



**UNIVERSITÀ  
DEGLI STUDI  
DI BRESCIA**

BRESCIA - 09 NOVEMBRE 2017

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# **PERSONAL BRANDING PER TROVARE LAVORO**

**PAOLO ZANZOTTERA - @ZANZOTTERA**



**UNIVERSITÀ  
DEGLI STUDI  
DI BRESCIA**

BRESCIA - 09 NOVEMBRE 2017

COME CREARE UN PROFILO SUI SOCIAL  
PER AGEVOLARE LA RICERCA DEL LAVORO

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**PERSONAL BRANDING PER  
TROVARE LAVORO**

PAOLO ZANZOTTERA - @ZANZOTTERA

# CHI SONO

DATA SCIENTIS E DIRETTORE PRODOTTI



CO-FOUNDER E DIGITAL EVANGELIST



SPEAKER E AUTORE



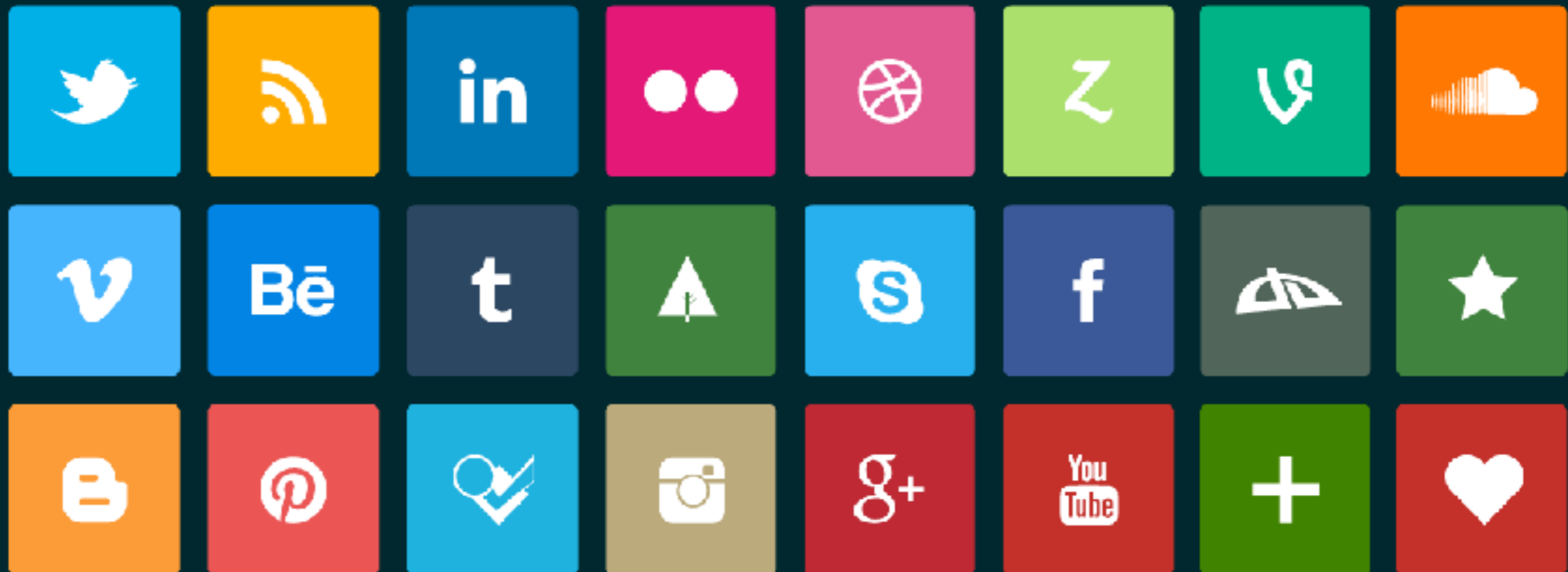
A vibrant, stylized illustration of a large, diverse crowd of people of various ages, ethnicities, and professions. They are gathered in what appears to be a busy office or public space. In the upper right corner, a yellow sign with black text reads "UFFICIO DI COLLOCAMENTO". The overall scene conveys a sense of a crowded and active environment.

