



Center for Career Development

by LINKgroup

Cum te poate ajuta LinkedIn să faci primii pași în carieră



Ce este LinkedIn?



- LinkedIn a fost înființat în decembrie 2012, lansat ca platformă în mai 2003 ([linkedin.com](https://www.linkedin.com))¹
- >430 milioane de utilizatori la nivel internațional(2015)¹
- >25 de milioane de profile de LinkedIn vizualitate zilnic(2015)²
- În România, LinkedIn este doua rețea de socializare ca număr de conturi după Facebook, cu peste 1.77 milioane de utilizatori(2015)³
- În România, 10.3 milioane români cu vârsta cuprinsă între 16 și 64 de ani folosesc internetul(2015)⁴
- Dacă 70% dintre românii cu internet sunt eligibili pentru muncă și au/își caută un job...

=> 1 din 4 români cu loc de muncă/în cautare de loc de muncă folosește LinkedIn

De ce LinkedIn?



- #1. Credibilitate (exist, asta am făcut/fac, aici, cu aceste persoane)
- #2. Căutabilitate (profilul de LinkedIn bine-alcătuit este, de obicei, primul rezultat în Google)
- #3. Poți “aborda” viitoarea companie angajatoare (potențiali colegi, responsabili de recrutare, șefi de departamente, directori)
- #4. Poți fi “abordat” de viitoarea companie angajatoare (44% dintre angajatorii români efectuează căutări pe LinkedIn⁵)
- #5. Rămâi la curent cu noutăți din domeniul tău de interes (prin postări ale conexiunilor, articole distribuite din alte site-uri, grupuri în care accezi etc.)
- #6. Creezi o rețea valoroasă de contacte (adaugi conexiuni din domeniile tale de interes)
- #7. Prevezi viitorul (urmărești traseul în carieră al unei persoane care are jobul pe care ți-l dorești)

Merită încercat 😊

Exercițiu

- Quick Screening -

* Studiile în domeniu arată că un recruiter petrece între 5 și 7 secunde per CV/profil de LinkedIn^{6,7,8}, de aceea poți trage primele concluzii relevante despre elementele cele mai vizibile despre un CV/profil după aproximativ 6 secunde.

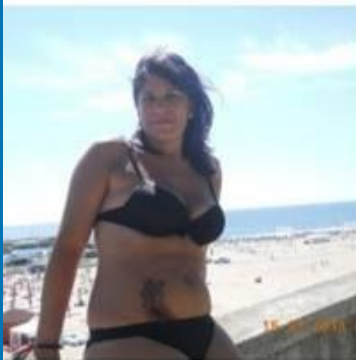


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1



Geanina Danciu

3rd

referendum arhivar

Bucharest, Romania | Banking

Current Self-employed

Previous RCS&RDS

Education Universitatea Creștină „Dimitrie Cantemir” din București

Send Corina InMail



3

connections

Background



Experience

referendum arhivar

Self-employed

June 2013 – Present (3 years 4 months)

librabank

relati clientii

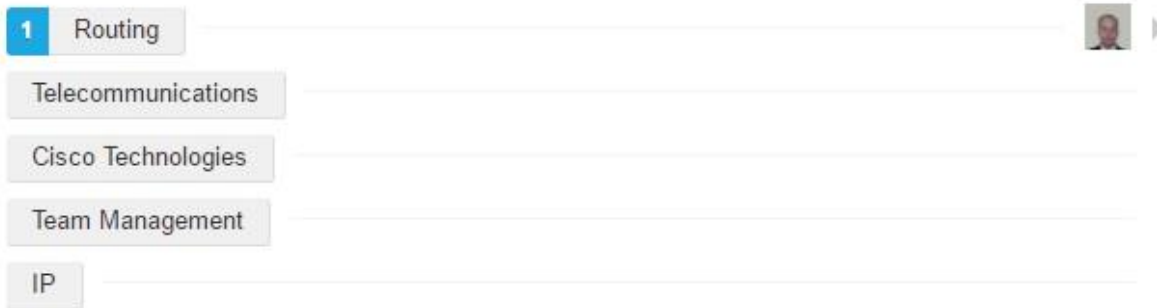
RCS&RDS

September 2007 – August 2012 (5 years)

