Innovating your LinkedIn Profile

Use LinkedIn to build relationships, find mentors, and pursue career development
Thang Phan

- 4th year computer science major
- ACM’s Professional Development Director
- President of Triton Linkedin Group
- Past Research Intern at NASA
- Past Web Designer at Steven Enterprises
- 2 startups that are in the UCSD Basement and NSF I-corp programs
- Hobbies include exercising, hiking and playing chess
Romain Vergniault

- 2nd year Electrical Engineering Major
- ECE USC’s professional chair
- RCF Director
- ECE USC Mentor
- Hobbies include video games, anime, and movies
Networking

Why network?

- Building connections means 40 times more likely to receive opportunities in the future
- Build meaningful connections where both parties provide value to each other
- Learn more about the world & how others see it
- Find mentors
Why LinkedIn?

● People with job referrals are 15 times more likely to get the job versus just applying online
● How do you get a referral?
  ○ Grow your network!
● 95% of employers check your LinkedIn profile after receiving your resume

Sources: Recruiter Nation, Workmonger
*Noticeable* LinkedIn Profile Recipe

Update your profile frequently!
Make your first impression count.

- Headline
- About
- Cover Photo & Profile Photo
- Featured Section
- Your resume, featured projects
- #OpenToWork section
Headline

- Concise & descriptive
- Who you are
- What your aspirations are
- FIRST THING that people see

Aspiring Data Scientist / Machine Learning Engineer
Influencer through Data
I optimize large-scale Machine Learning Systems,
and extract actionable insights.

EvoNexus 5G | TLG & IntElect Co-Founder | Alumni LinkedIn Champion | Marketing and Business Development

UCSD Computer Science | Entrepreneur | Product Manager
About

● Make it interesting!
● 1–2 sentences about who you are
● Add a story
● Include keywords
● Cover Letter Style
● Creative College Essay style
● Call to action

About

I have always had a strong passion for education. As a kid, I would play pretend school and role play as a teacher with my younger brothers. This passion has consistently evolved and solidified in my pursuit for student leadership positions and advising at the University of California, San Diego. As a result, this constructed the common theme that is incorporated in all of my experiences: I believe in the power of education and the pursuit of knowledge.

From attending University of California San Diego, I fell in love with the process of learning and picking up varied skills along the way. This resulted in me being involved in different areas of student life on campus which expanded my scope of impact. As a result, I have been able to bond and work with individuals from varied areas and positions without expecting them to conform to my way of thinking, working, or living.

Now as a young professional hoping to utilize my passion in learning and empowering others, I want to be challenged in my working environment. I am a quick thinker who works well with others and will never turn down a challenge because my experiences have taught me that learning from failures is the most powerful knowledge of all.

Gallup Strengths Insight: Connectedness, Harmony, Learner, Developer, Consistency, Individualization, Input, Context, Adaptability

*Please see documents below*
Skills

- List all your relevant technical skills and ask for endorsements!
- Useful when being viewed by recruiters
- Shows up when applying to jobs
- Credibility
Recommendations

- A great place to store recommendations
- LinkedIn members are 9x more likely to get hired with referrals

Recommendations

Emily McGrath
Director Of Workforce Development at NextFlex
October 19, 2020, Emily was Miyu's mentor

Miyu participated in a pilot K12 workforce development program launched by NextFlex as a junior in high school. She quickly emerged as a natural and dynamic leader during the program, not only guiding her team through the project but helping NextFlex improve the program and delivery. On the strength of ... See more

Malcolm Thompson
Executive Director of NEXTFLEX
October 2, 2020, Malcolm was senior to Miyu but didn't manage directly

I have known Miyu for 4 years. As a high school student she participated in our Flex Factor workforce development program which is an experiential activity in entrepreneurship, problem solving and creative design of new products. She has been an intern in my company 3 times doing marketing and co... See more
Personal Branding

What makes you stand out from the others?

- Be authentic & focus on what you can offer others
- Make your first impression count by having a distinctive profile headline
- Be consistent through your experiences, your projects, and your posts
- Release original content
Content Creation

Why is Content Creation Important?

- It makes your page more dynamic
- It shows recruiters you are constantly learning, growing, and producing
- It gives you a personality outside of your work
- It helps you build your branding and your story
- It is passive networking – people will come to your profile by themselves!

Nicole Lopez
UX Designer, Writer & Backpacker | Co-Founder @ Other People Literature

I moved to Turkey! 🇹🇷

Hoy #linkedin friends! Happy start of the week! I’m trying to get used to writing something every Monday and this week I wanted to start with a little #lifeupdate 🤗

I cancelled my San Diego lease and finally decided there were no real responsibilities holding me to California (since classes and internships are #online), and moved to Istanbul, Turkey for the rest of 2020! 😮

I am still #stayingathome — don’t worry! 😊 But now I get to work from a significantly different timezone and do my chores like groceries and daily walks in a completely new environment, which definitely feels refreshing both mentally and physically (and financially)!

Yes, it requires a lot of adaptation but I’m dealing and I can’t wait to share more about this lifeventure! 😇

Not your typical LinkedIn #workupdate, but this definitely feels like a step forward to me, and I’m happy to start this new adventure 🎉

If you know or know someone who speaks Turkish or want to virtually connect to talk about – literally anything – I am very happy to meet new people! 😊

I’ll keep you all updated – so far so great! In the meantime, check out the view from the rooftop in my new apartment! 😍

#nomadinistan #nomadnicole

Nadia H. Le - 1st
Get involved this back-to-school season with @Design Buddy 🎓...

