



**PROFGUILDS**  
Professional Guilds for Knowledge Workers

*My Career is My Business*  
♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

# My Career is MY Business

## ResumeBlog™ Overview

[www.resumeblog.com](http://www.resumeblog.com)

*Sachin Gangupantula [[sachin-gangupantula.blogspot.com](http://sachin-gangupantula.blogspot.com)]*

*Radi Shourbaji [[radi-shourbaji.blogspot.com](http://radi-shourbaji.blogspot.com)]*

*Jonathan Prusky [[jonathan-prusky.blogspot.com](http://jonathan-prusky.blogspot.com)]*

*May 5, 2004*

# Overview of ResumeBlogs™

- ◆ Professionals need an effective way to signal that they are ready for business - and equally important, **ARE a business** - by "putting out a shingle" that increases **professional visibility** and extends career, **networking** and business opportunities

# Why create a ResumeBlog?

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

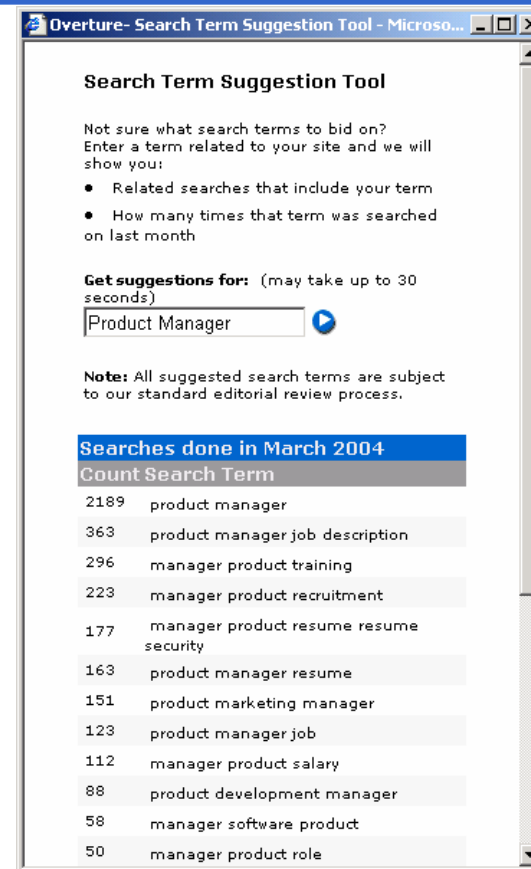
♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

- ◆ Most easily found
  - ◆ Google
  - ◆ “open” presence on the web
  - ◆ power of “social networking”
- ◆ You control information about you - Gateway to your Career Visibility
- ◆ Networking: job search, business development

# Relevance of 'who you are'

Who is looking for you:

- ◆ Your next Hiring Manager
- ◆ Your future business partner
- ◆ Your next customer
- ◆ Your next startup venture
- ◆ The career you never meant to explore! 😊




**Overture- Search Term Suggestion Tool - Microso...**

### Search Term Suggestion Tool

Not sure what search terms to bid on?  
Enter a term related to your site and we will show you:

- Related searches that include your term
- How many times that term was searched on last month

**Get suggestions for:** (may take up to 30 seconds)

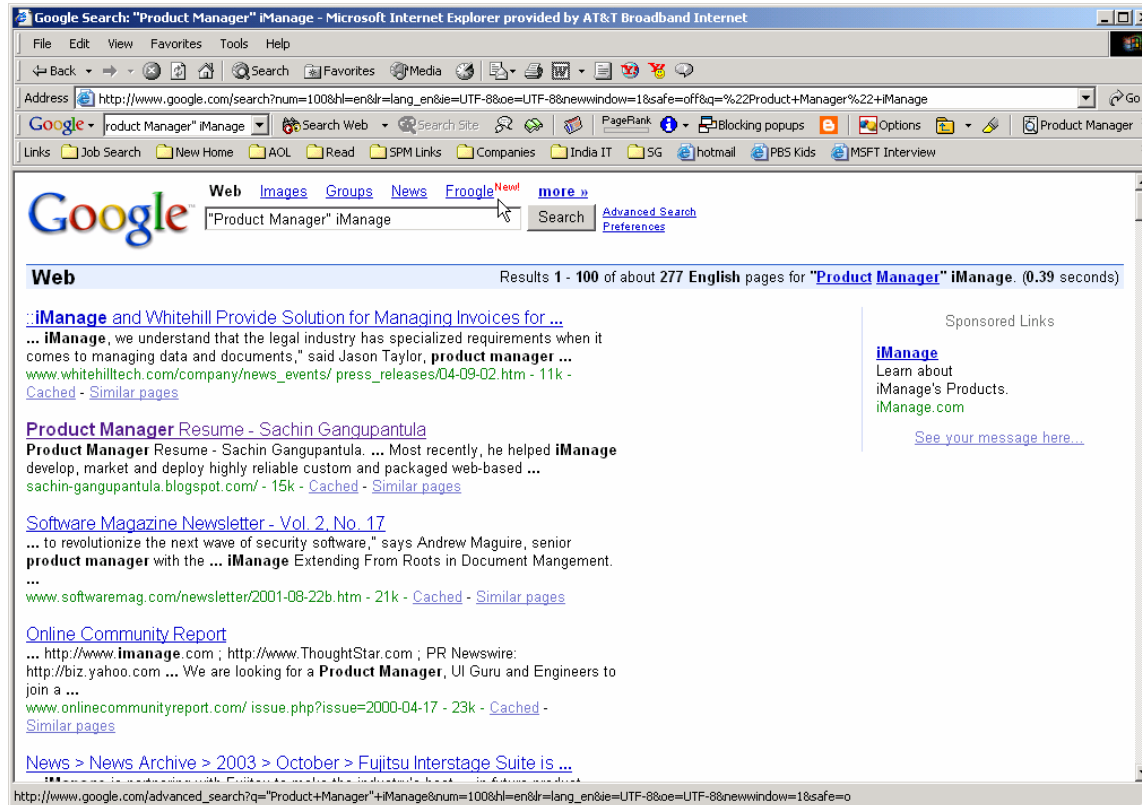
 

**Note:** All suggested search terms are subject to our standard editorial review process.

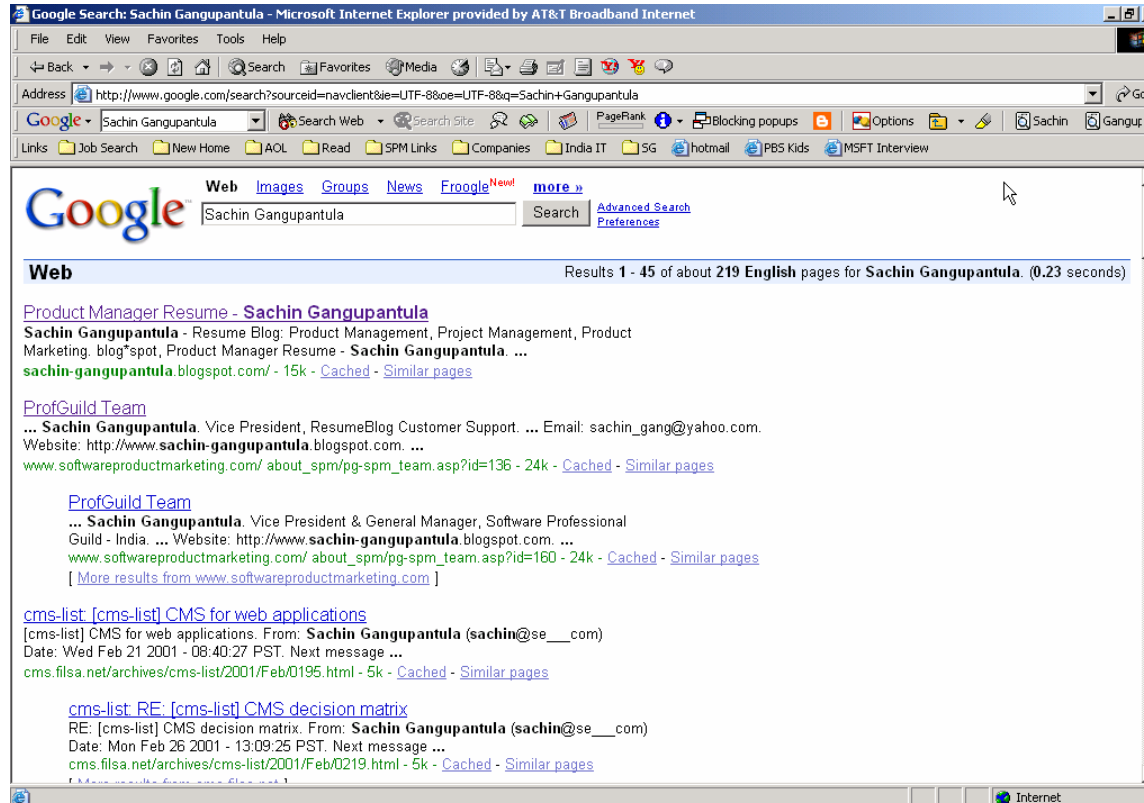
#### Searches done in March 2004

Count	Search Term
2189	product manager
363	product manager job description
296	manager product training
223	manager product recruitment
177	manager product resume resume security
163	product manager resume
151	product marketing manager
123	product manager job
112	manager product salary
88	product development manager
58	manager software product
50	manager product role

