



Center for Career Development

by LINKgroup



Powerful Formulas

Welcome!

8 July 2023



About myself

- Mihaela Alsamadi, in HR from 2010
- Varied expertise in employer branding, talent acquisition, performance management, employee engagement, HR operations
- I have a strong passion for continuous learning and enjoy sharing my knowledge
- Together we will explore LinkedIn's potential



LinkedIn at a glance

- Top professional platform
- The oldest popular social media platform (since 2003)
- Over 930 million users
- Over 58 million company profiles
- 61 million users look for a job weekly
- 16% of users are active daily
- Every second 100 job seekers apply to jobs
- Every 8 minute people are hired on LinkedIn

Source: <https://thesocialshepherd.com/blog/linkedin-statistics>



How to use LinkedIn

- Professional networking
- Job searching and recruitment
- Personal branding
- Business development and lead generation
- Knowledge sharing and learning
- Building and engaging a community
- Research and market intelligence

Your LinkedIn profile

- LinkedIn is all about branding and bragging
- Best way to build and support your professional brand
- 94% of recruiters use LinkedIn to look for candidates*
- but only 50% of LinkedIn users have a complete profile

Formula for a Powerful LinkedIn Profile = Complete all Sections + Consistent Branding + Relevant Info + Captivating Visuals + Strategic Keywords + Active Engagement + Networking



*Source: <https://shorturl.at/GQRY6>

Complete LinkedIn profile - Photo

- Your photo is the first impression you make on LinkedIn. Make it count!
- LinkedIn prioritizes profiles with a professional photo
- LinkedIn is a visual platform, so leverage any visual support to enhance your profile
- Profile photo is mandatory for LinkedIn, but not for CV
- Avoid: casual setups, group photos, emojis, avatars
- Review your photo with [photofeeler.com](https://www.photofeeler.com)

Photo Formula = professional headshot + recent photo + 60% of picture + smile





Complete LinkedIn profile - Background photo

- Is the second visual element that can create an excellent first impression
- Unlike the profile picture, the banner image lets you showcase more of your personality
- Should reinforce who you are and visually support the written portions of your profile
- You can add a picture of a workspace or city landscape, a cause or mission you serve, your contact details, some of your key strengths or a meaningful quote. Just keep it professional.
- Customize your cover photo with online tools or get a free stock photo

Background Formula = 1584 x 396 size + JPG, GIF or PNG format + visual story





Complete LinkedIn profile - URL

- A customized URL is easier to remember and looks cleaner on print
- Adds a professional touch and increases your online visibility / SEO
- Helps you stand out from others generic URLs
- Showcases your attention to detail and professionalism

URL Formula = unique + your name + relevant keywords / job title



Complete LinkedIn profile - URL

To customize your LinkedIn profile URL:

- Click on your profile picture or the "Me" icon in the top navigation bar
- Select "View profile" from the dropdown menu
- On the right side of your profile, under your profile picture and headline, click on the "Edit public profile & URL" button
- On the right side of the screen, under "Edit URL" click on the pencil icon
- Enter a unique and professional URL that includes your name or relevant keywords
- Click "Save" to finalize your customized URL

Complete LinkedIn profile - Headline

- This is more than just your job title, is your personal ad, it has to make people curious to know you
- Gives your audience a quick overview of who you are, what you do, and what you bring to the table
- Is one of the most important fields for LinkedIn's search algorithm
- CV - keywords for job posting vs. LinkedIn - headline keywords tailored to career expertise, skills, and position titles

Headline Formula = keywords + skills + results / value proposition (220 characters)





Tips on how to write your Headline

Guiding questions:

- What industry keywords do I need to use?
- Who am I trying to help?
- What problem am I trying to solve?
- What results have I achieved?
- What professional attribute will help me stand out?
- What unique value can I bring to the table?
- What relevant accomplishments do I have under my belt?
- Why would a recruiter want to click my LinkedIn profile?