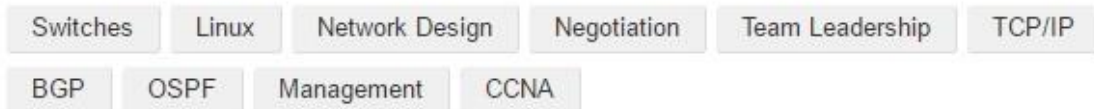
casier,agent vanzari

RCS & RDS

Top Skills



Corina also knows about...



Education

Universitatea Creștină „Dimitrie Cantemir” din București

JURNALISM

2012 – 2015



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2



Mihaela Constantin

1st

Creative Marketing Consultant | Helping you grow your business using the right online marketing tools & strategies!

Bucharest, Romania | Marketing and Advertising

Current Euro Consulting Ltd.

Previous Euro Consulting Ltd., Association for Sustainable Development Slatina

Education HP Life E-learning

[Send a message](#)

500+
connections

Background



Summary

WHAT I do...

- I help small business owners, coaches, trainers, speakers, authors, consultants, therapists, entrepreneurs & high-income professionals gain more visibility & influence, enroll profitable clients using social media channels that fit their businesses: LinkedIn, Facebook etc.

HOW I can help you...

"Done With You Services"... because nobody knows your business like you do:

- I design your "made to fit" Social Media strategy, set-up the befitted Social Media profiles



Experience

Social Media Strategist ♦ PR & Advertising Expert

Euro Consulting Ltd.

June 2014 – December 2015 (1 year 7 months) | Bucharest, Romania

Developing, implementing and analyzing marketing campaigns. Creating original content & managing the social media presence. Coordinating the communication and promotion activity.

Organising and coordinating conferences & other PR events/ actions.

► 1 project

Event Marketing Manager

Association for Sustainable Development Slatina

June 2014 – November 2015 (1 year 6 months) | Bucharest, Romania

Organising conferences & other events. Building and implementing Media Plans. Creating content for printed materials, online articles & press releases. Developing communication strategies, offline & online integrated campaigns.



Skills

Top Skills



Education

Academia de Studii Economice din București

Bachelor's Degree, Online Marketing

2006 – 2009





3



Andreea Mercas

3rd

Looking for new opportunities

Romania | Public Relations and Communications

Current SpryBase

Previous Seed Consultants

Education Scoala Nationala de Studii Politice si Administrative

Connect

Send Emanuela InMail

500+
connections

Contact Info

Background



Summary

My purpose is to make an impact by helping brands of social initiatives communicate better, reach their objectives and fulfill their mission.

I explored my passion for PR both in the start-up and the educational NGO area and I am prepared to bring my contribution to any business that requires support in building a strong connection to the public, so neccesarv to its evolution.



Experience

Marketing&PR Assistant

S.C. SpryBase S.A.

October 2015 – Present (1 year) | Bucharest, Romania

Marketing Intern

Seed Consultants

June 2015 – October 2015 (4 months) | Bucharest

- Developing and implementing the social media strategy; analysing channels' efficiency
- Research activity concerning Reviro's target, competition and channels available, as well as the location of Romanian students;
- Establishing partnerships with Career Centres in Universities across Europe;
- Creating the weekly newsletter.

IN
OV
EO





Certifications

Cambridge Certificate of Proficiency in English (CPE)

University of Cambridge

Goethe-Zertifikat B2

Goethe Institut

ECDL Complet

Languages

English

Full professional proficiency

German

Elementary proficiency

Spanish

Elementary proficiency

Romanian

Native or bilingual proficiency



Volunteer Experience & Causes

Public Relations Officer

Volunteers for Ideas and Projects

September 2014 – June 2015 (10 months) | Bucharest



Campaigns:

- participating in developing the communication campaigns for recruitment (2011 and 2012);
- creating the communication campaign for Impact Marketing School (a National marketing school) and Carevasăzică (a student's newspaper).