# What is visibility?



# Getting an overall perspective



# ResumeBlog (RB) Network

## Reach

SPM MemberSearch

Google™ Search

### SPM Colleagues

[Robert Walikis](#)

[Jonathan Prusky](#)

[Cynthia Typaldos](#)

[Create Your Own  
ResumeBlog™](#)

[Comments, Questions,  
or Feedback for SPM?](#)

### SPM Community

[Adam Fayne](#)

[Adam Gordon](#)

[Adam Licht](#)

[Albert Demery](#)

[Alex Hammer](#)

- ◆ Recruiters are searching RBs for the right fit -  
E.g: Microsoft Talent Scouts
  - ✓ RBs provide a 360° view of the candidate
  - ✓ RBs are Googled automatically
- ◆ Peer Popularity on the RB is invaluable - you  
will be found because of the network you  
belong to
  - ✓ RB-specific Google search keeps the recruiters  
in the network (Extended to Guilds in the future)
  - ✓ Track the visitors to your blog

# What is a ResumeBlog™?

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

- ◆ Easily built presence on the web
- ◆ ProfGuilds components
- ◆ Google Blogging tools:
  - ◆ Blogger (compose/edit)
  - ◆ [blogspot.com](http://blogspot.com) (host)



# ResumeBlog Contents

## – Your Professional Image

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

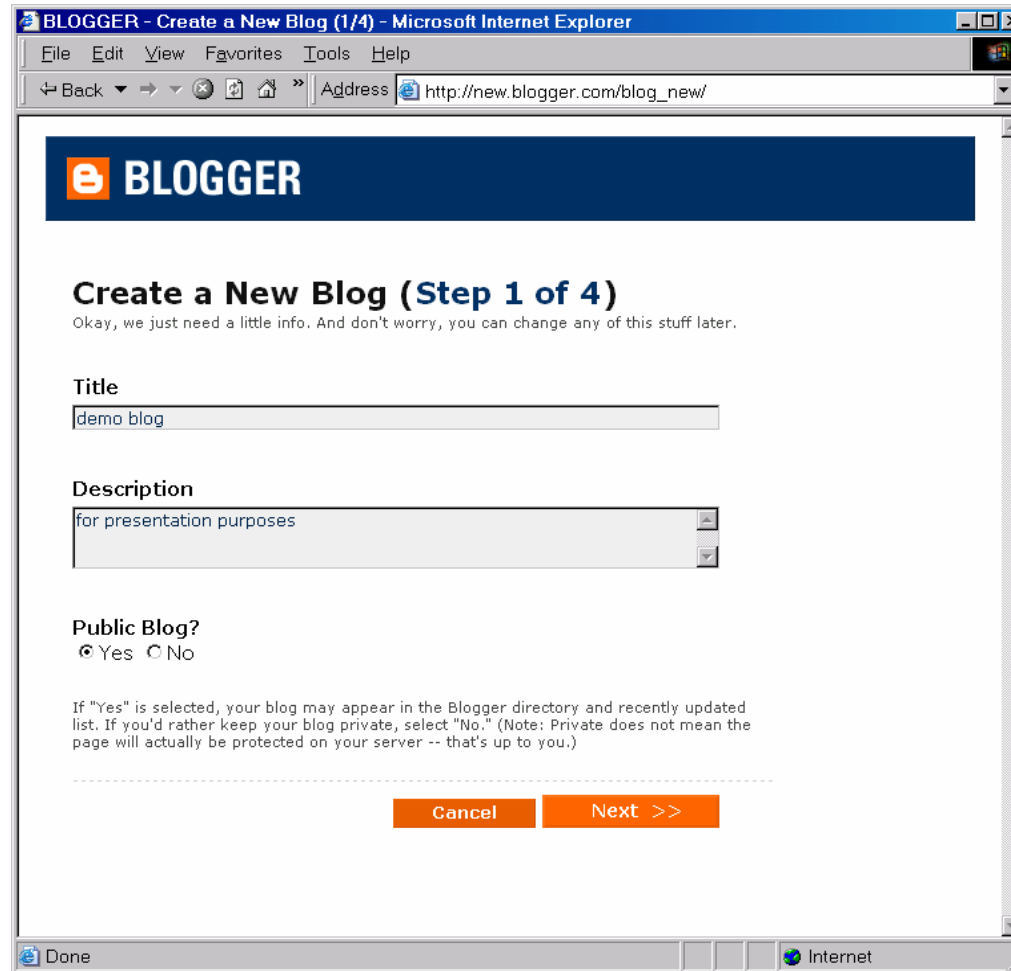
- ◆ Overview / Description
- ◆ Photo
- ◆ Contact information
- ◆ Colleagues - “strong ties”
- ◆ Web resume
- ◆ Fields of Expertise
- ◆ Accomplishments and Press Mentions
- ◆ Presentations

# When is a Blog a Resumeblog?

- ◆ When it's focused on your career
- ◆ A common template for the network
  - ◆ *Logo*
  - ◆ *Search box*
  - ◆ *Blogroll - "social networking"*
  - ◆ *Standard look and feel*
  - ◆ *Statistics Collection*

# Building a ResumeBlog

## Create (1/4)



The screenshot shows a web browser window titled "BLOGGER - Create a New Blog (1/4) - Microsoft Internet Explorer". The address bar shows "http://new.blogger.com/blog\_new/". The page content includes the Blogger logo, the heading "Create a New Blog (Step 1 of 4)", and a sub-heading "Okay, we just need a little info. And don't worry, you can change any of this stuff later." Below this are three form fields: "Title" with the text "demo blog", "Description" with the text "for presentation purposes", and "Public Blog?" with radio buttons for "Yes" (selected) and "No". A note explains that selecting "Yes" makes the blog public, while "No" makes it private. At the bottom are "Cancel" and "Next >>" buttons.

**BLOGGER**

### Create a New Blog (Step 1 of 4)

Okay, we just need a little info. And don't worry, you can change any of this stuff later.

**Title**  
demo blog

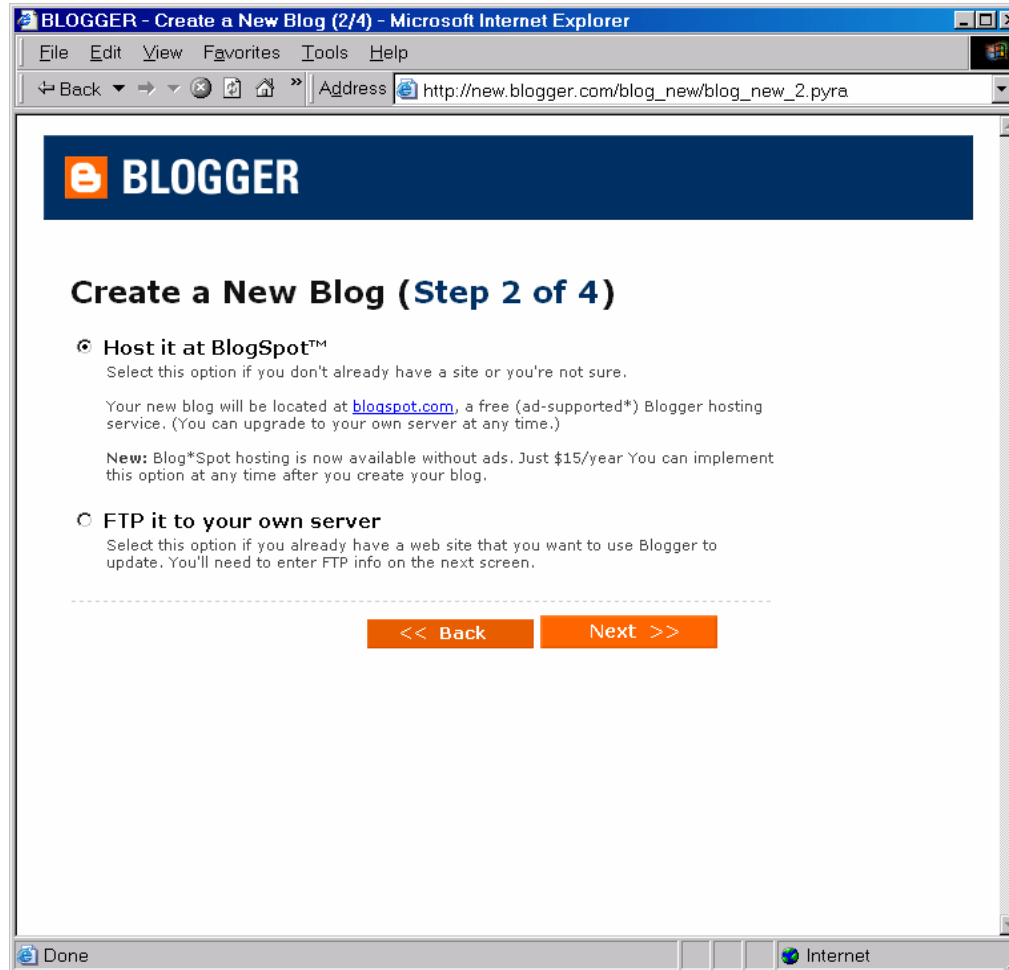
**Description**  
for presentation purposes