Avoid: excessive capitalization, controversial topics, too many emojis, spelling mistakes and grammatical errors, cryptic words or abbreviations that aren't widely used



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Examples

The screenshot shows a LinkedIn profile for Andreas Papathanasiou. The browser address bar displays "linkedin.com/in/seo-consultant/". The navigation bar includes "Home", "My Network", "Jobs", "Messaging", and "Notifications". The profile banner features a circular profile picture of a man and a background image of a computer monitor displaying a website. The profile name is "Andreas Papathanasiou - Technical SEO Consultant" with a "2nd" degree indicator. The bio lists skills: "Technical SEO, PPC Google Ads, Web Development, Augmented Reality Business Cards, Oculus/Meta VR Game Developer". Location is "Thessaloniki Metropolitan Area" with a "Contact info" link. It shows "500+ connections" and mutual connections "Ingrid Hannek and Florin Aldea". Action buttons for "Connect", "Message", and "More" are visible.

linkedin.com/in/seo-consultant/

Search

Home My Network Jobs Messaging Notifications

Andreas Papathanasiou - Technical SEO Consultant · 2nd

Technical SEO, PPC Google Ads, Web Development, Augmented Reality Business Cards, Oculus/Meta VR Game Developer

Thessaloniki Metropolitan Area · [Contact info](#)

500+ connections

Ingrid Hannek and Florin Aldea are mutual connections

Connect Message More

Augment My Card

Salford University



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Examples

The screenshot shows a LinkedIn profile for Alin Popescu. The browser address bar displays 'linkedin.com/in/alinpopescu/'. The navigation bar includes icons for Home, My Network, Jobs, Messaging, and Notifications. The profile banner features a circular portrait of Alin Popescu on the left and the text 'avocatnet.ro' in large red letters, with 'EXPLICĂM LEGISLAȚIA' below it. The profile name 'Alin Popescu' is followed by '2nd Fondator / CEO avocatnet.ro'. A bio states: 'Talks about #future, #futurelaw, #technology, #legalknowledge, and #entrepreneurship'. Location is 'Bucharest, Bucharest, Romania' with a 'Contact info' link. Statistics show '19,544 followers · 500+ connections'. Mutual connections include 'Ana Maria Andronic, Daniel Raducu, and 582 other mutual connections'. Action buttons at the bottom include 'Message', 'Following', and 'More'.



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Examples

The screenshot shows a web browser window with the URL `linkedin.com/in/law/`. The LinkedIn navigation bar is visible, including the search bar and icons for Home, My Network, Jobs, Messaging, and Notifications. The profile of Sam Akkersdijk is displayed, featuring a circular profile picture of a young man with blonde hair. Below the picture, the name "Sam Akkersdijk" is followed by "· 3rd". His title is "Advocaat | Associate at Clifford Chance LLP" and his location is "Amsterdam, North Holland, Netherlands · [Contact info](#)". He has "500+ connections". Action buttons for "Message" (with a lock icon), "Follow", and "More" are shown. To the right, two company logos are listed: "Clifford Chance" and "Universiteit van Amsterdam".



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linkedin.com/in/hasantoxr/

Examples



Search



Home



My Network



Jobs



Messaging



Notifi

260,000+ Followers on Twitter

60,000+ Newsletter Subscribers

Daily Content

Contact:
Twitter: @hasantoxr
hasanpreetsinghtoor7@gmail.com

AI Tools

Tech Jobs

Tech Tools

Freelancing

Coding

No Code Tools

Online Business

Follow for Daily Content



Hasan Toor · 3rd

260K+ Audience on Twitter • Solopreneur & AI Digital Content Creator • Helping you Master AI and Digital Skills to make more Money

Talks about #ai, #chatgpt, #contentwriting, #onlinebusiness, and #personalbranding

Melbourne, Victoria, Australia · [Contact info](#)

<https://bio.link/hasantoxr>

11,485 followers · 500+ connections

Followed by Arif Heer, Mihnea Stoian, and 3 others



Accenture



University of the Sunshine Coast



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linkedin.com/in/manole-cosmin-70142628/

Examples*



Search



Home



My Network



Jobs



Messaging



Notificatii



Manole Cosmin · 1st

🎓 Curs NLP pentru angajați 🧠 INTELIGENȚĂ EMOȚIONALĂ centrată pe 🗣️ Comunicare, 🏆 Leadership și 📈 Performanță

Brasov Metropolitan Area · [Contact info](#)

<https://cosminmanole.ro/curs-nlp/>

14,385 followers · 500+ connections



Silvana Ambrozie, Anca Grezov, and 2,467 other mutual connections

Message

More



Universitatea POLITEHNICA
din București



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Examples

NEILPATEL
DIGITAL

Want more traffic?

