

REITKOPP  
RECRUITING



Melissa  
Reitkopp

Media Kit

# Short Bio

---

Over the past 28 years, Melissa has nurtured networks of professionals and accesses them to help the professionals that she coaches and places in companies.

She is often engaged as an interactive workshop trainer to share tools & techniques that she has developed for professionals.

Melissa fosters communities of leaders that extend outside her work in recruiting. She contributes to non-profits that support entrepreneurship, access, and leadership across the D/M/V region.



Melissa became a member of Leadership Greater Washington in 2019 and continues to contribute as a “class connector” and work with the membership committee to recruit senior leaders.

Through the years, Melissa has been sharing her wisdom as an author and thought leader. You can find her blog on Medium, subscribe to her newsletter, and learn more about her on LinkedIn!

# Boiler Room Bio

---

Melissa values networks and has nurtured hers for over 25 years as a talent acquisition expert and career coach. The genuine connections that Melissa has built are essential to solving domestic and global problems across industries.

A sector-agnostic leader, Melissa works closely with company leadership on retained searches to identify talent with advanced STEM degrees. Melissa develops and delivers tools for professionals along their career pathways and is often engaged as a trainer and speaker. Melissa initially cultivated her skills as a trainer in Guatemala, where she created interactive workshops to help Peace Corps Volunteers transition back into the U.S. job market.

As an executive recruiter, Melissa fosters communities of intelligent and progressive leaders that extend outside her work. Melissa believes strongly in volunteerism/activism and has served as an officer on numerous non-profit boards.

As a board officer, Melissa co-led Empowered Women International through a merger with the Latino Economic Development Center. This year Melissa celebrates her eighth anniversary with Leveling the Playing Field, serving in roles from volunteer to board officer. She is excited to chair the LPF 10th Anniversary Committee in 2023!

Melissa became a member of Leadership Greater Washington in 2019; LGW is an organization that brings DMV leaders together to strengthen the region. She continues to contribute as a “Class Connector” and applies her recruiting skills to her role on the membership committee.

Soccer (or fútbol) is intrinsic to Melissa’s identity as a leader and has been a conduit for community engagement. Soccer connects her to people on all levels: from her childhood in Thailand to college at Cornell. After she hung up her cleats in 2018, Melissa decided to give her knees a break and focus on biking, stretching, and strengthening. As an athlete, coach, and team manager, many of the lessons she learned on the field translate to the workplace.

Through the years, Melissa has been sharing her wisdom as an author and thought leader. You can find her blog on LinkedIn and learn more about her company on her website. An avid traveler, Melissa, and her husband enjoy jaunts to find art/music and bike to find good food and tasty beer. As newly minted empty-nesters, they hop back and forth between D.C. and Asheville.

# Audience

---

7K

connections

LinkedIn

230

followers

Twitter

4K

subscribers

Email

21

writers

Medium

---

## DIVERSITY & TRANSITIONS

DEI Placements  
2019-2022

Clients transitioned to new  
career field or role

51 % WMN • 28 % BIPOC • 17 % LATINX

200+

## PLACED PROFESSIONALS

80 % STEM fields  
20% in Non-profit organizations

# Core Workshops

---

*"I am the one thing in life I can control. I am inimitable. I am an original!"*

– Aaron Burr, Hamilton: *"Wait for it."*

Reitkopp Recruiting delivers 60-to-90-minute workshops to audiences across sectors. Melissa has designed foundational programs with customization in mind. From the Peace Corps to Academia and business sector clients, interactive sessions guide professionals to feel more in control of their careers, at all stages. Workshop experiences can be hosted virtually or in-person.

## PRESENT A POWERFUL PITCH

A pitch captures someone's attention in person or on paper/social media. The components of a pitch include a showcase of your skills, highlights of your knowledge areas, and a translation of how you add value to an organization. Using LinkedIn and their resumes, participants will develop an impactful mission statement that they deliver in an elevator pitch.

### Workshop outcomes:

- Learn to capture attention when presenting your skill set.
- Build support for what you do using concise and powerful language!
- Highlight your value-add for the organization in a winning closing statement!

## NETWORKING IS NECESSARY

It takes time and energy to nurture networks that grow. Invest that time wisely and with the intention to open (not close) doors. Collaboration is a key part of why it's important to build networks for publishing and speaking and finding project partners. This workshop explains why Informational Interviewing is a part of market research and a critical networking tool. A genuine connection can lead to exciting new peers and partners!

### Workshop Outcomes:

- Identify the why and how of building a network that drives your career.
- Gain insight on how to use the power of LinkedIn InMail to find online community.
- Get organized with Melissa's special network tracking tool. *Free for workshop participants!*

# Core Workshops

---

## PRIMP YOUR PAGE

Use the power of social media to your advantage! A solid resume combined with dynamic social profiles is great marketing and can open conversations that lead to jobs. LinkedIn pages give you the platform to showcase your value through content marketing, and interactions online can lead to great new contacts. Update your resume, leverage hyperlinks, get comfortable using Canva, and for professionals with a brand, LinkedIn Career Pages are a useful tool.

### Workshop Outcomes:

- Develop a powerful and effective resume.
- Identify a strategy for promoting yourself on LinkedIn.
- Start to expand your networks through content and affiliate marketing channels!

