HINGE RESUME

CAREER BRANDING *for* WOMEN

LinkedIn Brand Partnership: Loom

Content Writing & Audience Engagement | 2022



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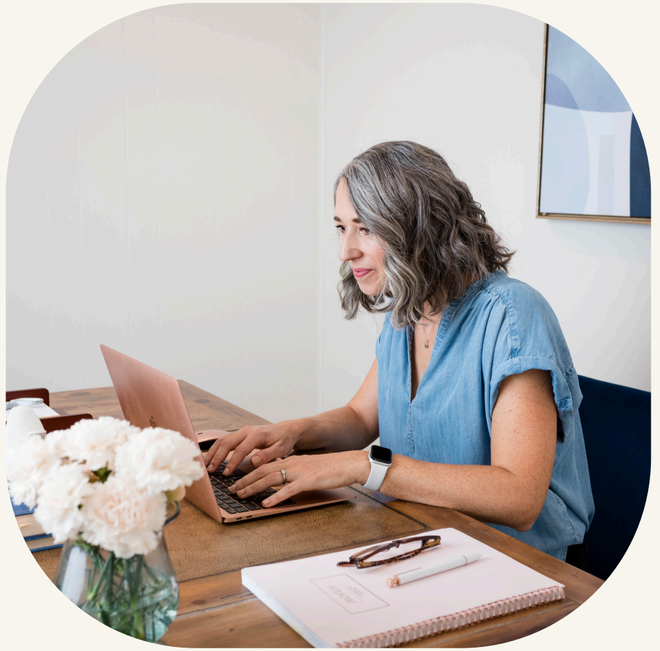
Overview



Recruited by Loom's affiliate marketing manager to produce three LinkedIn posts with Loom-specific hashtag and product integration in quarter two of 2022.

LinkedIn Influencer Campaign Results

64	6,755+	120
Comments	Documented impressions	Engagements

**Three sponsored LinkedIn posts. Impressions reported for two posts; engagements include reactions and comments across all three.*

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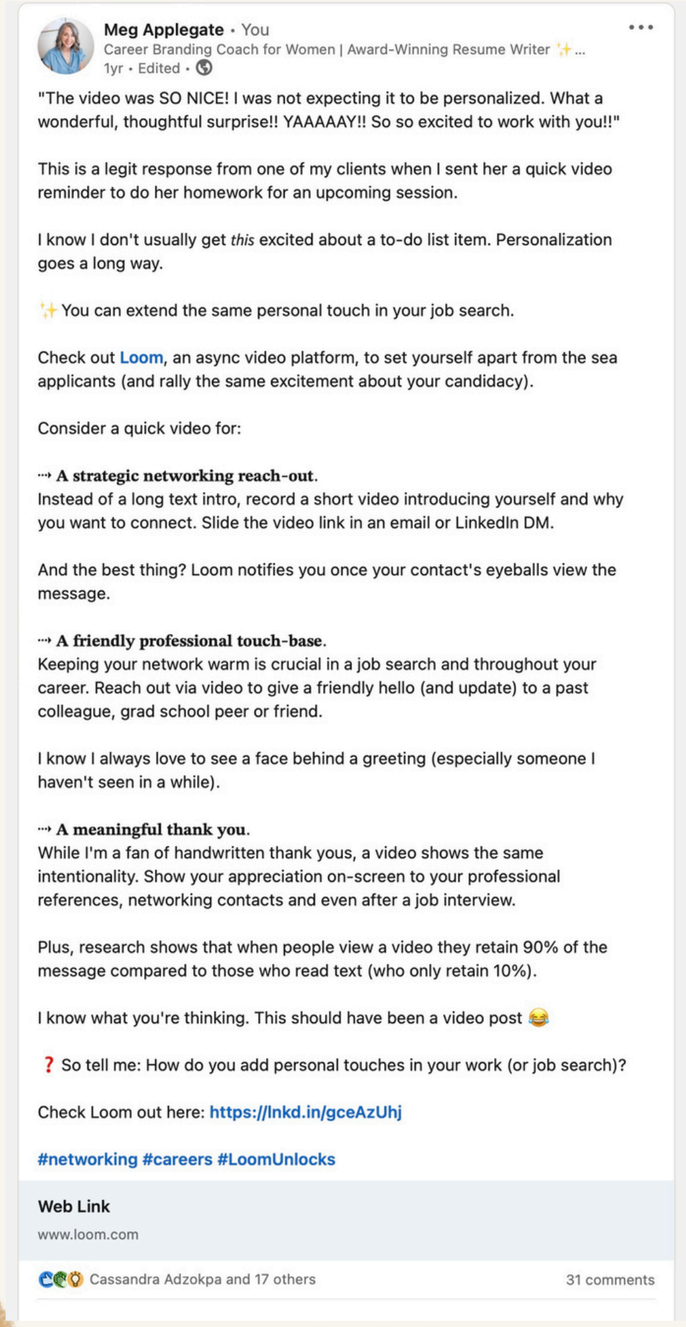
Post #1

