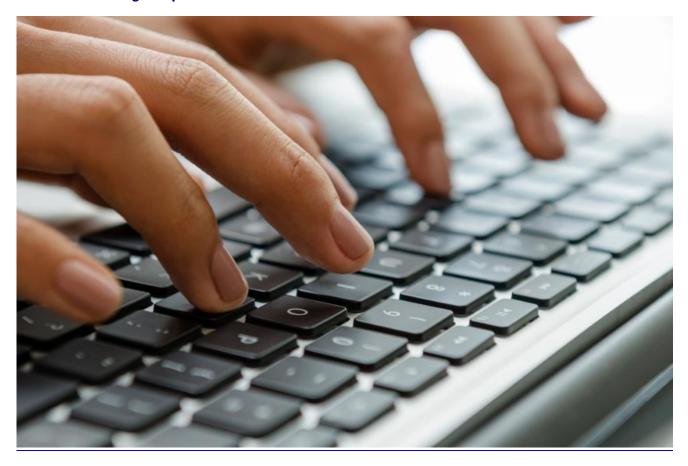
$\label{ling} \textit{Lin Grensing-Pophal} - \underline{\text{lin@lingrensingpophal.com}}$ 



# **CREDIT LIST – 2015-2020**

Website

LinkedIn Profile

**Twitter** 

### **BOOKS**

- Managing Remote Staff: Capitalize on Work-from-Home Productivity (Self-Counsel Press, 2020)
- 21<sup>st</sup> Century Secrets to Effective PR (Strategic Communications, 2018)
- Best Practices in Influencer Marketing (Strategic Communications, 2016)
- The Everything Guide to Customer Engagement (Adams Media, 2014)
- The Everything Resume Book (Adams Media, 2012)
- Motivating Today's Employees (Self-Counsel Press, 2012)
- Complete Idiot's Guide to Strategic Planning (Penguin Press, 2011)
- Direct Mail in the Digital Age (Self-Counsel Press, 2011)
- The Everything Job Interview Book, 3<sup>rd</sup> edition (Adams Media, 2011)
- Human Resource Essentials (Society for Human Resource Management, 2010)
- Managing Off-Site Staff (Self-Counsel Press, 2010)
- Employee Management for Small Business (Self-Counsel Press, 2010)
- Telecommuting (Self-Counsel Press, 2010)
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- Marketing With the End in Mind (IABC, 2005)
- Writing a Convincing Business Plan (Barrons, 2001)
- The HR Book (Self-Counsel Press, 1999)

# **ARTICLES** (Alphabetical by publication; chronological within publications)

#### ADP

Strategic Financial Planning, October 2018

Reputation Management: Why It Matters, July 2018

Self-Service Eases the Employee Benefit Administration Burden, June 2018

Taking a Cafeteria Approach to Wellness, May 2018

The Benefits of Wisdom and Experience, March 2018

8 Things You Should Try to Learn From Your Engagement Surveys, March 2018

Ideas for Achieving Office Space Productivity, March 2018

What You Need to Know About the Gig Economy, March 2018

How HR Can Use VR to Create Realistic OTJ Experiences, February 2018

HR Skills Aren't Enough: Why CHROs Need Business Acumen, February 2018

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#### **BedTimes**

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How to Attract Top Talent: Avoid These Hiring Pitfalls, August 2018

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Use Digital Platforms to Drive In-Store Traffic, and Vice Versa, September 2020

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Tips for Finding Freelancers, October 2020

Best Practices for Repurposing Content, September 2020

Trends in Influencer Marketing, May/June 2020

How Changes in Social Media Affect Content Strategy, April 2020

Are You Using the Right Metrics?, March 2020

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How to Reach Marketers Looking for a Speech Solution, July 2019

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A Primer on Time-Based Advertising Metrics for Publishers, October 2019

Blending Old and New Media for Advertising Success, October 2019

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