



HyperionDev

CAREER SERVICES

LINKEDIN JOB SEARCH GUIDE



BUILDING YOUR PROFESSIONAL BRAND - LINKEDIN

Professional branding is about the reputation you build as a professional. It is how others (including your peers, colleagues, clients, and potential employers) perceive you. Your professional brand lets others know what your unique skills are, what services you provide, and what values you esteem.

Whether you like it or not, you will be branded by what you do or don't do. For example, a potential employer may take a dim view of a person in the software development field who doesn't make use of online services like GitHub and LinkedIn, which are commonly used in this industry. Additionally, someone may question a software developer's passion for their field if they aren't using tools like GitHub. As [this article](#) puts it, "If you're not defining your own brand, it's certain others are going to do that for you, so you need to take control of it. Something like 77 percent of people you talk to are going to Google you to find out more information, and you need to make sure your personal brand reflects who you say you are, not who others say you are." This is probably truer in the software development industry than in any other field!

WHAT IS LINKEDIN?

LinkedIn is a global, professional, social networking platform that offers users several features and tools to facilitate professional networking and career development and is most commonly used for recruitment purposes by employers and recruiters who can search for potential candidates and review their profiles to assess their suitability for job openings.

On LinkedIn, users create profiles that serve as their digital resumes, highlighting their professional experience, skills, education, and accomplishments. Once users have connected, they can interact through messages, endorsements, recommendations, and group discussions.

LinkedIn can help you:

- Establish your professional profile and control one of the top search results for your name.
- Build and maintain your professional network.
- Find and reconnect with colleagues and classmates.
- Learn about other companies, and gain industry insights.
- Find other professionals in the same industry using groups.
- Share your thoughts and insights through LinkedIn's publishing platform.
- Tap into the knowledge of your network.
- Discover new career opportunities by searching for jobs."

LinkedIn is a great way to start connecting with hiring companies, recruiters, and fellow developers, as demonstrated in the first Build Your Brand task. It has helped many people land their dream job. In the digital era, if you are not on LinkedIn, you do not exist, as 97% of hiring companies and recruiters use LinkedIn to source potential candidates! A strong LinkedIn profile could mean the difference between you being invited for an interview or overlooked.





TIPS FOR CREATING A GREAT LINKEDIN PROFILE

First, Sign up for LinkedIn, it's as easy as 1-2-3! Just go to the [LinkedIn Sign Up Page](#) and follow the instructions.

The form includes fields for E-mail and Password, a terms and conditions link, and registration buttons for LinkedIn and Google.

LinkedIn Profile Photo and Background

Your profile and background pictures are two of the key elements of your LinkedIn presence. You therefore want to ensure that these pictures are up to date (taken within the past few years), reflect how you look on a daily basis, and speak to your interests.

Use the following as a guide when selecting the perfect profile picture:

- Always make use of a high resolution image and ensure that your face fills about 60% of the space. This can be achieved by cropping the picture from the top of your shoulders to just above your head.
- Expression is important. Consider sporting an inviting smile to catch the viewer's attention.
- Make sure that your photo shows you in a professional and appropriate manner for your field. Typically you should opt for solid dark colours like blue or black, and not pick anything with a pattern that's too busy.
- Your background image should aim to show a little more about what matters to you and what sets you apart from other applicants. Choose wisely.

Featured Posts

This embedded LinkedIn feature appears below the About section of your profile and allows you the opportunity to capture the audience's attention by showcasing some of your best accomplishments, projects, and work samples. By carefully curating the content placed in this section, you are sure to set yourself apart from others in your immediate network. [View tutorial here.](#)

'Open to Work' Banner & Tags

With this feature, you can let your LinkedIn connections and other users know that you are actively seeking a change in your current role or employment. The 'Open to work' tag gets added to your profile as a banner or photo frame and is meant to catch the attention of those interacting with your profile. [View tutorial here.](#)

The Perfect Headline

The headline is a brief statement that describes what you do (in a concise, succinct manner) and appears in the section below your name in your LinkedIn profile. You want to ensure that the title listed is one that is memorable and captures the attention of your target audience by highlighting your strongest skills, expertise, and unique value proposition. [View tutorial here.](#)

Your Profile Summary

The summary is the section at the top of your LinkedIn Profile, also known as the "About" section (just below your profile photo). This is your opportunity to bring to life your skills and work/educational history, as well as highlight your best achievements and unique value proposition.

