



Institute for Advanced Analytics

Agenda



July 21

- LinkedIn Profile

July 28

- LinkedIn Profile Due
- Peer Review

August 1

- LinkedIn Reviews Begin

LinkedIn Expectations



- Follow best practices for effective networking (Your profile will be viewed in the next 10 months a LOT)
- Accurately represent all content, including work experiences, degree titles, and honors
 - Put practicum work under Projects, NOT in work experience
 - Ensure place of employment and job title are accurate



Branding



Conveying Your Brand

- Aim to brand yourself as an aspiring data scientist
- Focus on transferable skills if you've worked in industry previously
- Include non-professional roles ONLY if they are the only experiences you have





Conveying Your Brand

- Lock down social media accounts and have appropriate profile photos
- 42% of employers have changed their minds about hiring a candidate based on their social media profile

*workopolis.com

Levels of LinkedIn Usage

Levels of LinkedIn Usage

Becoming an Influencer

Game the algorithm

Post at optimal times

Use SEO

Connect with *all* the people

Write *all* the posts

Levels of LinkedIn Usage

Growing Connections

- Connect with professionals in same industry
- Like and comment on posts
- Write posts

Becoming an Influencer

- Game the algorithm
- Post at optimal times
- Use SEO
- Connect with *all* the people
- Write *all* the posts

Levels of LinkedIn Usage

Having a Virtual Resume

- Complete all sections
- Request to connect with relevant professionals
- Optimize profile

Growing Connections

- Connect with professionals in same industry
- Like and comment on posts
- Write posts

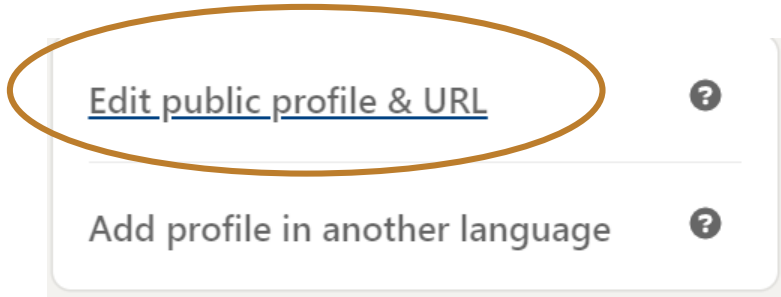
Becoming an Influencer

- Game the algorithm
- Post at optimal times
- Use SEO
- Connect with *all* the people
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6 Steps to a complete **LinkedIn** profile



Step 1: Customize URL and Edit Visibility



Click edit public profile and URL from top right of profile page

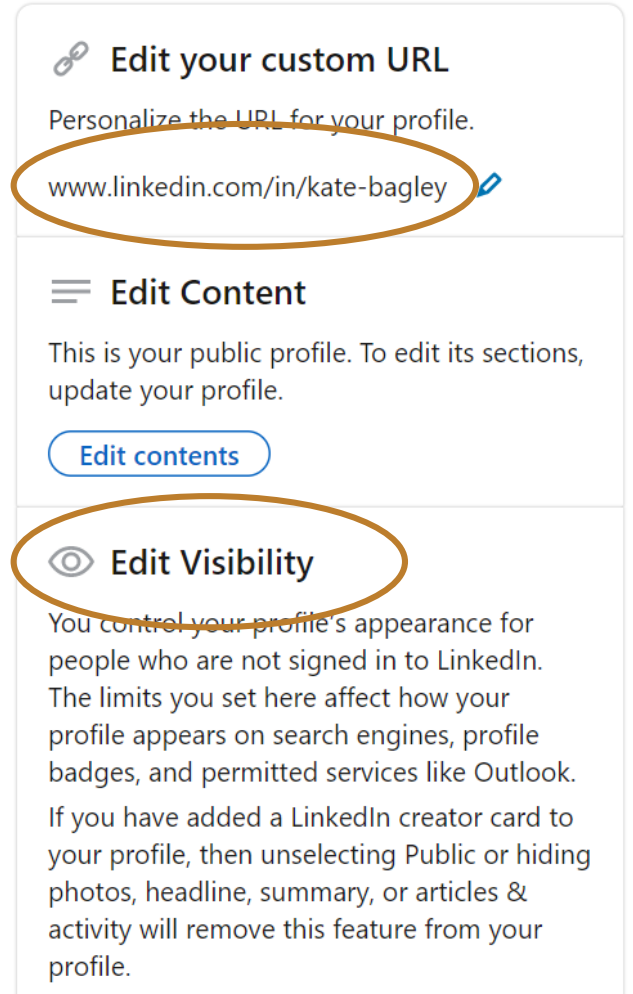





Photo: Use IAA headshot

Step 2: Add photo and headline



Background Photo: Unsplash or Pixabay or Canva
Potential images: networking, graphs, code, IAA
logo (on Moodle)