**Public Blog?**  
 Yes  No

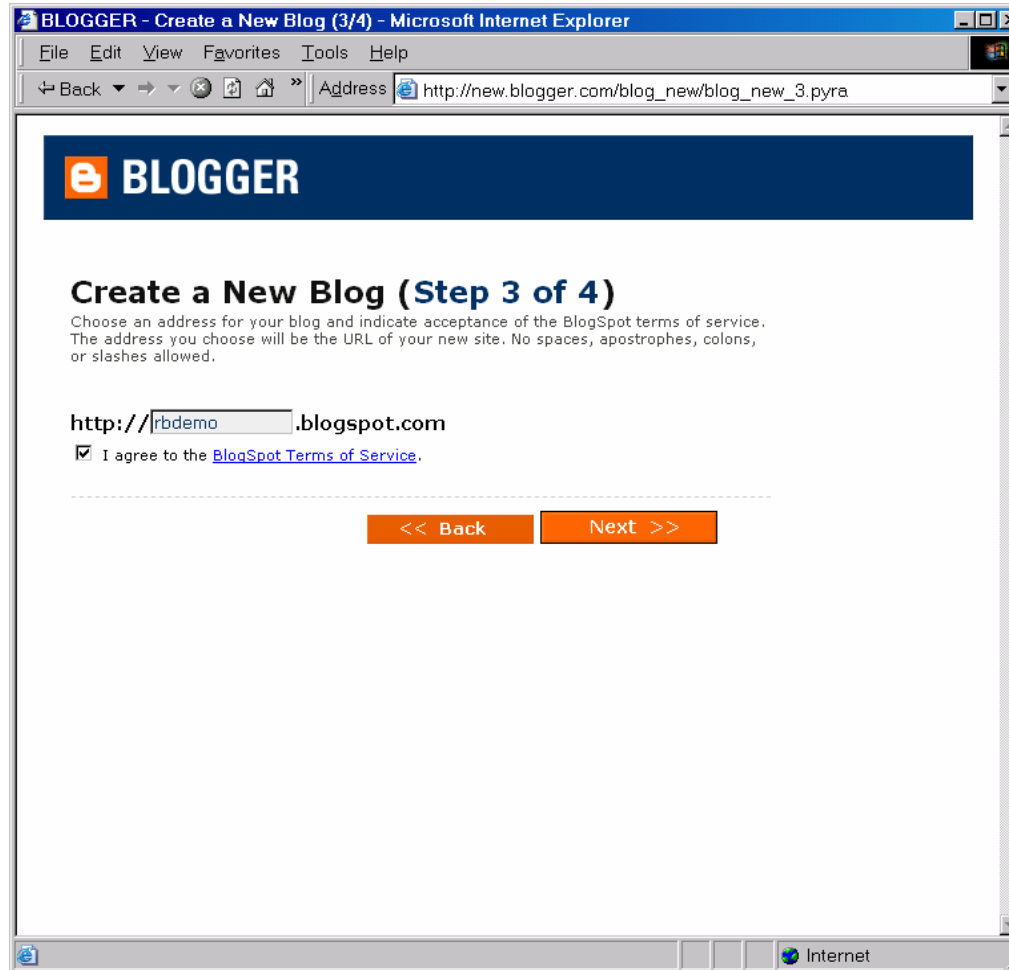
If "Yes" is selected, your blog may appear in the Blogger directory and recently updated list. If you'd rather keep your blog private, select "No." (Note: Private does not mean the page will actually be protected on your server -- that's up to you.)

Cancel Next >>

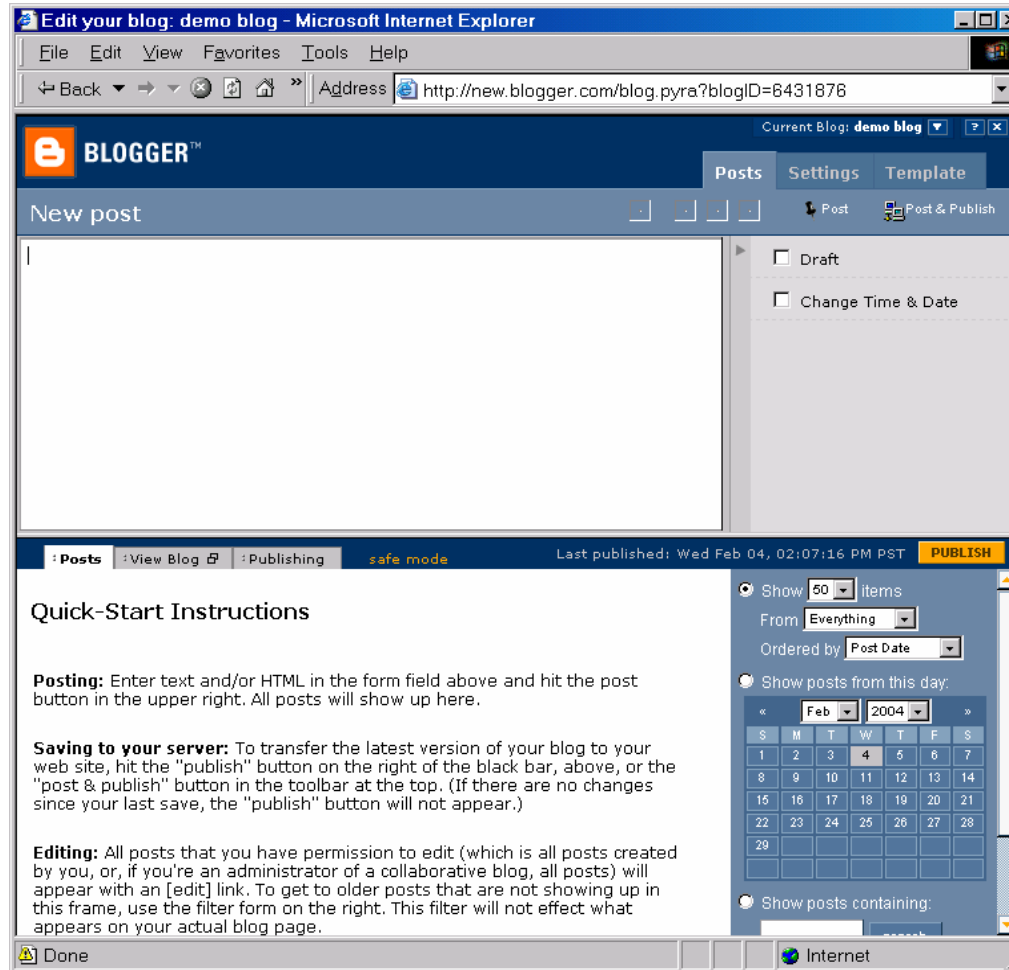
# Create (2/4)



# Create (3/4)



# Blogger Edit Window (4/4)



# Enter text

Microsoft Internet Explorer window: Edit your blog: demo blog - Microsoft Internet Explorer

Address: http://new.blogger.com/blog.pyra?blogID=6431876

BLOGGER™

Current Blog: demo blog

Posts Settings Template

New post

ABC **B** *I* Post Post & Publish

<strong>John Doe</strong>

Here goes my Bio.

Email: <a href = "mailto:youremailaddress@somewhere.com">youremailaddress@somewhere.com</a>

Phone: 650-555-1212

Website: http://www.typaldos.com

Post & Publish

Posts View Blog Publishing safe mode Last published: Wed Feb 04, 02:07:16 PM PST PUBLISH

### Quick-Start Instructions

**Posting:** Enter text and/or HTML in the form field above and hit the post button in the upper right. All posts will show up here.

**Saving to your server:** To transfer the latest version of your blog to your web site, hit the "publish" button on the right of the black bar, above, or the "post & publish" button in the toolbar at the top. (If there are no changes since your last save, the "publish" button will not appear.)

**Editing:** All posts that you have permission to edit (which is all posts created by you, or, if you're an administrator of a collaborative blog, all posts) will appear with an [edit] link. To get to older posts that are not showing up in this frame, use the filter form on the right. This filter will not effect what appears on your actual blog page.

Show 50 items

From Everything

Ordered by Post Date

Show posts from this day:

Feb 2004

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

Show posts containing:

Done, but with errors on page. Internet

# Enter stats “hooks”

![\\\"border=\\\"0\\\"></noscript>',](\\\"http://purl.org/profolio/rpc/pgscounter.php\\\")

Microsoft Internet Explorer window: Edit your blog: demo blog - Microsoft Internet Explorer

Address: http://new.blogger.com/blog.pyra?blogID=6431876

BLOGGER™

Current Blog: demo blog

Posts Settings Template

New post

Here goes my Bio.

Email: <a href = "mailto:youremailaddress@somewhere.com">youremailaddress@somewhere.com</a>  
Phone: 650-555-1212  
Website: http://www.typaldos.com

```
<!-- Start of Statistics Hooks -->  
<script language="JavaScript" src="http://purl.org/profolio/rpc/pgscounter.js"></script>  
<noscript><IMG src="http://purl.org/profolio/rpc/pgscounter.php" alt=""  
border="0"></noscript>  
<!-- End of Statistics Hooks -->
```

Post & Publish

Draft

Change Time & Date

Posts View Blog Publishing safe mode Last published: Wed Feb 04, 02:07:16 PM PST PUBLISH

### Quick-Start Instructions

**Posting:** Enter text and/or HTML in the form field above and hit the post button in the upper right. All posts will show up here.

**Saving to your server:** To transfer the latest version of your blog to your web site, hit the "publish" button on the right of the black bar, above, or the "post & publish" button in the toolbar at the top. (If there are no changes since your last save, the "publish" button will not appear.)

**Editing:** All posts that you have permission to edit (which is all posts created by you, or, if you're an administrator of a collaborative blog, all posts) will appear with an [edit] link. To get to older posts that are not showing up in this frame, use the filter form on the right. This filter will not effect what appears on your actual blog page.

