# LinkedIn Profile Best Practices
## (or: How not to blow your chance at a job)



RECRUITER ADDED ME ON LINKEDIN

SO I GUESS THINGS ARE GETTING PRETTY SERIOUS

makeameme.org

# Why is LinkedIn important?

1. Modern day rolodex

2. Modern day resume

3. Where the recruiters and hiring managers are

4. When googling your name / Personal Brand

5. Help you get a practicum

# What is the AIM of LinkedIn?

# The AIM of LinkedIn

Audience - For **Professionals**

Intention -  Jobs, sales, partnerships (in that order)

Medium - Electronic & asynchronous

A bad LinkedIn profile will cost you jobs

A great one (alone) will never get one!

Does not need to be perfect.

# Hierarchy of LinkedIn Profiles

1. None

2. Unprofessional (errors & non-relevant)

3. Adequate

4. Award winning

**We are aiming for Adequate (or slightly better)**

# Agenda

1. Header

2. Summary

3. Experience

4. Education

5. Secondary Components

6. Other Random Advice

# Header

1. Picture

2. Name

3. Headline

4. Location



**Brian Spiering**
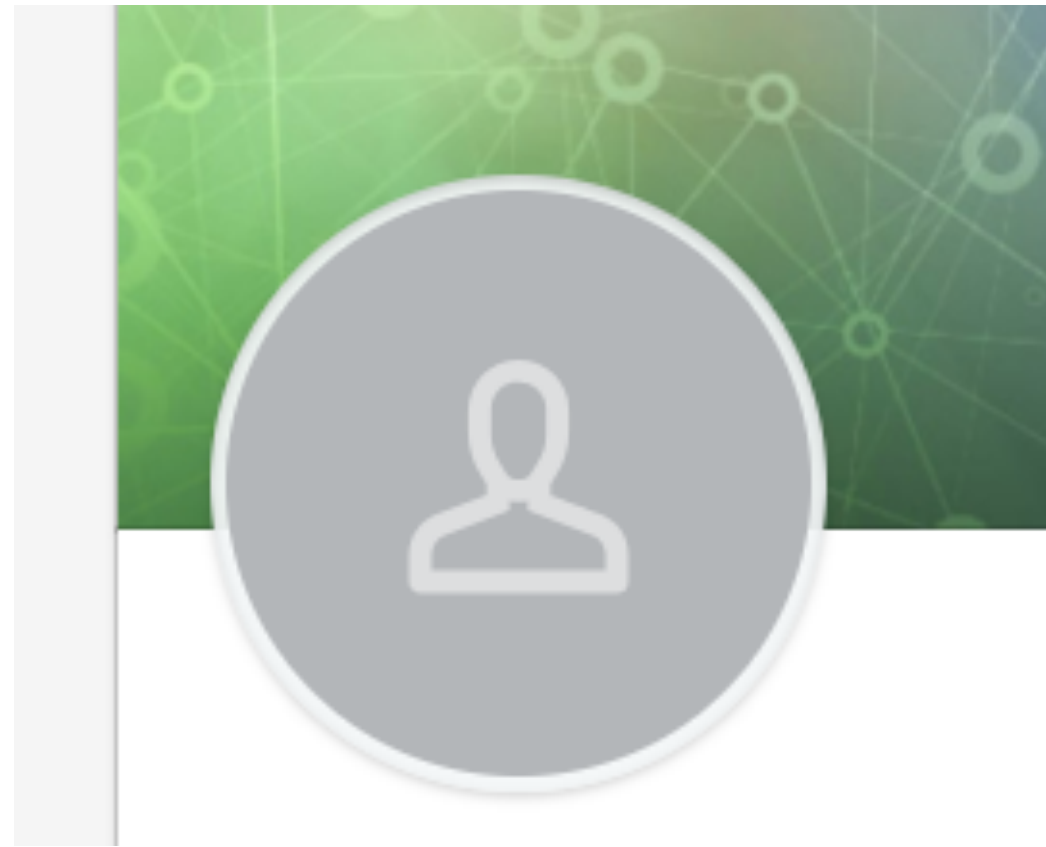
Data Science Professor at USF | NLP & AI Engineer

San Francisco, California | Computer Software

500+
connections

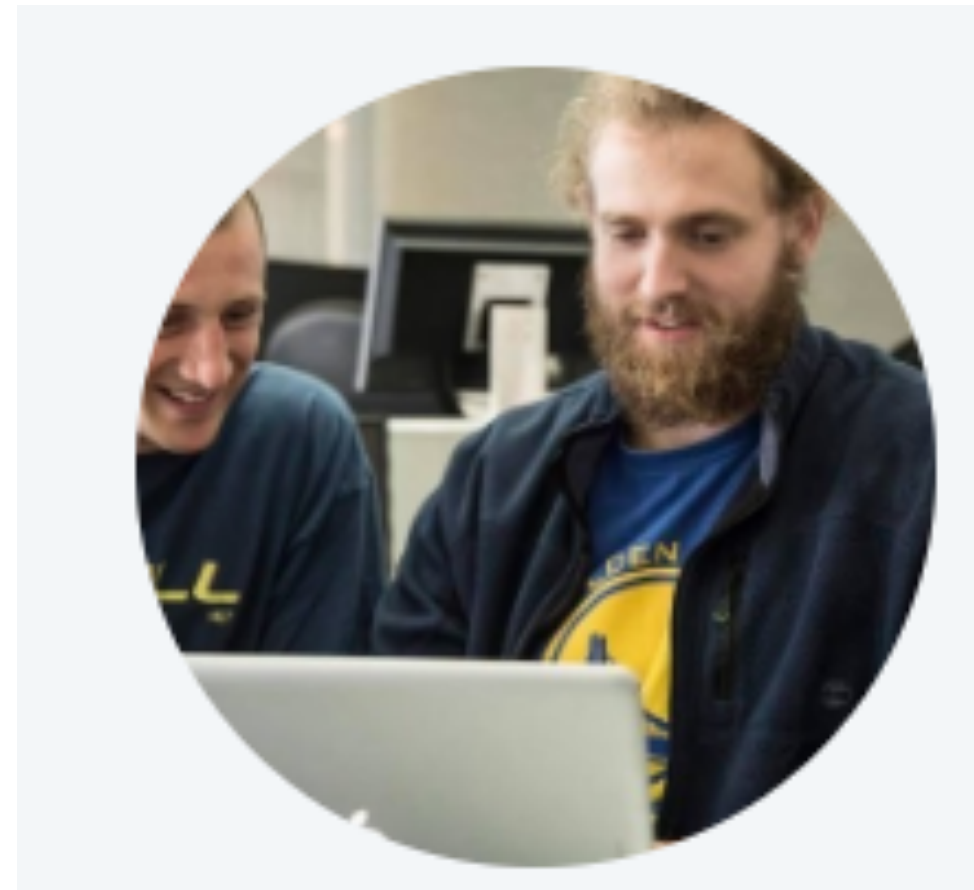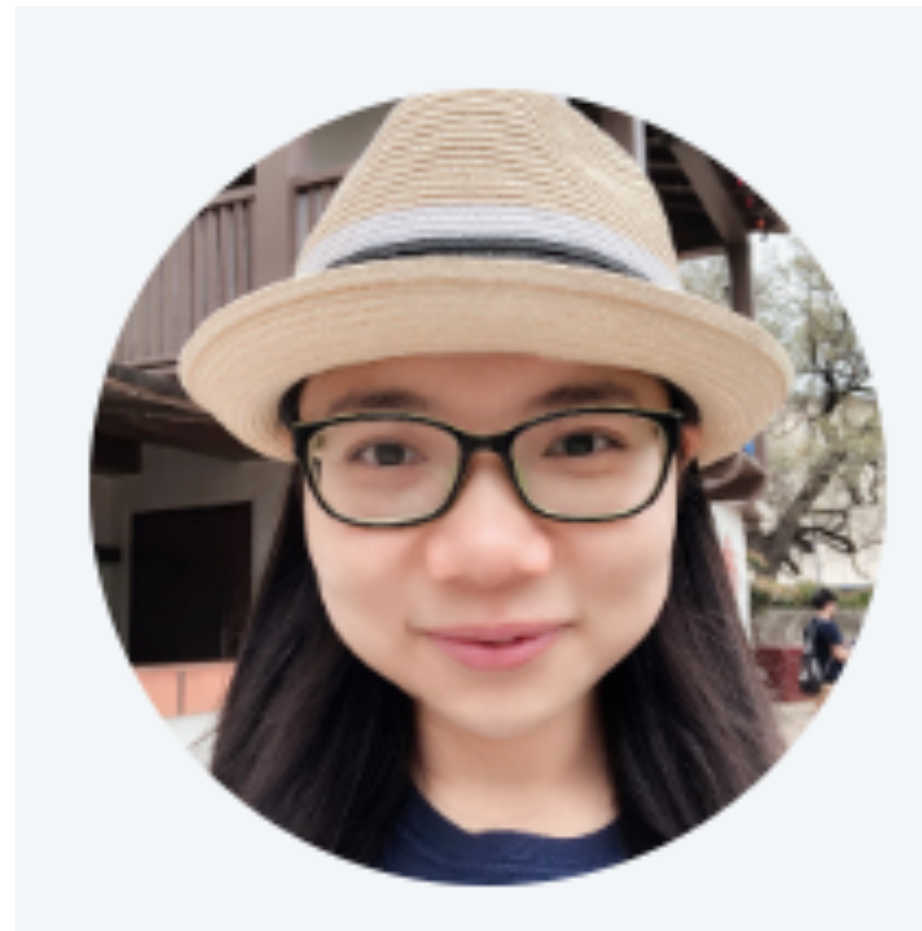| | |
|---|---|
| Current | University of San Francisco, IndieBio |
| Previous | Galvanize Inc, LiveCareer (now BOLD), BrightBytes |
| Recommendations | **3** people have recommended **Brian Spiering** |

