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Treeline CEO Daniel S. Fantasia Shares How Job Seekers Can Effectively Highlight Their Resume By Using Technology To Build Social Brand

Fantasia shares why utilizing technology to build a social brand is essential in today's job market

Wakefield, Massachusetts: December 10, 2013: Treeline Founder and CEO Daniel S. Fantasia appeared on Boston's Fox 25 Morning Show Tuesday, December 10, 2013 at 8:35 am, to discuss how job seekers can effectively use technology to highlight their resumes in the job search to build social brand.

Fantasia educated viewers on what social brand is and why it is essential in the job search. He shared how job seekers can utilize free technologies to enhance their job search and which social technologies job seekers should be using. Fantasia noted that hiring managers will not only review a resume but also search the Internet to find out what kind of professional and person you are. He highlighted 5 ways job seekers can boost their resume. He noted that the little time invested in building your social brand will have a significant return, ultimately giving a job seeker greater control over their job search.

Fantasia emphasized the importance of a well-written and concise resume, but highlighted the equal relevancy of using technology to market your experience and accomplishments. A job seekers resume and profile needs to be consistent and by utilizing technology, candidates create a strong and noteworthy social brand.

[Click here](#) to view the full segment.

Visit Treeline, Incorporated's blog for more information on [how to build social brand](#).

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About Treeline, Inc.

Treeline, Inc. is the nation's premier executive search firm focused exclusively on sales. Treeline offers services that fit every need and budget. At Treeline, the ultimate goal is to help both clients and candidates find each other and achieve success. To learn more about Treeline, Inc. call 781-876-8100 or visit www.treeline-inc.com.