UFFICIO DI  
COLLOCAMENTO

**IL MERCATO DEL LAVORO È MOLTO AFFOLLATO**

**DOVETE EMERGERE**

# I SOCIAL NETWORK SONO INDISPENSABILI PER FAVORIRE LA RICERCA DI UN LAVORO



**94% DELLE AZIENDE CERCANO PERSONALE SUI SN**

FONTE: JOBVITE



**89% DELLE AZIENDE ASSUMONO GIA' DAI SN**

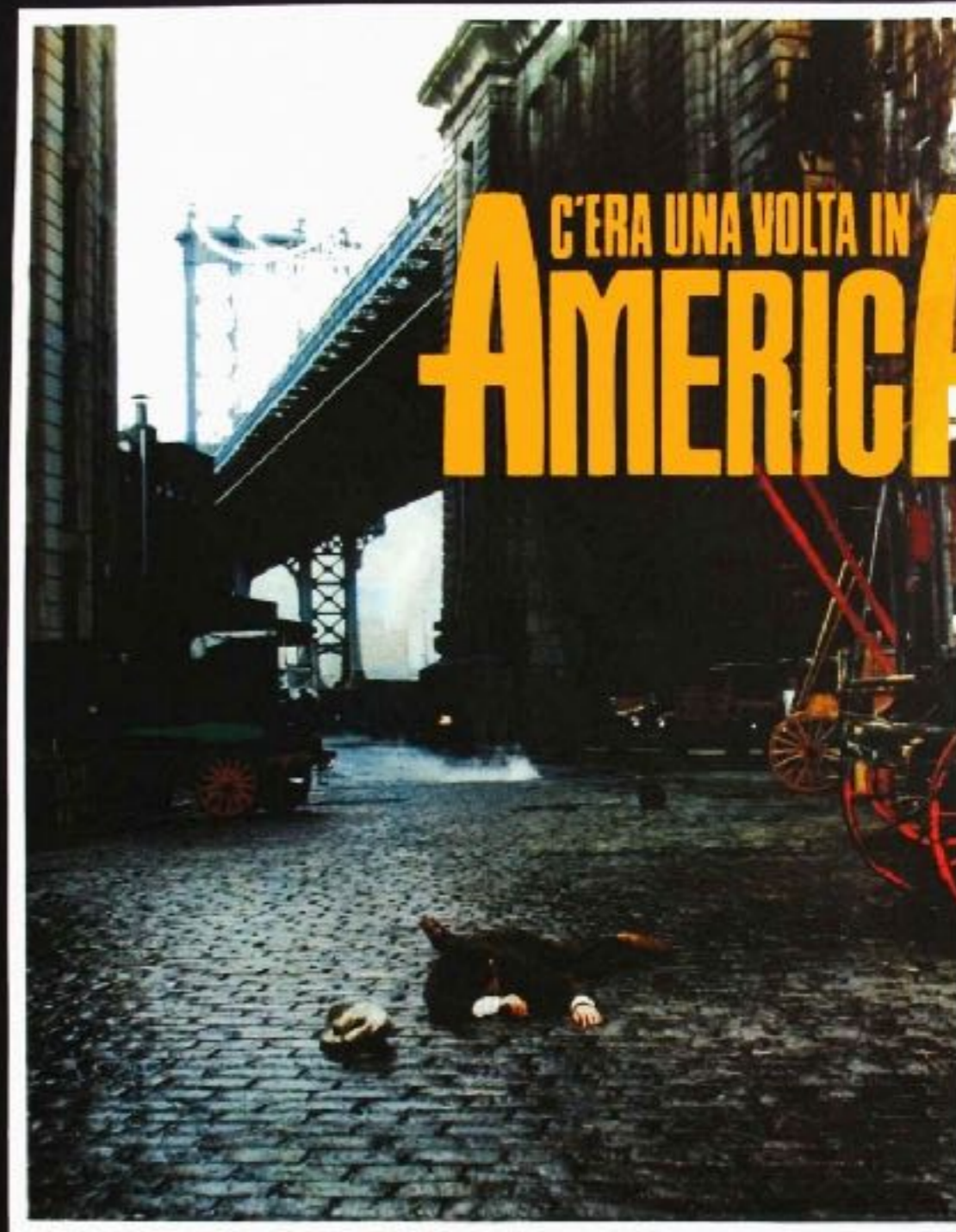
FONTE: HERD WISDOM



NON SUCCEDE SOLO IN  
AMERICA!

*Titanus*

ARNON MILCHAN presenta



un film di **SERGIO LEONE**

con **ROBERT DE NIRO**

**C'ERA UNA VOLTA IN AMERICA**

**JAMES WOODS • ELIZABETH McGOVERN • JOE PESCI • BURT YOUNG** nel ruolo di 'JOE'

**TUESDAY WELD e TREAT WILLIAMS** nel ruolo di 'JIMMY O'DONNELL'

fotografia di **TONINO DELLI COLLI** • musiche composte da **ENNIO MORRICONE** • produttore esecutivo **CLAUDIO MANCINI**

sceneggiatura di

**SERGIO LEONE • LEONARDO BENVENUTI • PIERO DE BERNARDI • ENRICO MEDIOLI • FRANCO ARCALLI • FRANCO FERRINI**

prodotto da **ARNON MILCHAN** regia di **SERGIO LEONE**

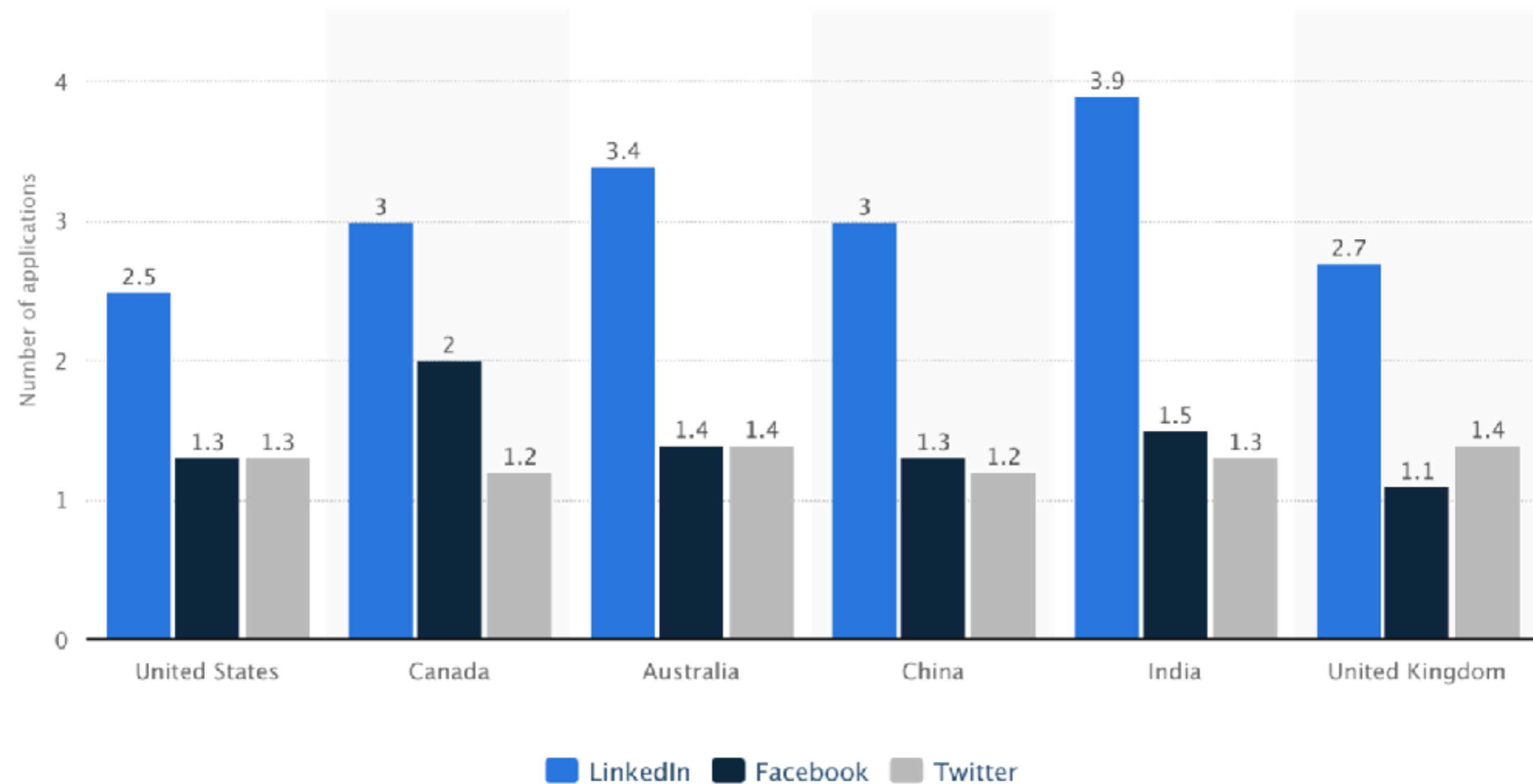
colonna musicale originale registrata su dischi e cassette PHILIPS prodotta e distribuita da PGM/GRAM RECORDS

