EMERITUS

LinkedIn Profile

Update or create your LinkedIn profile (including *Headline, About, Experiences, Skills & Additional Information,* and *Recommendations*) and leverage it for networking, industry information, relationship management, and recruitment opportunities.

Your LinkedIn profile should be current, relevant, and unique. Include the following information:

Headline

- Keywords (i.e., What is your field? What is your current title?)
- Specializations (i.e., What makes you different? What is your focus?)
- Targeted (i.e., Who is your audience?)

About

- Brief introduction
- Share accomplishments based on target
- Include a call to action or clear intentions

Experience

- Include most professional experiences (both paid and unpaid)
- List experiences as far back as you are comfortable and is relevant
- The description should vary from your resume

In addition to a strong profile, LinkedIn is also a place to connect with new contacts and maintain existing relationships. The following are best practices to follow when connecting with others on the site:

1. Connect with individuals you already know
2. If possible, always ask for an introductions from mutual first degree connections
3. Always send a personalized note with your request

Engage on the site as a thought leader and contributor through groups, hashtags, and following influencers in your field.

LINKEDIN PROFILE

Sample Headlines:

Career Launcher

- Mechanical Engineering Major | Interested in Product Development, Design and Manufacturing
- Making functional sense of IT Systems, Renewable Energy and Technical Writing | Seeking new opportunities
- Aspiring Data Scientist | Analytics Graduate Student | Actively seeking internships | CS Engineer

Career Builder

- Online Marketing Specialist at Level Agency | Business Analytics | Marketing Analytics | Python, R-Studio, SQL
- Seeking Full-Time Opportunities | Project Manager | Instructional Designer | Educator | Online Curriculum
- Data Engineer at CoolGreenPower | M.S. Business Analytics | R, Python, SQL, Tableau, Spark, Azure

Career Switcher

- Senior Program Manager and Data Analyst | Bridging the gap between technical teams and executive management
- Data Storyteller | Business Owner | MBA
- SEO | SEM | Analytics | Content Marketing | Digital Marketing | Consulting

LINKEDIN PROFILE

Sample "About" Section:

Currently a Data Scientist at Wayfair. Formerly a senior investment analyst on the CLO & Consumer ABS team of a Structured Credit focused hedge fund. I specialized in CLO investments in primary and secondary markets, at the mezzanine and equity tranche level. Over the years I have enjoyed mentoring junior staff and leading teams of quantitative analysts, developers and data providers in France, the USA and India on extensive modeling projects.

I studied mathematics and physics at leading French universities and attended MIT on a research exchange program during my master's degree in engineering at Mines ParisTech. I graduated with an MBA from Harvard Business School where I focused on Economics and Finance and a MS in data science from ENSAE. I am a native citizen of the European Union and the USA.

I enjoy solving problems in probability, statistics, machine learning, deep learning and distributed computing. Generally, I am interested in mathematical and computer science theory.

Computer Science Thesis: Probabilistic Error Upper Bounds for Distributed Statistical Estimation. Adviser: Amit Chakrabarti.

Received high honors, the highest accolade for undergraduate theses.

Experienced data science/analytics professional with extensive knowledge on predictive modelling, big data architecture, machine learning, experiment design, channels & markets analytics. I enjoy applying analytical thinking to solving complex business problems and learning state-of-art technologies to tackle new challenges.

Projects I have done in the past:
- Natural Language understanding (NLU) statistical models
- Data processing and sampling through bootstrapping, FSTs
- Real-time predictive modelling and product recommender systems

Sample Outreach Messages:

Connecting with someone from an industry event:

Hello (Name),

It was great to meet you at (event) recently. I appreciated our conversation around (topic discussed) and would like to remain connected professionally. Please keep in touch should an opportunity to work together arise or if I can support your work in (project/company) in any way.

Thank you.

Best,

(Name)

Connecting with fellow alumni:

Hello (Name),

I am (name) and graduated from (institution, year). I saw on your profile that you work at (X company / transitioned from X role to XR development / worked in X location with X company). Would you have 20 minutes to speak with me about (X company / X transition / X location experience)?

Thank you for your time.

Best,

(Name)

Requesting an introduction to a 2nd or 3rd degree connection:

Hello (Name),

I hope you are well! I am currently (working on X project / expanding my network in X field \ seeking a new opportunity with X company) and see that you are connected to (X individual). It would be great to connect with this person based on (X background information). Would you be comfortable introducing us via LinkedIn?

Thank you.

Best,

(Name)

LINKEDIN PROFILE

CRITERIA FOR AN EFFECTIVE OUTREACH MESSAGE

Establish a connection or link with recipient
Acknowledge the recipient with a compliment or specific indication of background research
Share your brief professional background and/or motivations
Remain concise and keep it as short as possible
Make a specific call to action with a timeframe
Include gratitude for their time and expertise

Optional Exercises:

- Draft your LinkedIn 'Headline' (Estimated completion time 15–30 min)
  - Include: KEYWORDS + SPECIALTY + TARGETED
- Draft your LinkedIn 'About' section (Estimated completion time 45–60 min)
  - This should mirror your elevator pitch
  - 1–3 paragraphs
- Connect with your peers on LinkedIn (Estimated completion time 30 min)
  - Always send a customized note to new connections
- Research and join 3–5 groups based on your interests/background
  (Estimated completion time 30–45 min)
- Contribute to at least one group

Request feedback:

- Review your LinkedIn profile and ask others you know to do the same
- Ask for feedback on LinkedIn connection request messaging and other correspondence
- Share successes and potential areas for growth