



METIS

LinkedIn:

Creating a Profile

Learning Objectives



1. Create a profile that will
appeal to employers
2. Create a profile that aligns
with the opportunities
you're interested in





METIS

Steps to Create an Effective **in** Profile

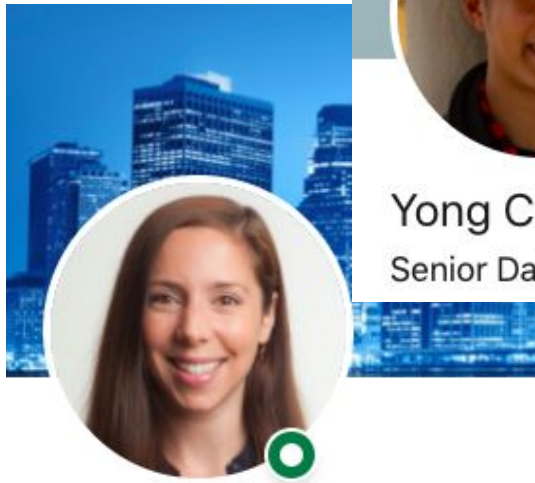


Step 1: Add a Professional Photo

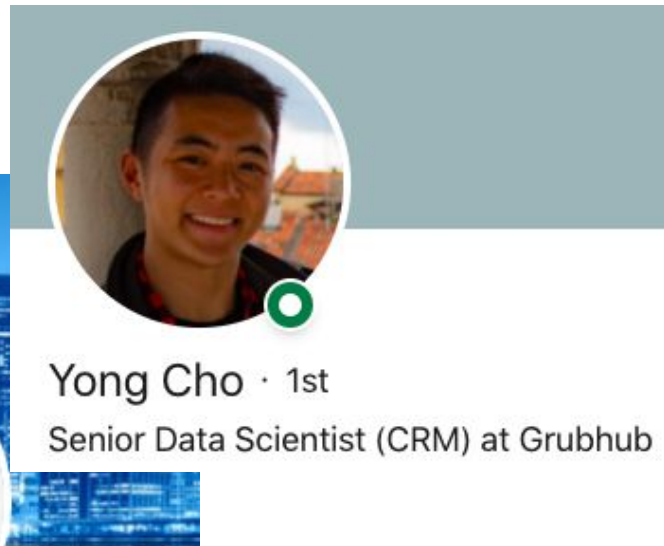
Photo doesn't have to be *taken* by a professional, it just has to *look* professional!

Do:

- Look **friendly** (smiles are good!)
- Make sure the photo is close enough to **see your face**



Andrea Sorcinelli, Ph.D.
Data Scientist at Warby Parker



Yong Cho · 1st
Senior Data Scientist (CRM) at Grubhub



Step 1: Add a Professional Photo

Your photo doesn't have to be *taken* by a professional, it just has to *look* professional!

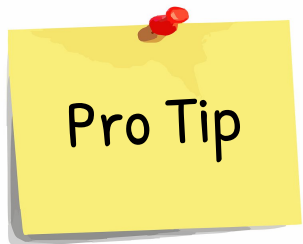


Andrea Sorcinelli, Ph.D.
Data Scientist at Warby Parker

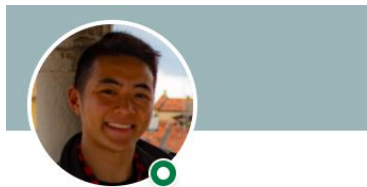


Yong Cho · 1st
Senior Data Scientist (CRM) at Grubhub

Step 1: Add a Professional Photo



- ★ **Look friendly** - Smiles are important! Smiling photos makes your profile more inviting
- ★ **Show your face off!** Make sure the photo is close enough and in focus.
- ★ **Be Honest.** Avoid using dated pictures.



Yong Cho · 1st
Senior Data Scientist (CRM) at Grubhub

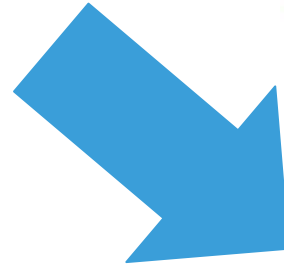


Andrea Sorcinelli, Ph.D.
Data Scientist at Warby Parker

Step 2: Add a Title



Titles are a fast way for recruiters to evaluate if you fit their search.



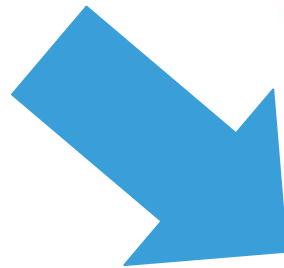
Step 2: Add a Title



Do:

Add a **common title** that is often used in industry

This allows recruiters to *find* you in a boolean search when looking for candidates.

