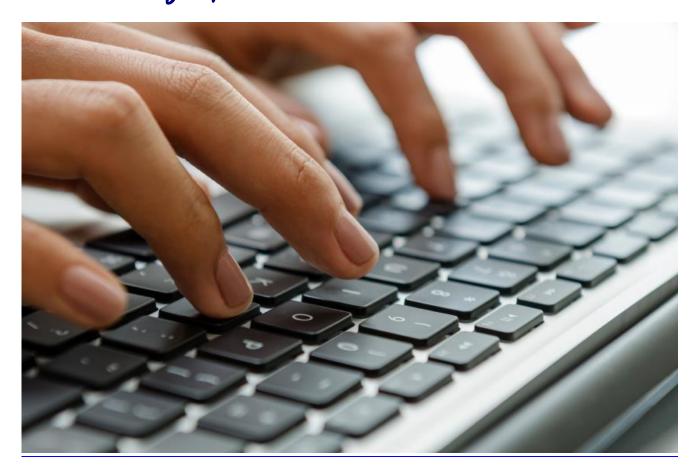
# Lin Grensing-Pophal - lin@lingrensingpophal.com



# **CREDIT LIST – 2017-2021**

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)
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- Marketing With the End in Mind (IABC, 2005)
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# **ARTICLES** (Alphabetical by publication; chronological within publications)

#### Accurate

Working Under the Influence—An HR Issue On the Rise, November 2021

Telehealth Opening up New Opportunities for Healthcare Employment, September 2021

Assuaging Retail Employee Safety Concerns, September 2021

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Debunking the Myths of Remote Work, June 2021

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Streamline Your Timeline: Create a More Efficient Hiring Process, November 2018

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Your Virtual HR Assistant, December 2021

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Quick Fixes for Common UX Mistakes, September 2021

How Content Marketers Are Using Zapier and Other Automation Tools, June 2021

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Changes in SEO Strategy, November/December 2020

Tips for Finding Freelancers, October 2020

Best Practices for Repurposing Content, September 2020

Trends in Influencer Marketing, May/June 2020

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Are You Using the Right Metrics?, March 2020

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Why Incrementality is Key to Understanding Your Marketing, May 2020

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