- Start your summary with some personality - use your first sentence to spark interest.
- Briefly discuss your professional and educational journey, and how it led you to this point in your career.
- If you are comfortable doing so, expand on your current role and responsibilities.
- Highlight some of your professional accomplishments and how you achieved them, or how you were able to make an impact in your current role.
- Discuss how your skills and expertise have contributed to your success within your role/roles.
- Close with a call to action.

[Guide to creating the perfect summary.](#)

Work experience

The aim of the Work Experience section in your LinkedIn profile is to highlight your past and current positions. It should be organised in reverse chronological order with the most recent position on the top.

When adding a work experiences to your profile, consider these points:

- Always link your job to the company page on LinkedIn.
- Add specific job titles.
- Add commencement and completion dates.
- Add a brief description to each work experience.
- Make use of keywords in your description.

[Guide to adding work experience.](#)

Education

The purpose of the Education section on LinkedIn is to showcase your qualifications and certifications, academic background, and other relevant educational achievements. It provides you an opportunity to highlight your formal education and demonstrate your expertise within a particular field.

Consider these points when adding your education:

- List the names of institutions and qualifications.
- Add commencement and completion dates.
- Enter any publications, awards or honours you received from the institution.
- List your education in reverse chronological order.

[Guide to listing education.](#)

Projects

The LinkedIn Projects section is a feature that allows users to showcase any professional projects, websites, applications, articles, etc. by emphasising your skills and expertise to potential clients and employers. When formulating this section, bear in mind that not only will this section highlight the initiative and extra efforts taken in your work, this section will also provide more keyword strength for your profile. [View tutorial here.](#)

When creating a project section, remember to populate the following fields:

- Project name.
- Commencement and completion dates.
- Mention or tag any other colleagues who worked on the project with you.
- The role it was associated with – select from the drop-down list.
- Project URL if it is a publicly available project or something you can link to.
- Tech languages used to complete the project
- And lastly, a description detailing what the project was about.

Courses

The courses section of your LinkedIn profile provides increased credibility, highlighting skills and expertise. It increases the likelihood of increased networking opportunities. [View tutorial here.](#)

Licences and Certifications

This feature allows users to illustrate their professional certifications and licences on their LinkedIn profiles. This section is designed to help professionals highlight their expertise and demonstrate their additional studies to potential employers, colleagues, and recruiters. [View tutorial here.](#)

Skills, Endorsements, Recommendations

This section is a valuable component of your LinkedIn profile as it is the ideal way to highlight your skills (both technical and soft) and areas of proficiency. It also provides the reader with a clear, comprehensive overview of your core strengths and competencies. To enhance this section of your profile, seek endorsements and recommendations from colleagues, companions, and connections who can speak to your strong points .

Consider these best practices when populating the skills section:

- List the skills that align with the position you are applying for, the industry you are in, your career goals, as well as the type of roles you are targeting.
- Incorporate sector-specific keywords to your skills, this will increase the visibility of your profile in relevant searches.
- Aim to include a diverse range of technical and soft skills that demonstrate your versatility and fluidity.
- Indicate your proficiency level for each of the skills you have listed to help recruiters gauge the extent of your expertise relative to the role.
- Continuous learning and development demonstrates your commitment to professional growth, it is therefore imperative that this section be updated as you develop new skills.

[Guide to adding a new skill.](#)

The Recommendations and Endorsement Profile Sections

When applying for a new role, it is always helpful to have endorsements and recommendations to share with your potential new employer. With these features (that appear below the Experience section), connections and colleagues can not only leave recommendations about your proficiencies and expertise, but can attest to specific skill sets in which they believe you are most proficient. View the [Guide to skills and endorsements](#) and [Guide to recommendations](#).

