

## Contact

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(LinkedIn)

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[www.jobhop.co.uk](http://www.jobhop.co.uk) (Other)

[www.jobhop.co.uk](http://www.jobhop.co.uk) (Other)

## Top Skills

Social Media Marketing

Social Media

Social Networking

## Languages

English (Native or Bilingual)

Spanish (Limited Working)

## Certifications

Hootsuite Certification

## Publications

Employment Branding

The Social Jobseeker

# Julie Bishop

Social Recruiter | Social Media Trainer | Speaker | Digital Marketing  
Consultant | AI for Recruitment

London

## Summary

I've sold cars, brought bagels to UK horse racing, started the 1st UK eco friendly cleaning business before green was cool & now "Social Recruiting" Let's talk business [Julie@Jobhop.co.uk](mailto:Julie@Jobhop.co.uk) 03300 103456 .....

In my last business when recruitment agencies failed me I went online, tapped into profiles & built up relationships with candidates. I created a social networking platform for employers and jobseekers, then sold the last business to embrace social & Jobhop.co.uk

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I operate in these key areas

Social recruiting ..working with companies and helping them to create talent communities, helping them to become the preferred employer so they naturally attract talent. When I work with you we'll work together to build a great employer brand, attract top candidates, cut costs and retain talent.

Social recruiting training for external and internal recruiters, hiring managers and HR

Artificial Intelligence to speed up your recruitment process and make it more effective.

Key-note speaking on social media, social recruiting, digital natives, the future workplace, empowering students with social media

Social media .. I help you to put a strategy together in order to propel your business using social media. We will look at your market, the platforms and quantify what you want to achieve.

I help with:

Employer Branding

Employee Experience

Social Recruiting

Reaching Talent

Talent Communities

Candidate/Consumer Experience

Social Recruitment Training For Business Owners/ Employers/  
Recruiters / HR

Workshops will show you how to leverage social media to source  
and attract talent.

Linkedin training \* Twitter training \* Facebook training

Social Selling

B2B & B2C Social media

Specialties:

Social Recruiting

Artificial Intelligence for recruitment

Social Selling

Social HR

Social Media Strategies

Social Media Marketing

Employer Branding

Career Sites

Company Culture

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## Experience

Jobhop

10 years 1 month

Head Hopper

February 2012 - Present (9 years)

Jobhop is an online platform where employers can connect with talented people and they can connect with great companies who care. Using social media & online networking in an empowering way.

Employers have a cost effective route to candidate and have an opportunity to show people the company, its employees & its culture. Companies can attract great people they just need to be shown how.

Become the preferred employer, be the company that attracts great people.

## Head Hopper

February 2013 - Present (8 years)

## Founder

January 2011 - Present (10 years 1 month)

UK

Jobhop is on a mission to make employment human

Connecting employers to digital talent

Jobhop is UK social recruiting ... Social comes before recruiting!

Jobhop is a UK social recruiting site

Social Recruiting London

Social Recruiting Manchester

Social Recruiting Birmingham

Social Recruiting Edinburgh

Social Recruiting Glasgow

Social Recruiting Cardiff

Social Recruiting Cambridge

Social Recruiting Norwich

## Web Spiders

Gecko AI Partner

2019 - Present (2 years)

United Kingdom

Speed Up the Interview Process and Shorten The Time To Recruit with Gecko Artificial Intelligence.

## On-Demand Video Interviews for Accurate Screening

Recruiters can set up interviews with custom questions that require video responses. These can later be played back for detailed analysis and review.

## Turbo Charge Outbound Hiring with Personalised Email AI Bot

The AI-powered email marketing robot follows up with prospective candidates for interviews. It continues following up without need for human intervention

until candidate responds. Emails are personalised, helping develop long-term relationships.

#### AI-Powered Engine Analyses Interviewee Sentiments

The AI-powered sentiment analysis engine scans each interview to provide deep insights on candidate attitude, positivity and overall sentiment - crucial for positions that require more than just skills.

Sort candidates by performance. Specify which factors are important and which can be ignored. Zone in on the best prospects with minimal effort.

#### List Jobs for Open Interviews

In addition to contacting specific potential candidates, Gecko also allows recruiters to list open positions and let interested candidates find them!

With Gecko, recruiters can set up interviews in less than 5 minutes, and lets interviewees take them at their convenience. Hundreds of applicants can simultaneously record their interviews with Gecko, allowing massive recruitment campaigns to be conducted in days.

Share interviews with department heads and hiring managers at the click of a button. Take valuable feedback before making crucial hiring decisions.

#### Specialist Social Media

##### Specialist Social Media

March 2013 - Present (7 years 11 months)

The Time has come for our industry to specialise

Social Media is too big for one person to say "I'm a Social Media Expert!"

Our specialists are the know-it-alls of one or two Social Media platforms or they will be a know-it-all for one industry & know what works.. Eliminating a lot of time wasting for you as we know you just want to get on with business.

We can put you in touch with many social media UK specialists

#### School Speakers

##### Social Media School Speaker

April 2012 - Present (8 years 10 months)

U.K

As a social media school speaker I go into schools and show students how to use social media with work in mind to connect with employers.  
School Speakers was set up by Claire Young from series 4 of The Apprentice.  
School speakers is about promoting entrepreneurship and enterprise to our younger generation.

