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Press contact: Christian Arriaga-Flores, Xavier Lundy, Francy Rios, Lanyu Zhang
Cell: 845-542-3086, 856-878-8897, 347 774-5524, 334-482-3282
Email: christianarriaga94@gmail.com, xavierlundy84@gmail.com, francydrios@gmail.com, lyuyuzhang@gmail.com

**HR SPECIALIST MARY FRICKE VISITS PACE UNIVERSITY**

**To share her knowledge and expertise on the interview and hiring process.**

**Thursday, October 26th, 2017, Pleasantville, NY**

PLEASANTVILLE- On Thursday, October 26th, Mary Fricke, the Product Manager for GE’s global video interviewing platform was invited by Professor Jennifer Lee Magas to join Pace University’s Writing for Organization class (MCA-602), to share her expertise and valuable tips in regards to resume building and the interview process with students as a human resource professional.

Fricke is an experienced HR professional with advanced degrees and a generalist background with specialization in staffing/recruiting. She plans roadmaps, implement new features, train users and troubleshoot problems. She co-manages GE's recruiting CRM and talent sourcing tools, completes implementation/configuration projects; train's users on contact management, sourcing techniques, landing page creation and communication workflow design.

Fricke has worked for 11 years as a Human Resources Manager. However, she originally majored in English Literature. Fricke worked for writing publications but soon found herself being laid off. She was able to do freelance writing for a news publication but she found herself financially unstable. Fricke then found herself juggling different kinds of jobs that didn't require any degree.

During her rough time, Fricke had a moment. She looked at her degree and asked herself what can she do with an English Literature Degree. Fricke soon realized that her writing skills can get her much further in the job market. Fricke said, “if you open your mind, your career could go anywhere.” With a very diverse education background, Fricke enjoys learning new things; she has interned for various magazines, and also has an MBA degree.

Writing, reading and communicating properly are key essentials in the workplace. Fricke also shared that reading is a good way to improve your writing skills. She suggested that students should get multiple internships, whether it is paid or unpaid, because it will help accumulate experience.

Fricke emphasizes on the use of social media. Sharing that usually HR does not always search for the applicant's social accounts. But when they do search, they will be most likely be looking for a LinkedIn account. Fricke suggests that students use LinkedIn to present themselves professionally within the social media spectrum. She believes that LinkedIn is the best social media platform to use for work, 93% companies look people choose LinkedIn, and 65% for Facebook, and 55% for Twitter.

Furthermore, Mary says students should always have an Elevator speech prepared. The elevator speech is the best way to sell yourself in a few minutes; by stating important facts about yourself such as your name, education background, valuable experiences, and any impact you have caused. Fricke shared with the students many valuable tips in regards to resume building and the interview process, her knowledge and expertise is highly appreciated.