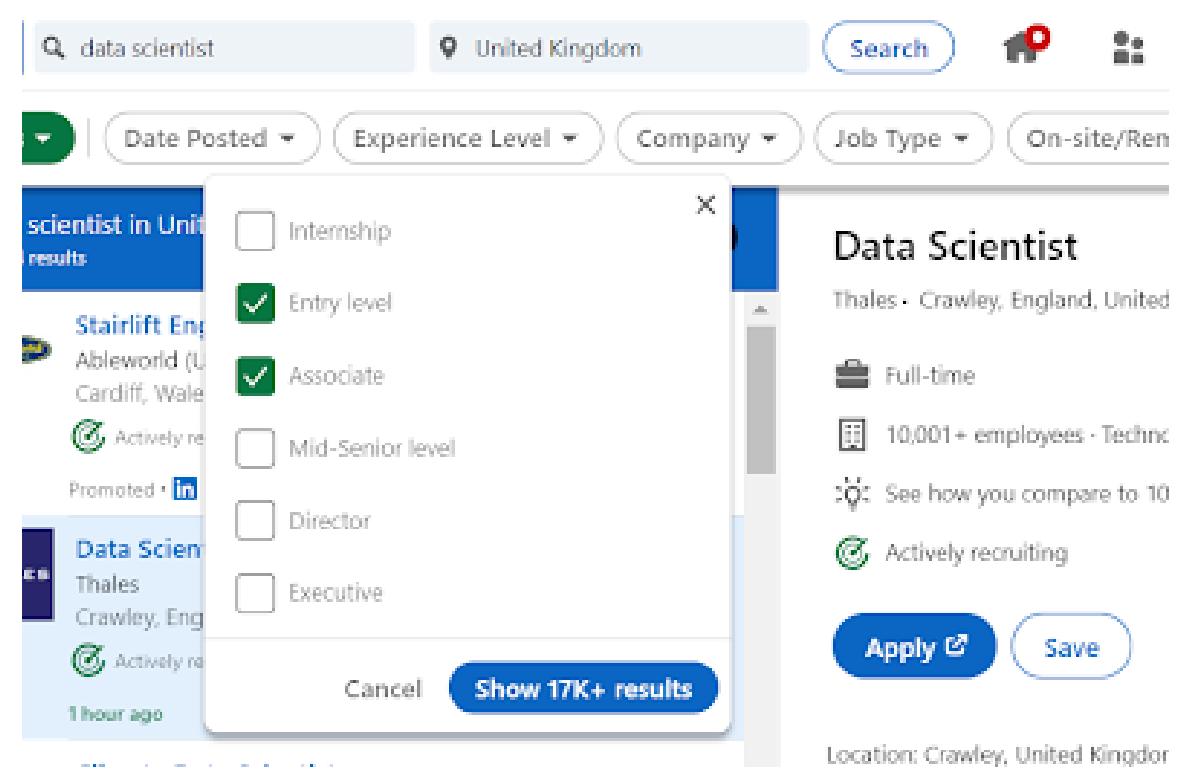
GUIDE TO USING LINKEDIN TO SEARCH FOR JOBS

Consider LinkedIn as a search engine. You can use the LinkedIn search bar to find jobs, companies, people, and even groups that can greatly assist your search for a new role in tech. Making connections with employers and hiring managers can be a useful way of building your own tech recruitment network and gaining useful insights into the job market.

Once your LinkedIn profile has been updated, it is now time to apply for jobs. If you find a role that interests you, you can easily apply for it by clicking the button that looks like this one:

 Easy Apply

Note: If you see the **Apply button** instead of the **Easy Apply** button, you'll be redirected to the relevant company's website or jobs board to continue the application process. Also, once you apply for a role, you can't withdraw or modify the application submitted through LinkedIn. You'll need to directly contact the job poster via email. [How to apply for jobs using LinkedIn](#).

