

# EXPANDING your career opportunities

## Workshop with Tana Storani

**H**ow are you helping your graduates to face the market and to improve their chances to get a job after graduating?

When the time comes to move from student life to professional life there is huge competition out there and those who master the skills of personal branding, LinkedIn and interview skills have the advantage and are better prepared to face the competition.

It is no longer enough to simply have a basic cv ...students now need a professional online presence to help them to connect with recruiters and hiring managers around the world and also build a brand for themselves.



*Tana was very professional and very helpful to us (a group of graduate electronic engineers) her workshop involving CV skills and LinkedIn networking was very insightful and super useful. If anyone was to ask for such a workshop I would definitely recommend Tana.*

**Aidan Kelly**  
4th Year Electronic Engineering Student  
Institute of Technology, Tallaght

*Tana recently helped my class prepare our CVs & LinkedIn profiles. Her knowledge & expertise in her field is outstanding and I now feel much more confident for applying for jobs in the future. I couldn't recommend her more.*

**Sean Cleary**  
Energy Systems Engineering student  
Institute of Technology, Tallaght

## Workshop Structure

### 1 - Introduction

**2 - Module 1 - CV Writing** (help to construct a winning CV and cover letter)

**3 - Module 2 - Recruitment Channels & Marketplace** (Recruitment Channels and ways to get hired)

### 4 - Module 2 - LinkedIn & Networking

- Why is LinkedIn Crucial During Your Job Search?;
- Hidden Job Market "LinkedIn Recruiter";
- Creating your profile: Why is Personal Branding so important nowadays?; Create a Superstar LinkedIn Profile and Double your Profile Views; How to optimize your profile to show up in search results;
- Things recruiters want to see on your profile; How to structure your profile to highlight your strengths and personal brand; How to Write an Amazing LinkedIn Summary; How to setup your Custom LinkedIn Public Profile URL;
- Explanation on how to navigate through the platform - Leverage all of LinkedIn's tools to differentiate you from your competition;
- How to use "LinkedIn Alumni"
- Job Search: How to be strategic on LinkedIn; Get a Job Without Applying with Monster/Irish.ie/Irish Jobs.ie; The art of connecting

### 5- "2 hours Job Search" Technique used by INSEAD, Stanford, Duke University and more

"The 2-Hour Job Search offers step-by-step, time-limited instructions for the most frustrating part of finding work getting a first interview. This science-based process splits the job search into manageable pieces, each requiring at most 15 minutes, to help those looking for work conduct the best job search possible"

**Time: 3 hours of workshop**



*Tana has approached my class (Energy and Environmental Engineering) in a special way that made people comfortable to interact through the 3 hours' workshop. All the topics covered will be really useful and I am very happy with the knowledge acquired about LinkedIn tools which for sure I will be using a lot. I would definitely recommend her.*

**Talita Jagielo**  
Energy and Environmental Engineering student | Institute of Technology, Tallaght

*I highly recommend Tana as Speaker & Trainer on LinkedIn, International Career, Personal Branding and Job Searching. Tana have been delivering an outstanding "International Career First Steps" Workshop at Vital Intercambios - Vital JobClub Workshop - for all Vital English Students in Ireland.*

*She is super qualified and an amazing coaching & mentor in regards to job search, Cv writing, recruitment, interview skills, personal branding, LinkedIn and Irish labor market. She demonstrated a high degree of expertise and her presentation is always clear and immediately actionable. In addition, her style was open and inviting to questions (and expressed appreciation for them) and willingly gave her time to responding to questions thoroughly.*

*Tana is extremely enthusiastic about her work which is infectious. I certainly would recommend her for any training, workshop and talk on these topics.*

**Juliana Vital**  
Founder - Vital Intercâmbios

## Who is Tana Storani?

Tana works as career coach, speaker and LinkedIn Expert. She has a true passion for people, technology, personal branding and recruitment.

### Workshops & Seminars

- Expanding your career opportunities workshop - Institute of Technology Tallaght - Feb/March 2017
- Job Club for English students (workshop) - Vital Intercambios Agency - Jan 2011- Present
- Expanding your international career opportunities workshop - EduExpos educational fair (eduexpos.edufindme.com/) | 2016
- LinkedIn Workshop - Business in the Community Ireland (www.bitc.ie/) | 2016

She started her career in recruitment in 2010 at Adecco and then spent 2 years working for one of the best Irish Recruitment Agencies, Sigmar recruitment – recruiting for top multinationals such as Google, Apple, Symantec, PayPal, Microsoft and others. As she wanted to get in-house experience, she moved to HP and then LinkedIn where she was Campus Recruitment Coordinator, recruiting top graduates in EMEA.

Now she is carving her own path as a careers coach providing; CV revision, training and advisory!

### Educational background:

- Psychology Degree - Catholic University
- CIPD HR Management Diploma - National College of Ireland
- Cognitive Behavioural Therapy Diploma - City College of Ireland
- Personal and Executive Coaching Diploma accredited by EMCC (European Mentoring & Coaching Council at Practitioner level).

Do you want to know more about Tana?



Tana Storani