Show 50 items

From Everything

Ordered by Post Date

Show posts from this day:

Feb 2004

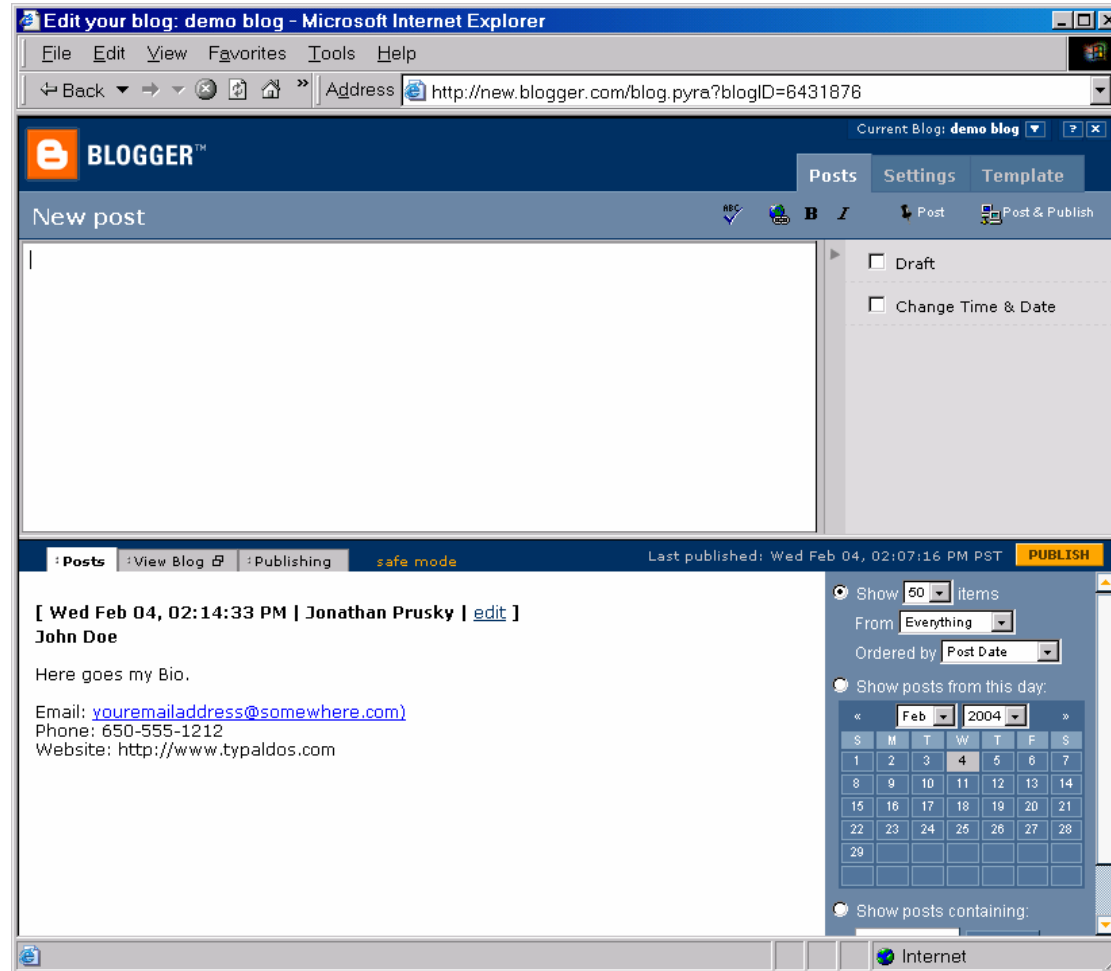
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

Show posts containing:

