

## Lesson 6

# LinkedIn and Job Searching

ENCP 6000

Career Management for Engineers

NORTHEASTERN  
•  
1898

# Lesson Learning Objectives

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1. Create a LinkedIn profile that conforms to professional standards
2. Explain how you can use LinkedIn features (groups, connections, job postings) to further your career
3. Compose messages for various types of professionals
4. Learn where, why, and how to apply for jobs
5. Conduct an effective job search using career fairs, online tools, networks, and career design
6. Understand the most effective way to network and how to execute it properly



# ***Guest*** - Aakash Rajawat

## **Topic- LinkedIn**





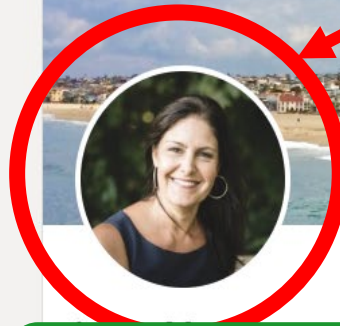
Search



135 profile viewers past 90 days

View all analytics →

Profile Picture



Headline

Laura Meyer

Associate Director of MGEN Co-op & Associate Cooperative Education Faculty

Boston, Massachusetts, United States · [Contact info](#)

500+ connections

Open to

Add profile section

More



Northeastern University

Summary

### About

Education – Traditional K-12 and Higher Education - Counsel students on defining educational and career-related goals and objectives; Collaborate seamlessly with other departments to grow programs; Manage and plan events on all scales

Editor - Expert dissertation, book, article, and website editor; proficient in APA formatting, Oxford comma aficionado

Entrepreneur - Business owner of Laura Meyer Editing, [www.laurameyerediting.com](http://www.laurameyerediting.com)

Specialties: Employing my strong interpersonal communication skills to develop and build relationships both in the work place and community; Utilizing my meticulous grammatical and structural knowledge to improve written documents; Engaging my creative abilities to produce works of art, documents and well-organized events

Headline

### Experience



Cooperative Education Faculty

Northeastern University

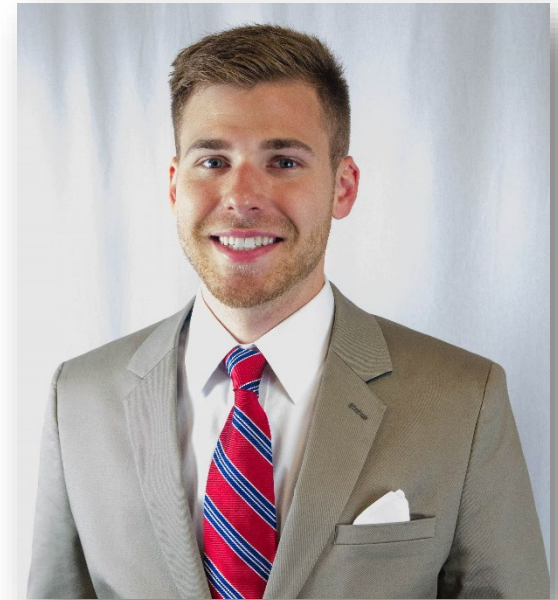
Aug 2016 - Present · 7 yrs 2 mos

Boston, MA

I teach and advise graduate students in the Information Systems and Energy Systems programs. Additionally, I work on developing new and maintaining current relationships with employers to help meet their nee ...see more

# Profile Picture

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# Informative Headline

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- By default, LinkedIn populates your headline with your current job title and employer
- Use the chance to market yourself: showcase your specialty, value, or your “so what”?
- Speak directly to the audience you want to entice
- Be specific
- Fit in important key words
- Be creative ... but not TOO creative!

**Never say “seeking a co-op opportunity” – it makes you look desperate!**







**Jena Viviano** • 2nd

Career Coach | Faith & Work | Personal Branding | Prev: Citi, NYSE, The Muse

1d

Please stop putting "Actively seeking opportunity in XYZ industry"



Now, some career coaches and recruiters may disagree with me on this, and I understand why....but hear me out!

1) It looks a wee bit desperate. So even if you are in the market for a job, you should be connecting and building up your resume, not hoping someone will passively reach out to you on LinkedIn. It's like if you're single, you're probably not going to put on your Facebook status: "Single and ready to mingle".

2) The #1 type of candidate companies are looking for is PASSIVE CANDIDATES. That means people that are already in jobs but would be willing to move for the right opportunity. By putting that phrase in your headline, you are already putting yourself at a disadvantage!