Best to luck to you Nicole Lopez on the move to Turkey! Always wanted to visit based on their culture & food – hope that’ll happen when the COVID situation dies down for good 🙏

Sanika Doolani - 1st
Incoming Product Designer @ Salesforce | Ph.D. Candidate (UI/UX of... Sounds like an amazing adventure 😊 Wish you loads of great experiences!
Posting Practices

**Content Matters**
Share quality insights and fresh perspectives based on your knowledge, expertise or observations. Use your analytics to see what’s resonating. Post on timely and trending topics that get people talking.

**Start or Join a Conversation**
Engage your networking by asking a question or sharing a point of view. Respond to commenters and engage with others’ posts with a comment or share to drive conversation.

**@Mention**
Invite people to participate in your conversations by @mentioning them in your post. This helps your post get shared and seen by people you want to hear from.

**Use Relevant #Hashtags**
Invite people to participate in your conversations by @mentioning them in your post. This helps your post get shared and seen by people you want to hear from.

**Repost and Share Opinions**
Repost articles pertaining to your knowledge and interests and share your opinion.

**Include a Photo/Video**
Posts with images or rich media draw people in and bring your post to life.
Quick tips on getting started:

- It’s okay if you begin by only sharing posts!
- Be consistent – choose a time weekly (or daily if you’re bold)
- Don’t leave it until last minute, reflect throughout the week and have stuff ready
- Share your work outside linkedin, share wins and losses, people love stories
Networking

Step 1: identify who you want to network with, the values you can bring to the table, and what they can do for you

Step 2: send an authentic, personalized connection invite
- Name drop!

Step 3: engage with their content
- Commenting
- Liking
- Repost
Networking

My reasons for engaging:

- Meeting people on my field
- Meeting people with my same goals
- Connecting with old teammates, or friends
- Asking questions
- Celebrating milestones
- Reaching out to companies/recruiters
- Anything else – everyone is accessible!
Networking

Tips on engaging:

- Be genuine, if you see something you resonate with, let the other person know!
Networking

Tips on engaging:

- Congratulate people for their work, especially if the end-product is in line with your goals

Thang Phan • 8:27 PM
Hey [NAME], congrats on the new internship at [COMPANY NAME]. What an accomplishment!

10:30 PM
Thanks, Thang!

Thang Phan • 10:47 PM
Yeah that's an awesome accomplishment! I was wondering if you have time if you can tell me more about your interview process and prep!
Networking

Tips on engaging:

- Remind people where you know them from, reinforce connections!

Nicole Lopez • 3:56 PM
Thank you for the add! Super happy to connect! And very thankful for the experience at Just Design this weekend!!

• 3:56 PM
Definitely! Loved your project. Hope to keep up with your future endeavors on here!
Networking

Tips on engaging:

- When reaching out to someone new, take the time to learn about them

Thang Phan • 8:22 PM
Hi We recently connected and noticed that you worked at multiple student-lead startups at UC Berkley. If you don’t mind I was wondering if you share a little about your experiences and how to get started in entrepreneurship!

1:45 PM
Hello Thang! I would love to share my experiences with you! We can schedule a meeting sometime next week. Here’s a link to my calendar.
Networking

Tips on engaging:

- Communication goes both ways, engage with people who reach out to you the same way you’d want them to engage with you.

Hi Thang. My name is Andy and I was one of the audience members from the Basement session earlier today. I hope we can connect over LinkedIn and keep in touch. Thank you for all the details it certainly helps a lot.

Thang Phan • 5:08 PM
Definitely thanks for coming out! I saw your profile and the projects you’ve worked on are super cool!

I haven’t worked on my profile too much lately so my question for you is that there any advice on things I can fix? Please share your feedback. I would really appreciate it.

Thang Phan • 6:18 AM
Let me get back to you in a few days!
Networking

Tips on engaging:

- Don’t be afraid to sell yourself!

Thang Phan • 3:21 PM

Hello

I hope you are doing well. My name is Thang Phan and I am a computer science major at UCSD. I’m also a very good friend of [Redacted] I recently applied to [Redacted] Technical Program Management Internship and would love the chance to discuss with you how I might be a good fit. I have received an offer from [Redacted] recently for a Project Management Intern role with a deadline of next Thursday so I was wondering if possible if I were to be a good fit my process can be potentially expedited.

Best,
Thang Phan
Networking Etiquette

Try to respond quickly to people (2–3 business days at latest).

Don’t over do the follow up:
- Follow up after a week if no response
- Don’t follow up 2–3 times unless it is really needed

Use formal language:
- Try not to use slang or text lingo with professionals
Networking tools: Alumni Tool
Q & A
Thanks for coming!

acmurl.com/discord
acmurl.com/facebook
acmurl.com/instagram
acmurl.com/youtube
acmurl.com/newsletter

http://tinyurl.com/eceuscdiscord
https://www.facebook.com/ECEUSC/
https://www.instagram.com/eceusc_ucsd/?hl=en

Newsletter: http://tinyurl.com/eceuscnewsletter
Website: https://eceusc.ucsd.edu/