# **LinkedIn Profile for: Joseph Clay**

*Very important – see the instructions above the experience section on how to add bullets to your LI Profile – it is important and makes it more professional and easier to read. When you start editing your profile, go to Complete LI Profile – they do a GREAT job at walking you through! Have this document open as well so you can simply copy and paste.*

Think of your LinkedIn (LI) profile as your digital resume. LI profiles should mirror your resume – some people think they should summarize, or add different skill sets, but this is NOT the case! Like your resume, you are showcasing your top skills, which can lead to a job interview ☺ Even though it might seem redundant, LI and resumes should be VERY similar, with LI offering a more personal view of colleagues’ endorsements, recommendations, etc. The more information you provide, the higher rankings you will receive, and the more searchable your profile will be for recruiters and hiring authorities.

Before making any changes, it is critical that you ***Toggle OFF your notification settings.*** This will prevent current employer connections from receiving a notice that you changed thing. If they visit your page they will see your new content, but LinkedIn will not proactively inform them.

Go to your profile page and click on the “**Me**” icon

click “Settings & Privacy”

Toggle “Share job changes, education changes, and work anniversaries from profile” to **OFF**

*The information on the following pages detail how you should set up your entire profile. Please note that this is the order in which you should present your information, so you may have to do some rearranging if you already have a complete LI profile. You can also remove or move additional sections to the bottom of your profile that are not listed in this document, as they are not as highly regarded by recruiters and hiring authorities. You SHOULD NOT add any sections where you DO NOT have any information to include. Please review each section in detail, especially the notes in blue text underneath each section heading.*

# **Heading**

|  |  |
| --- | --- |
| A picture containing person, outdoor, grass, sky  Description automatically generated | **Joseph Clay**  Dynamic, Data-Driven Security Engineer  or  Security Engineer | eJPT | Sec+ | Penetration Tester  (*Choose one of the titles above. Think of your title as a brief description of the kinds of jobs you are APPLYING for or positions you see yourself landing in the future. Your title should be broad to gain exposure in numerous areas. NEVER use current job title and company.)*  **Connections**  *(Ideally, you want* ***500+*** *connections. You can add a couple a day to reach this goal, but do not try to add too many or LI will prohibit you.)*  ***When you reach 500+ this is great! But just because you are over 500, do not stop adding, endorsing and connecting with others – this is how you grow your network and rankings.*** |

**Headshot (above)**

**Consider***: It has been surveyed through numerous focus groups that recruiters* *and hiring authorities who select candidates via LI gravitate to profiles that include a headshot in professional attire, with three inch margins and a white backdrop. If you already have a headshot but want to make some enhancements to reflect what recruiters and hiring authorities are seeking, a graphic designer can change almost any photo into a professional headshot.*

# **Background**

About (Add to your summary here)

*You need an eye-catching summary that really grabs attention!! First-person bios are great for setting the tone for your profile and inviting people in. Third person is great if you need to sound more formal or if you are at a more senior level.*

Dynamic. Data-Driven. Assertive. Democratic. These are just a few of the titles that I hold. As an Information Security Engineer, I am dedicated to designing innovative red team exercises and penetration testing to improve security incident responses. I have developed a record for developing cost-effective cybersecurity training programs based on threat modeling, user awareness, attack techniques, and mitigation strategies. My efforts have allowed me to cultivate high-performing teams to optimize security technologies and maintain policies and standards.

Over the last year, I have provided operational cybersecurity expertise and work with developers to create immersive, realistic cyber training environments integrated into a gamified platform as an Information Security Engineer for Circadence Corporation. I also serve as a Cybersecurity Bootcamp Senior Tutor for 2u, where I prepare students to succeed in Cybersecurity and Security Plus certifications. I also previously worked as a Network Operations Center Technician for Global Linking Solutions.

Whether I am training to keep up to date with the latest security threats or testing systems and applications for security flaws, I am passionate about learning about devices, networks, and other gadgets to optimize IT infrastructures.

My key areas of expertise: Penetration Testing, Incident Response, User Training, Red Team Exercises, Patching, Endpoint Attack Techniques, Application Design, Vulnerability Remediation, Network Security Infrastructure, Threat Detection, Secure Development Training, and Cloud Services

A few of my selected accomplishments:

* Reviewed, troubleshot, and made edits to a scenario to address 11 customer complaints/bugs in 5 days.
* Passed the eJPT exam in under 7 hours with a 90%.
* Ranked 5th in the B-Sides Charlotte SecureCodeWarrior CTF Challenge.

In addition to my professional achievements, I possess exemplary educational qualifications, including a Bachelor of Arts in Psychology from the University of North Carolina, Asheville. I recently completed the Cybersecurity Bootcamp Program with a 4.0 GPA from the University of North Carolina, Charlotte. I am certified in eJPT, CompTIA Security+ ce, Cybersecurity, HTML, CSS, and JavaScript Fundamentals.

