**BIOGRAPHY**

**About me**

*A Marketer who does Recruitment. In that Order.*

After spending 10 years in Brand and Product Marketing - mainly in the FMCG and Technology Industry, Petra decided to branch out and discovered the World of Recruitment (totally by accident, but that’s another story).

Having had no clue how to do recruitment, she simply applied her marketing knowledge to build her own business in this new industry which is all about attracting high profile candidates and clients and boom … it worked.

Specialising in Digital – which back then was completely new for her – she since then, set up two digital practices from scratch for two recruitment agencies and learned what it takes for candidates to land the thought-after job and for companies to be the preferred employer for top talents: representing a unique brand that attracts and engaged with the right audience mainly by using social media.

She now runs her own businesses, combining both of her passions – Marketing & Recruitment to get the best results for her candidates and clients.

Her sweet spot is building and developing personal and employer brands from a holistic point of view: Based on individuals’ values and career goals, she works with specialists to identify a unique style and brings it to life on online channels by applying inbound and content marketing strategies and tactics to establish (thought) leaders.

Besides, Petra also hosts monthly MeetUps with resident experts about hot topics around career, lifestyle, personal and professional development and leadership.

Connect with Petra on Instagram @impaccctful for your daily dose of inspiration & motivation and twitter @petra\_zink.

Petra Zink

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