# Picture:
# Professional or Not? Why?

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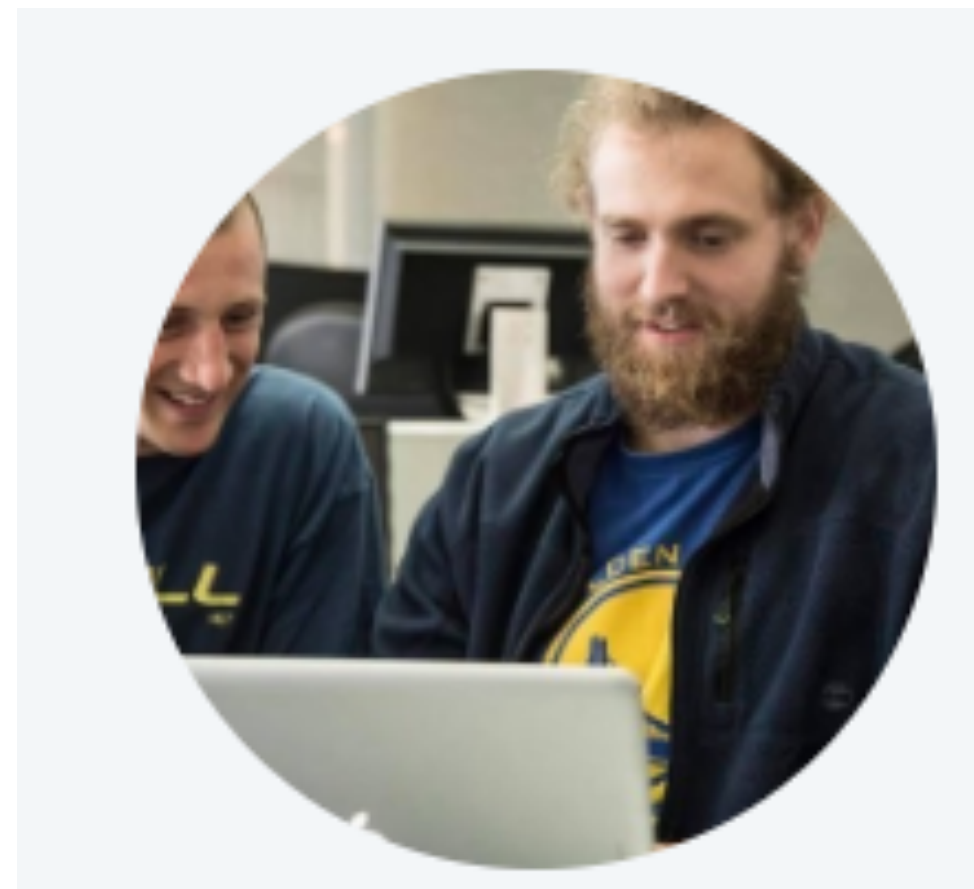