- SEO
- Content Marketing
- PPC
- Social Media
- Display
- E-Commerce
- Email Marketing
- Funnels
- Strategy

Neil Patel · 2nd
Co-Founder at Neil Patel Digital

Top Voice

Talks about #seo, #marketing, #digitalmarketing, #entrepreneurship, and #socialmediamarketing

Neil Patel Digital
 California State University, Fullerton



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Examples

TAKE CONTROL
A free 3-part training
WITH MEL ROBBINS
melrobbins.com/takecontrol

Mel Robbins · 2nd
Host of The Mel Robbins Podcast + New York Times Best Selling Author

Top Voice

Talks about #coaching, #confidence, #high5habit, and #5secondrule

Mel Robbins Media, Motivational Speaking & Coaching


Dartmouth College



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Examples




Live with passion.

Tony Robbins · 2nd
#1 New York Times best-selling author, life and business strategist, philanthropist, entrepreneur

 Top Voice

Talks about #finance, #mindset, #success, and #business

 Robbins Research International



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Examples

Susan David, Ph.D. · 2nd
Psychologist, Harvard Medical School, TED Speaker. Author of the #1 WSJ bestseller *Emotional Agility*. Co-Founder of Institute of Coaching.
Greater Boston · [Contact info](#)

TED TED Conferences
Y Yale University



Examples

The screenshot shows a LinkedIn post on a dark background. At the top right, there is a white ribbon icon with the number '31'. The main text of the post reads: "You saved me from reading a whole book on copywriting". Below the text is a small profile picture of Jérôme Scot and his name. To the right of the text is a white arrow pointing to a blue button with a white plus sign and the word "Follow". On the left side of the post, there is a circular profile picture of Roxana Irimia with the hashtag "#HIRING" written below it. Below the profile picture, the name "Roxana Irimia" is followed by "· 2nd". The bio text reads: "she's the marketing roxstar" | Head of Marketing @ lempire | click FOLLOW to save hours of Marketing, Copywriting and Branding research. Below the bio, it says "Talks about #marketing, #copywriting, and #personalbranding" and "Paris, Île-de-France, France · [Contact info](#)". To the right of the bio, there are two logos: "lempire" and "Université de Bourgogne".



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Examples

Ashley R. Cottrell
Content Specialist | hello@concsocialashley.com

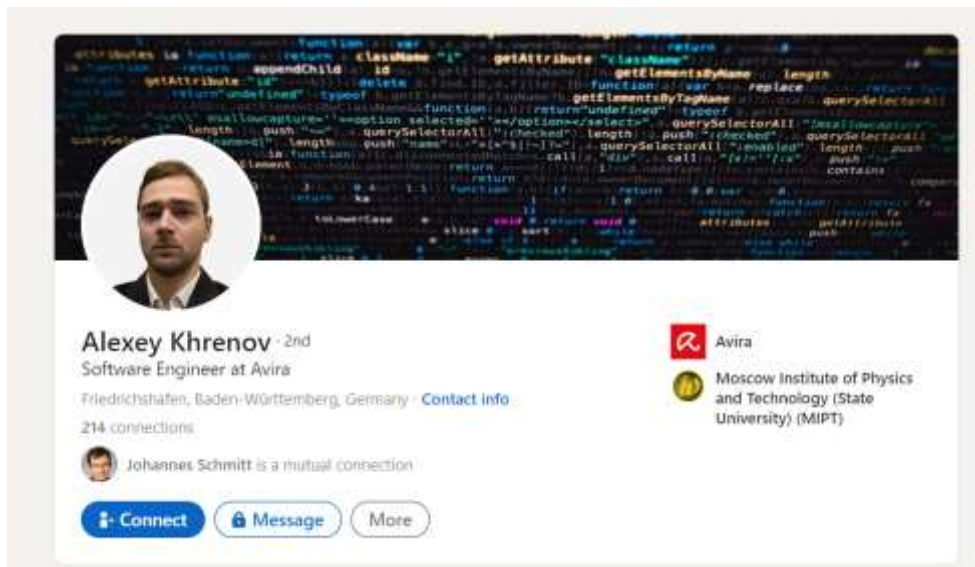
Ashley R Cottrell · 3rd
Content Marketing Specialist at Siege Media
San Juan, Puerto Rico · [Contact info](#)
394 connections