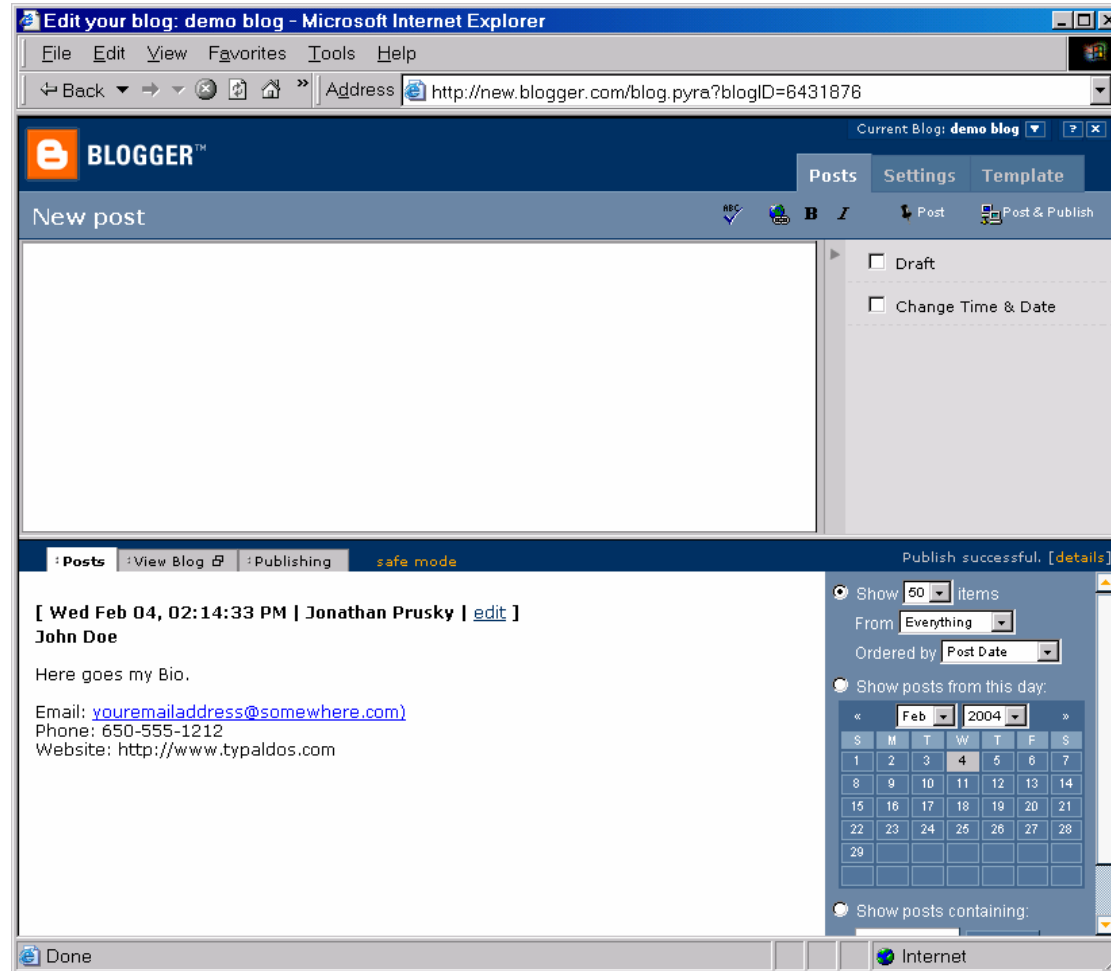
Done, but with errors on page. Internet



# Post and preview it



# Publish it



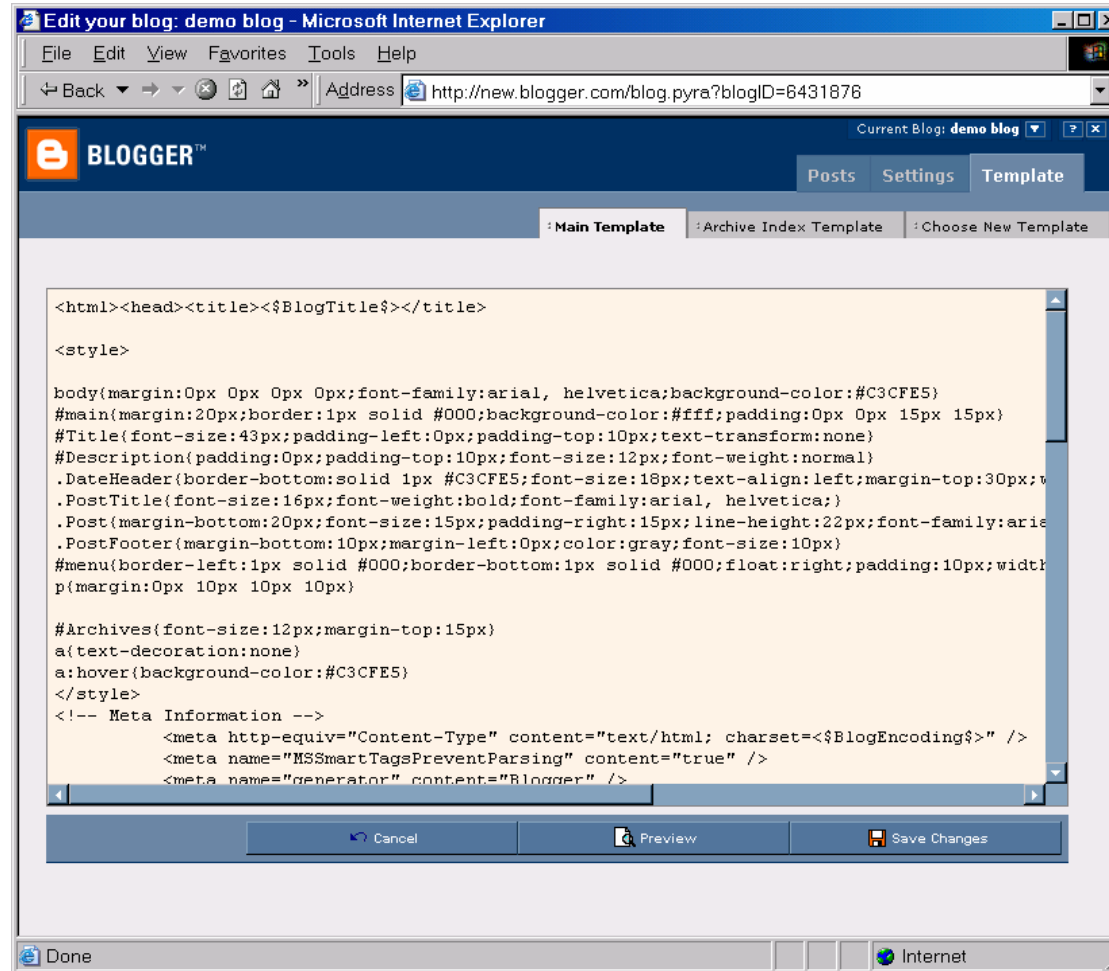
# Change The Template

PROFGUILDS

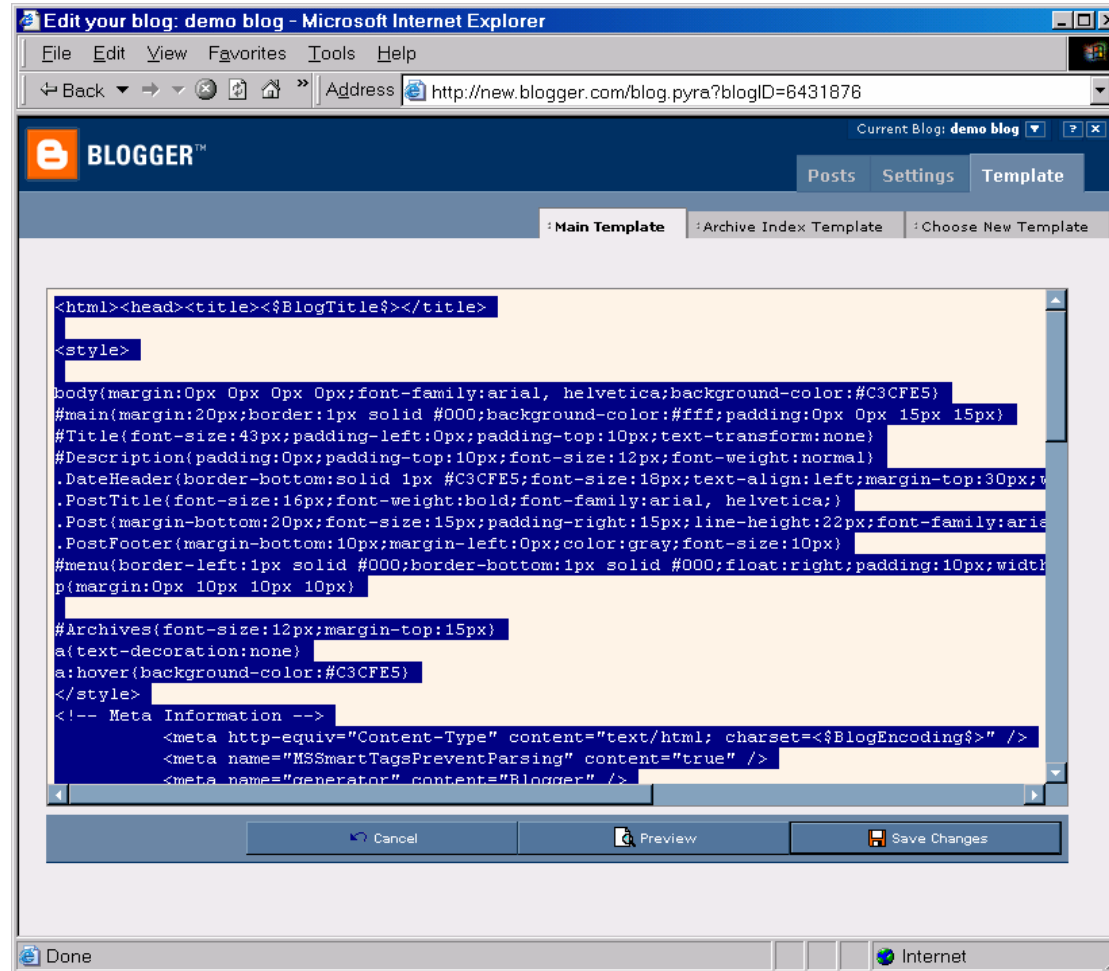
Professional Guilds for Knowledge Workers