Results:

- 500 applicants within the recruitment campaign
- 250 applicants within Impact Marketing School
- 5000 distributed copies of Carevasăzică.

Event planning:

- organising events within Impact Marketing School
- Carevasăzică launch event
- Participating in organising two VIP Galas (2012 and 2013).



Education

National School of Political Studies and Public Administration

Bachelor's degree, Psychology

2012 – 2015



Exercițiu Quick Screening

- Întrebări & concluzii -

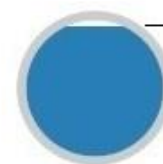
- 1) Care profil v-a plăcut mai mult și de ce?
- 2) Care profil v-a displăcut și de ce?
- 3) Care profil vi s-a părut cel mai “profi”?
- 4) Ce putem observa în plus dacă ne uităm încă o dată pe profile?

Profilul All-Star

-Cel mai ușor de găsit în urma căutărilor-

- Imagine de profil/Profile Image
- Titlu/Headline
- Locație & Industrie/Location & Industry
- Rezumat/Summary
- Experiență de muncă/Experience (minim 3 poziții)
- Abilități/Skills (minim 5)
- Contacte/Connections (minim 50)⁹

Profile Strength



All-Star



Export



Advanced



Intermediate



Beginner

Imagini de profil



DA

NU



Jaime Bezek

3rd

Sourcing talent for the world's most exciting company
Greater Boston Area | Staffing and Recruiting

Current Harley-Davidson Motor Company, Seven Step RPO
Previous CIGNA, Barbara's Bookstore, UMass Boston
Education University of Massachusetts Boston

Connect

Send Jaime InMail

500+
connections



Sumita Tandon

Human Resources - Global Sales Operations

Gurgaon, Haryana, India | Internet

Current LinkedIn
Previous BlackBerry, Wunderman International, India
Education University of Mumbai

Follow

Know Sumita?
Connect



William Brams

3rd

President, Harvest Advisers LLC
Greater Philadelphia Area | Financial Services

Current Harvest Advisers
Previous William L. Brams Company
Education American College

Connect

Send William InMail

260
connections



Ken

3rd

Head Women's Basketball Coach

Ontario, Canada | Sports

Previous
Education

Connect

Send Kenneth InMail

153
connections



Tony

CPA CA CBV

2nd

Managing Partner at

North York, Ontario, Canada | Financial Services

Connect

Send Tony InMail

25
connections



Philip M.

3rd

Dallas/Fort Worth Area | Construction

Previous

Education

Send Phillip InMail

137
connections



Adrian Sion

1st

☆ People Developer & Matchmaker (1)

Bucharest, Romania | Education Management (2)

Current LINK group

Previous Reviro HR, Coface Romania CMS, Mellon Romania

Education BusinessAcademy (3)

Send a message



500+
connections

 <https://ro.linkedin.com/in/adriansion>

 Contact Info

- (1) Titlu/Headline- primul lucru observat de ceilalți înainte să îți deschidă profilul;
- (2) Locație și Industrie- relevante în căutările pe care le fac angajatorii pentru un job specific;
- (3) Ultima formă de învățământ- completat automat conform Education/Educație.

Profile Summary/Rezumat

-Cea mai citită parte din profil-

- Poți scrie cu ce te ocupi și/sau cu ce se ocupă firma în care lucrezi;
- Exprimări la persoana întâi singular;
- Șansa ta să ieși în evidență prin ceea ce poți face;
- Poți introduce și date de contact.

Skills/Abilități

-Unde conexiunile tale pot confirma aceste abilități-



Experience/Experiență (1)

VP, HR

Acclaim Entertainment

Public Company; 501-1000 employees; AKLM; Computer Games industry

1999 – 2003 (4 years)

I was accountable for developing and executing HR strategy for this international video game developer, and led a team of HR reps in the US and UK. I worked closely with the Co-founders, CFO and the Board's Compensation Committee.