3) Instead, your headline should describe your most recent position and perhaps the industry you want to move into (pivot or staying the course)

ie: Marketing Manager | CPG | Team Leadership

I'd rather you go more generic than write "Actively seeking opportunity..."

Thoughts? (be kind)

68 Likes · 24 Comments



Like



Comment



Share

Top Comments ▾



Add a comment...



**Brett Ellis** • 1st

23h ...

Millennial & Gen-Z Career Expert | Certified Career Coach | Innovative Ed...

I agree that there are much better ways to use the headline. I usually recommend what you want to be known for, what you want someone to pay you to do, and what keywords recruiters would be searching to find someone with your qualifications.

# Examples of Headlines

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Energy and Buildings || Big Data Analytics || Smart Thermostat || HVAC Systems || R&D || Innovation



Telecommunications professional with 3 years of international industry experience



Software Developer highly proficient in Python and exposure to AWS



Problem Solver | Big Data | Pattern Finder





# Summary Description

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- 30-second commercial about yourself
- Be sure to include industry related key words
- Recognize that it's okay to show off a bit of your personality and/or include some of your interests
- Try to be engaging/compelling
- Give the person looking at your profile a reason to keep reading!



# Structure

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Past

What have you done in the past that is going to INFLUENCE your future



Present

How are you preparing yourself now for the future



Future

What do you want to accomplish

# Buzz Words and Key Words

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- Guess what? Buzzwords are the most over used words on LinkedIn; 90% of the profiles use these words
- Okay to use some, but be creative in describing yourself
- There are over 1 million words in the English language
- Remember – **BE DISTINGUISHABLE!**



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## Some Examples of Great Summaries



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# Experience



# Resume vs. LinkedIn

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## Why you don't just copy and paste your resume

- Your profile should tell a bigger story. Details. Context. Pictures.
- Your profile should not be tailored but should be a full picture of who you are and what you can offer to a company. Your resume has to be tailored to every job.
- Your profile should include back up. A recommendation, publication, skill endorsement
- Your profile should not be formal, but first person, conversation, narrative.





## Business Intelligence Developer

Ahold Delhaize

Jun 2018 – Dec 2018 · 7 mos

Greater Boston Area

- Leveraged Microsoft Azure capabilities to integrate data from multiple business entities and database source systems (Oracle, SQL Server, IBM DB2) to create a single point-of-service DaaS (Data as a Service) business Intelligence solution.
- Extracted, transformed and loaded data from the source systems to Azure Data Storage... See more



About Us | Retail  
Business Services, LLC

Easy to  
follow  
career path

## Interests



WarnerMedia  
173,010 followers



ACM Members  
14,403 members



TDWI: Analytics and Data Manage...  
70,464 members



Jack Welch   
Executive Chairman, The Jack Welch Man...  
7,169,399 followers



Data Science Central  
291,995 members



Oracle  
3,817,592 followers

[See all](#)

Follow  
companies  
and join  
groups



## Experience



### Software Developer - Consultant

Deloitte Consulting

Feb 2018 – Present · 1 yr

Greater Boston Area

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### Graduate Teaching Assistant

Northeastern University

Sep 2017 – Dec 2017 · 4 mos

Greater Boston Area

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### Cloud Software Engineer

New York Life Insurance Company

Jan 2017 – Jun 2017 · 6 mos

Greater New York City Area

- Worked on full stack web development building highly scalable single page web applications (SaaS) for Insurance domain
  - Built responsive & single page web app front-end in Angular 2, PrimeNg, CSS3 & HTML5 leading to faster and rich UI... See more
- 



### Part-Time IT Support Specialist

Northeastern University

May 2016 – Dec 2016 · 8 mos

Greater Boston Area

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### Systems Engineer

Infosys

Feb 2013 – Dec 2015 · 2 yrs 11 mos

Pune Area, India

- Designed & developed REST API for maintaining banking and insurance products in Java standardizing the data manipulation
- Built a dynamic & fast front-end using Angular for online banking product catalog application with a Test-Driven... See more



Home



My Network



Jobs



Messaging

## Skills & Endorsements

### Integration · 18



Endorsed by Howard Wiener, MSIA, PMP and 1 other who is highly skilled at this



Endorsed by Maricla Pirozzi Quartey (mutual connection)

### Management · 13



Endorsed by Maricla Pirozzi Quartey (mutual connection)



Endorsed by 4 of Dr. Kal's colleagues at Northeastern University

### Strategy · 12



Endorsed by Howard Wiener, MSIA, PMP, who is highly skilled at this



Endorsed by Maricla Pirozzi Quartey (mutual connection)