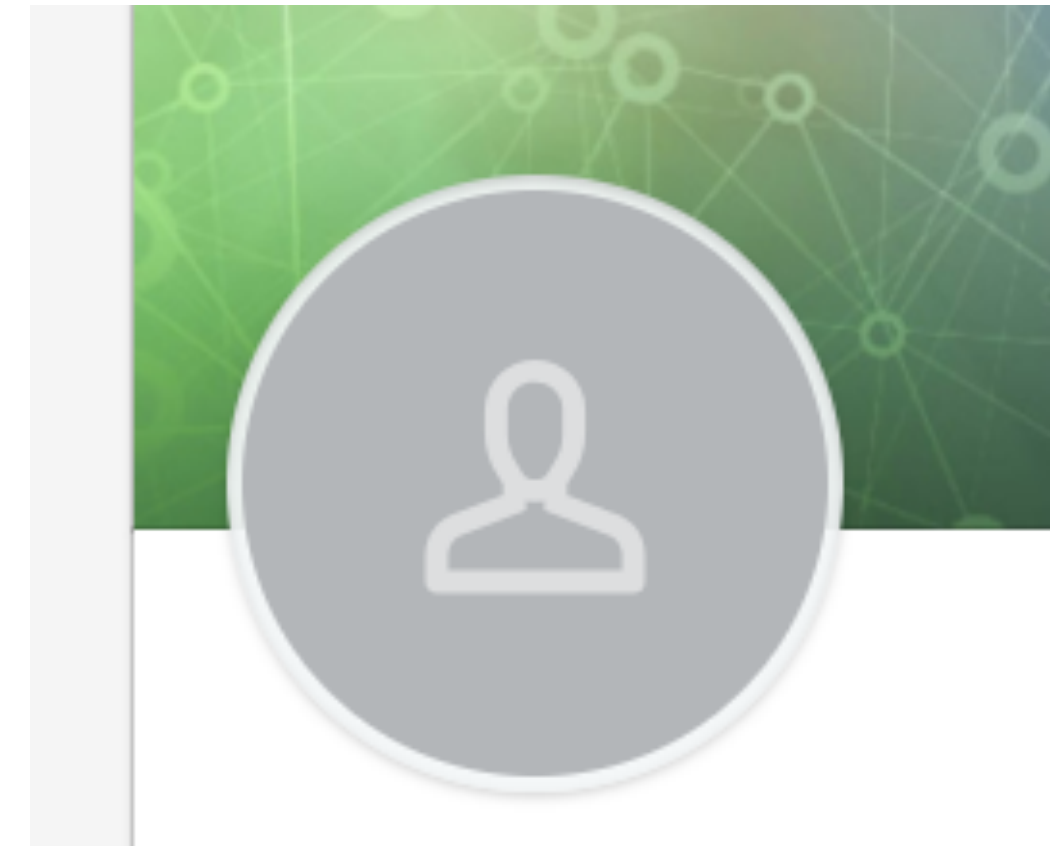
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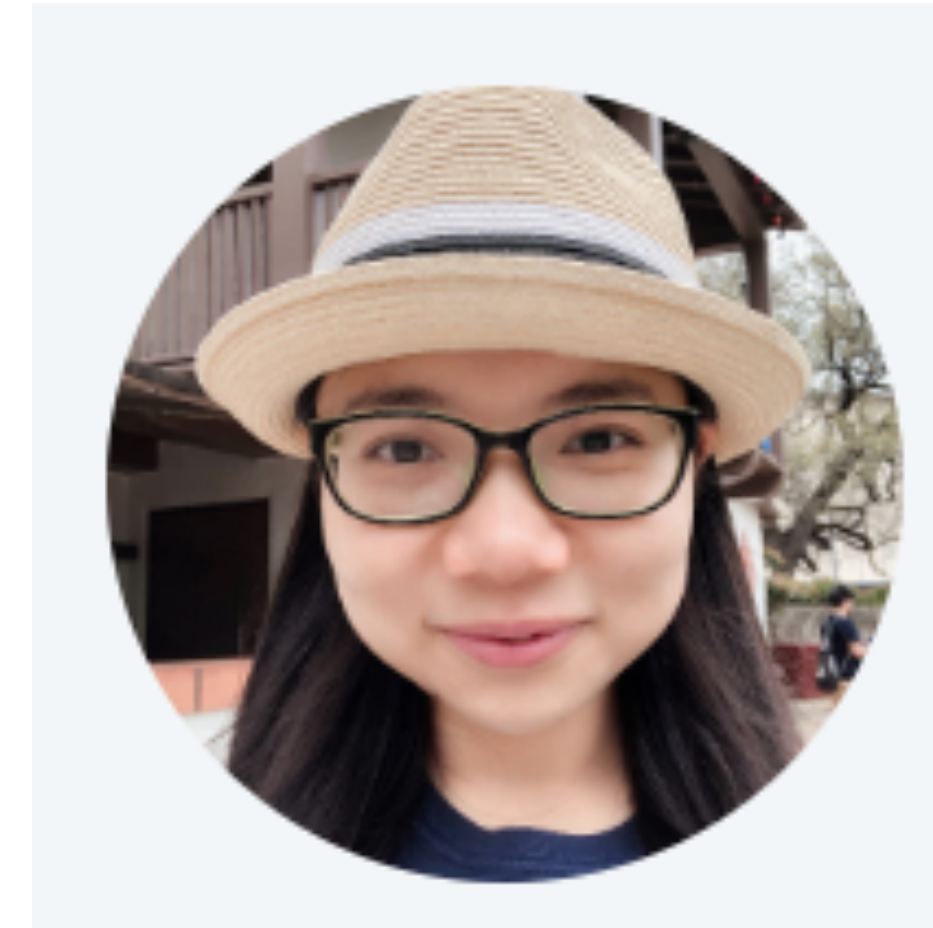
# Professional or Not? Why?