I joined Acclaim in a difficult period for the company and faced many challenges due to financial difficulties and frequent management changes.

Successes included reducing employee turnover by 25%, cutting cost-per-hire by 77% by implementing a leading-edge recruitment system, overhauling compensation systems, and managing 4 challenging international downsizing initiatives.

Experience/Experiență (2)

IT Recruitment Consultant

ALTEN Romania

November 2014 – Present (1 year 11 months) | Timisoara



- Proactively research and understand the local market, including business trends, competitor awareness, salary discussions and potential opportunities;
- Actively sourcing and identifying candidates via headhunting, networking, and proactive search;
- Perform complex talent mining and aggregation; critically examine the results for relevance, qualifications and probability of match to hiring requirements;
- Industries: IT, Automotive, Engineering

Bonus (1)

Poți primi și oferi recomandări:

▼ 3 recommendations, including:



Cristi N

ICT Talent Acquisition, Black Belt Recrui...

Am lucrat cu Dragos vreme de cateva luni, perioada in care am inteles multe lucruri despre cum functioneaza un start-up in... View ↓



Elena

Happy Co-founder at Tikof - Tea&Coffee ...

Me and my business partners have worked with Dragos a few months ago, when we were trying to set up our new company. He was... View ↓

Poți adăuga cursuri, traininguri și examene cu certificare/diplomă:

Social Psychology (offered by Wesleyan University)

Coursera

August 2013 – October 2013



Foundation Training Program (career management training course)

I FUTURE

September 2012 – October 2012





Bonus (2)



- Poți face căutari inteligente folosind¹⁰:

GHILIMELE

“Sales Coordinator”

vs.

Sales, Coordinator

“Brand Manager”

vs.

Brand Manager

AND

Exemplu1: Miruna AND HR AND MICROSOFT AND AVON

⇒ <https://www.linkedin.com/vsearch/f?type=all&keywords=Miruna+AND+HR+AND+MICROSOFT+AND+AVON>

Exemplu2: ACCA AND Accoountant AND CFO AND Emil

=> <https://www.linkedin.com/vsearch/f?type=all&keywords=ACCA+AND+Accoountant+AND+CFO+AND+Emil>

Q & A

What's next
for you?

Vă mulțumesc
pentru astăzi!



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Surse utilizate în alcătuirea prezentării

- 1) <https://en.wikipedia.org/wiki/LinkedIn>
- 2) <http://www.sensiblemarketing.com/blog/25-linkedin-facts-and-statistics-for-2015>
- 3) <https://www.linkedin.com/pulse/linkedin-trend-ascendent-pentru-2016-cristian-roșu>
- 4) <http://www.gandul.info/it-c/peste-10-milioane-de-romani-au-acces-la-internet-care-este-profilul-utilizatorului-din-mediul-rural-13936734>
- 5) <http://www.hipo.ro/locuri-de-munca/vizualizareArticol/1366/Angajatorii-verifica-profilurile-de-Facebook,-LinkedIn-sau-Twitter>
- 6) <http://cdn.theladders.net/static/images/basicSite/pdfs/TheLadders-EyeTracking-StudyC2.pdf>
- 7) <http://theundercoverrecruiter.com/infographic-recruiters-spend-5-7-seconds-reading-your-cv/>
- 8) <http://www.forbes.com/sites/susanadams/2012/03/26/what-your-resume-is-up-against/#4ac240575a8e>
- 9) <https://www.quora.com/What-are-the-different-levels-of-LinkedIn-profile-strength-and-how-do-you-achieve-them>
- 10) <https://business.linkedin.com/sales-solutions/blog/3/3-linkedin-search-tricks-that-will-make-you-dangerous#>
- 11) <https://www.youtube.com/watch?v=F0igxDXNJzg>

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