Colori **TECHNICOLOR** **MM**

© 1984 EMBASSY INTERNATIONAL PICTURES N.Y. tutti i diritti riservati



# #RICHIESTE DI LAVORO DAI SOCIAL



# 1 CANDIDATO SU 3 NON VIENE CONTATTATO A CAUSA DEI SOCIAL NETWORK

FONTE: MONSTER.CO.UK



**REJECTED**

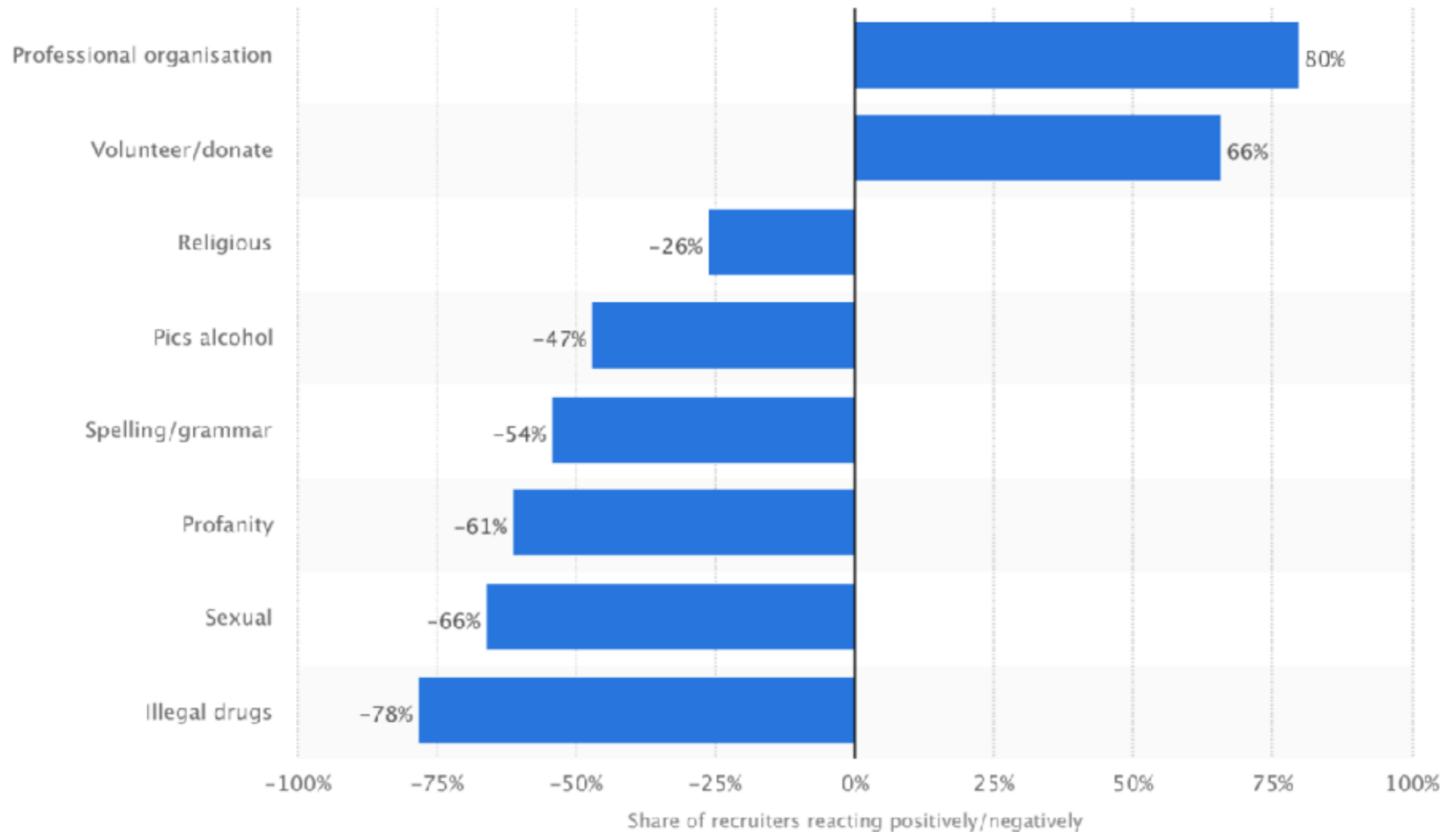
# 1 CANDIDATO SU 3 NON VIENE CONTATTATO A CAUSA DEI SOCIAL NETWORK

FONTE: MONSTER.CO.UK



G-UYS

# IL CONTENUTO CHE PIACE/NON PIACE AI RECRUITERS



# IL CONTENUTO CHE PIACE/NON PIACE AI RECRUITERS

Professional organisation

Volunteer/donate

Religious

Pics alcohol

Spelling/grammar

Profanity

Sexual

Illegal drugs

-100%



80%

56%

75%

100%

# I SOCIAL NETWORK PIÙ USATI DAI RECRUITERS

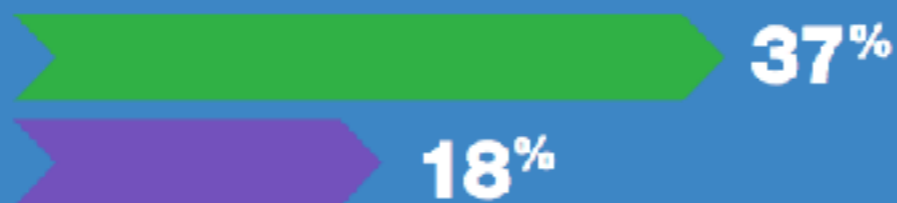
**94% UTILIZZANO LINKEDIN**

**65% UTILIZZANO FACEBOOK**

**55% UTILIZZANO TWITTER**

FONTE: JOBVITE

# I SOCIAL NETWORK PIÙ USATI DAI RECRUITERS



FOR JOB SEEKERS   
FOR RECRUITERS 

FONTE: JOBVITE

# STRATEGIA!





**IL SOCIAL DI  
MICROBLOGGING  
(140 CARATTERI)**

**HA 320M MAU**

**UTILIZZATO DAL 55%  
DEI RECRUITERS**

**IL 77% DELLE  
PRINCIPALI AZIENDE  
HA UN ACCOUNT TW**

**twitter**



PENSA **PRIMA** DI TWITTARE

AGGIORNA IL TUO  
PROFILO E **CANDIDATI**

I RECRUITERS  
CERCANO LE **TUE**  
**OPINIONI**

twitter



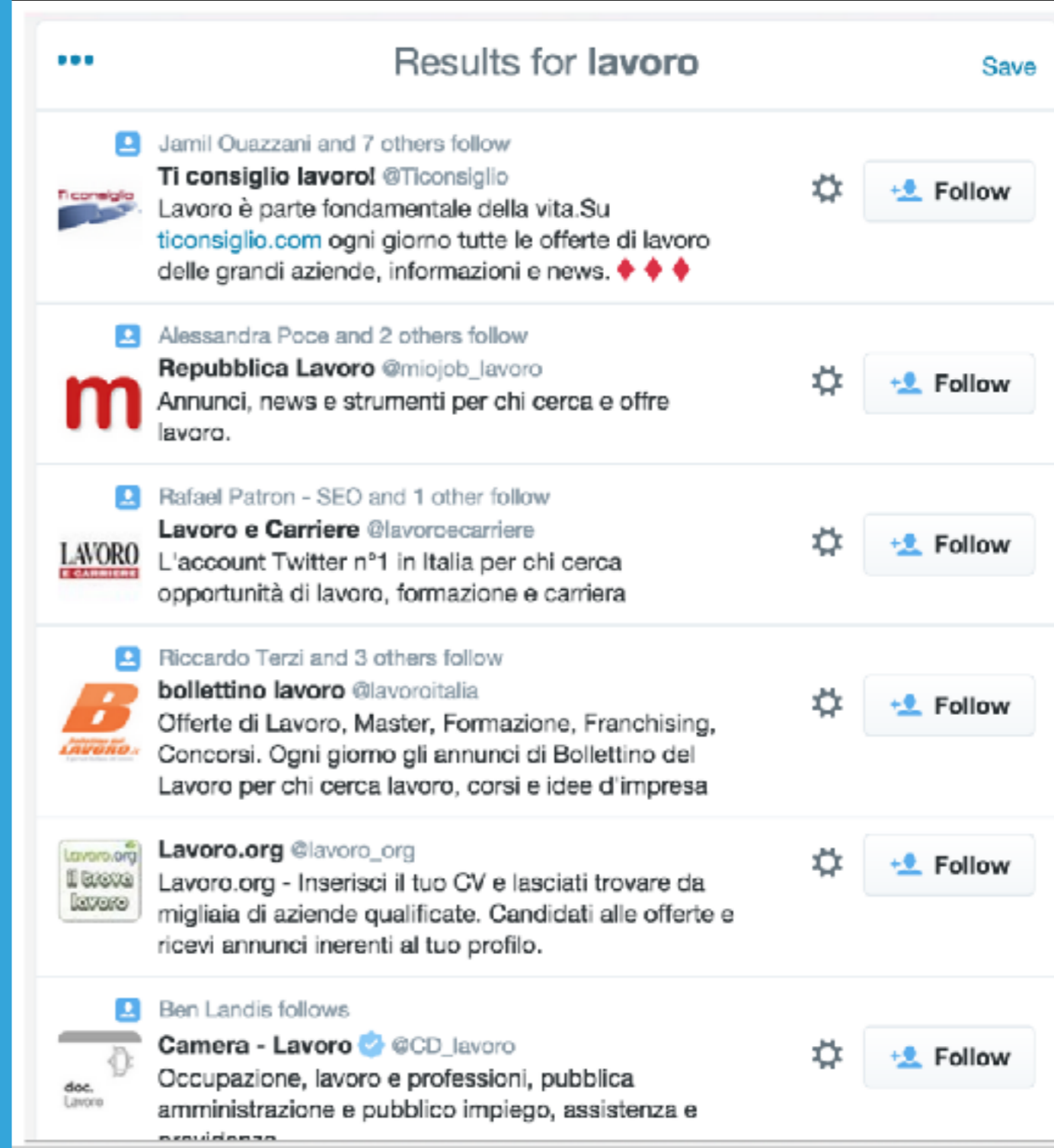
Profile card for Giovanni Fontana. The header is blue. The profile picture shows a man with a beard. To the right of the profile picture is a gear icon and a 'Segui' button with a plus sign and a person icon. Below the profile picture, the name 'Giovanni Fontana' is displayed in bold, followed by the handle '@giovanni\_font' and 'TI SEGUE'. The bio reads: 'Studente di Ingegneria Civile presso Università degli Studi di Brescia'.



