**CAREER ADVICE #374 | Benjamin Hilton | Communications | Virginia\_25 April 2021**

**LinkedIn Premium Group**

\*\*\*\*\*\* MESSAGE TO PREMIUM GROUP \*\*\*\*\*\*

Hello Everyone!

I am a student graduating with my Masters in May that is looking to secure a communications/marketing/public relations role either remotely or in North Carolina. I was hoping to connect with anyone who might be hiring or have recommendations on the job search.

I have great work experience but not a lot within communications/marketing field. One question I had was, is it better to put my education at the top of my resume even though I am a graduate student (technically in my PhD) and have been working for the past few years at the university where I was finishing my education?

Thank you for any insight or information ahead of time.

#opentowork #communications #highereducation #publicrelations #marketing

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Hi Benjamin

Some ideas for you to consider:

Venture Capital in North Carolina

Innovation in North Carolina

Angel List

Parker PR (Calgary)

Gary Vaynerchuk

Podcast

Clubhouse

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Venture Capital in North Carolina

During my 2018 and 2020 investor relations work with various tech and non-tech startups including Uncloak (UK), Digipharm (Switzerland), TimberWise (Vancouver) and AI Vali (Toronto), I came across many Venture capital companies across the globe including those based in North Carolina.

The following is a sample of VC’s based in North Carolina. This is not meant to be a complete list. Google or other search may reveal additional VC firms in North Carolina.

Bull City Venture Partners | https://www.bcvp.com/

CFV Ventures | http://www.fintechvc.us/

Co-Founders Capital | http://www.cofounderscapital.com/

DragonFly Capital | www.dragonflycapital.com

Duke Angel Network | https://dukeangelnetwork.duke.edu/

Falfurrias Capital Partners | http://www.falfurriascapital.com/

Frontier Capital | http://www.frontiergrowth.com/

Hargett Hunter Capital Management | http://hargetthunter.com/

Please see post 2 of 10 | VC in North Carolina (continued)

POST 2

Hi Benjamin,

This is post 2 of 10,

Venture Capital in North Carolina | Continued

Hatteras | http://www.hatterasvp.com/

IDEA Fund Partners | http://www.ideafundpartners.com/

Intersouth Partners | https://www.intersouth.com

JB Fitzgerald Ven Cap | http://www.jbfitzgerald.com/

Kian Capital Partners | http://www.kiancapital.com/

Madison River | https://madisonriverventures.com

NC Ven Cap Fund | https://www.ncvcf.com/

Pamlico | https://www.pamlicocapital.com/

Pappas | http://www.pappas-capital.com

Plexus | http://plexuscap.com/

River Cities | http://rccf.com/

TrueBridge | http://www.truebridgecapital.com/

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VC’s and Portfolio companies

Consider scrolling through the websites of the VC’s to find the “Investments” or “Portfolio” links to find the companies you are interested in. Follow them on LinkedIn & Twitter. Subscribe to newsletters.

Consider reaching out to specific individuals for advice, mentorship and/or job openings.

In fact, some of the larger VC firms tend to hire for “Support over the Platform” roles (marketing, HR, accounting, administration).

Stephanie Manning Cohen from Lerer Hippeau, a NYC VC firm, describes this trend in a Forbes article: [http://bit.ly/2vNF9X6](%22)

Please see post 3 of 10

POST 3

Hi Benjamin,

This is post 3 of 10,

Innovation in North Carolina

As a follow-on to the VC list, you may want to consider subscribing to various free publications that highlight funding of, and investments in, North Carolina-based entities.

The free tech publications I subscribe to include funding from a multitude of sectors and regions across North America and the globe:

StrictlyVC | [https://www.strictlyvc.com/](%22)

Techcrunch | https://techcrunch.com/tag/newsletters/

VentureBeat | https://venturebeat.com/newsletters/

UKTN | https://www.uktech.news/

FinSME’s | <https://www.finsmes.com/the-daily-deal-newsletter>

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The following represents examples of recent funding announcements for investments made in or by North Carolina-based startups. This is not meant to be a complete list. Google or other search may reveal additional examples.

