge, your achievements, your goals, your interests, your values, etc.

his will help you identify what type of job is right for you, what added value you can offer, and what areas you can improve.

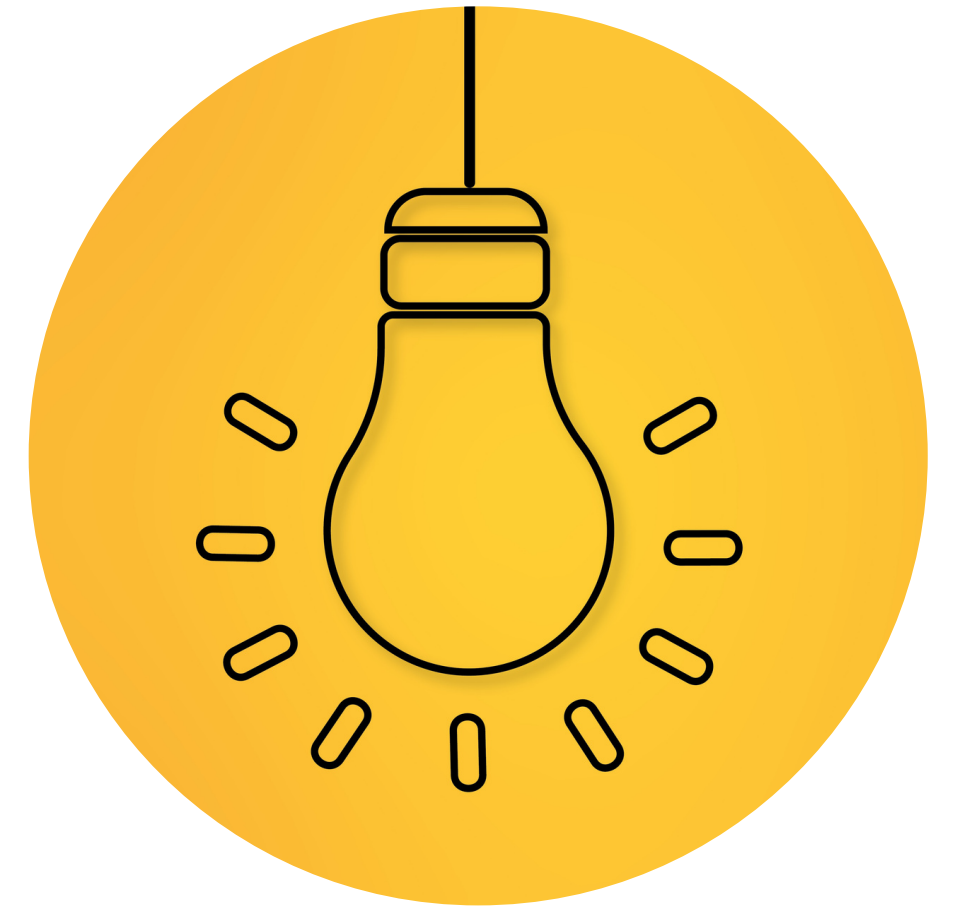


2.

Research the job profile.

Before applying for a job, you should do research on the job profile, that is, the functions, the responsibilities, the competencies, the requirements, the conditions, the expectations, etc. that are demanded in the job.

This will help you know if you meet the selection criteria, if you are interested in the job, and if you feel comfortable with the job.