Kate Lavia Bagley  (She/Her) Name Pronunciation: Can only be added through mobile app

M.S. Candidate in Analytics at the Institute for Advanced Analytics,
North Carolina State University

Raleigh, North Carolina, United States · [Contact info](#)

Headline: M.S. Candidate in Analytics at the Institute for Advanced Analytics,
North Carolina State University



Step 3: Add work experience

- Focus on relevant experiences that reinforce your brand
 - If you've only ever worked as a server/cashier, etc..., go ahead and include these positions.
 - If you've worked in industry and/or have internships, don't include non-professional work on your LinkedIn and/or résumé.
- Include quantifiable accomplishments (more on this in résumé class)



Step 3: Add work experience

Sr. Manager, Rock Your Profile | Marketing

Mar 2020 - Aug 2022 · 2 yrs 6 mos

Option for Structuring
Content: Narrative

Credit: Lauren Jolda

I lead a small but mighty team where I'm focused on extending LinkedIn's vision of creating economic opportunity out into the world through a program called Rock Your Profile (RYP). RYP has one simple mission: connect more people to opportunity by empowering them to use LinkedIn to tell their unique story.

I am a builder, which is why I'm responsible for designing and implementing the strategy for this global program to ensure we can educate members, customers and partners on profile best practices and how to connect to opportunity using LinkedIn. Leveraging my passion for Learning & Development, I'm creating a high-impact and consistent RYP program and experience both internally at LinkedIn and externally with customers and partners.

When I'm not managing the program, you'll find me leading customized RYP learning experiences that inspire, empower, and educate our members. This includes scaling the RYP magic by authoring LinkedIn's first official Rock Your Profile course on our LinkedIn Learning platform; available free for everyone to access.

Skills: Virtual Facilitation · influencing · Stakeholder Management · Training Program Development · Leadership



Advertising Target

Facebook

Jul 2004 - Present · 19 yrs 1 mo

Home

- Recruited as early user for my experience with having an @edu email address.
- Received a "Facebook Beanie" award for performance in 2006 March Madness bracket.
- Consistently retargeted by F500 brands such as Samsung, Proctor & Gamble, and Verizon.



Prime Member

Amazon

Feb 2008 - Present · 15 yrs 6 mos

Home

- Increased order volume by 823% over 7 years
- Researched diverse product catalog, spanning departments from Simplehuman bag liners to cat food.
- Regularly reported on product quality using review portal.



Uncertified Genius

Apple

Nov 2003 - Present · 19 yrs 9 mos

Home

- Led remote tech support for older family members throughout the country.
- Maintained Siri comprehension rate of over 55% for three consecutive years.
- Once put off a software update for over 8 months.



Step 3: Add work experience

Option for Structuring Content: Bullets

Credit: Len Markidan



Step 3: Add work experience

EXL

Senior Healthcare Data Analyst

EXL Health · Full-time

Jun 2021 - May 2022 · 1 yr

Chennai, Tamil Nadu, India · Hybrid

Orchestrated the entire analytical project life cycle, including evaluating use cases, planning, executing, and delivering the project to the stakeholders, specializing in population health analytics.

- Developed machine learning models to identify Medicare members at risk for concurrent and prospective years. My model (linear regression, as mandated by CMS) outperformed CMS benchmarks and saved the client \$14 million
- Synthesized a novel machine learning model to identify Medication Adherence members for the prospective year. Extracted relevant data from Hadoop, performed variable reduction (rule-based and ML techniques) and modeled using Random Forest and XG Boost. This model implementation resulted in a 20% increase in medication adherence rates), leading to improved patient outcomes and cost savings
- Aided the data engineering team in converting the SAS codes to Python codes for several deployed ML models, improving efficiency and maintainability
- Programmed machine learning models directly using PySpark codes, reducing deployment time by 50% and enhancing scalability

Option for
Structuring Content:
Hybrid
Narrative/Bullets

Credit: Karthick
Krishna Balaji



LinkedIn
8 yrs 3 mos

Sr. Manager, Rock Your Profile | Marketing
Full-time
Mar 2020 – Present · 1 yr 5 mos

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I am a builder, which is why I'm responsible for designing and implementing the strategy for this global program to ensure we can educate members, customers and partners on profile best practices and how to connect to opportunity using LinkedIn. Leveraging my passion for ...see more



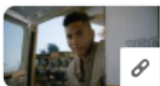
Rock Your Profile
LinkedIn Learning Course

Program Manager, Rock Your Profile | Global Event Marketing
Full-time
Nov 2017 – Mar 2020 · 2 yrs 5 mos
Sunnyvale, CA

I'm truly in my #DreamJob leading LinkedIn's Rock Your Profile (RYP) program! I'm creating an RYP program that truly connects people to LinkedIn's value proposition.