Profile card for Giulia Gandolfi. The header is a colorful mosaic of small squares. The profile picture shows a woman and a man. To the right of the profile picture is a gear icon and a 'Segui' button with a plus sign and a person icon. Below the profile picture, the name 'Giulia Gandolfi' is displayed in bold, followed by the handle '@uligandalf' and 'TI SEGUE'. The bio reads: 'Studentessa di Economia Aziendale e Management presso l'Università Commerciale Luigi Bocconi. La mia filosofia di vita è Nod&Smile'.

# USA TWITTER COME RISORSA IN TEMPO REALE

# twitter



Results for lavoro Save

- Jamil Ouazzani and 7 others follow  
**Ti consiglio lavoro!** @Ticonsiglio  
Lavoro è parte fondamentale della vita. Su [ticonsiglio.com](http://ticonsiglio.com) ogni giorno tutte le offerte di lavoro delle grandi aziende, informazioni e news. ♦♦♦
- Alessandra Poce and 2 others follow  
**Repubblica Lavoro** @miojob\_lavoro  
Annunci, news e strumenti per chi cerca e offre lavoro.
- Rafael Patron - SEO and 1 other follow  
**Lavoro e Carriere** @lavoroecarriere  
L'account Twitter n°1 in Italia per chi cerca opportunità di lavoro, formazione e carriera
- Riccardo Terzi and 3 others follow  
**bollettino lavoro** @lavoroitalia  
Offerte di Lavoro, Master, Formazione, Franchising, Concorsi. Ogni giorno gli annunci di Bollettino del Lavoro per chi cerca lavoro, corsi e idee d'impresa
- Lavoro.org** @lavoro\_org  
Lavoro.org - Inserisci il tuo CV e lasciati trovare da migliaia di aziende qualificate. Candidati alle offerte e ricevi annunci inerenti al tuo profilo.
- Ben Landis follows  
**Camera - Lavoro** @CD\_lavoro  
Occupazione, lavoro e professioni, pubblica amministrazione e pubblico impiego, assistenza e previdenza

SEGUI LE AZIENDE DEI  
TUOI SOGNI

# twitter



# twitter

#brevetti

Popolari

In diretta

Account

Foto

Video

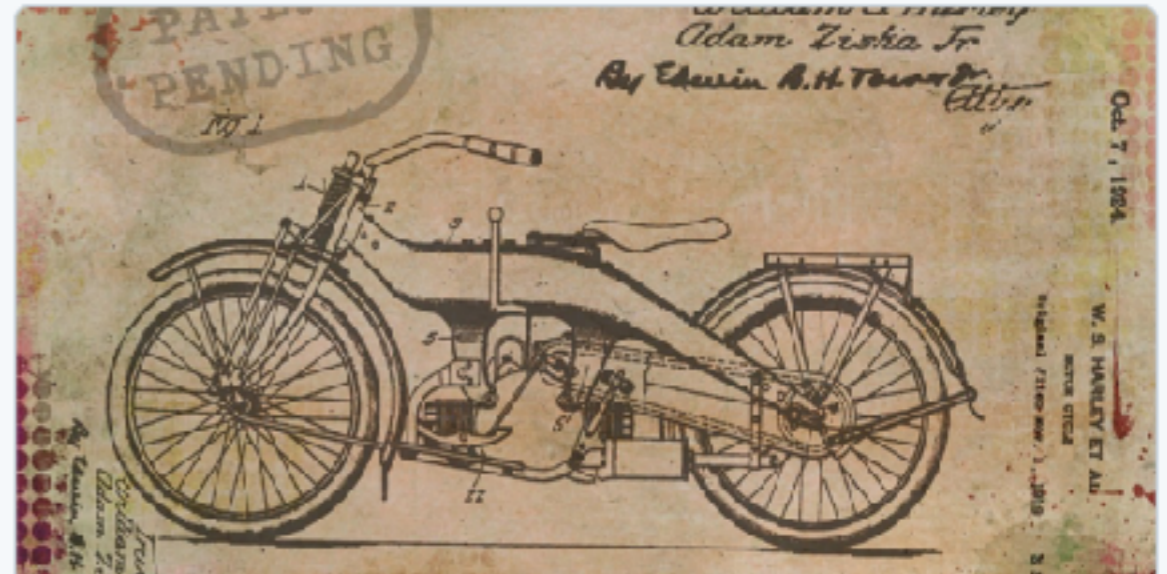
Altre opzioni ▾



Daniele Micci @grimjfoot - 38 min

#Brevetti e #software: per chi suona la campana?

