<u>Frank Hruska's Online Identity</u>
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<u>English 307T</u>
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The Future Professional Frank Hruska

When I graduate I plan to be hired as a professional writer. My passion is writing and I excel in the field. Most professional writers jobs are described by their own hours, tough deadlines, competent writing abilities coupled with an enthusiasm for writing, and above all a large portfolio of all their paid written work. The field for professional writers is huge and has a lot of entry level positions available. The reason for this is writing is a dying art and it is still a highly important skill to have. Jobs in the field of professional writing from journalism, technical, business administration, and digital writing. I focused on analyzing primarily digital writing jobs since I have the most experience in digital writing. I already write for and publish for SEO(Search Engine Optimization) companies. I got my first SEO job as a trial through someone knowing me professionally and offering me the opportunity to write. I never expected I would excel so much in SEO field and pick up the tricks of the trade as fast I did. I was encapsulated by the world of SEO due to this interest I started branching out and writing more. A great place for me to start looking upon graduation for a full time writing job is http://www.seojobsfinder.com/. This website has tons of SEO job offers but most want a college education and experience with pay per click advertisement. I have tried to learn pay per click advertising and would love an opportunity to earn on the job training in this field. Another job site for SEO is http://www.simplyhired.com/a/jobs/list/q-seo which the same problem is encountered with almost every salary position requiring a college degree. Finally, there is the website I have had success with before which is http://seojobs.com/. The same problem is encountered in which a college education is required. http://seojobs.com/job/467/seo-specialist-at-joshua-decker/ is a job I would love to have. LocalDirective has access to a lot of resources your smaller SEO companies would never use. It would be a pleasure to learn from the best in the field but they won't consider someone with under 4+ years of experience so I will be disqualified for my age which is a problem I routinely encounter. I may be young but I have a willingness to learn, a desire to gain experience, and the drive to accomplish any task that comes my way. Here is another great job positions I could see myself applying for as a seo cordinator at http://www.seojobsfinder.com/job/9802/sem-seo-coordinator-madison-va-at-plow-hearth/. That is where I realistically see myself in five years away from the writing aspect of SEO and onto the client search and implementation side of SEO. These profiles below are for SEO Directors and onlinemarketing experts and they all exhibit the same common traits which I am on path for achieving. http://www.linkedin.com/profile/view?id=94303037&authType=OPENLINK&authToken=U6CB&locale=en_US&srchid=0af701ff-d52f-4f7c-be82-cf0257a95150-0&srchindex=1&srchtotal=173790&goback=.fps_PBCK_seo+director_*1_*1_*1_*1_*1_*1_*2_*1_Y_*1_*1_*1_false_1_R_*1_*51_*1_*51_true_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2&pvs=ps&trk=pp_profile_name_link

http://www.linkedin.com/profile/view?id=10087052&authType=OPENLINK&authToken=KMv_&locale=en_US&srchid=0af701ff-d52f-4f7c-be82-cf0257a95150-1&srchindex=3&srchtotal=173791&goback=.fps_PBCK_seo+director_*1_*1_*1_*1_*1_*1_*2_*1_Y_*1_*1_*1_false_1_K_*1_*51_*1_*51_true_CC%2CN%2CG%2CI%2CPC%2CED%2CL%2CFG%2CTE%2CFA%2CSE%2CP%2CCS%2CF%2CDR_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2&pvs=ps&trk=pp_profile_name_link

http://www.linkedin.com/profile/view?

id=66052458&authType=OPENLINK&authToken=97Bx&locale=en_US&srchid=0af701ff-d52f-4f7c-be82-cf0257a95150-2&srchindex=6&srchtotal=173791&goback=.fps_PBCK_seo+director_*1_*1_*1_*1_*1_*1_*2_*1_Y_*1_*1_*1_false_1_K_*1_*51_*1_*51_true_CC%2CN%2CG%2CI%2CPC%2CED%2CL%2CFG%2CTE%2CFA%2CSE%2CP%2CCS%2CF%2CDR_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2_*2&pvs=ps&trk=pp_profile_name_link

They are all college educated and most in this field hold master degrees. They all have 5+ years of experience in the field. They all exhibit confidence and leadership skills. These traits are what makes a person hire-able not just experience but who they are. They need people who can get the job done while being logical human beings. The soft skill that is valued is leadership, punctuality, and diligence. It is important that with a field requiring creativity under strict guidelines it is important to have people that can take charge, meet a deadline, and revise their work until it is satisfactory which I can do.