Personalization that connects

I connected a real client reaction to illustrate the impact of personalized communication, plus three practical ways job seekers could use Loom to stand out in the job market and strengthen professional relationships.

Results: 2,326 impressions | 31 comments | 19 reactions



Meg Applegate • You
Career Branding Coach for Women | Award-Winning Resume Writer ✨...
1yr • Edited •

"The video was SO NICE! I was not expecting it to be personalized. What a wonderful, thoughtful surprise!! YAAAAAY!! So so excited to work with you!!"

This is a legit response from one of my clients when I sent her a quick video reminder to do her homework for an upcoming session.

I know I don't usually get *this* excited about a to-do list item. Personalization goes a long way.

✨ You can extend the same personal touch in your job search.

Check out Loom, an async video platform, to set yourself apart from the sea applicants (and rally the same excitement about your candidacy).

Consider a quick video for:

⇢ **A strategic networking reach-out.**
Instead of a long text intro, record a short video introducing yourself and why you want to connect. Slide the video link in an email or LinkedIn DM.

And the best thing? Loom notifies you once your contact's eyeballs view the message.

⇢ **A friendly professional touch-base.**
Keeping your network warm is crucial in a job search and throughout your career. Reach out via video to give a friendly hello (and update) to a past colleague, grad school peer or friend.

I know I always love to see a face behind a greeting (especially someone I haven't seen in a while).

⇢ **A meaningful thank you.**
While I'm a fan of handwritten thank yous, a video shows the same intentionality. Show your appreciation on-screen to your professional references, networking contacts and even after a job interview.

Plus, research shows that when people view a video they retain 90% of the message compared to those who read text (who only retain 10%).

I know what you're thinking. This should have been a video post 😂

❓ So tell me: How do you add personal touches in your work (or job search)?

Check Loom out here: https://lnkd.in/gceAzUhj

#networking #careers #LoomUnlocks

Web Link
www.loom.com

Cassandra Adzokpa and 17 others 31 comments

[View original LinkedIn post]

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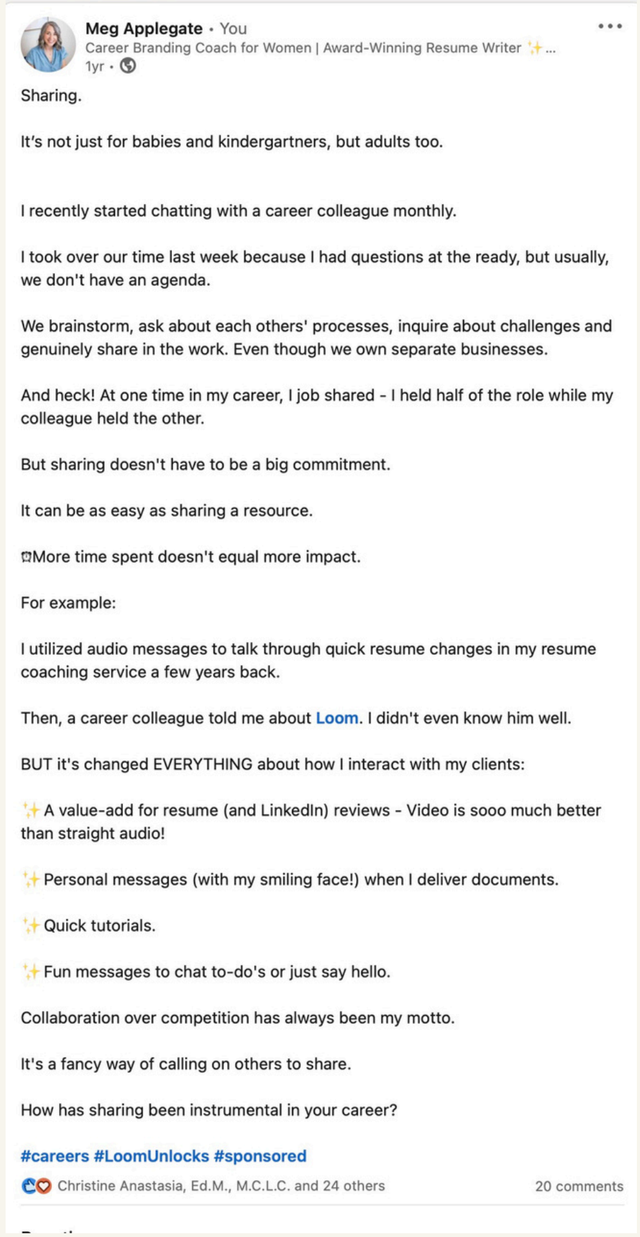
Post #2