[techeconomy.it/2016/10/11/bre...](http://techeconomy.it/2016/10/11/bre...) #diritto



**Brevetti e software: per chi suona la campana? | Tech Economy**

Un giudice della Corte d'Appello per il Circuito Federale ha escluso la tutela brevettuale di alcuni software perché basati su idea astratta

[techeconomy.it](http://techeconomy.it)



Simone Aliprandi @simcnealiprandi - 20 h

#software #patents / #brevetti #software: brevettano il problema e non la soluzione. @carlopiana di @arrayaw su @TechEcon

JurisWiki @JurisWiki

"se #brevetto software brevetta il problema non la soluzione, non ha senso". commento di @carlopiana a #sentenza USA [techeconomy.it/2016/10/11/bre...](http://techeconomy.it/2016/10/11/bre...)

...

CERCA CON GLI #HASHTAG

INSERISCITI NELLE  
CONVERSAZIONI

#BREVETTI

#NANOTECNOLOGIE

#BIOTECH

IL SOCIAL PIÙ USATO AL  
MONDO **2,1 MILIARDI** MAU

**1,3 MILIARDI** DI PERSONE  
SI CONNETTE  
**QUOTIDIANAMENTE**

UTILIZZATO DAL 65%  
DEI RECRUITERS

IL 61% DELLE  
PRINCIPALI AZIENDE  
HA UN ACCOUNT FB

facebook®



MI PIACE ALLE AZIENDE E  
GRUPPI INTERESSANTI

PULISCI IL TUO  
PROFILO E RENDILO  
**PRIVATO**

FAI SAPERE CHE  
CERCHI LAVORO

**NON** ACCETTARE  
RICHIESTE DA  
**SCONOSCIUTI**

facebook®



# IL SOCIAL NETWORK DEI LAVORATORI

UTILIZZATO DALL 94% DEI  
RECRUITERS

UK: 73% DEI GIOVANI  
18-34 HA TROVATO  
LAVORO VIA LINKEDIN

LinkedIn





# IL SOCIAL NETWORK DEI LAVORATORI

UTILIZZATO DALL 94% DEI  
RECRUITERS

UK: 73% DEI GIOVANI  
18-34 HA TROVATO  
LAVORO VIA LINKEDIN

OLTRE 5M DI  
AZIENDE

IL 100% DELLE  
PRINCIPALI AZIENDE  
È SU LINKEDIN

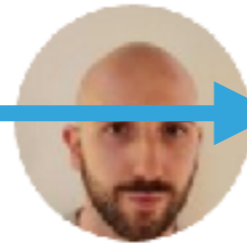
LinkedIn



ISCRIVITI SUBITO!

CREA UNA **HEADLINE**  
INFORMATIVA CON LE  
**KEYWORD** NECESSARIE

LinkedIn

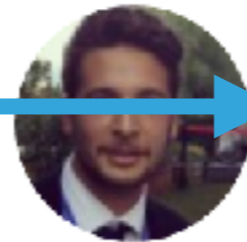


Daniele Marchina 1st

Medico **neolaureato**

Brescia Area, Italy • Writing and Editing

▶ 14 shared connections • Similar • 123



Alvis Stratimirovich 1st

Recent Graduate in Economics and Management

Venice Area, Italy • Marketing and Advertising

▶ 9 shared connections • Similar • 224

METTI UNA FOTOGRAFIA  
DECENTE

LinkedIn



**Daniele Marchina** 1st

Medico **neolaureato**

Brescia Area, Italy • Writing and Editing

▶ 14 shared connections • Similar • 👤 123



**Alvisе Stratimirovich** 1st

Recent Graduate in Economics and Management

Venice Area, Italy • Marketing and Advertising

▶ 9 shared connections • Similar • 👤 224

**METTI UNA FOTOGRAFIA  
DECENTE**

**NO FOTO RITAGLIATE**

**NO FOTO VACANZE**

**Linked in**



METTI UNA FOTOGRAFIA  
DECENTE

NO FOTO RITAGLIATE

NO FOTO VACANZE

SÌ SFONDO COLORATO

LinkedIn



**Simona Canni**  
Web and Graphic  
Bologna, Emilia-Romagna



**Andrea Moro**  
Head of Technical  
Norton, Hertfordshire

METTI UNA FOTOGRAFIA  
DECENTE

NO FOTO RITAGLIATE

NO FOTO VACANZE

SÌ SFONDO COLORATO

NO OCCHIALI DA SOLE

LinkedIn



**Alessandro**  
Media Cons  
Rome, Lazio



**Carlo Pelizzari**  
Libero prof  
Brescia, Lombardia

**METTI UNA FOTOGRAFIA  
DECENTE**

**NO FOTO RITAGLIATE**

**NO FOTO VACANZE**

**SÌ SFONDO COLORATO**

**NO OCCHIALI DA SOLE**

**NO ALCOHOL**

**Linked in**



**Fabrizio Corona**

**Diario**

**Informazioni**

**CONOSCI FABRIZIO?**

**METTI UNA FOTOGRAFIA  
DECENTE**

**NO FOTO RITAGLIATE**

**NO FOTO VACANZE**

**SÌ SFONDO COLORATO**

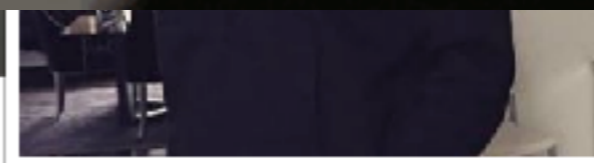
**NO OCCHIALI DA SOLE**

**NO ALCOHOL**

**Linked in**



SPACED | hu



**Diario**

**Informazioni**

**CONOSCI FABRIZIO?**



SISTEMA BENE LA SEZIONE  
SCOLASTICA

AGGIUNGI ATTIVITÀ  
LAVORATIVE E DI  
VOLONTARIATO

LinkedIn



Education

**Università degli Studi di Milano**

Laurea in scienze dello spettacolo e della comunicazione multimediale,  
comunicazione

2005 – 2007



**Libera Università di Lingue e Comunicazione IULM**

Laurea in scienze e tecnologie della comunicazione, comunicazione

2002 – 2005



Organizations

**ASSORETIPMI - Associazione Reti di Imprese PMI**

Starting January 2013



Volunteer Experience & Causes

**Causes Jamil cares about:**

- Economic Empowerment
- Poverty Alleviation
- Environment
- Arts and Culture
- Children
- Animal Welfare
- Education
- Health
- Science and Technology
- Social Services

SCRIVI UNA  
PRESENTAZIONE DI TE  
STESSO

MODIFICA LA URL  
DEL TUO PROFILO

LinkedIn

Background



Summary

25+ years of experience in Marketing & Management, Marketing Auditing, Strategy Consulting, Sales & International Business Development.