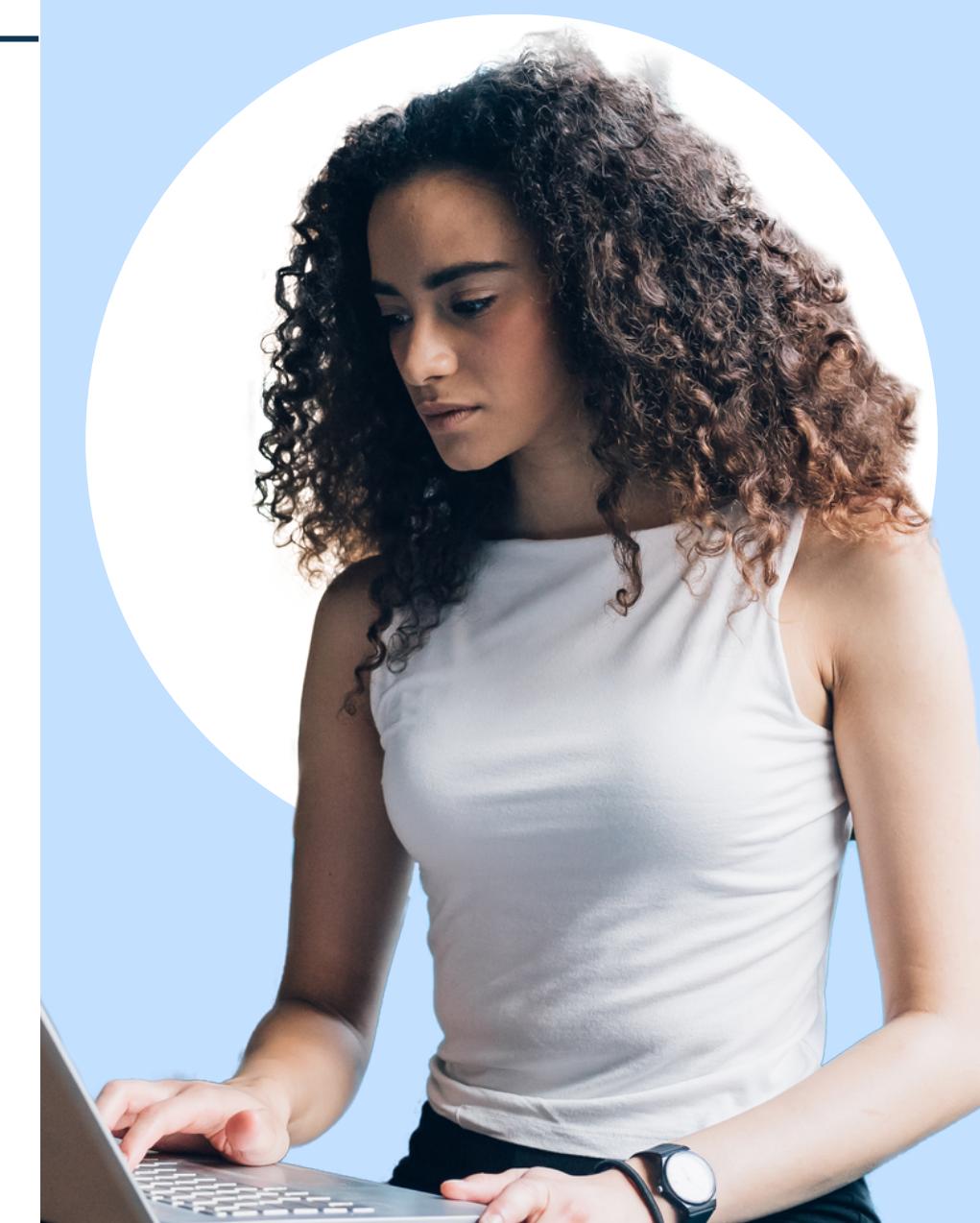


A screenshot of the LinkedIn search interface. The search bar at the top contains "data scientist". Below the search bar are several filter buttons: "Date Posted", "Experience Level", "Company", "Job Type", and "On-site/Rem". A dropdown menu is open, showing search results for "scientist in United Kingdom". It lists "Data Scientist" at Thales in Crawley, England, with options to filter by "Entry level" (checked), "Associate" (checked), "Full-time", "10,001+ employees - Technical", "See how you compare to 10", "Actively recruiting", and "Apply" (highlighted in blue). Other options in the dropdown include "Internship", "Mid-Senior level", "Director", and "Executive". At the bottom of the dropdown are "Cancel" and "Show 17K+ results" buttons. The footer of the page shows "Location: Crawley, United Kingdom" and a series of small navigation icons.

- Further, you can choose to select a number of filters to refine your search. Use the fields like Title, Location, Date Posted, Job Type, Easy Apply, etc. to narrow down your search to the ideal role or employer for you.