Built from the ground up, here's how I've brought the RYP program to life:

...see more



Whatever You're In It For,
We're #inittogether

Step 4: Add videos and stories



Choose examples of your work that highlight your brand features.

Watch “Rock Your Profile” on LinkedIn Learning for more information.



Step 5: Highlight education

Remove high school

Remove associate's degrees (unless more relevant than bachelor's)

Ensure your undergraduate degree reflects your transcripts and matches what we have on our website



Step 5: Highlight education

Two options for listing your MS degree:

Education



Institute for Advanced Analytics
Master of Science - MS, Analytics
2018 – 2019

Education



North Carolina State University
Master of Science - MS, Analytics
2018 – 2019

Chris Wiig (He/Him)

Fraud Fighting, Policy Making, Strategy Having, Public Speaking, Sr. Batman of Keeping Real Being this side of the river



Step 6: Add skills relevant to your brand

Adding 5 skills = 17x more views

Only top 3 are visible: make sure they reinforce your brand

Can add up to 50 skills, not all will be relevant

Endorsements are fine

Recommendations are great

+ Microsoft Excel · 24

+ Microsoft Office · 22

Interpersonal Skills

+ Team Building · 69

+ Training · 81

+ Management · 70

+ Interviews · 17

+ Team Leadership · 33

+ Team Management · 9

✓ Teamwork · 9

+ Coaching · 5

+ Strategic Partnerships · 6

+ Interviewing · 4

Other Skills ?

+ Social Networking · 38

+ Ninja Skills · 11

+ Process Improvement · 34

+ Biscuits · 7

+ Torture · 6

+ Beatboxing · 7

✓ Awesomeness · 3

+ Pile Driving · 1

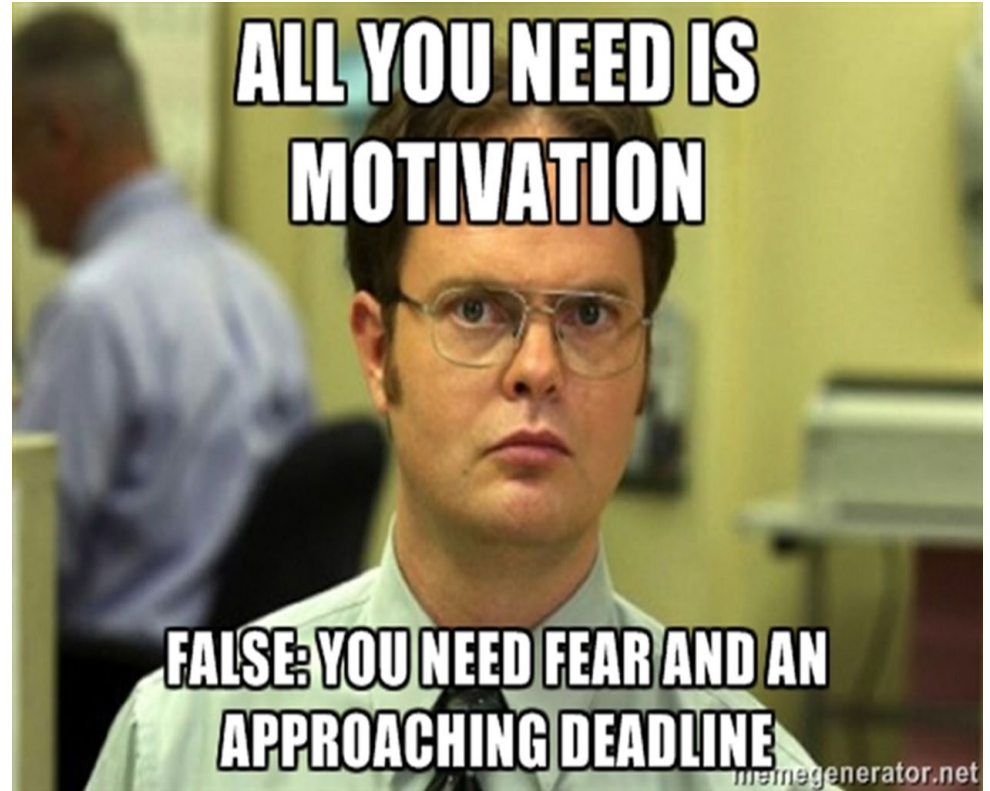
+ Neon Signs · 1

+ Pizza · 2

+ Cat Herding · 3

To-Dos

- Review LinkedIn with fresh eyes. Does your brand portray future data scientist?
- Update profile with picture, headline, experience, skills
- Start following groups, companies, industry leaders
- Connect with faculty/staff/students







References

Online Articles

- [LinkedIn Profile Summaries](#)
- [Job Scan: LinkedIn Summary Examples](#)
- [Workopolis.com](#)

Books

- *Motivated Resumes and LinkedIn Profiles*