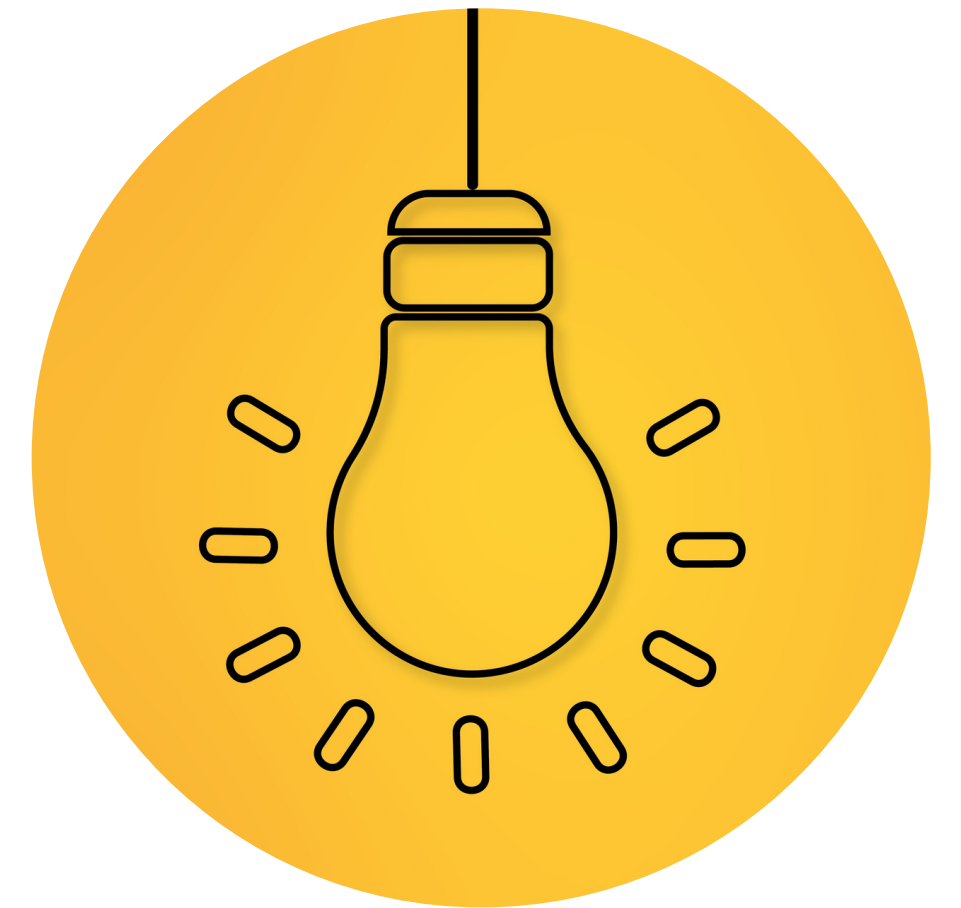


3.

Adapt your resume and your LinkedIn profile to the job.

Before applying for a job, you should adapt your resume and your LinkedIn profile to the job, that is, highlight the aspects of your professional profile that match the job profile and remove those that do not add value or that may distract the recruiter's attention.

This will help you demonstrate your compatibility with the job, capture the recruiter's attention, and pass the filter of applicant tracking systems (ATS).

