

Ask Us...

Question: *I have a BSc in Management and a diploma in E-commerce. I would REALLY like to get into the direct marketing industry but I am having trouble finding that elusive first job in this area.*

Any tips?

We had the opportunity to speak with Andrew Yoelin, Executive Search Consultant of Andrew Yoelin and Associates. They are typically hired by Direct Marketing Companies for recruitment and specialize in job placement. For those unfamiliar, direct marketing is one-to-one targeting using mediums such as the Internet, catalogue and mail outs. Andrew's advice is to "personalize your resume, send thousands of them out, and



state something about your likes of the companies products for example". Say something to create a relationship with them and you never know what internal growth opportunities exist once you are in. Aside from presenting yourself well with strong communication skills, "target companies you like, attack, and get good at interviewing". Related experience in your field of choice never hurts as well. A worthwhile book he suggests reading is entitled "Rights of Passage at \$100,000 plus" by John Leucht. Good luck on your search!

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