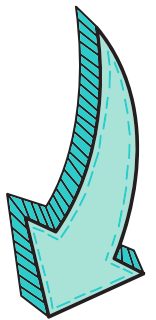
## HOW FAB-ULOUS YOU ARE!

The FAB Presentation (Features, Accomplishments, Benefits) method is crucial for interview prep. Being prepared for an interview means planning a well-orchestrated conversation and being ready with questions. Put on your marketing hat to create a plan that shows what you can do! A successful interviewee is one that anticipates questions and responds concisely with robust facts and examples.

Interviews have behavioral components and being prepared in advance will boost your confidence. This workshop will teach you the STAR technique for behavioral interviewing. It focuses on storytelling to “show”, not “tell”, your value. Using a Situation, a Task, an Action, and Results, it is incredibly effective.

### Workshop Outcomes

- Start using the FAB technique to organize your interview responses in advance!
- Develop fact-based stories that illustrate your experience with the STAR method.
- Get specific with questions and learn to craft conversations and how to discuss compensation..



**Click to see Workshops & Presentations**

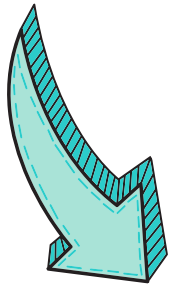
# Monthly Blog

---

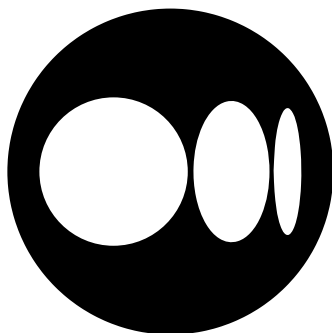
**1K**

*Subscribers*

Now hosted on Medium, the monthly blog explores ideas that come from Melissa's experiences as a recruiter, coach, mom, and community leader in the Greater Washington D.C. area. The blog highlights topics that are important to Melissa, including emotional intelligence, relationship building, and nurturing networks.



[Read the blog](#)



**REITKOPP**  
**RECRUITING**

# Reitkopp Report

---

4K

## *Subscribers*

*The Reitkopp Report* dives into workplace insights, career opportunities, and career news updates.

The monthly newsletter also showcases initiatives by Melissa's partners and peers, with subscriber-only opportunities. .



[Subscribe](#)



Integrated with Melissa's audience on LinkedIn, this channel reaches the broadest audience.





# CAREER CUES

---

2K

Views



*Career Cues*

REITKOPP  
RECRUITING

***Career Cues* are short clips of advice about all things careers!**

Off-the-cuff and with a careers-focused lens, *Cues* take on topics of diversity and inclusion, changing workforce norms, and the transformation of culture in the post-COVID era.



**Get a Cue!**

# Client Testimonials

---

## Save the Children US



**Anita Drever**  
Head; Research,  
M&E, Learning; US  
Programs, Save the  
Children USA

Melissa is a very, very good recruiter. I worked with her during my most recent job search and she helped me discern the unique ways I add value as a research leader. I also came away from our coaching conversations with a better understanding of what makes me happy in the workplace and a concrete set of strategies I can employ to find a high-level research position."

## WESTAT



**Scott Royal**  
President & CEO,  
Westat

Melissa is an outstanding recruiter. She identifies candidates that fit well with the proposed position, she screens candidates well and provides well-written summaries, and she coordinates all aspects of the recruiting experience. Most importantly, she knows how to work well with busy managers to help us meet our recruiting objectives. She's great fun to work with, and always produces outstanding results. I highly recommend Melissa."

## RAND Corporation



## Ray Block

Michael D. Rich Chair  
for Countering Truth  
Decay, The Rand  
Corporation

"When it comes to job searches, I hear people say that 'preparation empowers luck.' That's true. But it also takes support and encouragement, tough love when needed, and someone to advocate for you. This is what Melissa does for her clients, and she is wonderful at it. And I say this as someone who has worked with a lot of recruiting agencies in the past. I would have never dreamed of making my latest career move if it weren't for Melissa. She was there, every step of the way, helping me to dream bigger, and making sure that my 'preparation' was equal to the 'opportunity.' I am grateful to Melissa Reitkopp, and I (highly!) recommend her services to individuals looking for placement services and businesses seeking new talent."

# Public Engagement

---

Leadership Greater Washington; Class of 2019-*Class Connector, Membership Committee, 2019- present*

American Association for the Advancement of Science; *Career Summit Trainer, 2018 - present*

Business Insider, 2023; *We asked 5 recruiters what they'd fact-check on George Santos' résumé. The answer: everything.*

Dating While Gray a podcast with Laura Stassi *podcast interview, 2022*

Leveling the Playing Field: Board Officer, Chair-10th Anniversary Celebration (2017 - 2023)

Latino Economic Development Center (formerly Empowered Women International) *subject-matter expert, Master of Ceremonies, Board Officer (2012-2017)*

# Partners

---

**LPF** | LEVELING THE  
PLAYING FIELD



LEADERSHIP  
GREATER WASHINGTON



**Westat**<sup>®</sup>



**NORC** at the  
University of  
Chicago

**RTI**  
INTERNATIONAL



[melissa@reitkopprecruiting.com](mailto:melissa@reitkopprecruiting.com)

[reitkopprecruiting.com](http://reitkopprecruiting.com)

[@melissareitkopp](https://www.instagram.com/melissareitkopp)



Let's  
Work