[Message](#) [+ Follow](#) [More](#)



sm Siege Media
vcu Virginia Commonwealth University



Examples



Alexey Khrenov · 2nd
Software Engineer at Avira
Friedrichshafen, Baden-Württemberg, Germany · [Contact info](#)
214 connections
Johannes Schmitt is a mutual connection
[Connect](#) [Message](#) [More](#)

 Avira
 Moscow Institute of Physics and Technology (State University) (MIPT)



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Examples

Act as if what you do
makes a difference. It does.

Katerina Lalou · 3rd
NLP Master Coach | Team facilitator | Bancassurance Business
Development, Sales & Training | Eurobank | Retail Banking
Talki about #art, #play, #leadership, #mindfulness, and #womaniempowerment
Thessaloniki, Central Macedonia, Greece · [Contact info](#)
1,798 followers · 500+ connections

Eurobank
 Alba Graduate Business
School



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Examples

Ali Abdaal - 2nd
Ex-doctor, now the world's most followed productivity expert.
Talks about #youtube, #business, #sidehustle, #productivity, and #entrepreneurship
London, England, United Kingdom - [Contact info](#)
<https://aliabdaal.com/li/>
95,530 followers · 500+ connections

Ali Abdaal Ltd
 University of Cambridge



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Examples

Eric Partaker · 2nd

The CEO Coach | CEO of the Year '19 | ex-McKinsey, Skype | Author of "The 3 Alarms" | On a mission to help 1 million CEOs scale themselves & their companies by 2028.

Talks about #business, #scaleups, #leadership, #highperformance, and #entrepreneurship

London, England, United Kingdom · [Contact info](#)

[Join My Free Newsletter Here](#)

110,923 followers · 500+ connections



Examples



ANDREEA RAICU



TU ÎN ECHILIBRU CU TINE



Andreea Raicu · 2nd
Mindfulness Leader & Entrepreneur

Bucharest, Romania · [Contact info](#)

10,799 followers · 500+ connections



Aurelian Chitez, Ana Mitu, and 68 other mutual connections

+ Follow

Message

More

Andreea Raicu Intl



HighSchool of Economics 1
Virgil Madgearu

Examples

Let's talk BAMF.COM

OUR CONTENT AND OUTREACH SERVICES
WILL MAKE YOU A LINKEDIN INFLUENCER
WITH AUTHORITY TO DRIVE SALES

Follow for more!!!

- Entrepreneur Tips
- Marketing Strategies
- Daily Motivation
- Stories of Kindness
- LinkedIn Growth Hacks

HIT THE BELL

KIVU INFLUENCE Entrepreneur BuzzFeed Bloomberg Forbes Mashable IHUFFPOSTI TNN [INSIDE]

Houston Golden · 2nd

I'LL MAKE YOU A LINKEDIN INFLUENCER. BAMF.com
LinkedIn's Golden Child. Half billion views. Forbes Top 12 Innovators.
Author of The LinkedIn Bible. My kids say I'm hilarious.

Talks about #marketing, #leadership, #socialmedia, #entrepreneurship, and #personalbranding

Los Angeles, California, United States · [Contact info](#)

141,585 followers · 500+ connections

ANDREI DUTA , Andra Sonia Ciucescu, and 11 other mutual connections

[Message](#) [Following](#) [Sign up for a demo](#) [More](#)



Complete LinkedIn profile - About

- Profile summary should be longer than the headline section
- Incorporate storytelling techniques, share your professional journey
- Highlight your expertise and quantifiable achievements
- Show your passion and career goals
- Add information but keep it concise and easy to read
- Avoid: clichés, excessive information, vague descriptions, misspelling, 3rd person

About Formula = self-description + skills + experience + personal details (min 500 – max 2.000 characters)





Tanmoy Saha

Director, Talent Acquisition at Peloton

Examples

About

I was born in Bangladesh, grew up in New York City and went to school in Nashville, TN (Vanderbilt). I am super Desi when it comes to Cricket and Bollywood. I love to read and travel. I circumnavigated the world to more than 45 countries. I volunteer regularly and am passionate about social good and technology.