## Industry Knowledge

Software Engineering · 11

Program Management · 10

Business Analysis · 8

Software Development · 7

SDLC · 6

Enterprise Architecture · 5

Healthcare · 3

Analysis · 10

Software Project Management · 10

Business Intelligence · 8

Programming · 6

Architectures · 6

IT Strategy · 4

Project Management · 3

# Other Sections – These are Optional

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- Honors and Awards
- Organizations
- Publications
- Courses
- Languages
- Personal website



# Tips

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- Remember – R-R-D!!!
- You don't have to add a section just because it's available. Think carefully before adding:
  - Causes you care about
  - Test Scores
- Connect with people you know
- Join Groups
  - Access job discussions and connections at targeted companies
  - Read articles on job search trends and techniques
  - Understand best practices
  - Allows you to market yourself as a thought leader and influencer in your field
  - 81% of users belong to at least 1 Group
- Follow
  - Companies you are interested in
  - Companies you are interviewing with
  - Influencers
  - Recruiters



# Groups to Join

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- Northeastern University Information Systems
- Northeastern Graduate School of EngineeringCo-op\* Group
- Northeastern University Employer Engagement & Career Design
- Northeastern University International Student and Alumni Networking Group

\*NOTE: there is NO space after Engineering and Co-op



***Use your LinkedIn network!***



# Using LinkedIn in Your Job Search

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- Check out the company leadership team via their LinkedIn profiles
  - Maybe you have a connection!
- Broaden your network – join groups, discussions
- Consider former colleagues, students, new networking contacts
- Find your hiring manager and/or potential boss (and get to know about him/her)
- NU Employer Engagement and Career Design offers regular workshops to help you develop your profile and take advantage of LinkedIn features.
- View their guides at [www.careers.northeastern.edu](http://www.careers.northeastern.edu)





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# Referrals



# Referrals

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- When looking for referrals, you first need to:
  - Reach out to people **YOU KNOW** who can attest to your skills
  - Give them a very brief reason for reaching out

**\*\*\*Avoid reaching out to random people you do not know and request a referral. They do not know you and cannot speak to your skills and character.\*\*\***





**John Marty** • 2nd

Sr. PM Amazon | Career Coach | Public Speaker | Content Creator

1d • Edited

## 5 job referral no-no's

I often get approached for referrals on LinkedIn, but most people present themselves in a way that makes it difficult for me to help them. Here are 5 message types I receive.

- ❌ 1. The Let me know person - "Hey John, we don't know each other, but I love Amazon! Let me know if you hear of any cool openings!"
- ❌ 2. The "Hi" person - Just a title with hi, no subject (and the person's LinkedIn headline says "seeking opportunities").
- ❌ 3. The "I think this job would be cool" person. Hey I'm currently in HR but this job in Product Management seems cool. Could you refer me?"
- ❌ 4. The "Novelist" - This is the type of message that needs a table of contents to get through. By the end I'm wondering "what did this person need again?"
- ❌ 5. The "It's been a dream of mine" person - I know it's a dream of yours to work at Amazon for the same reasons it is for everyone else that reaches out to me for a referral.

If you want me to help you, follow these 3 simple and often overlooked steps:

- ✅ Find a specific role that's a perfect fit for your skillset
- ✅ Write a paragraph that illustrates 3 things you achieved - aligned with the role (illustrate your achievements with numbers)
- ✅ Attach your one page resume

[#technology](#) [#studentvoices](#) [#careers](#)

# Example

## State Your Intentions Upfront

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*Hi Joshua,*

*I obtained your name through the Northeastern University LinkedIn Group. I am a MS student in the College of Engineering and I am in the process of making a career transition. It would be helpful for me to ask you questions about your experiences as a Software Engineer for Mathworks.*

*I am not expecting to discuss a particular employment position, but I would appreciate being able to talk with you on an informational basis.*


*Thank you in advance.*





Message

More...

Shaan Mehta · 3rd 

Recruiter at Twitch

Irvine, California · See 500+ connections · [See contact info](#)



Twitch



University of California, Santa  
Barbara

## About

Hello! I'm hiring for Software Engineers and Data Analysts across multiple teams at Twitch, I receive many messages every week - If you're interested in a role at Twitch, I'd love to hear more about why you'd like to work here - tell me about your favorite streamer, your favorite emote, or anything else Twitch related!