I look forward to meeting you! You can reach me at [clayjoseph1994@gmail.com](mailto:clayjoseph1994@gmail.com)

Activity

*This is where you can use LI’s app to get this updated. 5 minutes a day –*

1. Connect with someone

2. Endorse someone’s skills.

3. Like a post

4. Share a post

5. Congratulate someone

6. Share an article, comment on an article, post an article

*Linkedin rewards those who use the platform. You have to remain “active” to really see the most benefits. Download their app, all of this can be done from your cell in a few minutes. The more activity you have, the more you will be “promoted”.*

Experience

*Your experience should the BEST of what is on your resume. There is a tight character limit to LinkedIn and most of the job description is minimized, so you want to be focused here not on duties but on the scope of your leadership, accomplishment and contribution in the role. Only focus on YOUR ACCOMPLISHMENTS and not the company’s. The recruiter can Google the company but not your experience!*

***Current surveys indicate that LinkedIn profiles are best for enticing recruiters to contact you****. As a result, your LinkedIn needs to mirror your resume, but not give your entire story away. You need to show your best accomplishments, but leave them curious - to find out the rest of your story, they need to call you - and that is how LinkedIn can be such a powerful tool when used correctly. I kept your positions at ~2-3 bullet points per job for this reason.*

*Sometimes a direct copy/paste will work to implement your bullet points, if that doesn’t work for you please reference this help link:* <https://www.linkedin.com/help/linkedin/answer/1237>

**Circadence Corporation | Remote - Boulder, CO | 2020 to Present**

**Information Security Engineer**

Provide operational cybersecurity expertise and work with developers to create immersive, realistic cyber training environments integrated into a gamified platform.

* Delivered operational cybersecurity expertise by cultivating Python and YAML skills creating scenarios for Project Ares, a gamified cybersecurity training platform.
* Reviewed, troubleshot, and made edits to a scenario to address 11 customer complaints/bugs in 5 days.
* Refined the platform's functionality by playing through scenarios involving webapp pentesting using tools like Nikto, BurpSuite, Dirb, SQLMap, and Hydra.

**2U | Remote - Charlotte, NC | 2020 TO Present**

**Cybersecurity Bootcamp Senior Tutor**

Promoted to Senior tutor for consistently helping students achieve positive outcomes during high volume sessions.

* Contributed to an over 90% pass rate by preparing students to succeed in Cybersecurity and Security Plus certification.
* Improve workflow efficiency by creating and utilizing Python and Google API scripts to assist in online job tasks.
* Quickly earned a reputation for expertise in degree-level standards and practices across assigned portfolios.

**Global Linking Solutions | Charlotte, NC | 2020**

**Network Operations Center Technician**

Monitored and managed network and service delivery to facilitate the identification, analysis, and resolution of service impacting issues.

* Reduced the escalation frequency to improve service satisfaction by using CLI on Cisco systems to remediate tickets in queue within established SLAs.
* Isolated and identified root cause of faults by monitoring networks and troubleshooting connectivity issues with carriers, technicians, and sites.
* Restored services to customers more quickly by mapping out network topologies, configured subnets, and learned about various networking devices.
* Fostered relationships with vendors including Cisco, Fortinet, Adtran, Juniper, and Palo Alto.

Education

*(List just under experience (so move this up). In addition to listing Activities and Societies, use the Description category to list your coursework, honors & awards, and projects.)*

***Make sure to include all of the following information in the format below:***

**University of North Carolina - Charlotte, Charlotte, NC**

Cybersecurity Bootcamp Program (GPA: 4.0)

2019 – 2020 *(List years attended or expected graduation year. Remove graduation years more than 10 years old.)*

**University of North Carolina - Asheville, Asheville NC**

Bachelor of Arts in Psychology (GPA: 3.6)

2015 – 2017 *(List years attended or expected graduation year. Remove graduation years more than 10 years old.)*

Activities and Societies:

Club – Role, Sport – Role, Volunteerism – Role

Description:

*(LinkedIn has a section where you can add courses, honors & awards and projects, but it also suggests you can use this section to include such information).*

* Courses: *(List coursework taken or courses you are planning on taking.)*
* Honors & Awards: Award – Organization, Honor – Organization
* Projects: *(List 2-3 projects you have worked on)*

Certifications

*(List professional certifications, trainings and licenses in this section.)*

Junior Penetration Tester (eJPT) | eLearnSecurity, 2021

Cybersecurity Certificate | UNC Charlotte Continuing Education, 2020

Security+ ce Certification | CompTIA, 2021

CSS Fundamentals | SoloLearn, 2019

HMTL Fundamentals | SoloLearn, 2019

Interactive Coding for Beginners: What is CSS, HTML & Web Development | BitDegree, 2019

Javascript Fundamentals | SoloLearn, 2019

Learn HTML5 and CSS3 to Build a Website from Scratch | BitDegree, 2019

Skills & Endorsements

*Linked in now limits the top skills displayed to THREE, choose either the three skills you feel the strongest about OR the ones with my most endorsements.*

*☺ After your Top Skills have been listed, include additional skills based on how broad (common) they are. As you list each keyword,* ***they will be sorted automatically moved into areas including (Skills, Tools & Technologies, Interpersonal Skills and Other.)***