Currently, I am working to grow Peloton and disrupt the fitness industry. My job is to find and hire the current and future bad-asses in the technology industry.

I love my job! I hang out with a lot of tech nerds. I am a tech and political geek myself. I tried to pick up programming (Python) but not sure if I can do that for my career. I regularly attend tech meetups and I know a lot of powerful people in the tech industry.

I do not like pushy people. If you are nice, I will go out of my way to help you. I like to treat people with respect. I enjoy helping people and I love to learn about new technologies... Story of my life :)

Countries I traveled:

Argentina, Bahamas, Bangladesh, Brazil, Belgium, China, Cuba, Colombia, Egypt, England, France, Germany, Guatemala, Hong Kong, India, Ireland, Italy, Indonesia, Japan, Mauritius, Morocco, Namibia, Scotland, St. Lucia, South Africa, Spain, Switzerland, Thailand, The Netherlands, Turkey, UAE, Uganda, Viet Nam, Zambia and Zimbabwe :)



Karen Abbate

SVP, Creative Director at Wunderman Thompson

Examples

1.) I've created campaigns for more iconic brands than you can shake an iPhone at. My longtime creative partner, Jag Prabhu, and I have produced work for Unilever. Verizon Wireless. Johnson & Johnson. AT&T. Pfizer. Nestle. Bristol-Myers Squibb, IBM, GlaxoSmithKline. US Airways... And we've gotten to schmooze with the leaders of these fine companies. Quite a rush.

2.) I'm a digital junkie with 23,000 Twitter followers. I love every freakin' thing about the web.

3.) I got my job in advertising in an unusual way. I won a national writing contest called "Write If You Want Work", the brainchild of mega best-selling author James Patterson (Along Came A Spider, Kiss The Girls) then chairman of J. Walter Thompson. My prize? A job as a writer at the agency.

4.) Several years ago, right out of the blue, my funny, active, young(ish) husband was diagnosed with cancer. I mention it here because ever since, I like working on pharmaceutical ads. Some creatives shun them, but not me. It's powerful to connect with people over the things that make us human, vulnerable, imperfect.

5.) This is how I sum up my job. I help people fall in love with brands. Help agencies win new business. Build trust with clients to help their brands skyrocket. Period. Exclamation point.

6.) I don't like to advertise this fact, but I'd do this job for free. It's my passion. Also, aside from advertising, I'm completely unemployable.



Darrell Evans

Fractional CMO, CEO, Yokel Local Internet Marketing. We help our clients get more clients. \$300M+ for clients. Host, The MindSh...

Examples

About

If you're tired of wasting money on digital marketing only to end up frustrated with little to no results, perhaps I and my team can help. (We only work with qualified companies.)

My team and I help growth-driven service providers, entrepreneurs and experts add their next \$1M-\$10M/yr. in revenue predictably and profitably.

Two principles I live by:

"Tactics before the strategy is the noise before defeat." Sun Tzu

and

"Never take advice from someone who has nothing to lose by giving it." Darrell Evans

What does the latter mean?

It means that for the last 21+ years, I've only gotten paid when my clients get a result, not sharing theory or something I learned on a YouTube video (shoutout to all the creators though...LOL).

If I give bad advice and we execute poorly, I don't eat. (and I'm a big-time foodie)

THIS MAKES ME ONE OF THE BEST IN THE WORLD AT WHAT I DO!

RESULTS FOR OTHERS:

Since 2011, my team and I have helped hundreds of companies generate over \$300M in revenues online for our clients.



Desiree Thompson

Talent Acquisition Specialist, Recruiting, Human Resources

About

One of my first memories in school, is going to a parent teacher conference in kindergarten and having my teacher tell my parents, "Desiree is definitely one of my most talkative, no matter where I move her in class she communicates with everyone!" Throughout my life I have developed this art of being able to communicate with anyone at any given time. From joining the debate team in college, to studying internal and external communication, to working in different careers that allow me to utilize this skill in different ways, I've learned that effective communication is at the core of any successful leader and business.