Development of training programs for business through Italian and foreign Universities: Specific topics covered: Marketing (Marketing auditing, Digital strategy, Marketing & Competitive Intelligence, Web marketing), Sales (Commercial Auditing, Selling methods, the Sales Manager), Management (Marketing Management, Sales Management), Administration (Control Management)

Major areas of expertise: Marketing auditing, Marketing & Competitive Intelligence, Digital Strategy, Business development, General Management, International relations

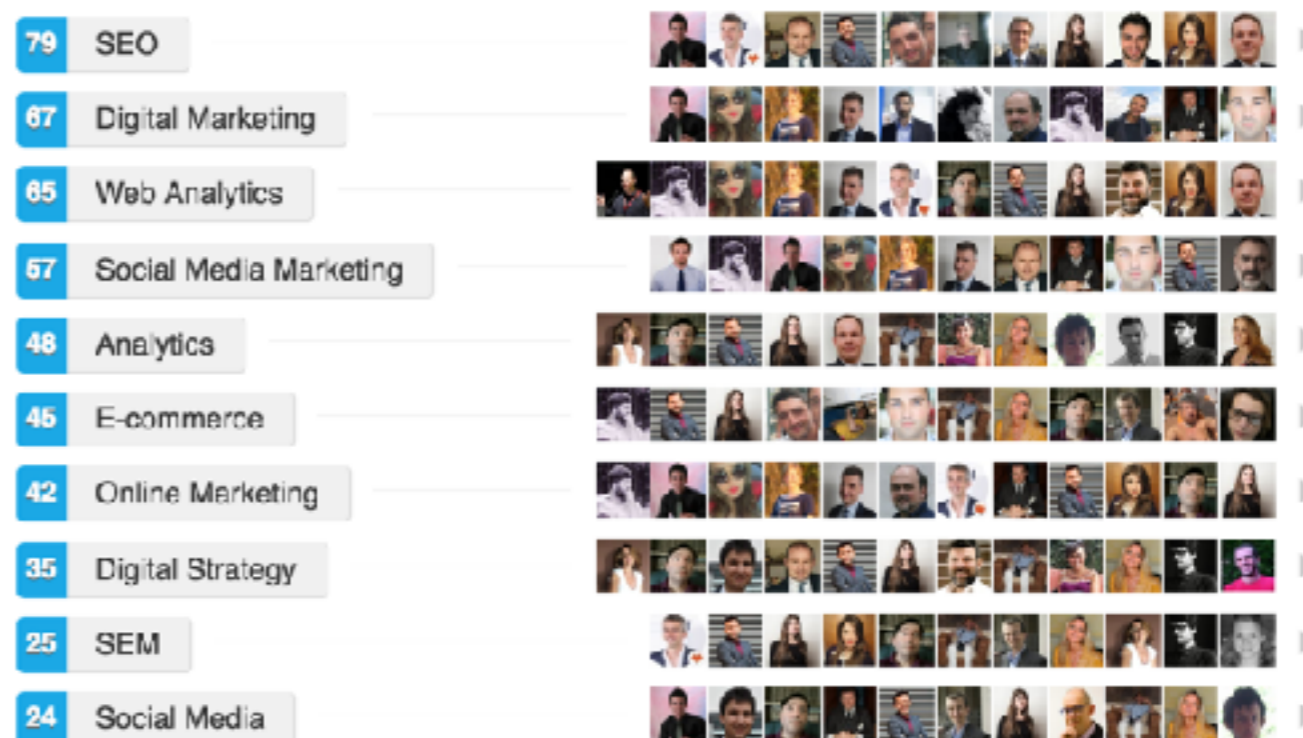
<https://www.linkedin.com/in/paolozanzottera>

# DECIDI I TUOI SKILLS E COLTIVALI



## Skills & Endorsements

### Top Skills



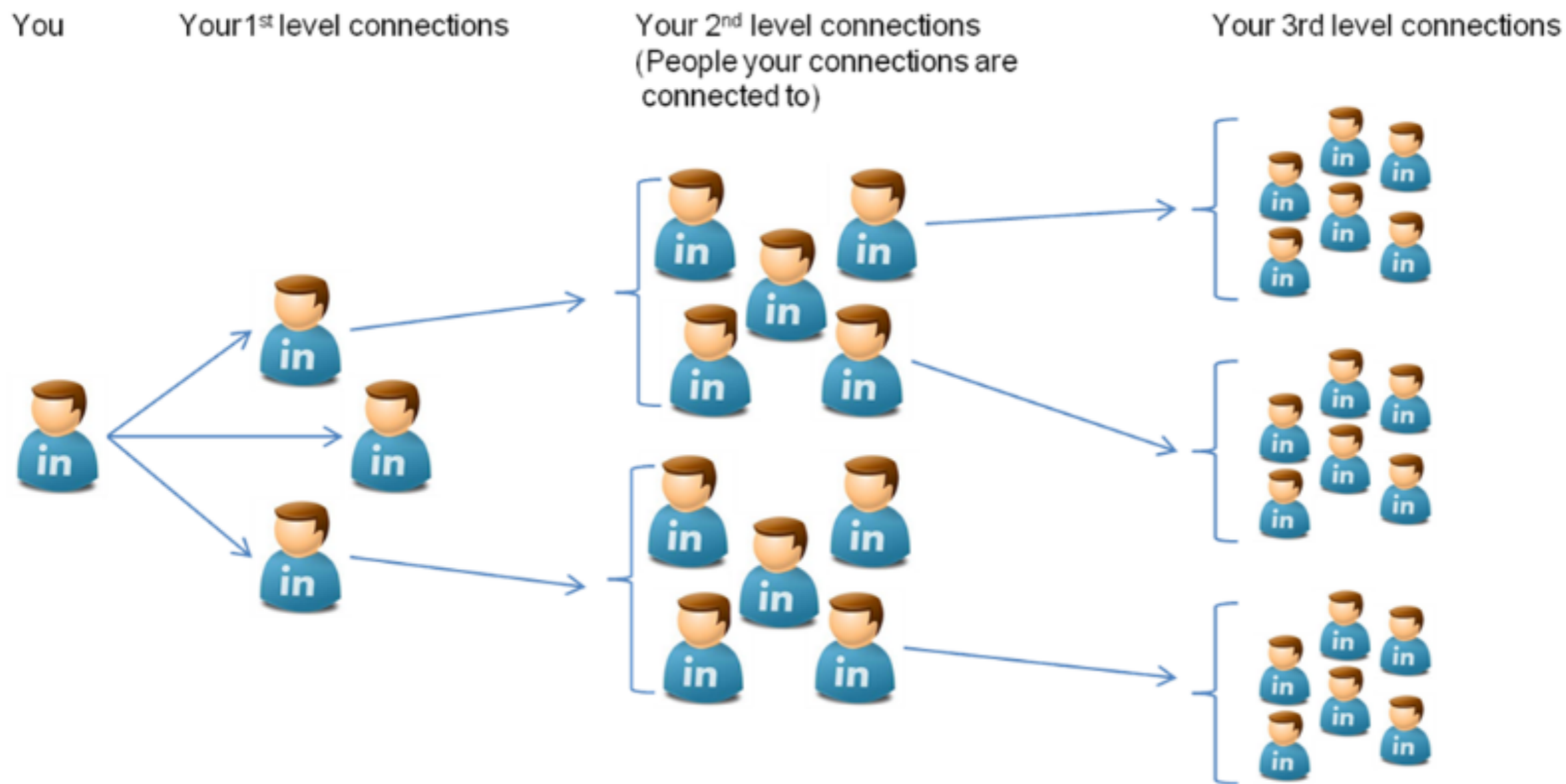
### Paolo also knows about...