My Career is My Business

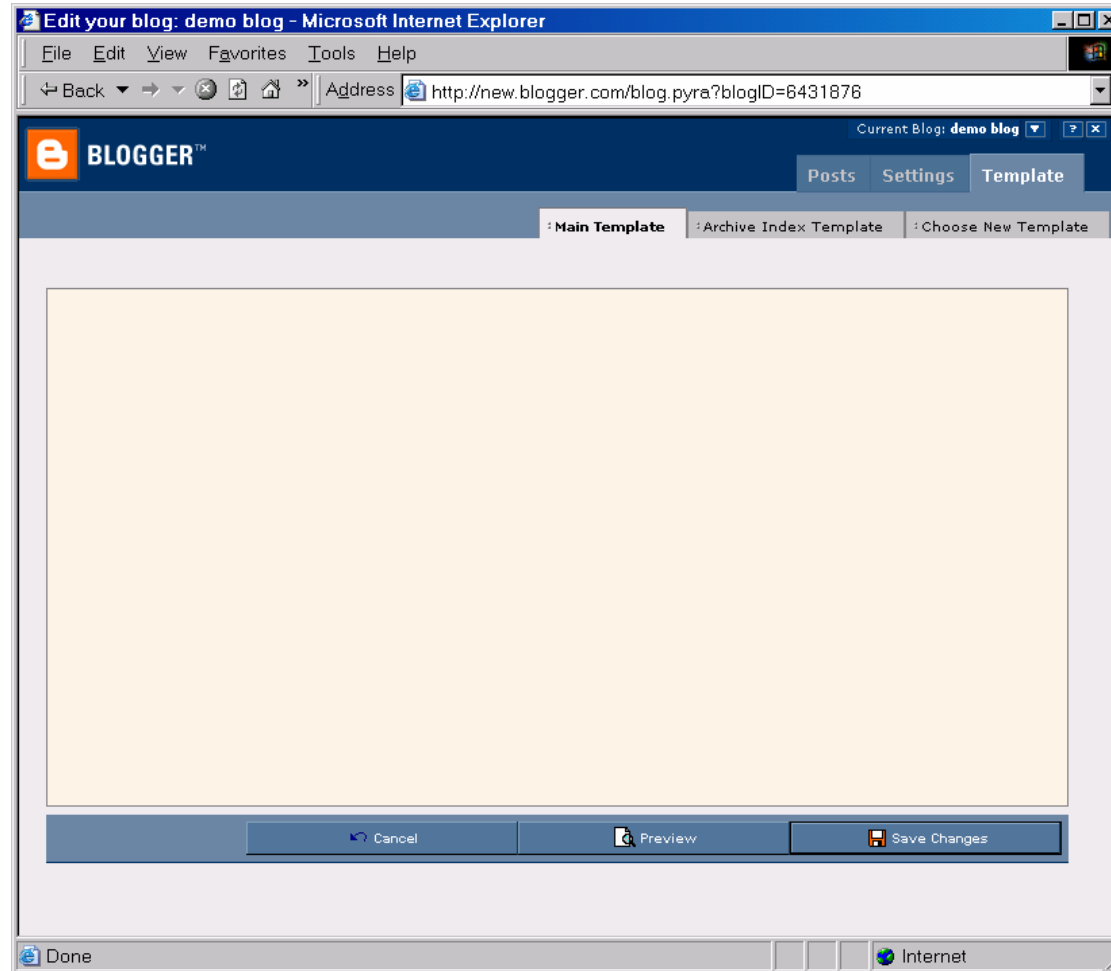
♦♦ www.profguilds.com ♦♦



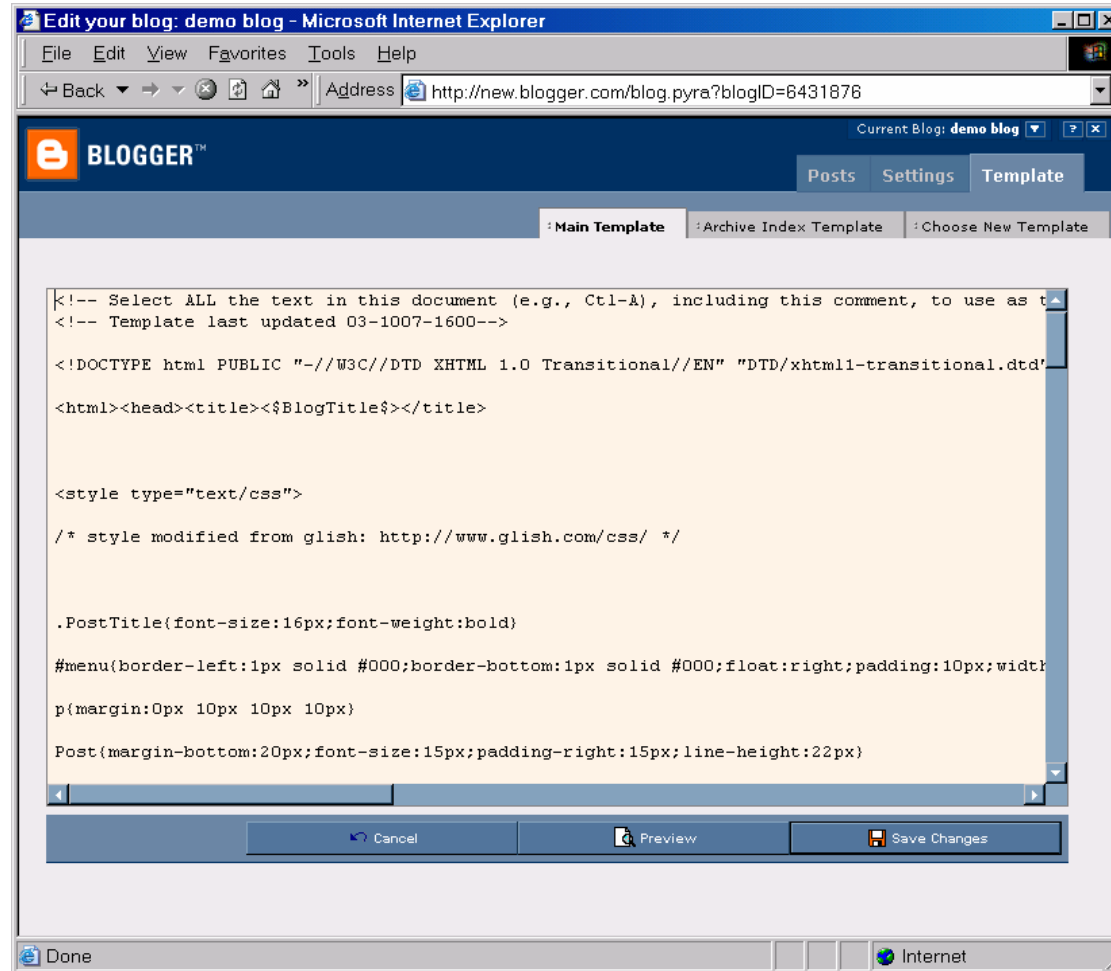
# Select all the text and delete



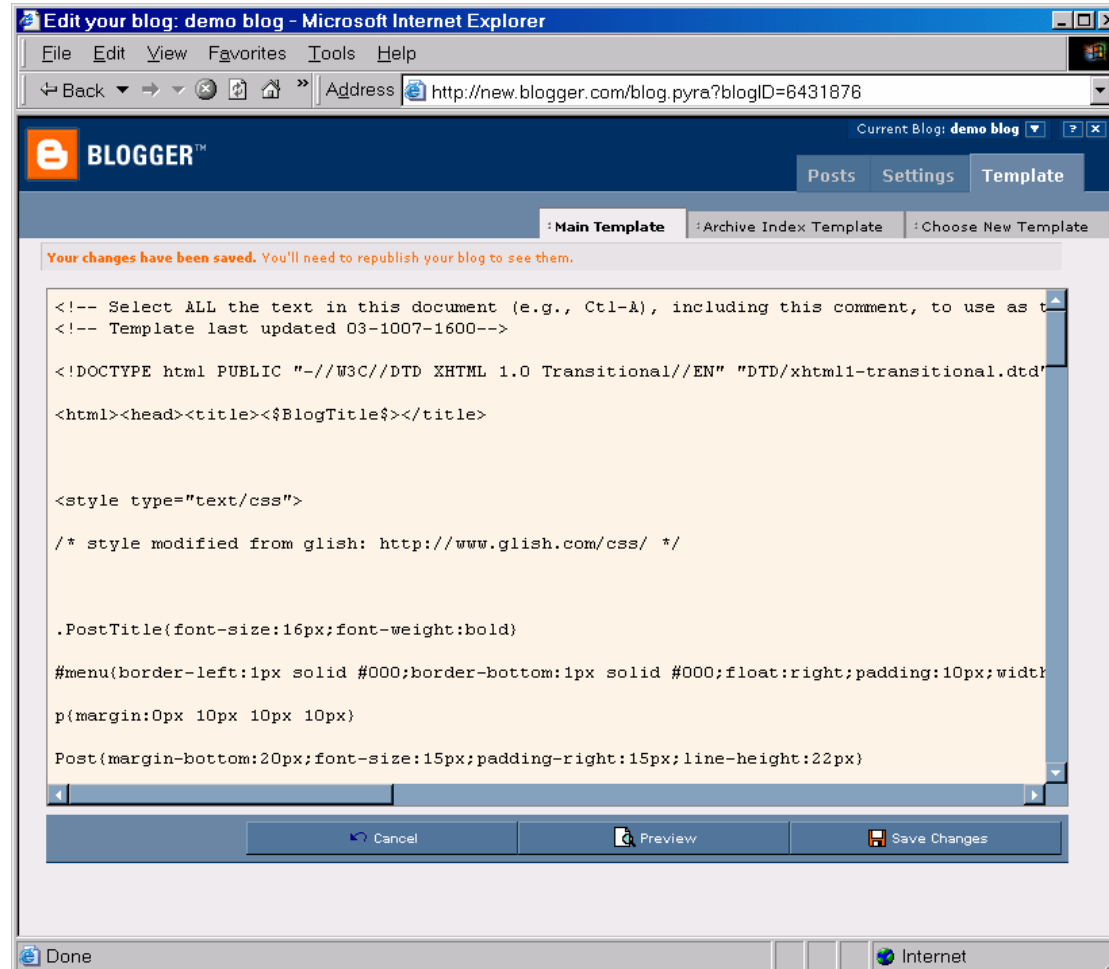
# Delete it



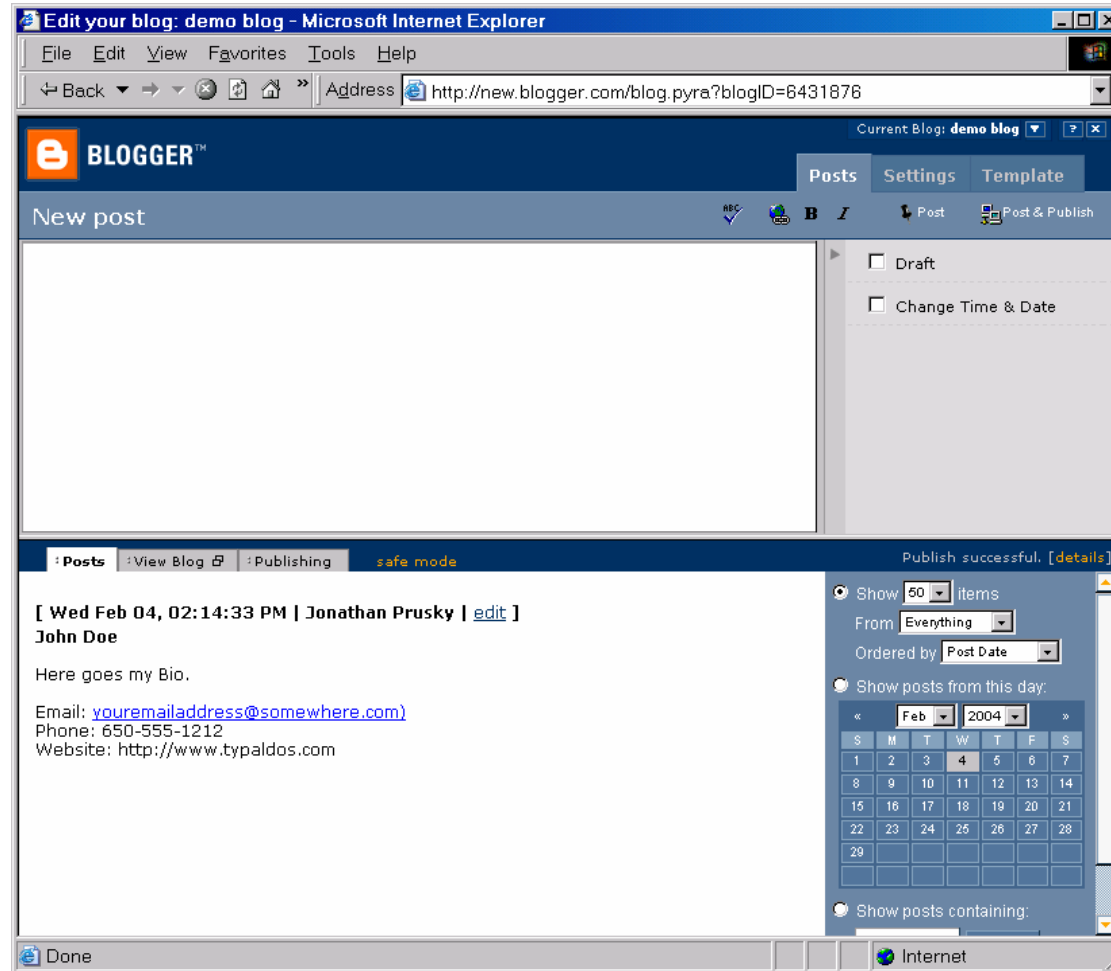
# Paste in ProfGuilDs template (provided on website)