I have developed a passion for not only being the voice of those that cannot communicate for themselves, but also teaching people to communicate effectively. In recruiting I am able to do this, by helping people acknowledge the potential within themselves and be able to communicate that effectively to hiring managers. I am able to communicate with people from all walks of life that all have one thing in common, they NEED A JOB.



Gary Pope

Co-Founder, Kids Industries and The League

Examples

About

I used to be a school teacher. I loved it but back then the pay made taking the bus to work prohibitive. So I became a learning experience designer for a change management consultancy. We won Disney as a client and I realised the family market was where my heart lay. Kids Industries was born.

We're a brilliant team of researchers, strategists, creatives and developers that deliver projects for businesses that wish to connect with the family market and we do it globally; from our offices in London and Cape Town.

We do three things: Insight, Strategy and Creative.

We deliver qualitative and quantitative research to develop concise, insight-led strategy and then hand over to our activation team implement. We are the only full-service marketing firm in the world that only works within the family market. And over the last 20 years we've become the globally recognised experts.

We create new products and services - both digital and physical, apps, websites, integrated communications campaigns, training programmes, consumer immersion and just about anything that a client might need to connect with the family market.

We've built TV Channels, Digital Platforms, re-branded iconic brands, designed the inside of cruise ships, and built family-focused hotels. We've developed new cereal brands, made cartoons and found out just about anything you'd like to know about children and their families right around the world.

We're proud to call GSK, Disney, Mattel, WWF, Save The Children, DHX, TUI, Pepsico, Kellogg, Manchester City FC, The English Cricket Board, Amazon, ICC as some of our clients.

Specialties: Digital, Children and the Family. Creative Thinking. Marketing Strategy and Implementation. Training. New Product Development.



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Leonardo Da Vinci
is a **detail oriented**
self-starter with
experience in drawing



Source: <https://shorturl.at/nyPV7>



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The headshot is good quality and Dracula exudes professionalism and confidence in his demeanor and stylish suit.



Dracula doesn't waste this prime real estate listing his corporate title, (Founder, CEO). Instead he creates a buyer-focused headline that includes searchable keywords.



Dracula the Vampire



125-Year Veteran Providing Anti-Aging and Life Extension Solutions; Allergy Remedy Specialist

Greater Los Angeles Area | Health, Wellness and Fitness

- Current Founder and CEO, Bite of Life LLC
- Previous Director of Business Development, Coffins Are Us
- Education Transylvania University

Improve your profile

Edit Profile


500+ connections

Source: <https://shorturl.at/bmFIL>



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Jon Snow 2nd

Currently Seeking New Opportunities
Iceland | Security and Investigations

Previous [Night's Watch](#)

[Connect](#) [Send Jon InMail](#) ▼

345
connections


☆ <https://ie.linkedin.com/in/jontheWall>

Background

Experience


Lord Commander
Night's Watch
May 2015 – June 2015 (2 months) | The Wall

– 2 recommendations



Monica N Gray
National Tax Support, KPMG

I tried to recruit Jon over a number of times but he always remained loyal to that darn wall. Pretty serious guy, always... [View](#)




Juan Jaimes
Senior IT Support at Caltech / Freelance...

10 out of 10 - Jon made me a better person just by staring at his cold puppy eyes. Now I finally have the confidence to talk... [View](#)


Knows Nothing
Night's Watch
January 2013 – May 2015 (2 years 5 months)

– 3 recommendations, including:



Caitlyn Patten
Marketing Artist at DropForge Games

Jon was a fun guy to work with- always brought his



Avery Alix
Director of Product Management at NCS...

I'm level with you; Jon can be a bit of a bastard

Source: <https://shorturl.at/rFKS7>

Complete LinkedIn profile - Experience

- You can list all types of working experiences: internships, freelancing, part-time jobs, project based and even Career breaks, Sabbaticals or Maternity Leaves
- Add relevant keywords and make this section search friendly
- Recruiters pay most attention to Headline, About and Experience sections
- Take inspiration from others' LinkedIn profiles and from job descriptions
- Complete all the fields, including the optional ones: Employment Type, Location, Description, Skills, Media (take advantage of the multimedia option)