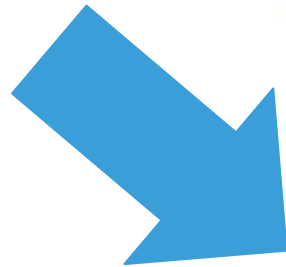


Step 2: Add a Title



Don't:

Use titles that include “student” or “data science fellow” - this could **invalidate your experience**



Alex Brooks · 1st
Data Science & Analytics

Step 3: Include Contact Information and Portfolio



Contact Info



Andrea's Profile

You can customize your LinkedIn Link by editing it.



Website

Your Github Link

(Personal Website)



Email

youremail@gmail.com

Having this information on your profile makes it easy for employers to contact you.

1. **Edit your LinkedIn link** so that it's customized and simple
2. **Add your Github Link** - this is your portfolio so it's important people have access to it!
3. **Include your email**

Step 3: Include Contact Information and Portfolio



Contact Info



Andrea's Profile

You can customize your LinkedIn Link by editing it.



Website

Your Github Link

(Personal Website)



Email

youremail@gmail.com

Edit your LinkedIn Link:

Customizing your LinkedIn link makes it easier to send your link to other people you may be networking with or to employers.

It also looks a lot cleaner and more professional on your resume.

Step 3: Include Contact Information and Portfolio



Contact Info



Andrea's Profile

You can customize your LinkedIn Link by editing it.



Website

Your Github Link

(Personal Website)



Email

youremail@gmail.com

Add your Github Link :

This is your portfolio so it's important people have access to it!

Step 3: Include Contact Information and Portfolio



Contact Info



Andrea's Profile

You can customize your LinkedIn Link by editing it.



Website

Your Github Link

(Personal Website)



Email

youreemail@gmail.com

Include Your Email:

Having this information on your profile makes it easy for people to contact you.

You want to eliminate any barriers to contacting you when you're actively job searching. Make it easy for people to reachout!

Step 4: Add a Summary in the “About” Section



Recruiters often spend **less than 20 seconds** looking at a profile, so the summary can give the employer a **quick snapshot** of your experience, and it's also a way for you to add a few extra keywords to your profile that will help the algorithm match you to the right opportunities.

1. Write (roughly) 6 - 8 sentences about your **past, present and future**
2. Show your **personality**!
3. Include **relevant skills**



Summary Example 1

About

A lawyer walked out of a data science bootcamp... with a J.D. from DePaul University College of Law, a B.A. in film-making from U.C. Berkeley, and a hands-on foundation in data science. I have always had an affinity for storytelling, technology, and text analysis. But with Metis and continuing education, I learned to apply my long-cultivated analytical and communication skills to use data in faster, more cost-effective, and creative ways. As a data scientist, I work in research and development and continue to build on that foundation. Through initiative, experimentation, and sheer grit, I again and again add new algorithms, libraries, and skills to my growing abilities.

Skills: Python, Natural Language Processing, Topic Modeling, Data Clustering, Classification, Git/ Github, Deep Learning, Reinforcement Learning, Transfer Learning, SQL, MongoDB, and BeautifulSoup

Summary Example 2



About

I am a Cognitive Psychologist turned Data Scientist. I am passionate about applying data science to solve real-world problems in an objective, rigorous, and goal-oriented manner. I particularly value the process of turning raw data into actionable insights and communicating these insights to stakeholders.

In Academia, my work focused on how humans perceive the social and communicative signals (i.e. speech and faces) of members of their own species (other humans) compared to the social and communicative signals of closely related non-human primates.

Notable skills include but are not limited to:

- *Python

- *R

- *SQL

- *Machine Learning (Linear Regression, Classification, Supervised Learning, etc)

- *Unsupervised Learning

- *NLP

- *Remote eye-tracking

Step 5: Update Privacy Settings



This alerts employers that you're actively job searching, making it more likely for them to contact you.

Followers	Privacy	Communications
	Choose who can follow you and see your public updates	Everyone
	Blocking See your list, and make changes if you'd like	Change
	Unfollowed See who you have unfollowed, and resume following if you'd like	Change
	Job seeking	
	Sharing your profile when you click apply Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply	Change No
	Let recruiters know you're open to opportunities Share that you're open and appear in recruiter searches matching your career interests	Change On for 90 more days

Step 6: Add Your Experience



While recruiters may only spend a few seconds reviewing your profile, hiring managers often times like to dig a little deeper. Adding your past and recent experience shows an employer that you are **1)** hireable **2)** it highlights your transferable skills to data science and analytics and **3)** shows your accomplishments.