# Not Appropriately Professional

# Less Appropriately Professional

# Appropriately Professional

# The Photo

- Clear, friendly, and appropriately professional

- Simple - Only you. Not a busy background or outfit

- No passport photos!

- No photoshop! Just a professional-style photo

# Tie or No Tie?



# Avoid Too Formal

# Your Photo

You'll get your headshots in a couple of weeks.

Just have a reasonable placeholder until then.

# Banner Background



- Simple. Don't distract from your photo.

- Pick default, solid color, gradient, texture, or geometric pattern.

Get in your groups

Look at each others Photo & Background
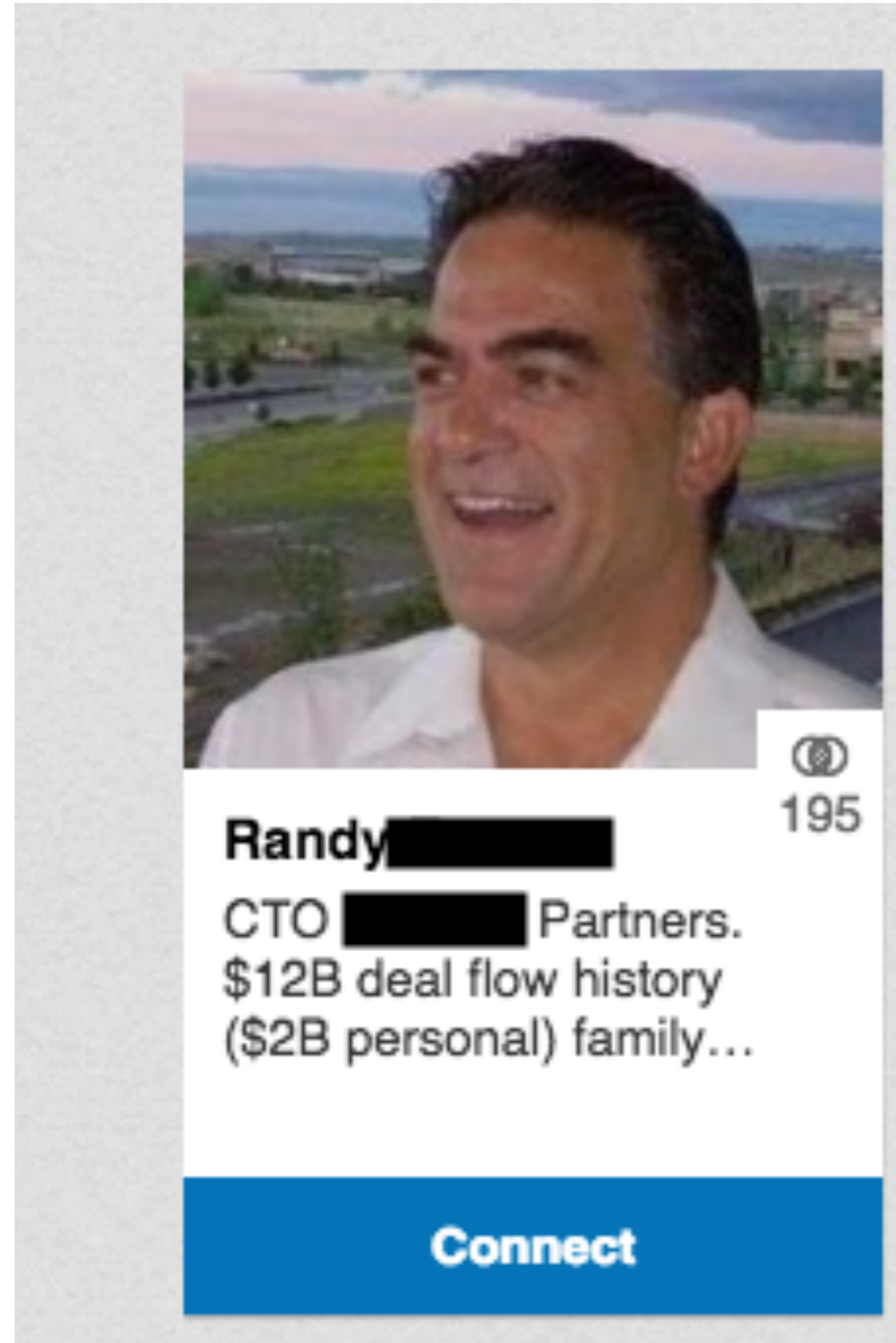
# Name