# Save changes



# Publish it





# You're Done



# Join the “Honey Pot”

- ◆ Key to RB Success - Passive promotion via Member Roster
- ◆ ProfGuilds ResumeBlog pages automatically submitted to Google
- ◆ Register your new ResumeBlog with ProfGuilds Engine: <http://profguilds.star.com>

# ProfGuilds Engine

## - Key to joining the network

:: ProfGuilds Engine ::

Stats Display

### Create your ResumeBlog™ Profile

<b>User Name:</b>	<input type="text"/>
<b>Password:</b>	<input type="text"/>
<b>First Name:</b>	<input type="text"/>
<b>Last Name:</b>	<input type="text"/>
<b>Email Address:</b>	<input type="text"/>
<b>Guild:</b>	<input type="text" value="Unknown Guild"/>
<b>Phone:</b>	<input type="text"/>
<b>Y! Messenger:</b>	<input type="text"/>
<b>AOL Instant Messenger:</b>	<input type="text"/>
<b>MSN Messenger:</b>	<input type="text"/>
<b>ICQ:</b>	<input type="text"/>
<b>Time Zone:</b>	<input type="text" value="(GMT -8:00 hours) Pacific Time"/>
<b>Activity Reports:</b>	<input checked="" type="radio"/> None <input type="radio"/> Daily <input type="radio"/> Weekly <input type="radio"/> Monthly
<b>URLs:</b>	<input type="text"/>

# Best Practices

- ◆ “Resume Like” - Recruiter “Friendly”
- ◆ Include Unique E-Mail Address
- ◆ Include Link in E-Mail & Forum post “Signatures”
- ◆ Put it on your business card!



## Cynthia Typaldos

Social Software | Software Marketing | Web Communities

[Typaldos.com](http://Typaldos.com) | [ResumeBlog™](http://ResumeBlog.com) | [Blog](http://Blog) | [cynthia@typaldos.com](mailto:cynthia@typaldos.com)

Founder & President: [Software Product Marketing eGroup/ProfGuilds](http://SoftwareProductMarketing.com)

Sachin Gangupantula Modesto, CA

**Email:** [sachin\\_gang@sbcglobal.net](mailto:sachin_gang@sbcglobal.net)

**Ph:** 209.345.7071

**Bio:** <http://sachin-gangupantula.blogspot.com>

Director - Business Development

Silicon Valley Product Management Association (<http://www.svpma.org>)

# Who is visiting your Blog?

- ◆ Visit [http:// ProfGuilds.si-star.com](http://ProfGuilds.si-star.com) to view statistics
  - ◆ Guild Level
  - ◆ Member
  - ◆ Referrer
  - ◆ Visitor Domain
- ◆ ResumeBlogs are visited 120 times a day!
- ◆ “Positive Encouragement” to see the views & viewers

# Statistics – By Guild/Member

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

♦♦ www.profguilds.com ♦♦

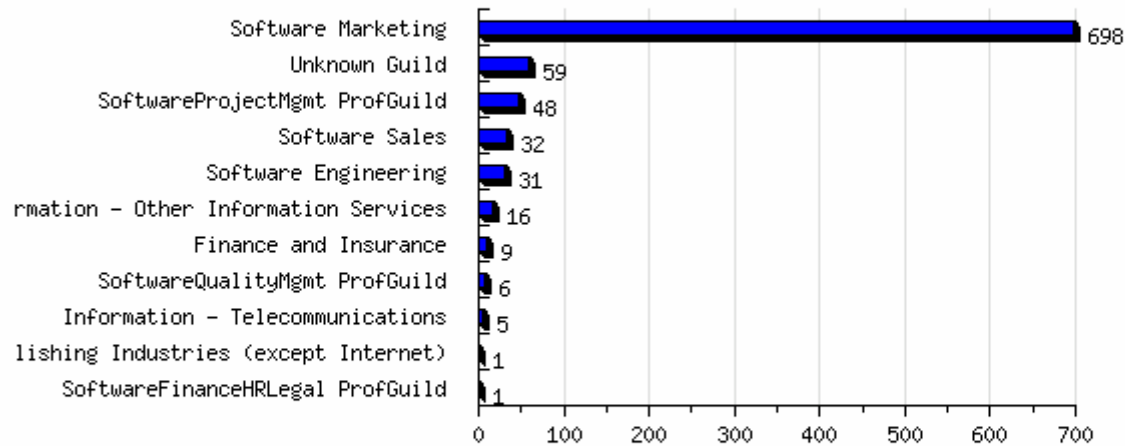
## ::: ProfGuilds Engine :::

Stats Display

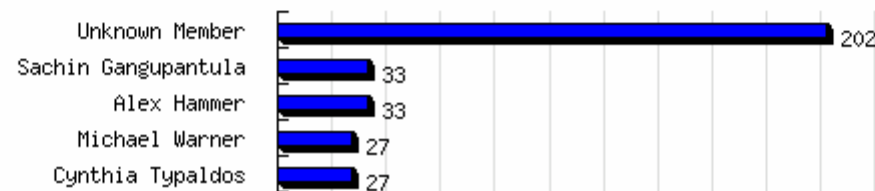
Total page views since 05/03/2004: 906

Select Period: [Week-To-Date](#), [Month-To-Date](#), [Year-To-Date](#)

### Page Views by Guild



### Page Views by Member



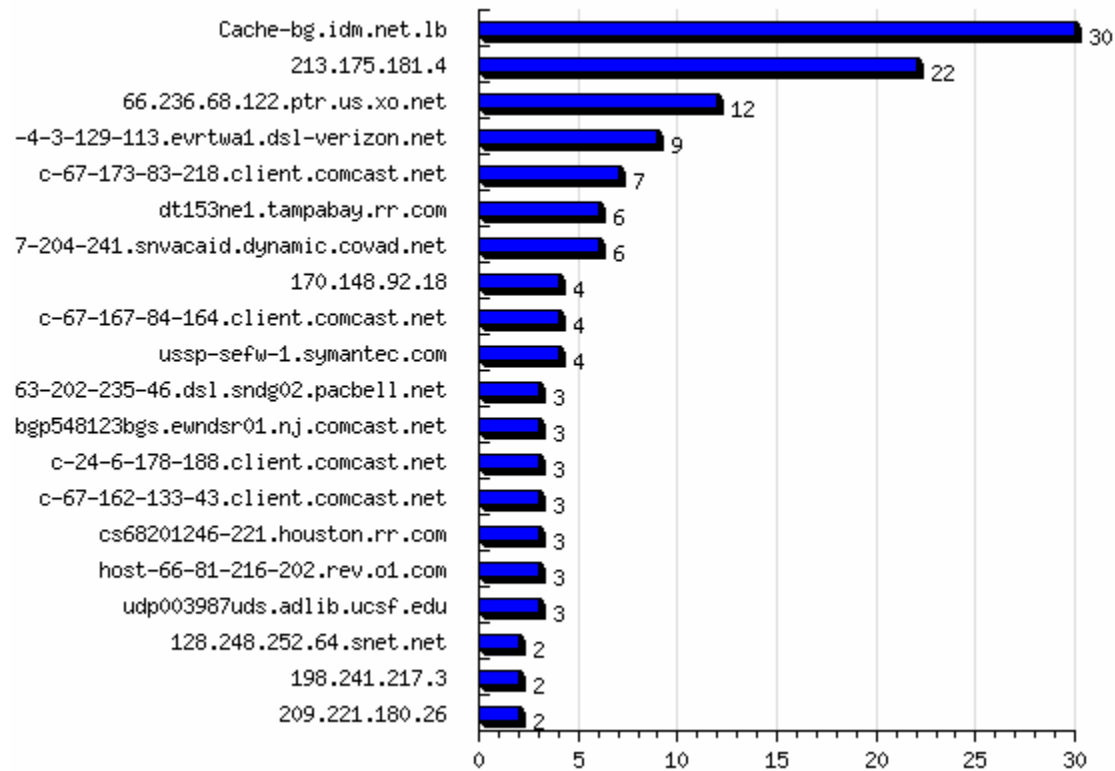
# Statistics – Visitor Domain

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

♦♦ www.profguilds.com ♦♦



# Coming Attractions

- ◆ New integrated site, combining:
  - ◆ ResumeBlog Creation / Editing / Statistics
  - ◆ Hosting Personal Blog Hosting
  - ◆ Job Listings
  - ◆ Freelance / Consulting Exchange
- ◆ Join the team!



# Simple Description, Ash Nallowalla

ResumeBlog™ Software Product Marketing - Ash Nallowalla - Microsoft Internet Explorer

File Edit View Favorites Tools Help Links j-y-Mail j-y-tv tv-g mbx j-jp-rb guideX Customize Links

Back Forward Stop Refresh Home Address http://ash-nallowalla.blogspot.com/

Search Web Search Web News PageRank Category Page Info AutoFill BlogThis! Options

the quick spot for your blog **blogspot** Start your own!

#1 SalesLogix Partner  
Infinity is #1 SalesLogix Reseller  
Implementation & Training  
Related Searches: • crm software • what is crm

CRM Solutions, Midwest  
SalesLogix, ACT, MS CRM Get the results you expect.  
Ads. by Google

## Ash Nallowalla

Thursday, July 8, 2005

### Software/Hardware Product Marketing

Melbourne, Australia-based Nallowalla has 10 years of Asia Pacific experience in manager to director-level positions in product marketing, product management, sales, SLM/SLO and CRM. Employers included Unisys, Hayes Microcomputer Products, Tennyson Technologies, Selectica, and Macromedia.

