Innovating your Linkedin Profile

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

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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

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Romain Vergniault

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

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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

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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
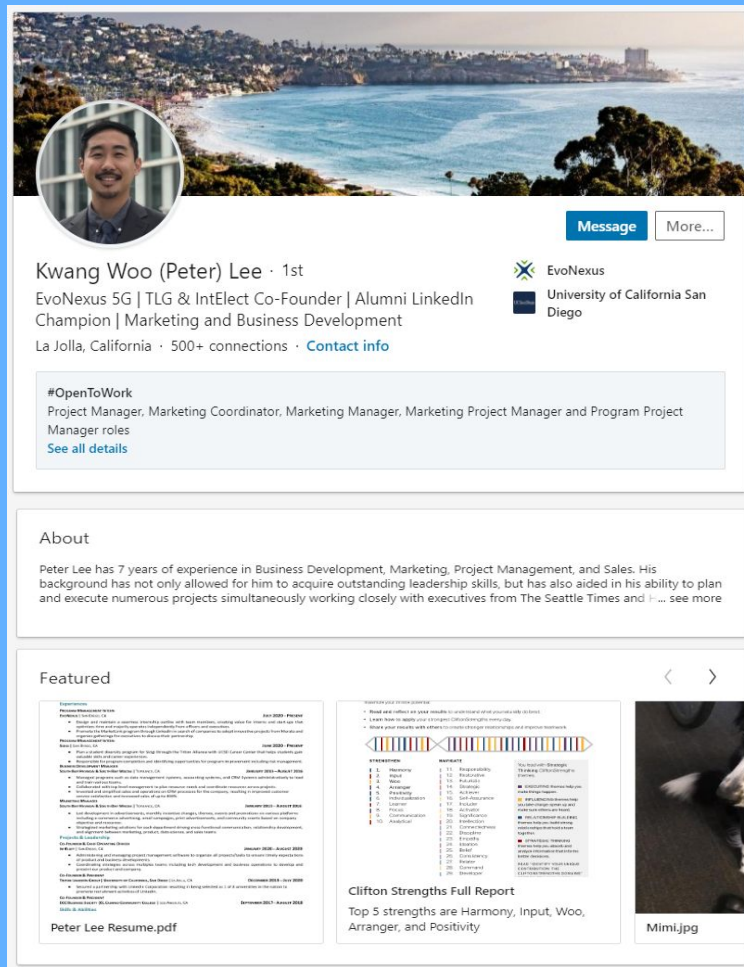
Sources: Recruiter Nation, Workmonger

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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

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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

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Skills

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

Skills & Endorsements   Add a new skill ✎

Take skill quiz

Entrepreneurship · 18

Endorsed by **5 of Thang's colleagues at ACM UCSD**

Leadership · 19

Endorsed by **Keshav Mittal, who is highly skilled at this**   Endorsed by **5 of Thang's colleagues at ACM UCSD**

Public Speaking · 16

Endorsed by **Keshav Mittal, who is highly skilled at this**   Endorsed by **5 of Thang's colleagues at ACM UCSD**

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Recommendations

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

Recommendations   Ask for a recommendation   **Recommend Miyu**

Received (2)   Given (0)