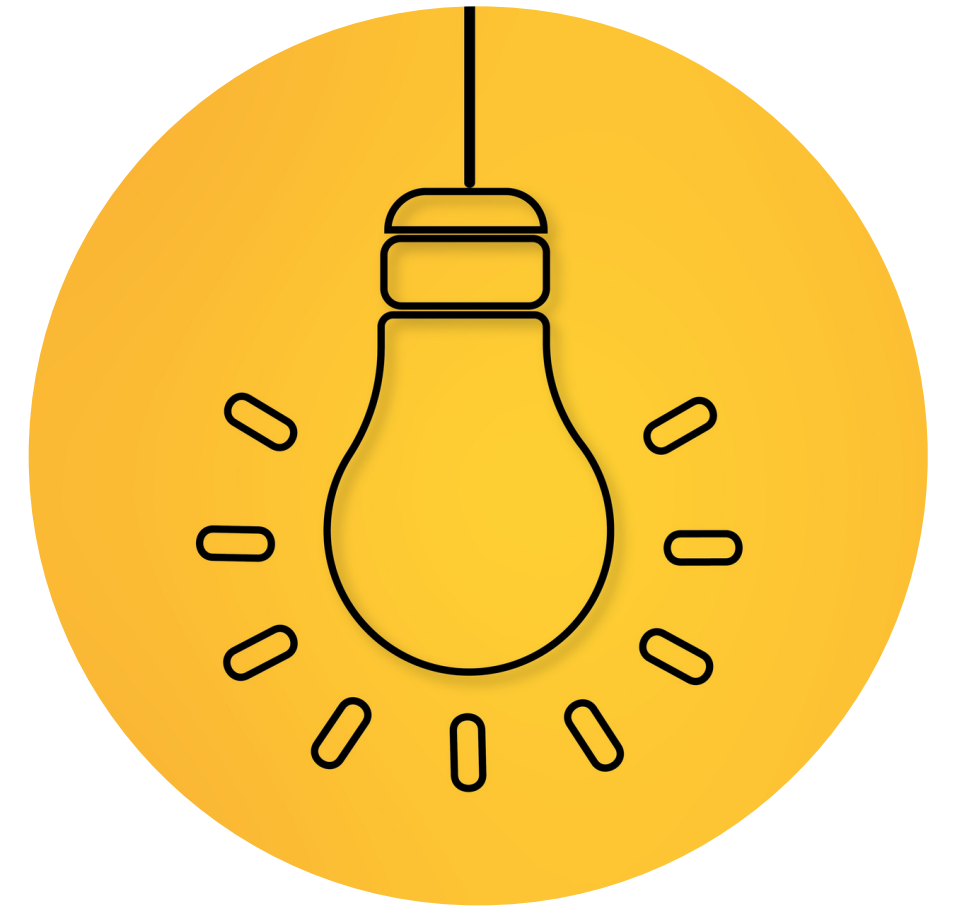


4.

Prepare and conduct the job interview.

Before and during the job interview, you should prepare and conduct the job interview, that is, research the company, the job, and the recruiter, review your resume and your LinkedIn profile, rehearse possible questions and answers, choose appropriate attire, take care of your verbal and nonverbal language, show interest and motivation, ask relevant questions, thank the opportunity, etc.

This will help you confirm your compatibility with the job, make a good impression, and convince the recruiter that you are the ideal candidate.



7. Companies that offer free remote work

Remote work is a work arrangement that allows employees to work from anywhere, without the need to commute to an office or a specific physical location.

Remote work has many advantages, such as flexibility, autonomy, work-life balance, savings, productivity, etc. However, it also comes with some challenges, such as communication, organization, motivation, discipline, and security.



To work remotely, you need to have an internet connection, an electronic device, a collaboration platform or app, and a company that offers this possibility.

Fortunately, there are more and more companies that offer free remote work, meaning that they do not charge any fees or commissions for working from home or anywhere else you want.

These companies are typically in the technology, digital, creative, or educational sectors, and they look for professional profiles with skills, knowledge, and competencies adapted to the online environment.



Here are some of the companies that offer free remote work



1.

Zapier is a company that offers a service for automating and centralizing web applications, allowing you to connect and synchronize different online tools to optimize your workflow. It is a 100% remote company with over 300 employees located in more than 15 countries.

It offers benefits such as competitive salaries, professional development subsidies, unlimited vacation policies, comprehensive health coverage, etc. It is looking for profiles in engineering, design, marketing, operations, support, research, and development.



2.

GitHub is a company that offers a collaborative software development platform, allowing you to create, store, manage, and share code projects with other developers.

It is a company headquartered in San Francisco, California, but it allows remote work from different countries, such as the United States, Canada, Spain, etc.

It offers benefits such as an inclusive and diverse workplace, 100% health insurance coverage, academic training programs, gym coverage, etc. It is looking for profiles in design, engineering, human resources, writing, sales, services, and support.



3.

Toggl is a company that offers an application for tracking the time spent on each work task, allowing you to measure, analyze, and optimize your productivity and performance. It is a 100% remote company with over 80 employees located in more than 30 countries.

It offers benefits such as competitive salaries, flexible schedules, unlimited vacation policies, team subsidies, travel subsidies, etc. It is looking for profiles in development, design, marketing, operations, support, etc.