He has a solid understanding of and implementation experience in CRM and one-to-one marketing. Nallowalla is experienced in managing full lifecycle product portfolios, database infrastructure/development, analytics, segmentation, profiling and modeling.

He is writing a book that promises to redefine sales lead management.

email: [Click Here](#)

view details: [See link to CV/resume](#)

- posted by Ash @ 11:17 PM

**SPM GROUP**  
SOFTWARE • PRODUCT • MARKETING

Product Marketing Background

Create Your Own ResumeBlog™

Comments, Questions, or Feedback for SPM?

SPM Member Search

Google™ Search

**SPM Colleagues**

- Adam Fayne
- Adam Gordon
- Albert Dierney
- Alex Hammer
- Allen Stock
- Amit Sawhney
- Amy Swotinsky
- Andrew Durston
- Andrew Flynn
- Andrew Klein
- Anson Lee
- Ash Nallowalla
- Barbara Saunders
- Barry Doctor
- Barry Voorhees
- Ben Hollin
- Bert DuMars
- Bill Slusher
- Bob Glass
- Brian Johnson
- Brian Lawley
- Brian Park
- Carey Schroeder
- Carl Dunlap
- Chantal Ingerson
- Charles Saltzman
- Cheryl Brennan
- Cheryl White
- Chris Dury

Internet

# Link To Article + Resume: Di Schwarz

Di Schwartz

December 2, 2003

**Opportunities to Self-Promote**  
July 27, 2002 SJMN Article "When should potential employers learn about a worker's disability?"  
- posted by di @ 11:12 PM

December 1, 2003

*Senior Executive prepared to intervene and champion strategic and tactical initiatives, including technology integration, project management, data governance and compliance from concept to profitability.*

Track record includes:

- Champion Data Governance, Privacy and Enterprise Documentation Compliance** Created role--Steward of Marketing Data Drove best practice data hygiene initiative across enterprise reducing return mail volume 50%. Established cross-functional data research and analysis team Liaison to Business Units, Corporate Management, Government Affairs, Data Compiler Partner and IT on security and data privacy issues.
- Strategic intervention to increase available wholesale credit line.** Created standard shipping process that shortening time-to-loan-resale from 90 days to 1 day. Mediated tradeoffs between customer wants, business needs and technical feasibility.
- Creative Marketing Program increased corporate revenues 10% with launch of partner's integration product.** Developed marketing plan that identified the alliance partner, product requirements and launch strategy. Created partner acquisition, product development and marketing ISO processes.
- Renegotiated marketing data supplier contract reduced Marketing operation costs 30%.** Negotiated a volume-based, multi-year partnership relationship with additional on-site training, consultation services and product elements 30% below previous year's contract pricing.

SPM aGROUP  
SOFTWARE • PRODUCTS • MARKETING

Resume  
Create Your Own ResumeBlog™  
Comments, Questions, or Feedback for SPM?

SPM Member Search  
Google™ Search

**SPM Colleagues**  
Adam Fayne  
Adam Gordon  
Albert Demery  
Alex Hammer  
Allen Stock  
Amit Sawhney  
Amy Swotinsky  
Andrew Durston  
Andrew Flynn  
Andrew Klein  
Anson Lee  
Ash Nallawalla  
Barbara Saunders  
Barry Doctor  
Barry Voorhees  
Ben Hollin  
Bert DuMars  
Bill Slusher  
Bob Glass  
Brian Johnson  
Brian Lawley  
Brian Park  
Carey Schroeder  
Carl Dunlap  
Chantal Ingerson  
Charles Saltzman  
Cheryl Brennan  
Cheryl White  
Chris Dury  
Chris Paape

# Photo, Web Resume: Radi Shourbaji

The screenshot shows a Microsoft Internet Explorer browser window displaying a resume for Radi Shourbaji on a Blogspot page. The browser's address bar shows the URL <http://radi-shourbaji.blogspot.com/>. The page features a header with the name 'Radi Shourbaji' and a small profile picture. Below the name, there is contact information: 'Product Management Resume of Radi Shourbaji', 'E-Mail: [rshourbaji@naspa.com](mailto:rshourbaji@naspa.com)', and 'Phone: (408)441-7234'. A section titled 'Key Accomplishments' lists several professional achievements, including participation in product reviews, receiving a 'TIP' Award, and working on a 'SWAT Team' at BMC Software. To the right of the main content, there is a sidebar with the SPM eGROUP logo, a 'Resume' section with links to 'Create Your Own ResumeBlog™' and 'Comments, Questions, or Feedback for SPM?', an 'SPM Member Search' box with a 'Google™ Search' button, and a list of 'SPM Colleagues' including names like Adam Fayne, Adam Gordon, and Albert Demery. The browser's status bar at the bottom indicates 'Done, but with errors on page.' and 'Internet'.

# Contact Information

PROFGUILDS

Professional Guilds for Knowledge Workers

My Career is My Business

♦♦ [www.profguilds.com](http://www.profguilds.com) ♦♦

## Sachin Gangupantula

<http://sachin-gangupantula.blogspot.com>

sachin\_gang @ sbcglobal.net

## Create a ResumeBlog™

[www.resumeblog.com](http://www.resumeblog.com)

<http://groups.yahoo.com/group/spmresumeblog/>

# Your Visibility – Next steps

## ◆ ProfGuilds Engine Registration is Important!

- Drives our update of the ProfGuilds site
- Drives our update of the ResumeBlog network

SPM MemberSearch  
Google™ Search

**SPM Colleagues**  
Robert Walikis  
Jonathan Prusky  
Cynthia Typaldos

[Create Your Own ResumeBlog™](#)

[Comments, Questions, or Feedback for SPM?](#)

**SPM Community**  
[Adam Fayne](#)  
[Adam Gordon](#)  
[Adam Licht](#)  
[Albert Demery](#)  
[Alex Hammer](#)

**SPM Member ResumeBlogs™**

[Mike DiPietro](#) [Kristin Bradley](#) [Brian Johnson](#) [David Kavanaugh](#) [Adam Gordon](#) [Albert Demery](#) [Alex Hammer](#) [Allen Stock](#) [Alysia Andrikopoulos](#) [Amit Sawhney](#) [Amy Swotinsky](#) [Andrew Flynn](#) [Andrew Klein](#) [Ash Nallawalla](#) [Barbara Saunders](#) [Barry Doctor](#) [Barry Voorhees](#) [Ben Hollin](#) [Bert DuMars](#) [Bill Slusher](#) [Brian Park](#) [Carey Schroeder](#) [Chantal Ingerson](#) [Charles Boltzman](#) [Cheryl Drannon](#) [Chris Dury](#) [Chris Deane](#) [Christine Tunnah](#) [Christine Horro](#) [Christopher Hall](#) [Clark Liddell](#)

# Top Support Questions

1. Why isn't my name listed on the ResumeBlog Network and the ProfGuilds Homepage
  - ◆ ResumeBlog Compliant
  - ◆ Scheduled Manual Updates
  - ◆ Maintenance Mode, Site Upgrades - Please remind us

# Top Support Questions

2. Why isn't my blog showing up in Google Searches?
  - ◆ Search Engine Fundamentals
    - ◆ Automatic agents (robots) that search the web and "index" your page
    - ◆ Add your page to the google engine (addurl)
    - ◆ Patience is key - Search Engines have their own algorithms and schedules for indexing content (could take several weeks)
  - ◆ Good things going for you
    - ◆ You are listed on the popular pages of ProfGuilds - Peer Network, ProfGuilds Homepage
    - ◆ Word of Mouth, Email Signatures

# Top Support Questions

3. My blog doesn't show the updated content
  - ◆ Make sure you have "Published" your blog
  - ◆ Close all browser sessions and restart (clean cache)



# Leveraging Your ResumeBlog

- ◆ Make sure your RB reflects the expertise you want the hiring manager to see - Resume is only one aspect of it
- ◆ Build your contacts through the RB network
- ◆ Create and Manage your visibility
- ◆ Market yourself
  - ◆ Use it on your business cards
  - ◆ Use it in your email signature

---

Sachin Gangupantula Modesto, CA

Email: [sachin\\_gang@sbcglobal.net](mailto:sachin_gang@sbcglobal.net)

Ph: 209.345.7071

Bio: <http://sachin-gangupantula.blogspot.com>

Director - Business Development

Silicon Valley Product Management Association (<http://www.svpma.org>)

# Sachin - ResumeBlog

## Product Management Resume - Sachin Gangupantula

Product Management . Product Marketing . Technology Strategy

Monday, November 24, 2003

[\[Summary of Skills\]](#) [\[Product Management\]](#) [\[Project/Program Management\]](#) [\[Affiliations\]](#) [\[Education\]](#)  
[\[Contact\]](#)

### Summary of Skills

- Product definition, Product Planning and design specifications(PRD), Development lifecycle Management, Product Positioning and Evangelism, Customer Advocacy
- Competitive Analysis, Marketing Planning, Sales Support, Search Engine and Email Marketing
- Technical Project/Program Management in a Consulting Environment - experienced in planning and execution of multi-million dollar web-based products, driving system architecture, requirements management, resource management, risk management and technology strategy.
- Project/Program Management experience in handling all aspects of offshore product



### Personal Link

Contact Me for Resum

Slowrea

Silicon Valley Product Management Associatic

[Create Your Ov  
ResumeBlog](#)

[Comments, Question  
or Feedback for SP/](#)

SPM MemberSear