



Michele Harris Shares Expertise On Panel At 212 Interactive Advertising Club Of New York City's Career Day And Recruitment Fair

(April 6, 2006) Michele Harris, President of SMARTi Solutions, has been selected to participate on a panel at the 212, the Interactive Advertising Club of New York City_Career Day and Recruitment Fair, at The Puck Building on Friday, April 21, 2006 from 9:00am to 5:00pm.

The one day fair will include networking sessions with industry professionals, as well as helpful career panels, including: Digital luminaries (panelists from Mindshare INTERACTION, Dow Jones, Avenue A/Razorfish, & CBS Digital); How to Write a Resume; The Art Of Interviewing; Students Yesterday, Working In Digital Advertising Today; A Day In The Life Of A Digital Professional; Panels will be made up of professionals from companies like Dow Jones, CBS, CNN Digital, Yahoo!, Condé Nast, Carat, Ogilvy, NYTimes/About.com, Modem Media and SMARTi Solutions.

Michele Harris will be joined by Jeremy Burnstein of Modis, Lisa Dilenschneider of The Howard Sloan Koller Group and Dan Goldsmith of AC Lion, on the "How to Write a Resume" Panel. Topics of discussion will include the do's and don't of writing a resume, as well as proven techniques to get in the door.

"Digital marketing is a very hot industry, and we need to cultivate energetic and talented industry professionals. Many people of all levels of experience simply don't know how to sell and position themselves for their desired opportunities. Our panel is a great opportunity to share insights and add value to jobseekers," remarked Michele Harris.

The event is designed to attract college grads and MBA students to jobs in the online sector including sales, media planning and buying, creative, marketing, account service, and more. Over 800 attendees from the NYC interactive advertising community and over 400 Colleges and Universities in the North East and Mid-Atlantic states are expected to attend.

SMARTi Solutions is a business development firm that connects businesses with marketing agencies and people. SMARTi provides Sales, Marketing Advisory, Resources and Talent to businesses, and Representation and business development consulting services to top-flight marketing agencies and practitioners. Visit www.getsmarti.com for more information.

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