



Jennifer Scott

Social Media & LinkedIn Expert

Role: Experts

Expertise: Online Social Networking, LinkedIn, Social Media

Industry Experience: Talent Management

Last Updated: June 13, 2019

BACKGROUND & EXPERIENCE

Jennifer Scott is Crenshaw's Social Media and LinkedIn Expert, advising clients on strategies for leveraging social media to advance their job search campaigns and better manage their careers. As an executive recruiter and talent acquisition strategist with 20+ years of experience, Jennifer has a deep understanding of how candidate attraction, selection, and retention influence the talent lifecycle, and she consults with corporations on talent planning and selection based on competencies and cultural fit.

Jennifer was an early adopter of social media and its implications for job search, and she has been using LinkedIn virtually since its inception. She reverse-engineers the recruiting process and coaches Crenshaw clients on strategies for using LinkedIn and other social media tools to build and engage their networks, increase their online visibility, and articulate their unique value proposition to employers. She works one-on-one with clients to create a search optimized LinkedIn narrative that captures their unique professional "sound bites." She pulls back the curtain to shed light on how recruiters use LinkedIn for search and shares tips and hacks for sourcing and parsing information that can help job seekers expedite a path to a hiring manager or other decision maker. As LinkedIn and other social media platforms continue to change and evolve at a lightning pace, Jennifer stays on top of navigation changes and enhancements to make sure Crenshaw clients are well-informed and utilizing the most up-to-date methodologies for enhancing their online presence and search.

INDUSTRY/BUSINESS SEGMENT EXPERTISE

Talent Management

FUNCTIONAL EXPERTISE

Recruiting, LinkedIn, Social Media

COMPANIES WORKED FOR

HireEffect, Petroleum Heat and Power, Inc. (PETRO), Smyth Corporate Staffing

EDUCATION

B.A. in Psychology from UCONN, Storrs

PUBLICATIONS

Employee or Contractor: Which Do You Need? SAP Business Exchange, How to Retain Your Best Employees, Citibank's Small Business Resource Center, Five Interview Questions that Reveal Top Talent, Citibank's Small Business Resource Center

SPEAKING ENGAGEMENTS

LEVEL: "LinkedIn for Executives in Transition"

AEA Investors LP: "Becoming an Employer of Choice"

AccountexUSA: "Positive Communication for Emerging Leaders"

Intuit, QuickBooks Connect: "Candidate Attraction: Communicating your Employee Value Proposition to Attract and Retain Top Talent."

The NY Enterprise Report: "The Small Business Advantage"

The Ladders at Grand Central Station: "Social Media for Job Search"

BOARD APPOINTMENTS

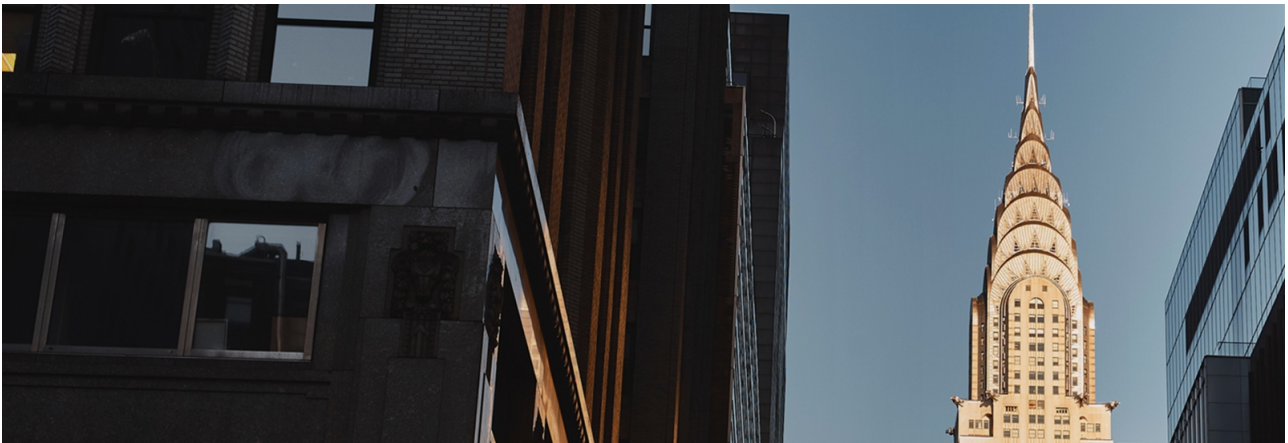
National Association of Women Business Owners, Dallas / Fort Worth Chapter (NAWBO D/FW), Technology Chair

Hallie's Heroes, Founding Member of the Board of Directors, Chair, Marketing Committee and Acting Treasurer

Brookfield Education Foundation, Member of the Board of Directors, Chair, Marketing Committee

FUN FACT

Serial volunteer, doesn't need a microphone to speak in front of 400 people; banned from caffeine by more than one employer.



ABOUT CRENSHAW ASSOCIATES

40 + years of helping companies and executives thrive.
Delivering today, developing for tomorrow.

We specialize in understanding top talent – exclusively – and in promoting their success.
We support clients who are transitioning, OnBoarding, being groomed for new responsibility, building their team cultures, or aspiring to become corporate directors.