

# PROFESSIONAL PROMOTIONAL TOOLS FOR MATH/STATS/CSCI MAJORS



LinkedIn + GitHub

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# WHAT IS LINKEDIN?

- ▶ Networking Platform for professionals
- ▶ Find and Share opportunities
- ▶ Build connections
- ▶ Similar to other popular networking sites (Facebook etc.)



# BASIC LAYOUT



# HOME

Increase Productivity... - ...and save time and money by streamlining your business systems. Ad ...

Share an article, photo, video or idea

[Write an article](#) [Images](#) [Video](#) [Post](#)

Sort by: Top ▾

Bailey Robinson commented on this

Monica Cowper • 1st  
Engineering Physics Student of Queen's University  
1h

Over the past several months, I have had the opportunity to create a 15-week online course from scratch with [Queen's Machine Intelligence and Neuroevolution Design \(QMIND\)](#). [...see more](#)



What people are talking about now ⓘ

- Tesla offering lower-cost Model 3 2h ago • 8,830 readers
- Another European airline goes bust 15h ago • 19,650 readers
- US home sales extend losing streak 27m ago • 2,002 readers
- Uber gets into events staffing 2h ago • 5,326 readers
- Spotify is reinventing the soundtrack 19h ago • 26,394 readers

Show more ▾

Promoted

Increase Productivity...  
...and save time and money by streamlining your business systems.

# MY NETWORK

in Search Home My Network Jobs Messaging Notifications Me Work Free Upgrade to Premium

Interested in Blockchain? - Learn Blockchain Strategy with a Cornell Certificate. Apply Now! Ad ...

2,326 Your connections See all

No pending invitations Manage all

Perry Eldridge accepted your invitation to connect See all

Brenden's connections you may know < Previous Next >

STEPHEN BAKER OWNER at STEVE THE COMPUTER DOCTOR Connect

Blake McIntosh 1st Year Business Student Connect

Michael Kind Partner at Property Genie Connect

Your contact import is ready Connect with your contacts and never lose touch Continue More options

TD Insurance Ad ... Engineers get preferred rates with TD Insurance Get a Quote Today

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# JOBS

in Home My Network Jobs Messaging Notifications Me Work Free Upgrade to Premium

Search jobs Search location Search

0 Saved jobs | 0 Applied jobs | Career interests LinkedIn Salary | Looking for talent? Post a job

Jobs you may be interested in

Based on your Profile and Career interests  
Any job title · Any location · Any industry · 0 to 10,000+ employees ... [Update Career interests](#)

Management Trainee Intern - Kingston  
Enterprise Rent-A-Car  
Kingston, Ontario, Canada  
8 connections  
6 days ago

Intern (Technical-Engineering)  
Synopsys Inc  
Kanata, CA  
2 alumni  
3 weeks ago

PREMIUM  
See jobs where you'd be a top applicant  
Get an edge on the competition  
[Upgrade for Free](#)

Front Desk Receptionist/Office Administrator  
Optimize Wealth Management  
Toronto, Ontario, Canada  
2 weeks ago · [Easy Apply](#)

# MESSAGING

Get a quote - Engineers get preferred rates with TD Insurance. Ad ...

Messaging 

Search messages 

Annette Smith Oct 9  
Annette: Hi Callum How are you? I recently connected wi...

Chad Ball Oct 2  
Chad: We will need both so let's keep in touch, whether...

Maged Aly Sep 26  
Maged: Hi Callum, I hope my message finds you well. I...

Aayushi Kumari Sep 26  
Aayushi: Dear Web Owner, We are a fast growing IT compa...

**Aayushi Kumari**  
Business Marketing Manager at R.W.T. 

We are a fast growing IT company with primary focus on Search Engine Optimization(SEO), Link building, PPC and all Internet Services.

Is your Site Optimized with the Google latest methodology called LSI to Rank High??

Does your Site Rank Low??? Do you have less traffic on your site??? An end to this entire question we provide a complete solution for your Online Business need.

We bring Traffic to Your Site and rank You Top with our LSI based Google's Algorithm at Affordable rates.

Our Steps and the Activities to Rank You Smart.

1. Keywords Research  
2. Competition Analysis  
3. Optimized Content Creation  
4. Keywords Optimization

Ready for your next opportunity?

Callum, Long View Systems is hiring!

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# NOTIFICATIONS

LinkedIn Notifications interface showing recent activity and an advertisement.

**Notifications Panel:**

- You have new notifications
- Improve your notifications [View settings](#)

**Recent Activity:**

- Patrick J. Shead-author,Actor reshared a post 4h ago
- Paul Berry and 9 others viewed your profile 4h ago [Try Premium for free](#)
- Congratulate Nick Pineau for starting a new position as Customer Experience Agent at SSENSE 4h ago [Say congrats](#)
- Congratulate Mia Kulic for starting a new position as Development Coordinator at Women's College Hospital Foundation 5h ago [Say congrats](#)

**Advertisement:**

**TD Insurance**  
Engineers get preferred rates with TD Insurance [Get a Quote Today](#)

**Footer:**

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# WHY USE LINKEDIN?