16 March 2021 | FinSMEs newsletter

**upSWOT**, a Charlotte, NC-based fintech platform for financial institutions to improve their ability to service Small-Medium Business clients (SMBs), raised $4.3M in seed funding

Article link: https://bit.ly/3aDXEC8

Please see post 4 of XX | Innovation in North Carolina (continued)

POST 4

Hi Benjamin,

This is post 4 of 10,

Innovation in North Carolina | continued

27 February 2021 | StrictlyVC newsletter

**Levitate**, a three-year-old, Raleigh, N.C.-based marketing platform, has raised $8 million in Series B funding from earlier investors, including **Tippet Venture Partners** and **Bull City Venture Partners**. The company has now raised $20 million altogether.

AIThority article: https://bit.ly/3vkjAu0

7 January 2021 | FinSMEs newsletter

**Allobee**, a Durham, N.C.-based managed marketplace for small businesses and startups, secured $500K in funding

Article link: https://bit.ly/3aDmWAu

**insightsoftware**, a Raleigh, NC-based global provider of enterprise software solutions for the Office of the CFO, acquired **Certent**, a Roseville, Calif.-based provider of software-as-a-service solutions for financial disclosure management and equity management

Article link: https://bit.ly/3xqEnO8

Please see post 5 of 10 | Angel List

POST 5

Hi Benjamin,

This is post 5 of 10,

Angel List

Angel List |https://angel.co

This site is primarily used by tech startups to list tech & non-tech roles here. Quick search revealed:

24,900+ startups globally list open roles on the site

10,200+ across the USA (non-remote only)

270 across North Carolina

112 in Raleigh

98 in Charlotte

43 in Durham

12 in Wilmington

7 in Chapel Hill

NOTE 1: The global total is down from the pre‑Covid19 period in which 30,000+ startups listed open roles on the Angel List site.

NOTE 2: Consider spending time on the site. Startups may not always use traditional recruiting sites to find staff. When they scale, they tend to need experienced staff. Consider reaching out to any relevant companies to see if there is common ground to work together.

If you join a company at its very early stages, you could end up wearing multiple hats – social media manager, sales & marketing, digital marketing advisor, PR and corporate communications and/or corporate trainer

NOTE: Angel List also produces a daily newsletter “Today in Tech”

Please see post 6 of 10 | ParkerPR (Calgary)

POST 6

Hi Benjamin,

This is post 6 of 10,

Parker PR (Calgary)

You may want to consider reaching out to Bob Sumner here in Calgary. He had a lengthy career in media with Global TV and CTV news (25+ years) and in 2018 made the pivot to a PR firm in Calgary – ParkerPR

The CEO and founder of ParkerPR, Ellen Parker, was a guest on my podcast, #CalgaryBusinessPodcast earlier this year (episode 231 | <http://bit.ly/38PozdP>)

In the coming weeks, Bob Sumner will be joining me and three students from the PR/Communications department of Mount Royal University here in Calgary.

Please see suggestions under “Podcast”

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Gary Vaynerchuk

As you may be aware, Gary repeatedly speaks about branding, awareness, social media, entrepreneurship, hustle, patience, persistence and a whole host of advice during his key note presentations, podcasts, FB live, TikTok live and Clubhouse chats with students, business owners, musicians, corporate executives and others.

One or more of the following podcasts and/or YouTube videos may be relevant to your situation:

Nashville strategy sessions | May 2019:

YouTube link: http://bit.ly/2YC4JuF

Apple Podcast: https://apple.co/2W18gFb

Please see post 7 of 10 | Gary Vaynerchuk (continued)

POST 7

Hi Benjamin,

This is post 7 of 10,

Gary Vaynerchuk | continued

Content Model (269 pages) | issued on 14 Nov 2019

Given the focus of your Masters and PhD studies at Liberty University, it is likely you will be familiar with a lot of the terminology and suggestions contained in this document