*You* ***DO NOT*** *have the enter them separately.*

*To move skills around on the list, click the pencil icon on the right by your skills list. Click and hold the 3 bars symbol to move the skill up or down*

Penetration Testing, Incident Response, User Training, Red Team Exercises, Patching, Endpoint Attack Techniques, Application Design, Vulnerability Remediation, Network Security Infrastructure, Threat Detection, Secure Development Training, and Cloud Services

**Add technical skills:**

**Penetration Testing**: Kali Linux, Metasploit, NMAP, Hashcat, SQLMap, Nikto, Dirbuster, BurpSuite, John the Ripper, MSFVenom, Merterpreter, netcat

**Programming & Scripting**: Python, bash, zsh, YAML, json and PowerShell, Django rest API, Azure DevOps, Git, VSCode, nxlog, auditd, Sysmon, and VNC

**Networking**: Packet analysis, Wireshark, router and switch configuration, protocols, SSH, firewalls, iptables, proxies, SIEM, DNS, DHCP, VPN, and VLAN

**Systems**: Windows and Linux Administration, Windows and Linux hardening, Docker, containerization, VMWare, VirtualBox, Ansible, and System Configuration

**Add interpersonal skills:** Client Relationships, Collaboration, Communication, Customer Relations, Customer Service, Leadership, Networking, Problem Resolution, Public Speaking, Public Relations, Relationship Building, Training, Talent Management, Team Building, Time Management

*(You may have already listed some of these, so to help generate more skills, type in key words – administrative, customer service, project, manager, clerical, team leader, etc. and LI will give you additional skills to add!!!* *Here is a great link to find skills also: http://help.linkedin.com/app/answers/detail/a\_id/4976)*

**Key note: recommendations and endorsements are the fastest way to improve your profile. Try to endorse 2-3 people daily, and you will come up for them.**

Other Skills

LinkedIn has evolved so much over the years that it's hard to "stand out" and show you are a human, not a robot.  Some of this can be done with your bio, picture, activity, but another is through the skills.  Max this section out.  For "Other skills" - think of things that define YOU.  Example - I'm a HUGE fan of soccer, racquetball, tennis, travel, culture, candy crush, animal rescue, kittens, more kittens, dogs, more dogs, bird watching, beach, laughing, etc.

List them!  Think of this section as your "personal" section and make it shine!  My clients have seen a 90% uptick by changing these out weekly, as well as the other skills!

Projects

*(List* ***professional*** *projects, presentations or speaking engagements here. Moving this section down here will avoid confusion with your work experience.)*

Project, Presentation or Speaking Engagement Title

Occupation: *(List company/title employed during project.)*

XXXX – XXXX: *(List year/s of project here.)*

Project URL: *(if digital)*

Team Members: *(List names especially if connected on LI.)*

Description: *(This is optional to include.)*

Honors & Awards

*(List any awards, achievements, accomplishments, etc. – preferably your professional ones.)* <https://www.linkedin.com/help/linkedin/answer/1284>

**Award**

Company

Organizations

*(List and professional or personal organizations you are or have been a part of. You can join a few online too.)*

**Organization**

Role/Title

Languages

*(Add in all languages and proficiency)*

**English**

Native or Bilingual Proficiency

**Spanish**

Limited Working Proficiency

Volunteering Experience

*(It is more personal and enticing to the recruiter if you list organizations (non-profits) you support and have joined.)*

**Non-Profit**

Role/Title

*Some examples of volunteer organizations include:*

* Red Cross
* SPCA
* Big Brother, Big Sister
* YMCA
* Churches
* Shelters
* Afterschool Programs
* Mentorships

*(Do not add (or remove altogether) dates for volunteer work, especially work over 10 years old. For more examples of volunteer experience, you can visit my page*.)

# **Groups**

Go to <https://www.linkedin.com/help/linkedin/answer/186> for info on how to join groups!

*(Aim to add 20+ groups based on the industry you are in. To join groups on Click the “Work” icon in the top right of your LinkedIn homepage and select Groups from the menu that appears. Click “Discover” at the top of the page to view suggested groups. You can then request membership by clicking the “Ask” to join button under the group description.)*

# **Following**

Go to <https://www.linkedin.com/help/linkedin/answer/72150> for info on how to follow!

*(List the companies you are following first.)*

**Companies**

*(Follow who you apply to!)*

Your profile is almost complete! The only thing left to do after making all of the above changes is to **Toggle ON your profile’s public visibility.**

*LinkedIn now gives you many options regarding the exact information that is public, so you can tailor to your specific needs! (for example – you can choose to show your current employer, but hide the specific details - a great option for those with NDAs)*

**Tips/Sites for additional assistance:**

* I LOVE, LOVE, LOVE this article: <http://www.forbes.com/sites/williamarruda/2014/03/04/22-linkedin-secrets-linkedin-wont-tell-you/>
* http://theundercoverrecruiter.com/wp-content/uploads/2013/08/LinkedInInfographic.jpg