



Jennifer Corcoran

Connect with Jennifer on Social Media

Biography

As an award-winning social media influencer, Jennifer Corcoran knows a thing or two about leaving her comfort zone behind. She uses her experience to help others achieve sustained visibility and success. Too many of us feel lost when it comes to selling ourselves or our businesses online. Jennifer's mission is to help entrepreneurs, individuals and businesses stand out on LinkedIn. Her business, My Super Connector, proves that you don't need to be the loudest person in the room to get noticed.

While working in The City as an Executive Personal Assistant, Jennifer used social media to elevate her reputation. This helped her win regional, national and global awards. A back injury cut her City career short but led Jennifer to find her true calling – as a Pitman-accredited LinkedIn Trainer.

Jennifer is more than a skilled social media scheduler or self-pronounced "Expert". Her talent and hard work are evident in her list of qualifications and awards, making her one of the UK's most successful LinkedIn trainers. Her expertise is evident in her list of prestigious awards such as Social Media Influencer of the Year in the Venus Awards. Jennifer has been spotlighted in national campaigns such as F-Entrepreneur and has held first place on the #LinkedInROCKSTARS list.

Session: Using LinkedIn to Find and Secure a New Job

LinkedIn is the world's largest professional network with 706+ million users in more than 200 countries and territories worldwide. The mission of LinkedIn is simple: connect the world's professionals to make them more productive and successful. The vision of LinkedIn is to create economic opportunity for every member of the global workforce.

Creating a good LinkedIn profile is a great way to introduce yourself to organisations and keep abreast of job vacancies, as well as finding out what is going on in the field that you are interested in. Employers look to social media to find our information about potential applicants.

In this session Jennifer will share top tips on setting up an effective profile on LinkedIn to help you with your job search.

Jennifer will highlight the importance of keywords and branding as first impressions count.

She will also help you to ensure that your profile is visible to your target audience and will touch on privacy & settings.

Once your LinkedIn profile has been fully optimised, Jennifer will share tips on how to lean into your network for introductions and how to use 'search' to find the right roles, content, groups, companies and people.

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to make an appointment to speak to us about booking Jennifer to speak to your team either virtually or in person



This session is worth 0.5 IAAP recertification points.