<https://www.garyvaynerchuk.com/how-to-create-64-pieces-of-content-in-a-day/>

Short Link: https://bit.ly/37sr9mf

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Inside 4D’s | High School Party Concept

The basis for this idea is around the person who hosted the parties in High School could easily go from a “D” on the “Popularity Scale” to a “B” or “A”. Gary provides practical examples as to how this concept can be applied to virtually any situation:

Apple Podcast | [https://apple.co/2XVGfMD](https://podcasts.apple.com/ca/podcast/the-garyvee-audio-experience/id928159684)

YouTube link | [http://bit.ly/2kNlaG4](https://www.youtube.com/watch?v=rkZXlHCQ0mQ)

NOTE: Please see my suggestions under “Clubhouse” that will seek to connect the High School Party concept to your personal situation.

Please see post 8 of 10 | Podcast

POST 8

Hi Benjamin,

This is post 8 of 10,

Podcast

You could consider starting your own podcast series BEFORE you relocate to North Carolina and invite founders from local startups to talk about their business with 3 simple questions:

(1) What got you startup?

(2) How has Covid impacted your business?

(3) What do you feel will be key factors impacting your business in the future?

Possible podcast names for your NC-focus: the “Carolina Comm Cast” or the “Durham Bull Cast”

You could consider starting a separate Virginia focused podcast titled “The Weekly Lynching” whereby you invite students from Liberty University together with industry experts in a Q&A style podcast session.

Why do I think this could work?

In February this year, I started a series of podcast Q&A sessions with Haskayne School of Business MBA and Master of Management candidates and an industry expert. A total of 10 have been released to date. Here are two examples:

Episode 244 on 22 February 2021 | MBA Students with Alitta Tait, head of partnerships at Harvest Ventures | <https://bit.ly/2Nmmj5k>

Episode 282 on 1 April 2021 | MBA Students with Chris Lavin, regional head of consulting at MNP | <https://bit.ly/2QWKtoN>

Please see post 9 of 10 | Podcast (continued)

POST 9

Hi Benjamin,

This is post 9 of 10,

Podcast | continued

Gary Vaynerchuk has a great resource on his website for podcast creation:

**“How to Start A Podcast” | http://bit.ly/37IpyZb**

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Clubhouse

You may be aware of the Clubhouse App that is increasingly becoming popular and frequently being used by celebrities and influencers to talk about everyday issues with everyday folks. In fact, it became even more popular when Elon Musk and Mark Zuckerberg separately blew up the chat rooms when they came “Clubbing”.

Tanisha Cherry, a #podcaster here in #Calgary was a guest on #CalgaryBusinessPodcast to talk about her chatroom “Welcome to Clubhouse”. This is a link to that podcast: <https://bit.ly/37k9TC9>

Tanisha also prepared a #YouTube explainer video: <https://youtu.be/bTrjJW7Rh0M>

How is all of this “Clubbing” relevant to you?

You could take the “Highschool Party Concept” of Gary Vee and create a chat room to invite professors from Liberty University to talk about the undergraduate and Masters programs: key curriculum focus, changes due to Covid, latest technology used by University marketing personnel (such as Hopin); other topics they feel are relevant

Please see post 10 of 10 | Podcast (continued)

POST 10

Hi Benjamin,

This is post 10 of 10,

Podcast | continued

You could invite executives from digital marketing startups such as ActiveCampaign out of Chicago (<https://www.activecampaign.com/>), NYC-based Wyng (<https://www.wyng.com/>) or SF-based 6sense (<https://6sense.com/>) to talk about the features of their platforms, key partnerships with startup organizations, impact of Covid; other topics they feel are relevant.

NOTE: You may want to consider first reaching out to Tanisha Cherry to obtain her advice on inviting such people. She recently hosted an influencer marketing session which included Cristina Cordova, the head of Product, Platform & Partnerships at Notion (https://www.notion.so/)

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How does a Clubhouse chat room relate to job search?

Imagine the discussions you will have with recruiters and potential future employers AFTER running these thought-leader sessions over the next 6, 12 or 18 months?

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Have fun!