

Blogging is sure way to land a job, say those in the biz

By Joshua Wilwohl
Special to The Star-Ledger

Adrienne Waldo knows the blogosphere. This 23-year-old New York City marketing genome, and founder of Ask a Millennial blog, jump started her career online.

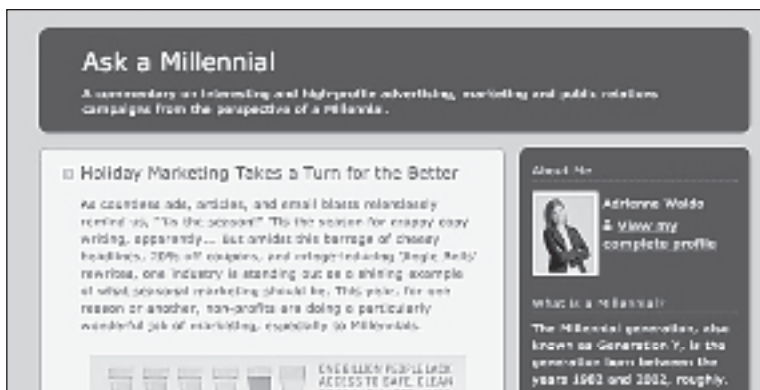
"It's a ladder to a career," she said of anyone who begins blogging. "Especially for a career in marketing because it shows your personality and your writing style."

Lauren Milligan, resume expert at ResuMAYDAY in Chicago, couldn't agree more. Milligan, who coaches clients to use blogs as a tool in the job hunt, said the online communications realm is a pivotal stop as a career booster.

For example, she encourages individuals with unique skills to begin blogs that tailor to their ideas.

"Maybe your expertise is in line with what general consumers need to know about something," she said. "Whether you're a CPA and have tax tips or you're a doctor who can offer healthy advice to save money."

The U.S. Bureau of Labor Statistics does not list bloggers as a career, it lists writ-



Adrienne Waldo's Ask a Millennial blog is a popular advertising and marketing tip sheet.

ers with an online concentration, whose job outlook is rising as fast as average with keen competition into 2018.

Waldo began blogging after graduating college during six months of unemployment in February 2009.

After three months, she received calls for freelance jobs based on her writing. After four months, she was asked to speak on advertising topics. In six months, she landed a job (though she said the company was interested in her social networking skills as a whole).

"I started it (the blog) and people would

find it, and when you start it, it immediately becomes part of a community," Waldo said.

Rebecca Jampol, manager of Glocally-Newark.com, a blog about life in Newark, said the blog is an excellent marketing tool for Newwork, the Newark-based company that owns the site.

"With all the content, we encourage bloggers to show the life of a person in a particular experience," she said of the 12 writers they have contributing to the site.

Michael Saltzman, owner of Glocally-Newark.com and Newwork, said the blog has become an "outgrowth of core busi-

nesses" of Newwork.

Starting a blog isn't too difficult, as long as the user knows how to operate the Internet. Common blog spots include Blogger.com and Typepad.com, both of which offer tutorials and information on setting up a blog as part of their site, as Waldo did with Ask a Millennial.

The design of blogs, though, can become complicated and designers can be hired to create blogs for companies, media or corporations.

Milligan said, though, if some people are hesitant on breaking into the blog scene too quickly, they should instead begin commenting on blogs to make their name visible.

"No bashing, but constructive responses—do a counterpoint," she suggested. "It's a great way to have the audience and to have that blogger listen to your opinions."

Milligan suggested potential bloggers come up with a list of 10 topics before they start a blog.

"This way, you have 10 different good blog posts you really can beef up, and put a lot of thought and cache into your blog," she said. "If no one is reading your blog, it

doesn't matter what you say."

Some might consider resulting strictly to Facebook or Twitter to help break into the blog scene, but Milligan said this merely is "microblogging." This is where people use social network sites as their main blog, and constantly update their Twitter feed and Facebook status.

While Milligan said this is a start, it's certainly not branching into a career.

"Update your status with your blog and your thoughts once you have it going," she said.

Waldo sees blogs becoming more mainstream in the future. "I almost see it becoming the norm and in certain industries, you have to know how to have and maintain a blog as part of a job description," she said.

Milligan sees blogs as a career tool and an extension of companies, such as Newwork.

"Social networking (and blogs) allow for a conversation, while a Web site is nothing more than a brochure," she said. "It's a two-way dialogue. And that's why it's becoming so important, because a company's future employees want to have a say and social networking allows for that." ♦

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