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How to Find a Job (Yes, Even Now)

In a job market that's nothing short of daunting, these nine women recently landed terrific positions. They share their strategies with you.

by Stephanie Booth

"I Put an Ad on Facebook"

Marian Schembari

The job she landed: Book publicist.

How she did it: When Marian, 23, graduated from college in May 2009, she hoped to work in publishing. Inspired by a book she had read about "guerilla marketing" (a.k.a. unconventional self-promotion), she posted ads for a job she wanted on Facebook, using the site's template and targeting users who had disclosed in their profiles that they worked for a major New York City publisher. Alongside a smiling photo of herself, the headline read, I WANT TO WORK AT... and the name of the publishing house listed in the user's profile. Those who clicked on the ad were taken to Marian's résumé, which she says received more than 700 views in two weeks. Not long afterward, she landed a gig at a boutique publishing firm. She has since moved on to become a freelance social-media consultant, and she credits the ads with giving her a career boost. "It was an attention-getting tactic," she admits. "But I needed to take a risk to land the position I wanted."

Make This Strategy Work for You

Be succinct. You have only 160 characters to work with in a Facebook ad.

Project a professional appearance. Include a photo of yourself in interview attire, says Mauri Schwartz, president of a San Francisco-based career-management firm.

Take a more conservative route if you're looking for a job in finance, government, or education. E-mail potential employers a link to your résumé on LinkedIn.

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- a. Regularly.
- b. Occasionally.
- c. Rarely.
- d. Never.

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