# Name

Foo (Baz) Bar
Baz Bar

# Headline

MS Student in Data Science at University of San Francisco

Master's Student at University of San Francisco

in Data Science

# Don't Be This Person

# Location

**San Francisco Bay Area**

# Industry

**Computer Software**

**(or something else)**

Get in your groups

Look at: Name, Headline, Location, Industry

If you can fix something in 2 minutes than do it

If you can't, take notes for later

# The Summary

- Optional (for now)

- Bad Grammar = No Job

- Short. 1-5 sentences

- Start with an <u>active verbs</u> (Built, Launched, …)

- "Actively seeking entry-level position..." 🤮 Eliminate this phrase entirely... it translates to "Desperately Seeking"

# My Summary

Machine Learning, Deep Learning, and Data Science practitioner. Now giving back through teaching. Training the next generation of Data Scientists and Software Engineers with a focus on increasing diversity and access.

# Your Summary

- Show your personality

- Can have some fun with it, but not too clever

- Be specific & concrete

- Focus on present, near future, and recent past. I do not care about how many goals you scored in high school soccer.

- "Above the fold" - No need to click through to read it all

- There are no line breaks. You can hack it with this number of spaces:
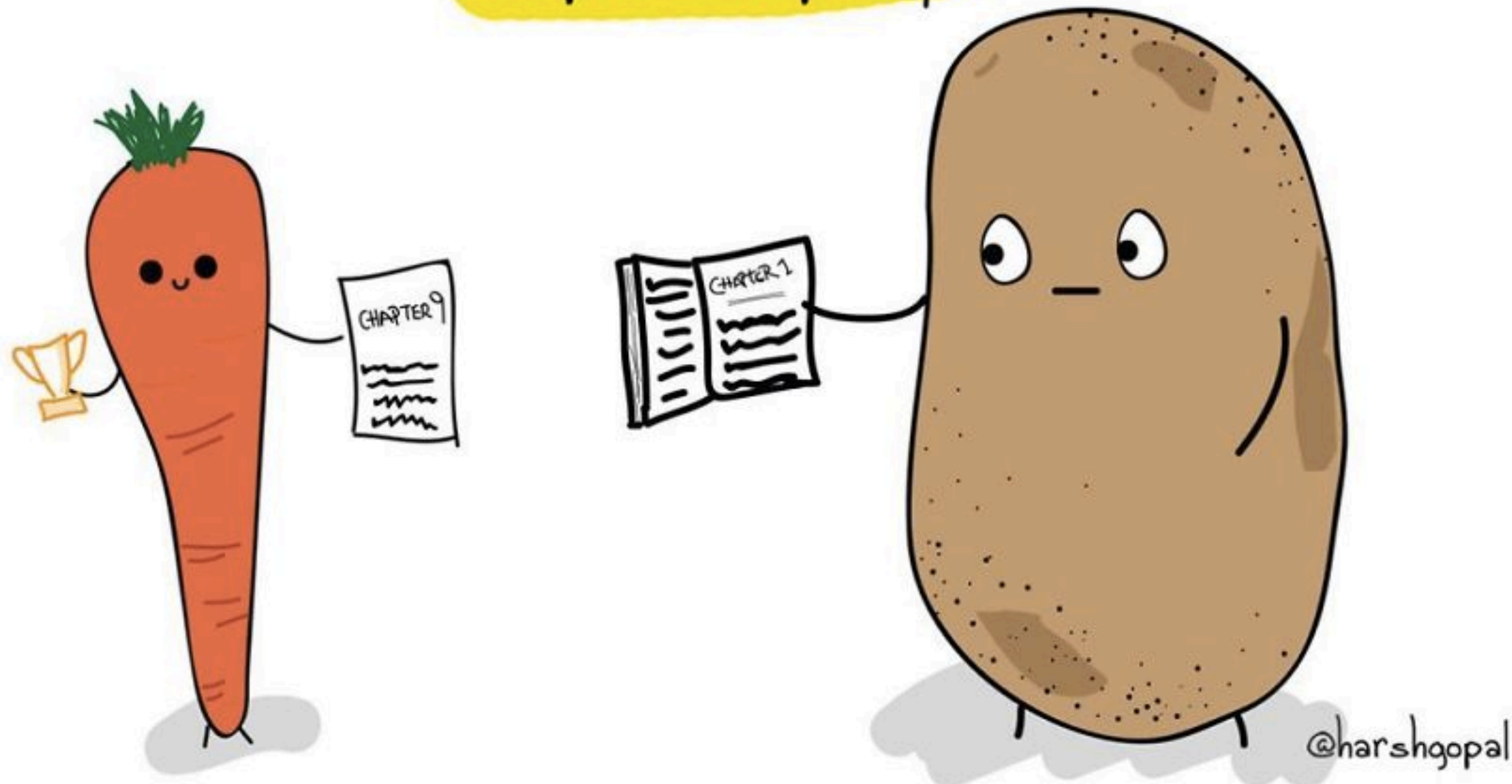  `