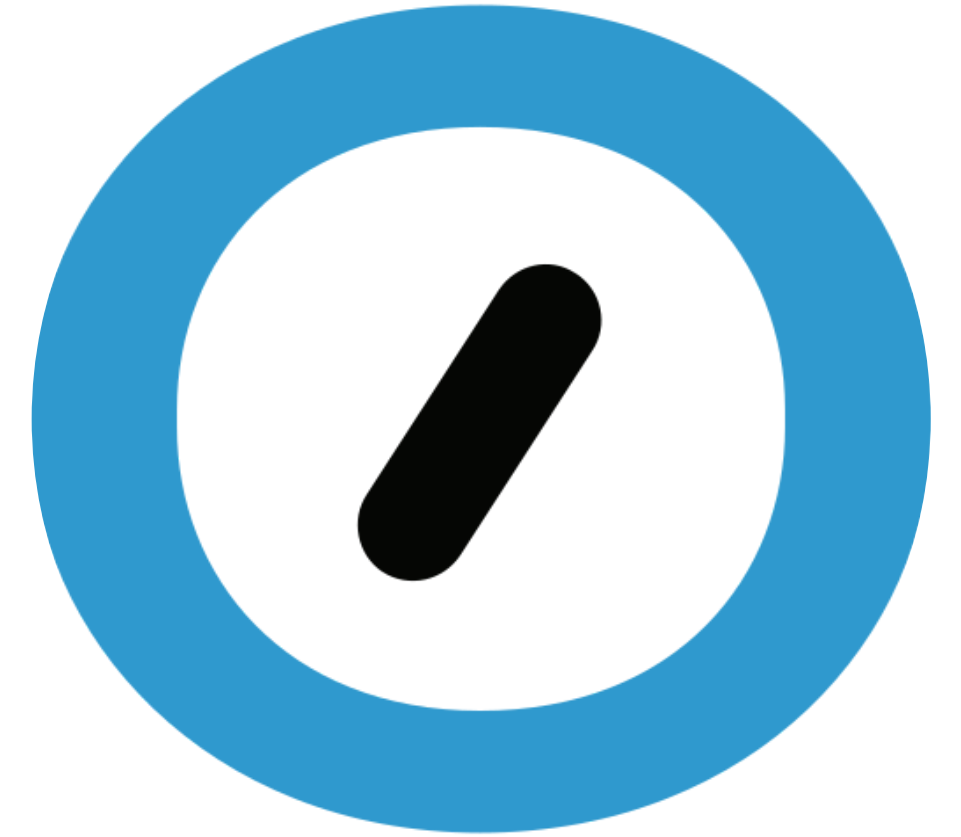


4.

Automattic is a company that offers a range of services and products related to the creation and management of websites and blogs, such as WordPress, WooCommerce, Jetpack, etc. It is a 100% remote company with over 1,200 employees located in more than 75 countries.

It offers benefits such as competitive salaries, flexible schedules, unlimited vacation policies, team subsidies, learning subsidies, well-being subsidies, etc.

It is looking for profiles in engineering, design, marketing, operations, support, etc.



5.

Buffer is a company that offers a social media management tool, allowing you to schedule, publish, monitor, and analyze your content on different platforms, such as Facebook, Twitter, Instagram, LinkedIn, etc. It is a 100% remote company with over 80 employees located in more than 15 countries.

It offers benefits such as competitive salaries, flexible schedules, unlimited vacation policies, team subsidies, learning subsidies, charity subsidies, etc.

It is looking for profiles in engineering, design, marketing, operations, support, etc.



6.

Torre is a company that uses AI to handle hiring and job search for you.

<https://torre.ai/>





Conclusions

Remote work is a growing trend that offers many benefits for both employees and employers. If you are interested in working remotely, there are many companies that offer this possibility. By doing your research and finding a company that is a good fit for your skills and interests, you can find a rewarding and fulfilling remote work experience.

Digital Marketing Strategist/Business
community builder/Business
matchmaker



www.jhamileabuabara.com

@jhamileabuabarac

@dmktribe



Jhamile Abuabara

Top 10

Websites for remote work opportunities

◆ **Pangian**

<https://pangian.com>

◆ **We Work Remotely**

<https://weworkremotely.com>

◆ **Remotive**

<https://remotive.com>

◆ **JustRemote**

<https://justremote.co>

◆ **AngelList**

<https://angel.co>

◆ **DailyRemote**

<https://dailyremote.com>

◆ **Working Nomads**

<https://lnkd.in/dyTNaACk>

Websites for freelance/part-time jobs

◆ **Freelancer.com**

<https://www.freelancer.com>

◆ **Upwork**

<https://www.upwork.com>

◆ **Snagajob**

<https://www.snagajob.com>

◆ **LinkedIn**

<http://www.linkedin.com>

◆ **ServiceScape**

<https://lnkd.in/dDyHmA3r>

◆ **Craigslist**

<http://www.craigslist.org>

◆ **CoolWorks.com**

<https://www.coolworks.co>

◆ **Contena**

<https://www.contena.co>

◆ **Fiverr**

<https://lnkd.in/d8aTz57X>