[www.jobhop.co.uk](http://www.jobhop.co.uk)

Head Hopper

January 2011 - Present (10 years 1 month)

Because a job isn't for life.

Hoppers can blog, post photo's and videos of what they're an expert at. Keep their profile up to date and use it as a continuous shop window to attract the right job.

Socially network with other hoppers and potential employers, who knows what doors may open.

Employers:

Raise your company employment brand by allowing potential hoppers to browse your company, find out about its culture, mission, vision, its ethics and its purpose.

Completely free for employers and hoppers

<http://www.jobhop.co.uk>

Feedmark

Digital Marketing Consultant

December 2018 - March 2020 (1 year 4 months)

United Kingdom

Leaders in equine nutrition

Feedmark have provided science based, equine supplements and nutritional advice, directly to horse owners and equine professionals for over 40 years.

Glassdoor

Blogger

October 2015 - January 2019 (3 years 4 months)

UK

Writing great content for the job seeker, packed with tips, trends and advice

<https://www.glassdoor.co.uk/blog/smiling-job/>

## Scredible

### Social Recruiting Trainer

January 2016 - January 2018 (2 years 1 month)

Helping companies to source and attract talent using online tactics and solutions.

As a social recruiting trainer for Scredible I will help your company put a strategy in place to acquire top talent, giving you an advantage over your competitors.

## Imparture

### Social Recruiting Trainer

July 2015 - January 2018 (2 years 7 months)

UK

Instructor for Imparture specialising in Social Recruiting

Imparture helps professionals make the most of digital and social media

Imparture has thousands of customers ranging from large corporates, government departments to small businesses and start ups.

As an instructor for Imparture I will show you how to implement a social recruiting strategy that will create awareness, position your employer brand as a leader, build trust and attract top talent.

Via Imparture I can provide in-house training, public training and consultancy all across the U.K

## Love Social Media

### Social Media Trainer

May 2013 - January 2016 (2 years 9 months)

As an instructor for Love Social Media I train companies, entrepreneurs, sme's to powerfully use social media to propel their brand

Love Social Media is UK's leading social media training company and as a collective we have specialities across the social media platforms.

As an instructor for Love Social Media I will show you how to implement a social media strategy that will create awareness, position your brand as a leader, build trust, generate leads & revenue growth.

Via Love Social Media I can mentor, provide in-house training, public training and consultancy all across the U.K

Twitter, Facebook, Linkedin, Google+, Youtube, Pinterest, Quora  
Bespoke social media for your industry .. sales professionals, recruiters, casino marketing managers

## Future Radio

### Broadcaster

November 2011 - March 2013 (1 year 5 months)

Norwich

Co presenter on Business Life. The Business show that gives you tips, advice, great guests & friendly banter.

## Norfolk Legends

### Event organiser

January 2013 - February 2013 (2 months)

Norwich

Last year I organised a charity event for one of my clients #NorfolkLegends The event recognises unsung local legends .. This could even be someone who has walked your dog for you whilst you were ill, or an act of bravery, or a real community legend who is completely reliable & dependable. Feb 2013 ex football legend Jeremy Goss hosted it ... it was such a success that I'm organising #NorfolkLegends for Feb 2014 & this time the legend Jake Humphrey, TV presenter will be attending & we're raising money for Break.

## GoTo Girls

### Co Founder | Social Media Strategist

September 2011 - September 2012 (1 year 1 month)

Norwich

Using Social Media to effortlessly connect your Business to more customers.

Our strengths are in helping your business shine through Joint Ventures and Webinars and the follow up systems you can put in place to capitalise on these effective opportunities.

Joint ventures - why not immediately double or triple your potential client base by working in partnership with another business bringing added benefit and value to your clients. The why should you, who with, how can you and what to avoid to ensure you have a successful venture that leads to many more.

Webinars - Connect with your clients, command their attention, interact with them, show the value you have to offer and answer their questions, and get them ready to buy from you.

## WEETU

Board member

January 2010 - June 2011 (1 year 6 months)

Currently on the Board at Weetu

I hope that my experience & knowledge that i have gained running my businesses will help other women in Norfolk.

## living clean

owner

January 2002 - September 2010 (8 years 9 months)

Founded Living Clean The Environmentally Friendly Cleaning co in 2002 selling Eco friendly cleaning services & products. Living Clean was the 1st Environmentally friendly cleaning company in the U.K.

Living Clean products were sold nationwide and were regularly featured in many glossy mags and on TV shows like The Wright stuff.

Whilst on the look out to employ someone to help with franchising the company I discovered how social media could help with recruitment.

Recruitment companies weren't sending me the right candidates however by using social media I was able to connect with top passive candidates working for competitors.

From that moment I realised the power of social media not just to attract consumer but also to recruit top talent.

Sold to EKS in Sept 2010

## Home Style Caterers

partner

January 1992 - September 1999 (7 years 9 months)

Partner in the family catering business.



A company selling catering services to businesses for training days and events.

Hsc also supplied catering trailers to Wentworth Golf course, Newmarket Race course and The Guards Polo club in Windsor.

Currie Motors, Helen E, Atlas Recruitment DD propmotions  
Sales & Recruitment Consultant.

November 1986 - August 1992 (5 years 10 months)

Julie Bishop

Jobhop

JobhopJulie

Jobhop Julie

Job hop

Jobhop UK

Job hop UK

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## Education

Norwich

Edmonton County