Jobs | Date Posted | Experience Level | Company | Job Type | On-site/Remote | Easy Apply

- You can find jobs relevant to you by selecting the most relevant skill sets to your field. Examples include Python Developer, iOS Developer, Android Developer, Data Architect, etc. Search by skills by simply typing the skills into the search bar. You can also search by role names relevant to your field. **Here are some examples of role names specific to the skills taught in HyperionDev bootcamps:**



Data Science

- Data architect
- Machine learning engineer
- Python Software Engineer
- Backend Developer
- Data analyst internship

Software Engineering

- Python Software Engineer
- Junior Software Developer
- Software Engineer
- Backend Developer
- Junior Database Developer

Web Developer

- Junior Web Developer
- Front-end Web Developer
- Graduate Web Developer
- Web Developer apprenticeship
- JavaScript Software Engineer
- Junior Software Engineer

- You can also select your preferences to filter jobs on the basis of work setup – onsite, remote, or hybrid. Remember, the more filters you have, the fewer opportunities you will see. Start with a wider search and then narrow it down.

The screenshot shows the LinkedIn job search interface. At the top, there are several dropdown menus: 'Company', 'Job Type', 'On-site/Remote', and 'Easy Apply'. Below these, a blue bar contains a 'Set alert' button with a white circle. A dropdown menu is open, showing options for 'On-site', 'Remote', and 'Hybrid'. The main search results area shows a job listing for 'Stair' with a 'Show results' button. At the bottom, there's a note about 'Rhian Pita is hiring for this job' and a link to 'See how you compare to 30 applicants. Try Premium Job Alerts'. Another 'Set alert' button is located at the very bottom.

- The LinkedIn Job Alerts feature aims to notify job seekers whenever a role matching their profile gets posted, or when a specific company advertises a role. When creating an alert, you can choose how you want to receive the job alert notification i.e. via email, or LinkedIn notification. [How to set up job alerts](#).

Reach out to recruiters

Many recruiters and companies make use of LinkedIn to find talent, so feel free to reach out to recruiters within your industry to express your interest in working with them. Tailor a professional message or elevator pitch to send to the companies that spark your interest.

FINDING RECRUITER & HIRING MANAGER INFORMATION

This screenshot shows the LinkedIn company page for 'DigiOutsource'. It features a section titled 'About the company' with a logo consisting of three colored squares (blue, green, yellow), the company name, and '36,943 followers'. There's a '+ Follow' button. Below this, it says 'Entertainment Providers • 1,001-5,000 employees • 1,718 on LinkedIn'.

- On the job ad page in LinkedIn, scroll to the bottom of the job, and find and click on the company name.
- This will open the company page, **as seen below:**

This detailed screenshot of the LinkedIn company page for 'DigiOutsource' shows the company logo (three squares), a small thumbnail image of a person, the company name 'DigiOutsource', a brief description 'We bring passionate people and innovative tech together to create market-leading online gaming solutions.', the industry 'Entertainment Providers', the location 'Cape Town, Western Cape', follower count '36,943 followers', employee count '1,718 employees', and a note that 'Nico & 14 other connections follow this page'. It also includes '+ Follow', 'Learn more', and 'More' buttons.

6 employees

Search employees by title, keyword or school

Talent Acquisition  Clear all

« Previous Next »

Where they live 

6 | United Kingdom

6 | England, United Kingdom

5 | London Area, United Kingdom

Show more 

Where they studied 

2 | University of Portsmouth

1 | Aylesbury College

1 | West Herts College

People you may know



Bradley Green · 3rd
I help scale and build artificially intelligent driven start-ups with.

2.9K followers

Follow



Tom Goldberg · 2nd
I help scale and build artificially intelligent driven start-ups with.

12K followers ·  Dan Murray-Salter us and Bernardo P. Nunes are mutual connections

Follow



Benjamin Huara... · 3rd
I help scale and build artificially intelligent driven start-ups with.

2.1K followers ·  Dan Murray-Salter us and Bernardo P. Nunes are mutual connections