# CONNETTITI AGLI ALTRI:

## 1°, 2° E 3° GRADO DI SEPARAZIONE

# LinkedIn



# GESTISCI LA PRIVACY IN MODO PUBBLICO

# SCOPRI CHI VISITA IL TUO PROFILO

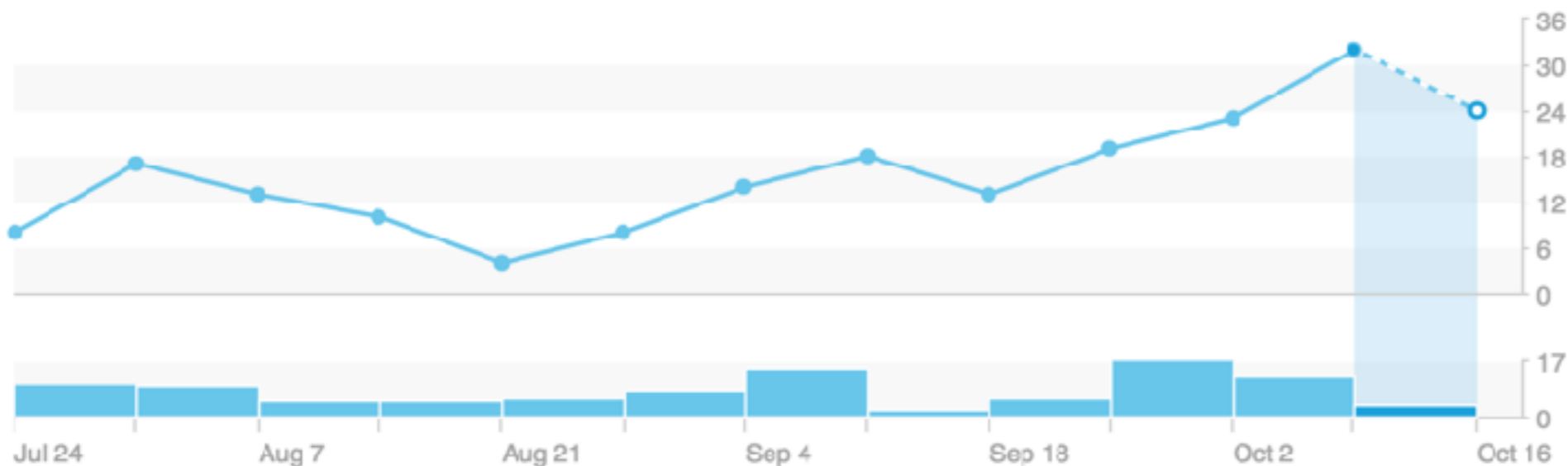


**173** Profile views  
Last 90 days

**2** Viewers who work at Italiaonline

**16** Viewers with the title Marketing Specialist

● Profile Views    ○ Projected Views    ■ Actions Taken



Oct 10 – now

**10** Profile views  
24 projected this week

**4** Actions taken  
-- from the previous week

What you did:  
• Added 4 connections  
[Get more profile views](#)

# GESTISCI LA PRIVACY IN MODO PUBBLICO

# SCOPRI CHI VISITA IL TUO PROFILO



**173** Profile views  
Last 90 days

**2** Viewers who work at Italiaonline

**16** Viewers with the title Marketing Specialist

111 Other  
Companies



1 Online Metrics

1 Seat Pagine  
Gialle SpA

2 MARKETERS  
club

2 Italiaonline

100 Other  
Locations



4 Vicenza Area,  
Italy

6 Padova Area,  
Italy

7 Milan Area, Italy

23 Brescia Area,  
Italy

# GESTISCI LA PRIVACY IN MODO PUBBLICO

# SCOPRI CHI VISITA IL TUO PROFILO

# LinkedIn

**173** Profile views  
Last 90 days

**2** Viewers who work at Italiaonline

**16** Viewers with the title Marketing Specialist

**119** Other Titles



**8** Founder / Partner

**8** Business Owner

**9** Advertising Specialist

**16** Marketing Specialist

**91** Other Industries



**3** Management Consulting

**13** Internet

**15** Information Technology and

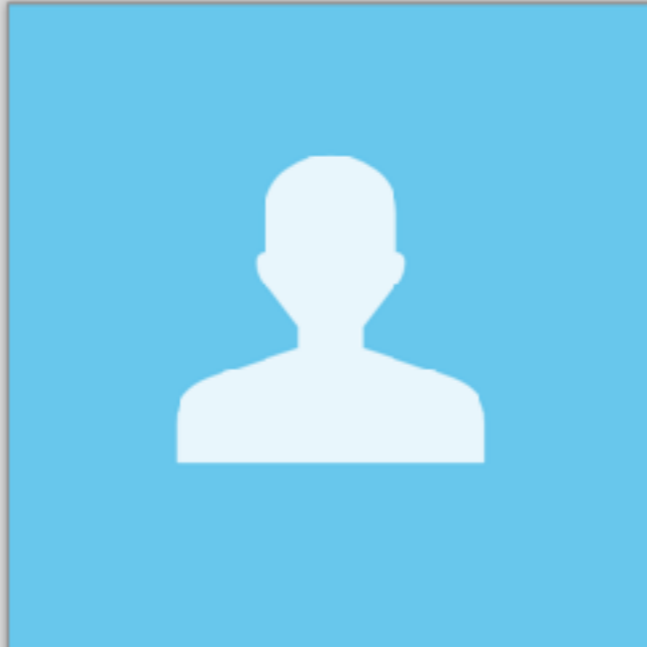
**22** Marketing and Advertising



**Fabio Magi** · 2nd 

Addetto Marketing presso Gino Spa  
Today

[Connect](#)



**Vanitha K** · 3rd

Business Development - Consultant  
Yesterday

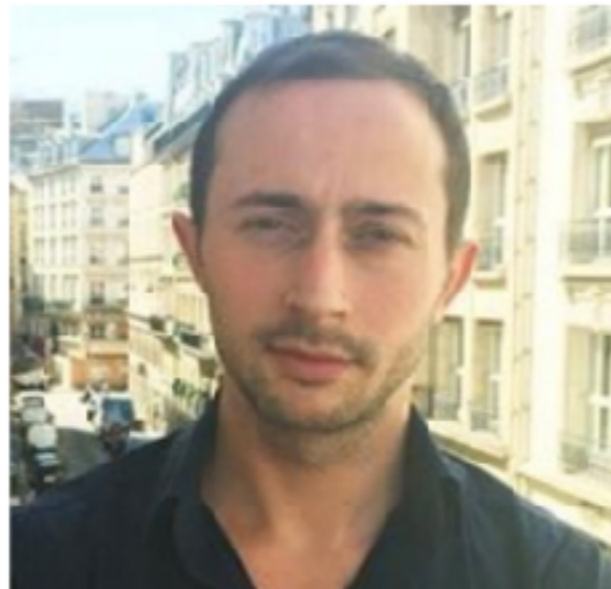
[Connect](#)



**3 LinkedIn members**

These people viewed your profile in  
private mode  
Oct 9 – Oct 15

[Learn More](#)