# Job Searching Sites

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- NUworks
- Indeed.com
- LinkedIn
- Simply Hired
- DICE
- Google
- Company sites
- ZipRecruiter
- Glassdoor
- FlexJobs



# Networking





# Benefits of Networking?

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- Raises **awareness** *about* you
- *You* **learn** how things work in other businesses or fields
- *You* learn industry **best practices** and **business trends**
- *Builds* strong **relationships** and rapport
- Develops **partnerships** which can lead to referrals
- Aids in becoming more **influential** in your industry



# Building Your Network

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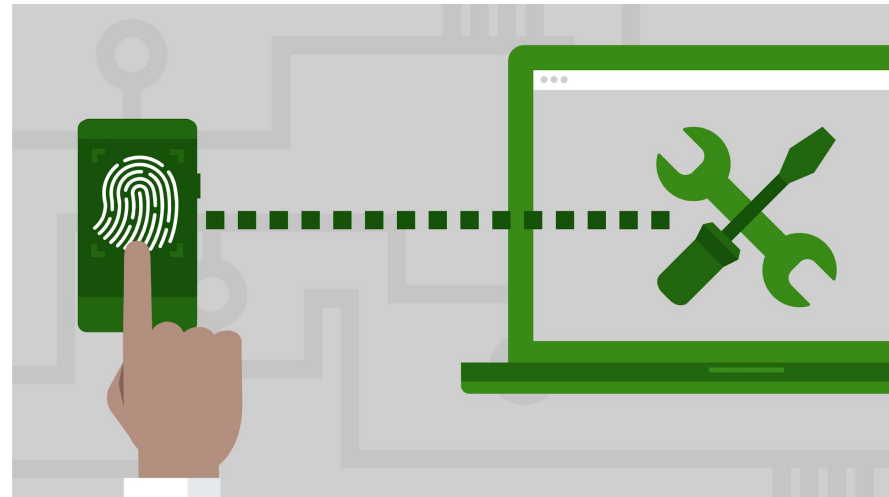
- Good networkers get jobs – find a reason to connect
- They are always on the look out for opportunities to meet and interact with people
- The more people you meet the better chances you have of finding the information you need that can lead to what you want
- Even if the person can't help you, they may know someone who can
- Where?
  - Networking Events
  - Online




# Maintain Your Network

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- There is no point in building up your network if you don't use it or engage with it
- Introduce your connections to other people that may be valuable to them
- Make requests, but always follow up after that request is granted



Networking doesn't have to be scary or hard.  
Some of the best Networking comes from being  
natural and true to yourself.



“It’s more important  
to be interested<sup>*ed*</sup>  
than to be  
interesting.”

– Christopher Barrat

# Conversation Flow & Tips

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## **What do you do?**

- “I help job seekers prepare for and find great jobs”
- “I’m transitioning into the field of career development and am looking for a great, new opportunity”

## **If you need to fill a sudden silence, try**

- “What are you hoping to get out this event?”
- “Do you see any familiar faces?”
- “What other networking events do you attend?”

## **If the person you are talking to seems well-connected...**

- “Would you mind introducing me to one of your contacts?”

## **If you find yourself suddenly with a single, or in a really boring conversation...**

- “It was very nice to meet you. Excuse me, I need to refill my drink.”



# Professional Appearance

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- **Business Professional Attire**

- Black pants/skirt, neutral colors, no excessive patterns

- **Business Casual Attire**

- Nice slacks, fashionable jacket & skirt, bright colors

- **Smart Attire**

- Clean jeans with a nice ironed shirt, soft fabrics

\*Always dress one level higher than those you're meeting

\*Location, event, and season will vary attire



# Tips for Safer Social Networking

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- Be suspicious of friend/follow requests, ads, 3rd party applications, chat messages, etc.
- Use built-in and add-on features in web browsers to warn you of malicious sites
- Anti-phishing filters in IE and Firefox
  - Web of Trust
  - NoScript
  - Adblock Plus
- Preview features of bit.ly, TinyURL
- Google yourself and scrutinize results
- Think before you click!!





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Networking takes time before  
a relationship develops.



