**Unit 1 Assignment 2**

Frank Greco

School of Business and Information Technology, Purdue University: Global

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Professor Andrew Mooney

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*Concepts and Activities That Are Most Beneficial To Job Searches*

I believe a successful job search requires reliable network connections in the modern age. While other requirements may be beneficial to a successful job search such as a strong resume, but they do not compare in my opinion to the power a reliable and strong network has. A strong resume may be great; however, it may not be seen in a sea of hundreds of resumes. Another human being able to help pitch your skills to a potential employer is a guaranteed way to have your name brought up in a job search with a potential employer. According to the Career Services Overview Video (n.d.) “Networking can give you access to this hidden job market and help you develop connections with decision-makers” which as a construct aligns with my personal experience. Access to jobs through proper networking connections that let you bypass the beginning of a company’s decision-making process on who to proceed with in the job market to fill a position, places you at a significantly higher place on the candidacy list to land a role.

An activity I believe to be most beneficial aligns with career networking and I believe that is to be a user of LinkedIn and to have a strong LinkedIn account. Employers search social media platforms to get a first glance and impression on candidates. A LinkedIn account that is up to date, professionally upkept, and tailored with a consistent message is a great way to build a professional brand. I personally received my job interview at my current job before I had any development skills because when they checked by LinkedIn profile, they saw a professional tone and that in the calendar year prior to them looking, they were able to see my commitment to learning and growth through obtaining multiple certifications and transitioning to an IT based job. Slide 14 of the Career Services Overview Video (n.d.) gets into further depth on career networking by referencing how great a networking tool LinkedIn is. Other advantages per the Career Services Overview Video (n.d.) of having a LinkedIn account are access to hiring managers, finding career field contacts, groups you can join related to your industry, and webinars related to those groups. My personal experience with LinkedIn directly correlates to these advantages through the assistance it gave me in finding my current job.

Reference:

Career Services Overview Video. (n.d.). *Purdue University Global*. Retrieved April 17, 2025, from <https://purdueglobal.brightspace.com/d2l/le/content/334313/viewContent/19191463/View>