

Week 2 Lecture 6

Business

Getting Ready

- Look at:
 - <http://www.linkedin.com/in/kiplandergren>
 - <http://www.linkedin.com/in/sunnygleason>

What's in this lecture?

- Understanding LinkedIn
- Constructing your LinkedIn Profile
 - Summary
 - Experience
 - Education

LinkedIn Overview

- Will be a top hit when searching your name
- Will be used by interviewers to back channel you
- Will be used by recruiters/interviewers as a search tool
- Is your professional front

What does this imply?

- Must be up-to-date
- Should not contradict itself
- Quickly and succinctly represent yourself

Quick Tip:

- Use the same picture across LinkedIn/
GitHub/Twitter/Skype

The Summary

- Take the elevator pitch constructed last lecture and write into paragraph form
- Has sub category ‘specialties’:
 - You should know these cold
 - Languages | Operating Systems | Services

Should I add a language?

- Have you implemented 'Hello world'?
- Have you used it as part of a project?
- Have you read and fixed errors in other people's code?
- Have you leveraged libraries on a problem?

Quick Tip

- use your own voice -- stilted writing reads poorly

Experience

- Job title (realistic, no self-aggrandizing)
- Company
- Bullet-point sentences starting with action words

Bullet Points

- Condense a project's scope into a title
- (on a separate paper): List major steps taken to complete the project
- Selecting all actions you had a hand in, write an action sentence of the form:
- “#{action} #{tech} to solve #{problem}”

Quick Tip

- ‘Brevity is the soul of wit’

Education

- List current and highest achieved education
- Don't forget Independent Research! (ocw)
- Substantive accomplishments good:
 - teaching; research; publication
- Generic accomplishments not so much:
 - NHS; Academic Awards;

Eval: How does it read?

- With your draft profile, answer questions:
 - Does a viewer understand what I do?
 - What would somebody hire me for?
 - Are my strengths highlighted?

Last tip:

- Get another set of eyes on it for feedback