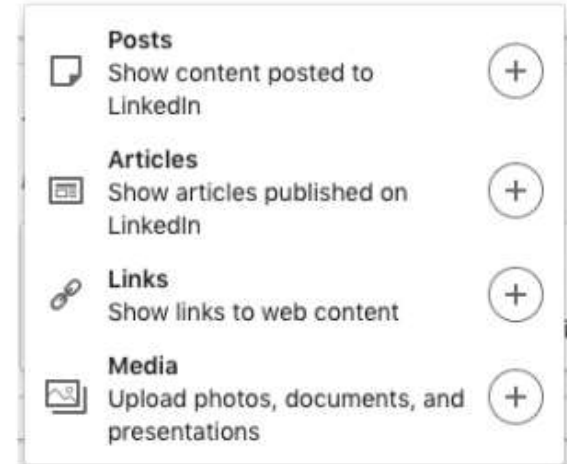
Experience Formula

- Start with the basics and establish a clear timeline
- Focus on recent roles and update regularly
- Highlight your responsibilities, achievements, and impact, avoid general descriptions
- Use action verbs and quantify results whenever possible (data, metrics, numbers)
- Keep it relevant and concise
- Use the same layout for all entries
- Use bullet points, avoid lengthy paragraphs
- Don't use fancy vocabulary or heavy terminology. The simpler to read and understand, the better.
- Avoid 3rd person as well as the word "I"
- Make sure you are not sharing confidential or proprietary information



Complete LinkedIn profile - Feature

- It's located below the About section and has no posting limit
- It can be used as a mini-portfolio to showcase your accomplishments, projects, and expertise
- It builds your personal brand with content
- Keep the content updated, relevant, and engaging
- Share only content that speaks to you as a professional (LinkedIn ≠ Facebook)
- You can also add multimedia content to the entries in your Experience section



Keywords and Skills

- Incorporate the right keywords everywhere – they influence your LinkedIn profile's ranking
- Research the right keywords for you (JDs, other profiles, industry trends, LinkedIn auto-suggest)
- Use keywords, but avoid buzzwords (hallow words)
- LinkedIn allows up to 50 skills, so use all of them

Where to incorporate keywords on your profile:

- Headline (most important)
- About
- Experience
- Skills
- Recommendations
- Interests



Buzzwords

- Using common buzzwords can help with keyword optimization and can signal specific industry knowledge
- But they tend to become cliché, to lose their meaning and they don't help create a unique impression

Best practices

- Select a few meaningful buzzwords that reflect your skills and experiences
- Prioritize and refine
- Offer concrete examples and specific achievements
- Complement them with authentic language that captures your unique qualities and contributions
- Keep track of emerging buzzwords and industry-specific terminology and incorporating them strategically



Complete LinkedIn profile - Other sections

- Contact info & Location – make it easy for people to get in touch
- Endorsements (give & receive)
- Desired job
- Education / certification / courses / Linked courses or skill assessments
- Volunteer experience
- Languages
- Causes you follow



LinkedIn profile versus CV

- LinkedIn profile and CV should complement each other
- Add a LinkedIn link in your resume, but don't add your CV in your LinkedIn profile
- Multiple resumes, one LinkedIn profile = Ensure consistency and accuracy!
- LinkedIn = more detailed, creative, interactive, dynamic, visual
- CV = more focused, concise, standardized, static and formal

Keyword optimisation is essential for both



How to signal recruiters

- Create a current Experience that mentions you are looking for a job
- Open to work
- Signal interest for a company
- Message job poster to increase your visibility



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Ameya Rajesh • 2nd

Actively Looking for new opportunity on Sr. Data Engineer

Syracuse, NY

Current: Sr. Data Engineer at Equifax - ...of application and determine the impact of **new** implementation...



Kevin Demyen • 3rd+

Currently Seeking New Opportunity

Centereach, NY

Current: Operations Supervisor at Stone Care Services - ...and the Greater **New** York City Area (e.g. Lincoln Center, NY...



Michael Jimenez • 3rd+

Seeking New Opportunity

Ithaca, NY

Skills: **New** Business Development



GLENN D PRINCE • 3rd+

Currently seeking new opportunity in Business Development

Coram, NY

Past: Executive Account Representative at Commercial Envelope Manufacturing - ...of \$5.5 million. Ranked number one in **new** account...



Timothy Dailey • 3rd+

Seeking new opportunity

Malone, NY

Past: DIRECTOR OF OPERATIONS at NORTH COUNTRY REPAIR SERVICE, LLC - ...and building of 3 **new** restaurants with combined budgets...