  `

# Get in your groups

# Revise Summary section

# Who has the best summary?

# Experience Section

# Experience Section

- Non-educational experiences

- Verify Dates and Titles

- Narrative or Bullets are both okay

- Start with an <u>active verbs</u> (Built, Launched, …)

- Be concise and specific

- Be evidence-based. Include case studies, increase in metrics, and other numbers that prove success

# My Experience

**Assistant Professor**

University of San Francisco

Jan 2018 – Present · 9 mos

San Francisco Bay Area

• Teach Data Science and Computer Science courses in Natural Language Processing, Machine Learning, Artificial Intelligence, and Computer Programming
• Mentor students
• Director of Peer-to-Peer Computer Science Tutoring Center (Spring 2018). Herding kittens to help other kittens.

**Mentor**

IndieBio

Jul 2018 – Present · 3 mos

San Francisco Bay Area

• Help early-stage startups with data strategy.
• Advise Machine Learning / Artificial Intelligence applications and data infrastructure.

**Data Science Faculty at GalvanizeU**

Galvanize Inc

Jun 2015 – Jan 2018 · 2 yrs 8 mos

San Francisco, CA

• Developed and delivered graduate-level Data Science curriculum. Specializing in Natural Language Processing (NLP), Machine Learning, Big Data, Deep Learning, and Artificial Intelligence (AI).
• Supervised students' project work with industry partners.... See more

# Experience Section

1. Do not include menial/trivial past jobs and experiences that do not contribute to your personal brand

2. Relevant: Marketing, Accounting, Sales, Internships, Research, Teaching, Tutoring

3. Not-relevant: Lifeguarding, baby sitting, lawn mowing, entry level food service

Get in your groups

Pair off within groups

Revise Experience section

# Education Guidelines

- K.I.S.S.

- Add University of San Francisco. Add details about your experience since it is most relevant

- Nothing from high school

# Education Guidelines

- No numbers (e.g., GPA or test scores). Be a person with a story, not a statistic

- Adding additional information is fine – but make sure that it is relevant and inoffensive:

  - "Won Kaggle competition" vs. "Won Delta-Iota-Kappa Beer Pong Fundraiser"

- If you have done an online/MOOC certificate, this is the place to put it

- You can also put down interesting projects you have worked on, but make sure you have permission

# Education Sample

University of San Francisco

Master's degree in Data Science

2018-Current

Highlights: Something unique & awesome

Relevant Coursework: Machine Learning, Deep Learning, Computer Science - Python

Projects:

- Analyzed Twitter data to find ...

- Fit supervised machine learning models to ...

# Most important parts of LinkedIn

1. Header

2. Summary

3. Experience

4. Education

# Less important parts of LinkedIn

1. Volunteer

2. Skills & Endorsements

3. Accomplishments

4. Interests

# Miscellaneous Advice

1. Read it out loud. Your ear is more sensitive than your eyes.

2. Pick custom URL (ideally linkedin.com/yourname) Rather than the clunky automatically created collection of numbers that LinkedIn automatically assigns when you sign up.

3. Make sure your profile is correctly viewable. Look at rendered version and set permissions how you want them.

4. Make Sure People Can Find You. Don't forget to add your email address (or blog, or Twitter handle, or anywhere else you'd like to be found).

5. Be more active Later (Spring & Summer). Right now you need to study.

# LinkedIn Messages

## Sorry to bother you but.. I need Data Science help!

Hi Brian,

Hope you're well!

Quick question - do you know any data scientists with NLP experience? Not university experience but applied, practical work experience? I'm desperate to find someone crazy enough to relocate to LA (hello sunshine!) and work for a global organization with extremely progressive technologies.

Please let me know either way - I'll be checking my LinkedIn app every 10 minutes until you do..

Thank you in advance for your help! As a bonus, I will send you a Visa gift card for anyone you recommend that I successfully place and meets the guarantee period.