Collaboration over competition

I led with a personal story about collaborating with industry peers, including how I learned about Loom as a tool to transform my own clients' experience. I connected the brand to a broader conversation about knowledge sharing and generosity.

Results: 4,429 impressions | 20 comments | 25 reactions



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Sharing.

It's not just for babies and kindergartners, but adults too.

I recently started chatting with a career colleague monthly.

I took over our time last week because I had questions at the ready, but usually, we don't have an agenda.

We brainstorm, ask about each others' processes, inquire about challenges and genuinely share in the work. Even though we own separate businesses.

And heck! At one time in my career, I job shared - I held half of the role while my colleague held the other.

But sharing doesn't have to be a big commitment.

It can be as easy as sharing a resource.

🏛More time spent doesn't equal more impact.

For example:

I utilized audio messages to talk through quick resume changes in my resume coaching service a few years back.

Then, a career colleague told me about Loom. I didn't even know him well.

BUT it's changed EVERYTHING about how I interact with my clients:

✨ A value-add for resume (and LinkedIn) reviews - Video is sooo much better than straight audio!

✨ Personal messages (with my smiling face!) when I deliver documents.

✨ Quick tutorials.

✨ Fun messages to chat to-do's or just say hello.

Collaboration over competition has always been my motto.

It's a fancy way of calling on others to share.

How has sharing been instrumental in your career?

#careers #LoomUnlocks #sponsored

Christine Anastasia, Ed.M., M.C.L.C. and 24 others 20 comments

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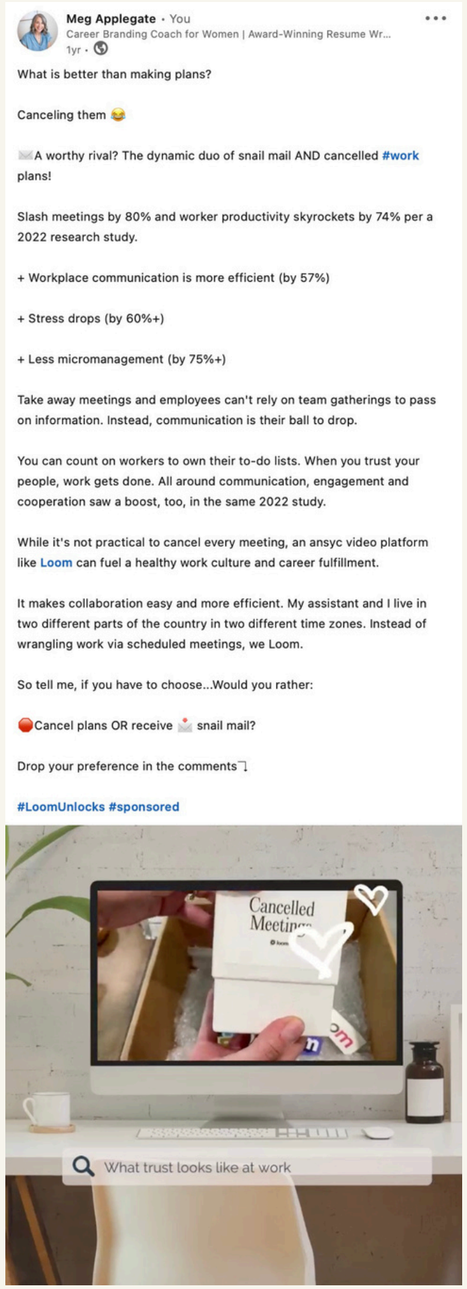
Post #3

Real-world product integration

I combined a product unboxing video with data and firsthand work experience to demonstrate Loom's value in everyday business communication while showing off their new Cancelled Meetings candle.

Results: 25 engagements | 13 comments | 12 reactions



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