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

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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!
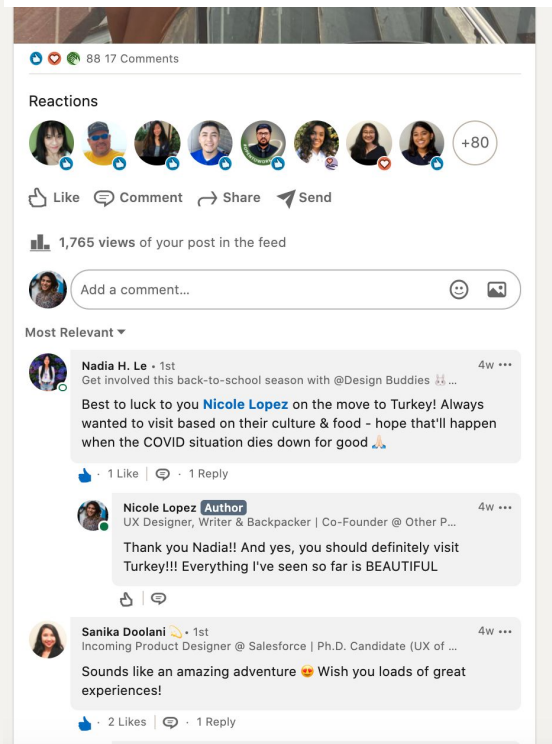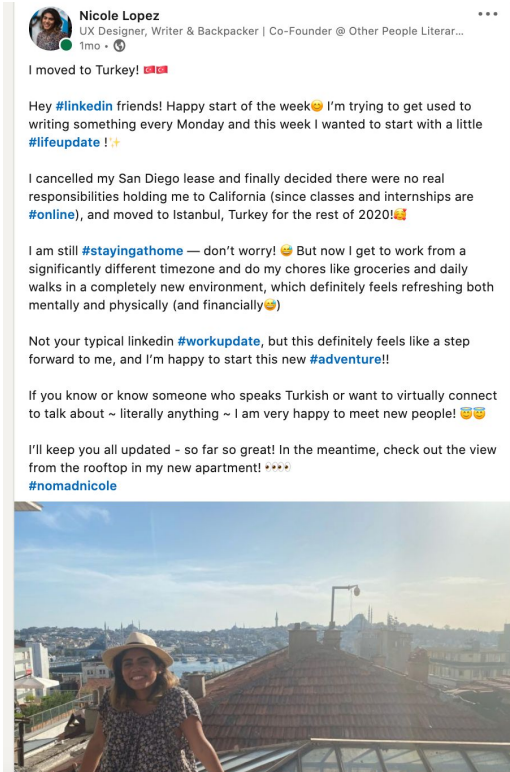
Posting Practices

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.

Content Creation

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
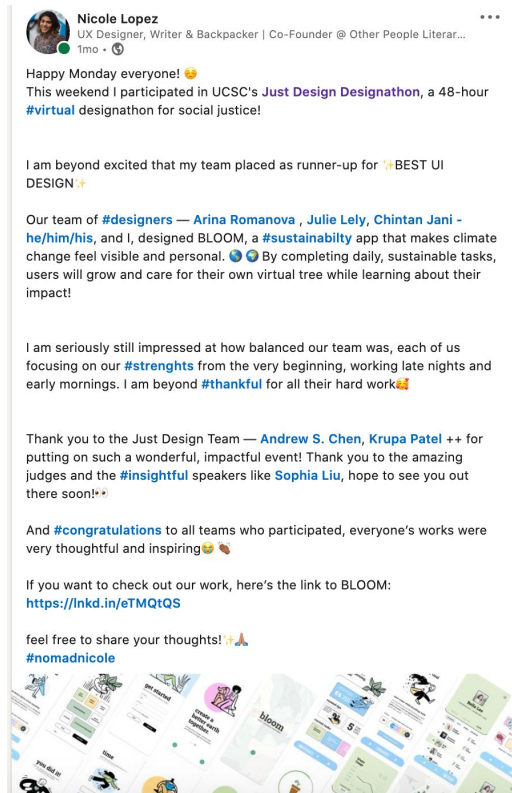
Networking