The Current Me

The only online identities I have are my Facebook (https://www.facebook.com/frank.hruska) and linkedin account (http://www.linkedin.com/profile/view?id=219065570&trk=tab_pro). If you Google me here are the results (https://www.google.com/#hl=en&safe=off&tbo=d&output=search&sclient=psy-ab&q=frank+hruska&oq=frank+hruska&gs_l=hp.3..0l2j0i30l2.5145.7394.0.7860.12.9.0.1.1.0.333.1407.0j8j0j1.9.0.les%3B..0.0...1c.1.wdDtEACo6z8&pbx=1&bav=on.2,or.r_gc.r_pw.r_qf.&fp=c29b82c07a1a2eb&bpcl=39580677&biw=1366&bih=622) It's pretty boring my facebook, linkedin, and some high school wrestling articles pop up. On Bing and Yahoo it is the exact same thing except on Bing my Facebook profile is the first link. This maybe due to Bing focusing more on you rather than my actual online identity. In the internet age I am right where I want to be no news is good news in passing an online identity background check. I am careful on Facebook and do not post or do anything that could potentially harm my online identity. I like there not being a lot of information on me but still being easy to contact. In my opinion I believe that is right where you want to be. With too much information why would they care to contact you. If you post anything that would harm your online identity than that is a huge red flag for employers so don't do this under any circumstance. Finally, you want to be contactable but not a tell all book leave a reason for the employer to contact you. The criteria for hiring me is not clearly listed on Facebook but Facebook is used by employers to check your personal life. Linkedin is used by employers to check your professional life and my Linkedin is exactly what I want portrayed about me. I need my Linkedin to say I am willing to do whatever my employer needs and a little more. The key to being successful in writing is to sell yourself because if you can't sell yourself who will pay for your writing.

<u>Conclusion</u>

To address the part of the interview of what are your biggest strengths and weaknesses. I will use the acronym SWOT(Strengths, Weaknesses, Opportunities, Threats) to analyze my online identity. My strengths are that with a unique name I am found easily online and my professional identity is quite secure as I am conscious of how important a clean online identity is. My weaknesses are I am young and lack a degree. These are two things which can only be fixed through time and hard work. I am just going to keep on path with what I been doing until I have a degree and enough experience to be considered for salary. My opportunities are endless with the digital age allowing us to be so connected sites like Linkedin are how people find jobs and eventually get hired. My online identity is positive in the sense it says I do exist and am seeking employment. My threats are my peers which are gunning for the same jobs I am. To summarize my strengths are I am competent and a fast learner with some experience. My weaknesses are my education level and age. This is what allows me to focus on the opportunities present and be cautious of my threats.

Appendix

Facebook- https://www.facebook.com/frank.hruska
Linkedin- http://www.linkedin.com/profile/view?id=219065570&trk=tab_pro

Reflection: Stylistically I kept everything minimalistic. I used bold underlined titles on different pages to express the beginning of new sections. I used the basic default blue for hyperlinks as everyone is familiar with them. I used the standard name and page number to organize my content. My cover page is bland executives do not need a picture or something eye catching they care about what is inside. The word choice is short and to the point while expressing confidence in my abilities. I decided that writing like someone would write a textbook would be the best option. I pictured bolding a word in each sentence if I could not find a word that would be bolded in a textbook I deleted it. This help keep information concise and eliminate any needless rants. Finally I choose 12 point times new romans font as it is meant for professional use which is what I was trying to convey.