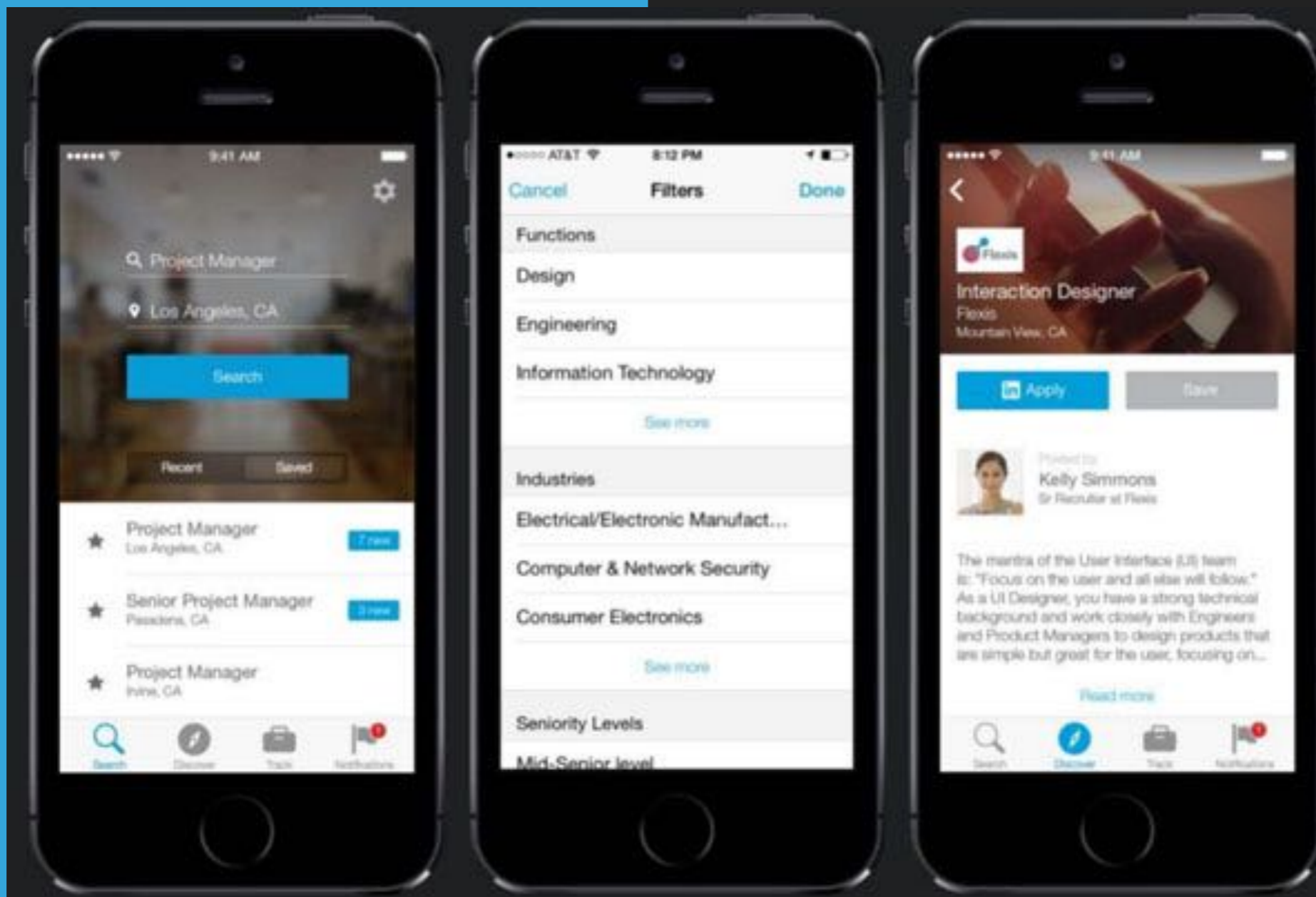


168 more people viewed you.



# USA L'APP LINKEDIN JOB SEARCH

# LinkedIn



# CERCA, SCOPRI, CANDIDATI!!!

# LinkedIn

## Jobs you may be interested in

Set up your [jobs preferences](#) so we can recommend the right jobs to you.



### Social media manager

Raineri Design srl  
Brescia Area, Italy

Posted 1 hour ago

ESSILOR

### Digital Marketing Specialist

Essilor  
Milan Area, Italy

**B** 12 alumni work here

Posted 2 hours ago



See jobs where you'd be a top applicant.

Try Premium for free



### Digital Strategist

Contactlab  
Milan Area, Italy

 1 connection works here

Posted 22 hours ago



### Web Master Trieste

Italiaonline  
Trieste, Friuli-Venezia Giulia, Italy

 69 connections work here

Posted 1 day ago

GUCCI

### Internship WW Digital

Gucci  
Milan

**B** 102 alumni work here

Posted 5 days ago



### MARKETING & BUSINESS INTELLIG...

Experis  
Genova, Liguria, Italy

**B** 3 alumni work here

Posted 19 hours ago



### Web Digital Marketing Specialist

Devup  
Ravenna Area, Italy

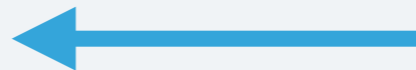
Posted 3 hours ago

# CERCA, SCOPRI, CANDIDATI!!!

# LinkedIn

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Posted 1 hour ago

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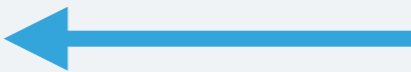
Posted 3 hours ago

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Brescia Area, Italy

Posted 1 hour ago

ESSILOR

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Essilor  
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Milan Area, Italy

1 connection works here

Posted 22 hours ago



**Web Master Trieste**  
Italiaonline  
Trieste, Friuli-Venezia Giulia, Italy

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GUCCI

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Posted 19 hours ago



**Web Digital Marketing Specialist**  
Devup  
Ravenna Area, Italy

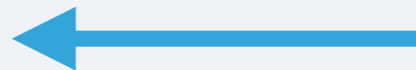
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Posted 1 hour ago

ESSILOR

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Experis  
ManpowerGroup

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Devup  
Ravenna Area, Italy

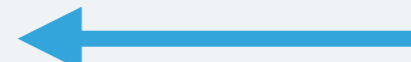
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1 connection works here

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Trieste, Friuli-Venezia Giulia, Italy



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GUCCI

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Gucci  
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Experis  
Genova, Liguria, Italy

**B** 3 alumni work here

Posted 19 hours ago



### Web Digital Marketing Specialist



Devup  
Ravenna Area, Italy

Posted 3 hours ago





CERCA, SCOPRI,  
CANDIDATI!!!

LinkedIn

**GUCCI** **Internship WW Digital**  

**Gucci**  
Milan

 Posted 5 days ago  202 views

**B** 102 alumni work here

[Apply on company website](#) [Save](#)


---

**Job description**  
Internship Mission

The candidate will be integrated in WW Digital team and he/she will have the opportunity to learn about the digital world at Gucci; to learn about the digital art creation process; to collaborate with multiple departments, including Social Media and Editorial, Marketing, Merchandising, eCommerce and Photo Studio.

He/she will be providing assistance to the Digital Art Team in the following activities:

- supporting the production process for assets and publishing in the

[Read full job description](#) 

**Industry**  
Luxury Goods & Jewelry

**Employment type**  
Other

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**Job description**  
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The candidate will be integrated in WW Digital team and he/she will have the opportunity to learn about the digital world at Gucci; to learn about the digital art creation process; to collaborate with multiple departments, including Social Media and Editorial, Marketing, Merchandising, eCommerce and Photo Studio.

He/she will be providing assistance to the Digital Art Team in the following activities:

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
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
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
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
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