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Persephanie Quimby • 2nd

Open to Work

Dallas-Fort Worth Metroplex

3K followers • Dan Ochiana and Obreja Catalin are mutual connections



Jessie K. • 2nd

Open to work

Greater Seattle Area

Past: Distribution Center Administrator/Payroll at The Coca-Cola Company - ...Administrator/Payroll/HR ASSISTANT. Promote **work** environment which employee can feel comfortable to **work**...

4K followers • Scott Dominguez, Oleh Pidrezenok, and 1 other mutual connection



Sade Gilbert • 2nd

Open to Work! Ex-AWS, Ex-Cisco

Raleigh-Durham-Chapel Hill Area

Past: Virtual Sales Account Manager - Greater Illinois & Wisconsin - Mid Market at Cisco - ...;) As a Virtual Account Manager with Cisco I **work**...

George Bridges, Paul Cristea, and 3 other mutual connections



Rex Leonard • 3rd+

Open to work

United States

Past: Porter at Grand Bohemian Hotel Charleston - ..., and assured a safe environment to **work** (after...

Open to work

If you're looking for a job, you can let recruiters and your network on LinkedIn know you're open to new job opportunities. If you specify the types of job opportunities that you're interested in and your preferred location, we'll help your profile show up in search results when recruiters look for suitable job candidates.

With #OpenToWork you have control of who is able to see that you are ready to take on a new opportunity. You can choose who sees you're open:

- **All LinkedIn Members:** This also includes recruiters and people at your current company. It also adds the #OpenToWork photo frame.
- **Recruiters only:** People using LinkedIn Recruiter only. To protect your privacy, we take steps to prevent LinkedIn Recruiter users who work at **your current company** from **seeing your shared career interests**, but **we can't guarantee complete privacy**.

Source: <https://www.linkedin.com/help/linkedin/answer/a507508>

Signal interest for a company

You can privately express interest in working for a company without having to apply for a specific role, and even if there are no open roles at the company, using the **I'm interested** button. You can find this feature on the company's **About** page under the Overview section. Once you signal that you're interested, recruiters at the company will be able to view your profile when searching for interested candidates.

Hirers can share your profile with others on their company's hiring team, but this information isn't shared publicly on LinkedIn's newsfeed, to your connections, or other companies. To protect your privacy, only hirers within the company you've signaled interest will see that you've signaled interest – hirers from other companies won't be able to view it.

Interest you've expressed will expire and no longer be visible to recruiters after a year.

Source: <https://www.linkedin.com/help/linkedin/answer/a1380509>



The value of your network

- Constantly expand and curate your network
- Greater networker = greater opportunities
- Be intentional and add relevant connections
- Network inside and outside your field of specialization / industry
- Don't just build your network, engage with it
- Ideally min. 500 connections (shows interest)



Start building your network

- Synch your profile with your email address book
- Connection suggestions:

Relevant influencers in your industry

People you meet at events

People you meet during interviews

Recruiters

- Customize your invites for impact
- Grow gradually



Manage your network notifications

Desktop

Mobile

Mobile Browser

To adjust notifications sent to your network about profile changes:

- 1 Click the  **Me** icon at the top of your LinkedIn homepage.
- 2 Select **Settings & Privacy** from the dropdown.
- 3 Click the **Visibility** tab on the left.
- 4 Under **Visibility of your LinkedIn activity**, click **Share profile updates with your network**.
- 5 Switch the toggle to **On** to share your profile edits or **Off** to stop sharing your profile edits.

- Your changes will be saved automatically.

You can also adjust your notification preferences while you're making changes to your profile from a computer by using the toggle in the **Share with network** section.

Source: <https://www.linkedin.com/help/linkedin/answer/a529062>



What is the best strategy?

- Determine what goal you want to achieve with LinkedIn and start from there
- Make regular updates and improvements to your profile. Experiment and reiterate
- Constantly connect with new people
- Don't just network - use LinkedIn to learn and grow
- Be active: create your own posts, share, like, comment

Best Formula = Complete Profile + Active Engagement + Networking



Center for Career Development

by LINKgroup



Powerful Formulas

Thank you!

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