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Job Seekers Create Innovative Marketing Tools to Land the Perfect Position in Tough Economic Times

Submitting a generic resume guarantees it will be lost in the shuffle; Seattle area job seekers build their own marketing campaigns to grab attention and find employment.

SEATTLE, WA, October 14, 2008 **/24-7PressRelease/** -- Creating a custom website, implementing a targeted direct-mail campaign, writing press releases and creating promotional offers - activities you would normally associate with a corporate marketing department - are now being executed by local job seekers to differentiate themselves in a competitive market.

Craig Baerwaldt, publisher of www.craigbaerwaldt.com, says, "You have to be tenacious to make a career transition during a slowing economy. With new layoffs announced daily, there is incredible competition in the job market. There are two choices: You can spin your wheels submitting your resume to a thousand job sites, or you can target the companies you want to work for and make a remarkable pitch that separates you from the crowd."

To make himself visible to Internet advertising companies, Craig created a custom website that demonstrates his passion for search marketing, communicates his competitive advantages and demonstrates his technical knowledge, separating him from other applicants who simply submit a resume. A clever direct-mail campaign, targeted at professionals in the Internet advertising field, drives traffic to his website. Finally, a special promotion, www.freelunchseattle.com, offers a free lunch to Seattle-area Internet advertising professionals in exchange for an informational interview.

"Creating and building a comprehensive marketing campaign took a lot of effort, but all the tools instantly communicate my skills, knowledge and enthusiasm to a prospective employer," Craig explains. "You can still find my resume on my website, but the extra effort is what will get it into the right hands and accelerate my job search."

Craig Baerwaldt is a motivated entrepreneur with seven years of experience in Internet advertising, project management and software sales in the greater Seattle area.

For further information, please contact Craig at 206-200-8143.