# Use your Northeastern Resources

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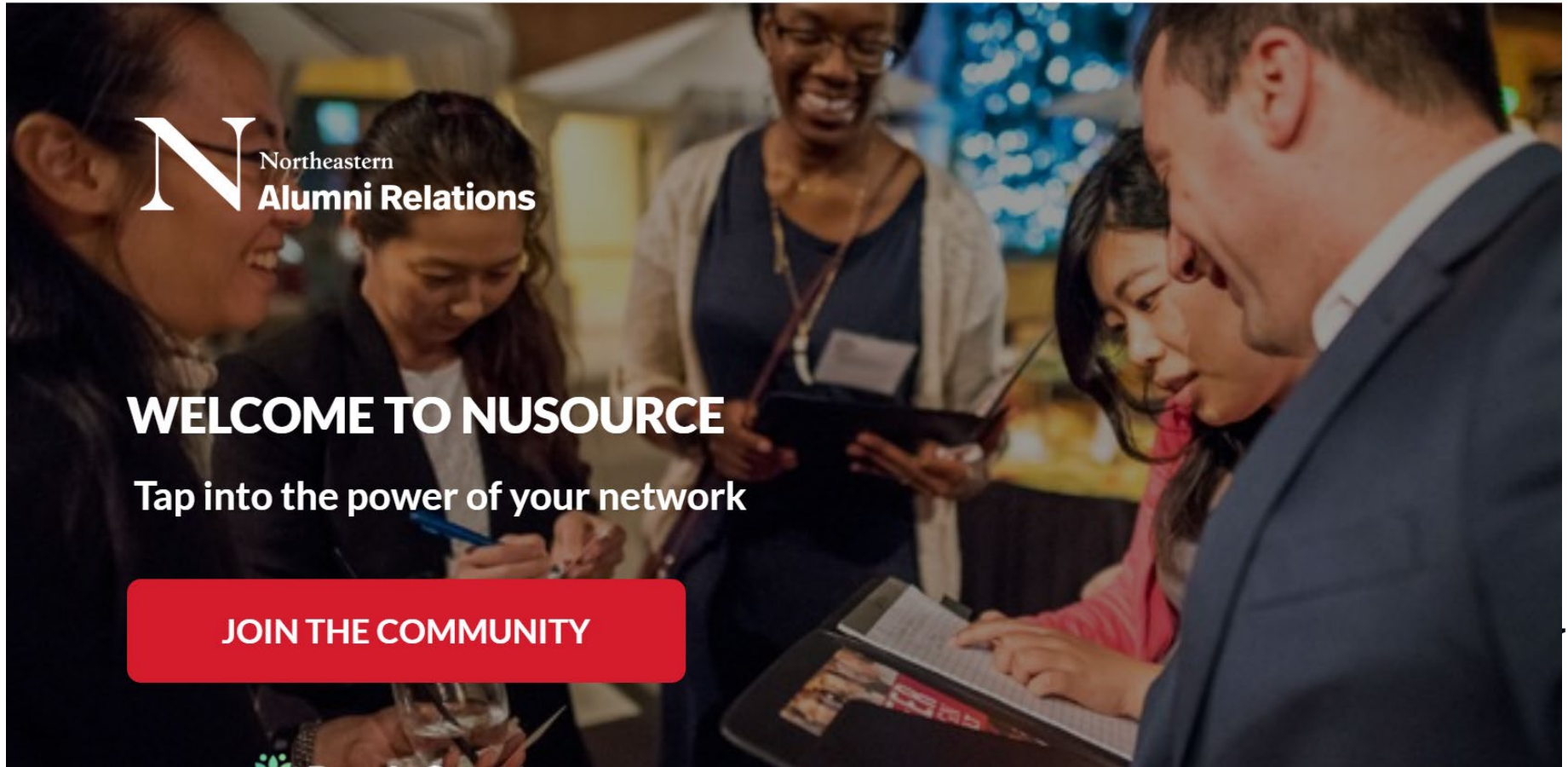
← → ↻ [nusource.northeastern.edu](https://nusource.northeastern.edu)



**WELCOME TO NUSOURCE**

Tap into the power of your network

**JOIN THE COMMUNITY**



# NUsource

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This mentoring platform is exclusive to the Northeastern community. There's lots to do on NUsource to help you build your professional connections, seek career advice, and more!

- ❑ Use searches in **Explore the Community** to find and connect with the best advisor
- ❑ Join **Groups** to meet people with like affinities and interests
- ❑ Post general career questions in the **Discussion** to get insights and tips
- ❑ Add details about your experience to our profile and include a photo

*nusource@northeastern.edu*



# NUID + LinkedIn®

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## How do I get started?

1. Click "Join NOW"
2. Complete your profile (using your Northeastern ID and info from LinkedIn, if you choose)
3. Explore the platform, customize your profile, join groups, and make connections
4. Have questions about NUsource? [Click here](#) to learn more about this resource or email [NUsource@northeastern.edu](mailto:NUsource@northeastern.edu).

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Questions?