Looking forward,
Emily


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Emily Ritchie
Senior Recruiter - International - CPS Inc. Big Data Division
708 531 8375 | eritchie@cps4jobs.com

# LinkedIn Messages

1. Mostly noise. Occasionally signal.

2. "What would be a successful end to this conversation?"

3. Be brief. Clear call-to-action (CTA).

4. Move important and long converations to email.

# LinkedIn Sales Navigator

<u>LinkedIn Sales Navigator</u> is a Gmail extension which will lookup who you are emailing with
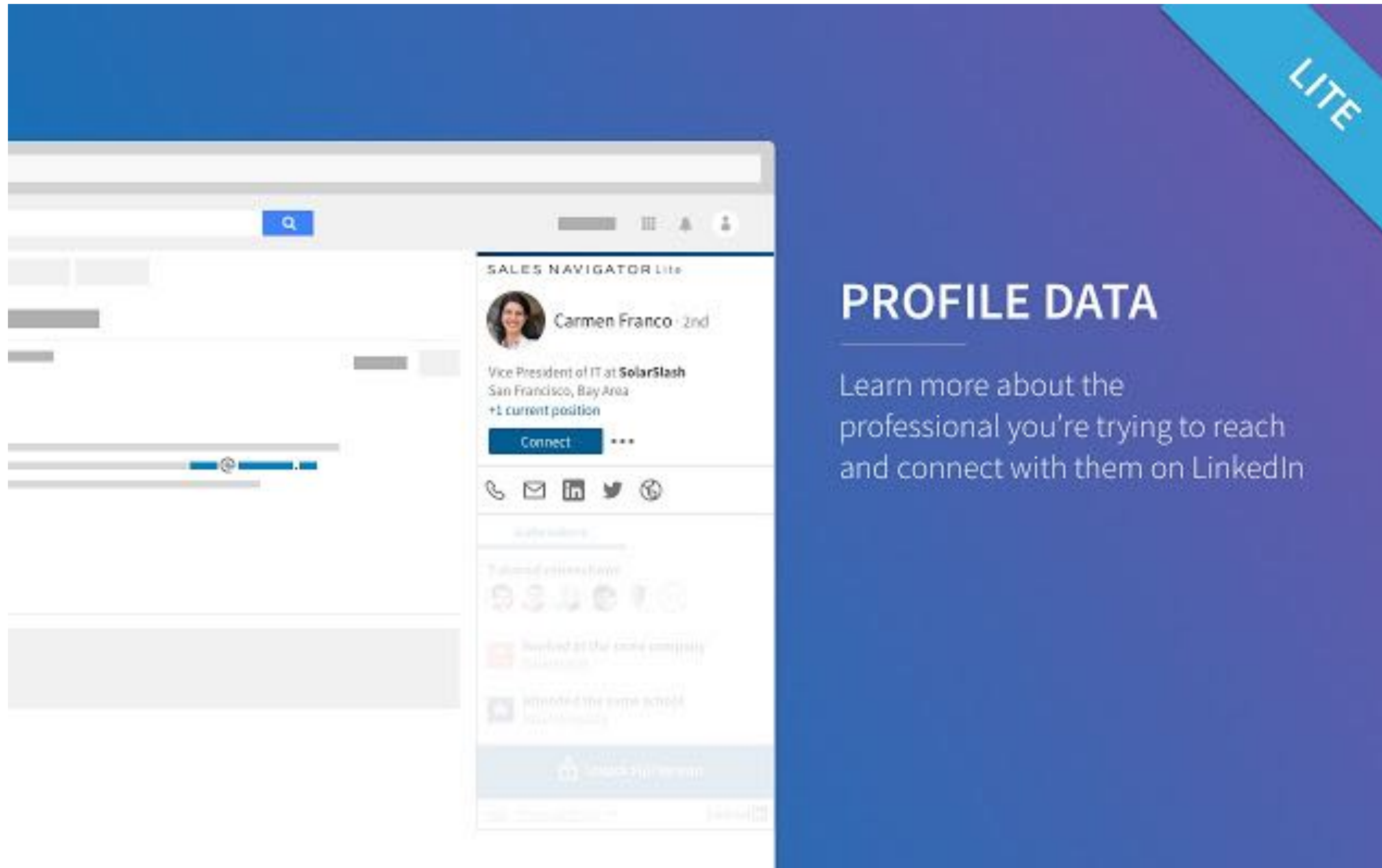
# Summary

- People in tech 😘 LinkedIn (esp. recruiters)

- Error on the side of less. Everything on LinkedIn should be very professional.

- Focus on: Photo, Headline, Summary, and Experience

- LinkedIn is useful but not everything.