**WMA Meeting | 9/29/2020**

1. **Call to Order:** 5:30pm
2. **Attendance: 18**

**Speaker presentation**

**Heather Dinho, iTech, a local Danbury company**

**Bio**

Works for iTech on Mill Plain rd

Marketing and Operations at iTech

Major in Public relations, minor in political science, at Quinnipiac

Certificate women's entrepreneurship at from cornell university

Worked at direct media from may-nov 2007

Then PlusMedia Nov 07 - Jan 14

Then Response Solutions Group Jan 14- Nov 18

Now at iTech

**About iTech**

IBM business partner for 20+ years

**Questions**

**Was it hard to find a marketing job?**

It took about a year after college to find a job

Wasn’t sure what she wanted to do after college

Eventually she decided she needed a job and focused for a month to get a job

Look out for many job options, today many people are calling jobs “marketing” but it isn’t actually marketing

**Is a marketing job hard to obtain or is it easier then other careers?**

It’s not too hard, B2B could be a good way to start

Businesses always need to market B2B, regardless of pandemics

**Any Resume advice?**

Don’t keep them so stiff

“To whom it may concern” is a no go, try to find out who you’re talking to

Make it more personal, add thank you letters

Make your name colorful to stand out

Focus on what makes you special and highlight it

**What do you recommend for LinkdeIn?**

Put in as much info as possible

It’s almost like a second resume

Don’t be stiff here either

Show recruiters you are different

**Do you have to put all your experience down or only some?**

If you have a track record in the field, include it if its relevant

If you don't have a track record yet, include everything you have ever done

**What skills do you need for your position?**

Organization skills, color codes every document

Helps with payroll

Looks at new software to use companywide

Need strategy and think outside the box

Stick to your guns, if someone doesn’t agree hold on to your opinion

Always got to trust your gut instinct

**What’s your favorite aspect of your job?**

Her current job is her favorite because she has full creative control

**What does your day to day look like?**

Some days she gets no work done from back to back meetings

Every day is different

Worked on Podcasts today and created a whiteboard video

A lot of multi-media work today

Very project based and every project is different

**What would you recommend to do to help get a job?**

Build your skills

Take a hubspot academy course, many companies are using it now for marketing

They offer certifications and it will help when finding a job

Do some freelancing

Build a portfolio of work you can do for free like side projects

**Was there something you wanted to do before marketing?**

Wanted to go into public relations

Was planning to go away with friends in the city to pursue a career in public relations

Stayed home to be with a past boyfriend instead

**Any Cover Letter Advice?**

Try to find out who looks at it to address the letter directly to them

Don't use “to whom that it may concern”

Make a personal connection when you can

It’s your final shot to get your personality out there

**Encourage us**

If you’re even a little interested give it a try

If you have some kind of dream, give it a try

Don’t care what others think, do you

Find what makes you happy, it’s your life

Don’t chain yourself to a job

Move companies when you stop growing within a company

A leap of faith can make all the difference