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CDSN MONTHLY MEETING

**Founded in 1978 by Carol Feit Lane as a forum for professional Career Counselors**  board members

**Mailing Address: Judith S. Goldberg, 170 West End Ave. 22N, NYC 10023 Lynn Berger Program Committee**

**Email:** [**cdsnny@gmail.com**](mailto:cdsnny@gmail.com) **Website:** [**http://cdsn-ny.com**](http://cdsn-ny.com) **Aviva Giannotti Program Committee**

**Judith S. Goldberg Membership/Treasurer**

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**Heidi Ravis Program Committee**

**Renee Lee Rosenberg Program Committee Donna Sweidan Program Committee**

**Carol M. Wood Program Committee**

**Date: November 19, 2015**

**Place**: **Science, Industry, Business Library (SIBL),** **188 Madison Ave, between 34th and 35th Streets**. Meeting room is on lower level. Signs will be posted. In order to enter the building before 10AM, tell security guard that you are with CDSN.

**Time:** 9:45AM to 12 PM (Networking and coffee at 9:45AM). **The program will begin promptly at 10AM.**

**Topic: LinkedIn Update: Maximizing Your Presence to Maximize Your Job Search Success**

**Presenter: Donna Sweidan**

LinkedIn continues to be an essential tool in career management and the job search In fact, in some markets, that is all recruiters and hiring managers are using. Don’t let your clients get left behind.

Donna will report on new and innovative ways to help our clients leverage LinkedIn, manage digital dirt, as well as demonstrate some key elements of branding one’s profile online. Donna will also present on critical information she gathered from this year’s Career Jam (Formerly Career Brainstorming day) she’ll be hosting in CT on November 13th which is focused on identifying the most important trends in career management today. Don’t get left behind.

Donna Sweidan, MCC, LMHC is the founder of Careerfolk llc. For over 17 years, Donna has offered a unique blend of psychological counseling and concrete coaching that takes her clients on a journey from soul search to job search and social media.

Donna guides job seekers and career changers through in-depth self-exploration to help them find or create fulfilling and meaningful work. The heart of Donna’s approach is creating a compelling brand, an exciting current resume, and an online network that represents what it takes to succeed in today’s marketplace. She is a well-known speaker on the “new” job search, building a professional online identity and LinkedIn.com.

Donna was featured as a job search and resume expert on the NYTV series “Job Hunt” and has been quoted in the New York Times, International Business Times, Forbes.com, Fortune.com, New York Daily News, Fairfield Parent and The Stamford Advocate. She has also been featured on CNN and interviewed on TotalPictureRadio.com and JobRadio.Fm. Donna is a contributor to the *Twitter Job Search Guide* and is writing a book about creating income security in a world without job security.

Prior to starting CareerFolk, LLC in 2005, she was the founding director of The New School’s Office of Career Development. She has also worked and consulted at DBM Outplacement Services, REA Career Services and served as adjunct faculty at Baruch College, Pace University and NYU. She served as the Career and Business Development Coach for the Connecticut Women’s Business Development Center and as coordinator of disability services at University of Connecticut. Donna helped start a new career center at The Met Council in New York City, created to serve immigrants entering the US workplace.

With a Masters in Counseling from New York University and training at the Institute for Contemporary Psychotherapy, Donna is always wearing her therapeutic hat. Donna is a New York State Licensed Mental Health Counselor and prior to coming to live in the US she lived and studied in South Africa where she obtained a BA in Psychology from the University of Witwatersrand, and a BA, Honors in Applied Psychology from Rand University, both in Johannesburg.

She is an active member in the career development community. Donna serves as a board member of the Career Development Specialists Network.

Donna's own digital footprint has led to more than 50 percent of new business, multiple media interviews, and appearances on CNN and NYTV.

Questions? judy.goldberg@verizon.net