- ▶ Largest social network for working professionals
- ▶ Showcase your skills, talents and abilities
- ▶ Google favours LinkedIn searches over other websites



# CREATING A POWERFUL LINKEDIN PROFILE



# PROFILE PHOTO

- ▶ Smile
- ▶ Dress Appropriately
- ▶ Look directly at the camera
- ▶ No Selfies!



What not to use

# HEADLINE

- ▶ Catchy
- ▶ Industry-specific
- ▶ Key words



# WORK EXPERIENCE

- ▶ Identify key accomplishments and achievements
- ▶ Write in first person
- ▶ Should mirror your resume

## Experience



**Manager**

McDonald's

Apr 2010 – Aug 2018 · 8 yrs 5 mos

Bathurst, New Brunswick

Responsible for ensuring that food quality and guest service standards were consistently being met, efficiently resolving any problems or concerns, monitoring hourly targets and sales, and supervising a staff of up to 25.

# EDUCATION

- ▶ Include
  - ▶ Name of institution
  - ▶ Degree acquired
  - ▶ Major
  - ▶ GPA (Optional)

## Education

**St. Francis Xavier University**

Bachelors, Mathematics

2013 – 2019



# VOLUNTEER EXPERIENCE

- ▶ Just as important as job experience
- ▶ Outline your passions
- ▶ Show how you like to give back

## Volunteer Experience

### **Foster**

Coastal K9 Rescue Society

January 2017 – April 2017 • 4 months | Animal Welfare

Provided rescued dogs with a safe place to stay until a suitable permanent home was found.

# SKILLS

- ▶ Keyword-specific
- ▶ Showcase talents, abilities & strengths
- ▶ Endorsements provide credibility

## Skills & Endorsements

**Leadership**

**Time Management**

**Teamwork**

**Tools & Technologies**

**Microsoft Office**

**Interpersonal Skills**

**Communication**

**Public Speaking**

**Management**



# GITHUB

# WHY SHOULD YOU CARE ABOUT GITHUB?

- ▶ Want more **options** and **control** over how you specialize in your career.
- ▶ Want to find and collaborating with other professionals on **projects** that interest you.

# WHEN WILL YOU CARE?

Here are some examples:

1. As a software **developer** wanting a better job.
2. As a **presenter** at conferences wanting to distribute information.
3. As a **researcher**.
4. As a **maintainer** or **contributor** to a project.

# WHY? — 1. SOFTWARE DEVELOPERS

- As a software **developer**, I need to demonstrate to potential employers/clients the depth of my abilities.

**Darwin Grosleg**  
darwing  
[Add a bio](#)

**Pinned repositories**

- aldercreek**: A WordPress website for a sheep farm, setup using Docker.  
CSS
- Boot2Plex**: Run Plex Media Server.app from boot in its own userspace.  
Shell
- dotfiles**: meiner  
Vim script
- make\_my\_day**: generates html parameters for "add to calendar" buttons by addthisevent.com.  
Ruby
- ontario\_legislature**: A website to practice remembering the faces of Ontario legislative members.  
Ruby
- ThreeFourSeven/Database-Gui**: Its a gui for a database.  
Java ⭐1 3

**139 contributions in the last year**

**tpa** Overview Repositories 107 Stars 182 Followers 111 Following 1

**1,577 contributions in the last year**

Learn how we count contributions.

**Activity overview**

- Contributed to **KristofferC/PGFPlotsX.jl**, **tpapp/TransformVariables.jl**, **tpapp/DynamicHMC.jl** and 5 other repositories

**Code review**: 2%  
**Commits**: 51%  
**Issues**: 27%  
**Pull requests**: 20%

**Contribution activity**

October 2018

Created 93 commits in 19 repositories

Open "<https://github.com/tpapp?tab=repositories>" in a new tab

# WHY? — 2. CONFERENCE PRESENTERS

- ▶ As a **presenter** at a conference, I want a way to share my slides and code for talk that I gave.
- ▶ For the slides in this presentation go to  
[github.com/darwingr/SeminarPresentation-2018](https://github.com/darwingr/SeminarPresentation-2018)

# WHY? — 3. RESEARCHERS

- ▶ As a **researcher**, I want a way to share the code I used for a study/experiment I ran so that others wishing to reproduce my findings may do so.

# WHY? — PROJECT MAINTAINERS & CONTRIBUTORS

- ▶ As a project **maintainer**, I want to have a way for **contributors** to easily add and make changes to the code.
- ▶ I want to continuously sync changes to other members without overwriting their changes.
- ▶ I want to track issues and have discussions, track when they're resolved.
- ▶ [github.com/ThreeFourSeven/Database-Gui](https://github.com/ThreeFourSeven/Database-Gui)  
(CSCI 275 Database Project)

# HOW? — GITHUB.COM

- ▶ Create a profile
  - ▶ Add a photo, full name, current company
  - ▶ Pin repositories you want featured.
  - ▶ Notice the contribution wall (green wall).
- ▶ Create a project

# WHAT? — GITHUB.COM

- ▶ Website for sharing and keeping software projects (text files) in sync with many people in a group.
- ▶ Owned by Microsoft (recent)

END