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
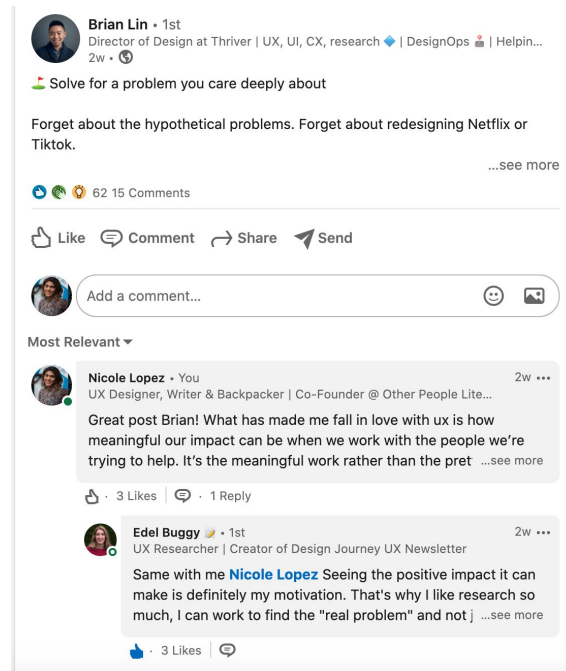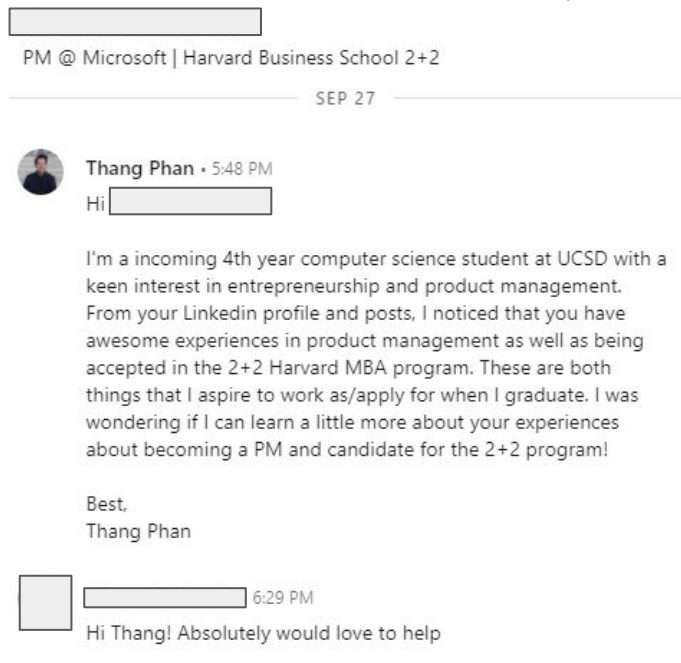- Connecting with old teammates, or friends
- Asking questions
- Celebrating milestones
- Reaching out to companies/ recruiters
- Anything else – everyone is accessible!

PM @ Microsoft | Harvard Business School 2+2

SEP 27

Thang Phan · 5:48 PM

Hi ▢

I'm a incoming 4th year computer science student at UCSD with a keen interest in entrepreneurship and product management. From your Linkedin profile and posts, I noticed that you have awesome experiences in product management as well as being accepted in the 2+2 Harvard MBA program. These are both things that I aspire to work as/apply for when I graduate. I was wondering if I can learn a little more about your experiences about becoming a PM and candidate for the 2+2 program!

Best,
Thang Phan

6:29 PM
Hi Thang! Absolutely would love to help

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Networking

Tips on engaging:

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

Nicole Lopez · 12:38 AM

Thank you for the add☐☐☐☐ I am excited to connect with you!

I really enjoyed your post on designer's portfolios! I have begun working on mine a couple weeks ago and I'm trying to make sure I capture my story on the site.

It's been tough and I know I haven't quite got it yet. Many days, even yesterday, I considered just giving up on the idea and doing the plain and simple show my work, but reading your post reminded me how important it is to do otherwise.

Thank you for that!

Hope your weekend goes well!

☐☐☐☐☐☐☐☐ :48 AM

Hi Nicole! I'm really glad to hear the post resonated with you. Don't give up! The world needs more unique stories and perspectives.

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Networking

Tips on engaging:

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

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!

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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!

▢ :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. ▢

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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

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Networking

Tips on engaging:

- Don't be afraid to sell yourself!

Thang Phan · 3:21 PM

[____] Internship

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 [____] I recently applied to [____] 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 [____] 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 expediated.

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

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Networking tools: Alumni Tool

Q & A

Thanks for coming!

acmurl.com/discord

http://tinyurl.com/eceuscdiscord

acmurl.com/facebook

https://www.facebook.com/ECEUSC/

acmurl.com/instagram

https://www.instagram.com/eceusc_ucsd/?hl=en

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acmurl.com/newsletter

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

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