Step 6: Add Your Experience



1. Should **mirror your resume**, you can copy and paste your past experience in most cases
2. Focus on transferrable skills and **outcome/accomplishment based bullet points**
3. **Include Metis under experience** - your project work is hands on *experience* - including it under experience validates it, where as listing it under education may undermine the work you've done because many employers think of education as more theory based rather than hands on.

Outcome Oriented Bullet Points - Examples



Task:

Managed day to day activities and long term projects for large corporate accounts.

Outcome:

Managed day-to-day activities of 7 key corporate accounts while successfully completing 9 client projects, each with a budget above \$500,000, leading to a \$2.1 million increase in new business for the company.

Task:

Built a flask application for the company website.

Outcome:

Built a flask application using python for the company website that lead to a 15% increase in traffic on the site.

The pink text highlights added details that demonstrate the accomplishment of the task as well as some of the technical skill it took to achieve it. Write **outcomes** not tasks.

How to Add Metis Under Experience



Data Scientist

Metis

Apr 2017 – Jun 2017 · 3 mos

Chicago, IL

Metis is an accredited 12-week immersive data science boot camp focused on Python, statistics, supervised and unsupervised machine learning, data analysis, and visualization techniques.

- Designed five end-to-end projects utilizing data acquisition/web scraping, data wrangling & modeling to derive data-driven insights. Project work highlights can be found below.
- Independently researched and implemented open-source tools to improve project design and quality.
- Presented concepts & findings to peers of various technical and non-technical backgrounds.
- Collaborated & communicated with team members utilizing Slack and GitHub to share findings of independent investigations.

Title = Data Scientist

Include a few sentences about what Metis is and what you learned.

How to Add Data Science Projects



Projects can be added under Metis in the “Experience” section, or under *projects* in the “Accomplishments” section.

Project overview should include:

- Objective
- Data - how/where sourced, nature, quantity
- Tools/methodologies used and overall process
- Notable results/conclusions

How to Add Data Science Projects - Example



Classification Dashboard

Tools used: Python, D3.js, SciKit-Learn, Classification, Pandas

- Analyzed data from the video game "Defense of the Ancients 2" to predict the outcome of competitive matches.
- Tested several classification models using grid search cross-validation to find optimal balance of speed, accuracy, and interpretability.
- Fit a random forest classification model over every unique combination of nine features (512 models) to compare relative predictive power of different models.
- Designed an interactive dashboard using d3.js that allowed for user driven inspection of each unique model through selection of included features.
- Displayed accuracy, precision, recall, and F1 score with animated transitions between these values for each model based on user input.

Step 7: Add Technical Skills



Skills are used in the algorithm to decide what jobs show up in your search when looking for places to apply. **It also helps you show up in a recruiter's search!**

Do:

- Choose **3 relevant skills** to be at the top of the Skills section
- **Add additional technical skills** that align with your career goals (copy your resume!)

Skills & Endorsements



Data Analysis · 19



Endorsed by **Jack Etheredge, PhD** and 5 others who are highly skilled at this



Data Visualization · 17



Endorsed by **Jack Etheredge, PhD** and 4 others who are highly skilled at this



Python · 16



Endorsed by **Jack Etheredge, PhD**, who is highly skilled at this

Step 7: Add Technical Skills



Add relevant analytical skills under the “skills and endorsements” section.

Skills are used in the algorithm to decide what jobs show up in your search when looking for places to apply. **It also helps you show up in a recruiter's search!**

Step 7: Add Technical Skills



Choose **3 relevant skills** to be at the top of the Skills section, these skills are the most likely to be endorsed by your peers and will be the most visible to employers.

Add additional technical skills that align with your career goals (copy your resume!)

Skills & Endorsements

 **Data Analysis** · 19



Endorsed by Jack Etheredge, PhD and 5 others who are highly skilled at this

 **Data Visualization** · 17



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 **Python** · 16

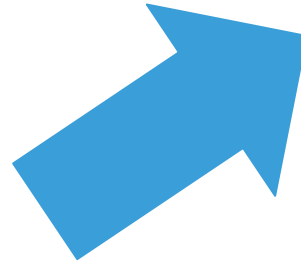


Endorsed by Jack Etheredge, PhD, who is highly skilled at this

Step 8: Include Other Accomplishments, Awards, Publications



Non-data science related accomplishments are just as valuable to highlight! These can showcase non-technical transferable skills, your work ethic, passions, etc.



Accomplishments ^

Publications

Patents

Courses

Projects

Honors & awards

Test scores

Languages

Organizations

Make sure to review:

LinkedIn: Fast Facts and
LinkedIn: Becoming an Expert User

METIS