Follow

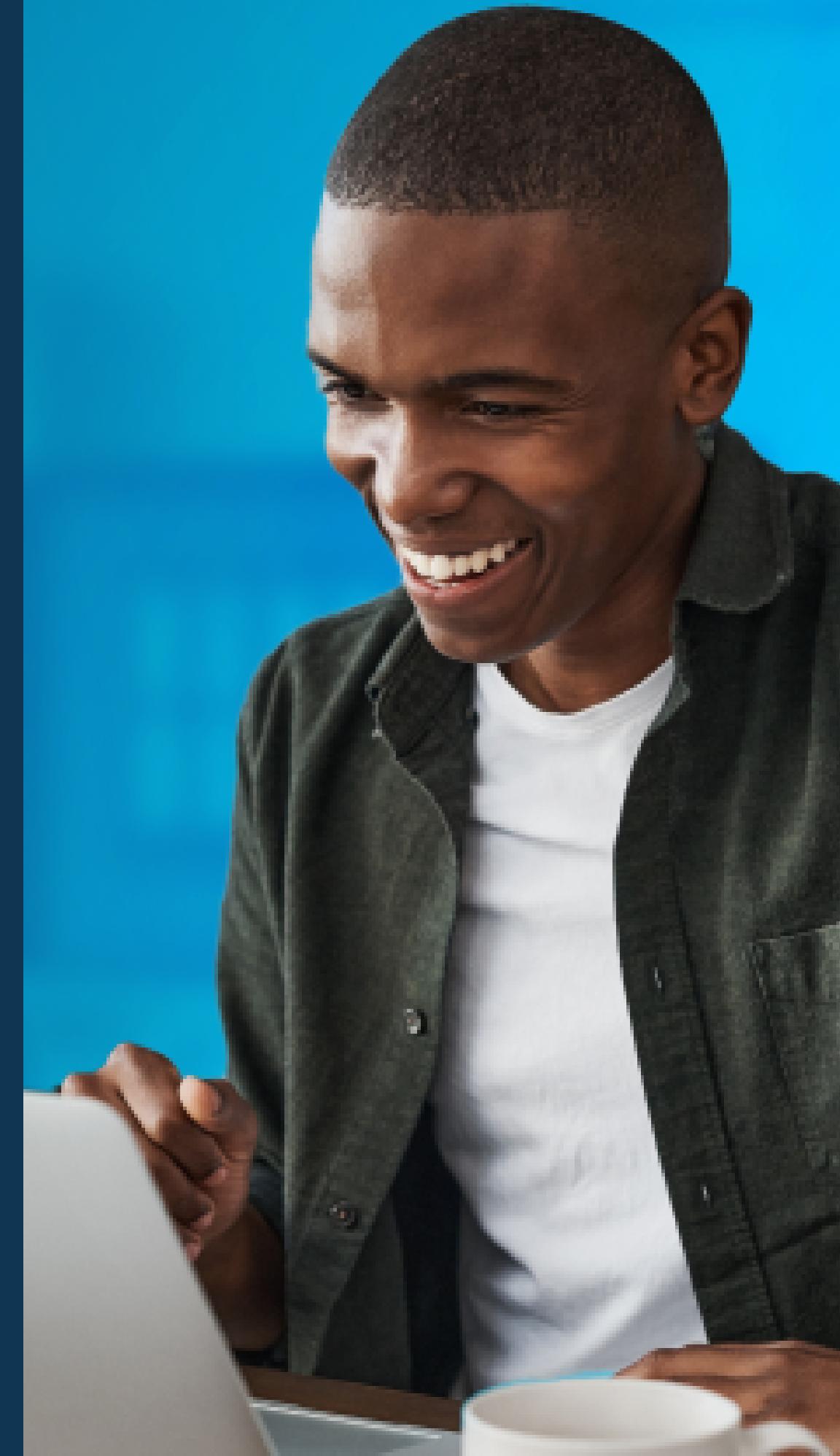
- Once you've found a likely contact, click on the relevant profile for the person for whom you want to extract an email address. Then, if they provide contact details, you can contact them. If you have a LinkedIn Premium account, you can probably contact them directly using the LinkedIn tool for this, InMail.

A few tips for you to **increase your reach**:

- If any job has a job poster, it should be visible on the job itself. You can send the poster a connection request or direct message them.

The screenshot shows two LinkedIn job posting pages. The top job is for a 'Stairlift Engineer' at Ableworld (UK) Limited, posted 2 days ago with 27 applicants. It includes a section titled 'Meet the hiring team' featuring a photo of Rhian Pita, described as a 3rd-degree connection, Marketing Manager at Ableworld (UK) Limited, and a LinkedIn member since 2013. The bottom job is for a 'Data Scientist' at Thales, posted 4 hours ago with 7 applicants. Both jobs show standard LinkedIn application buttons: 'Easy Apply' and 'Save'. A yellow box highlights the 'Meet the hiring team' section in the first job post, and another yellow box highlights the 'Save' button in the second job post.

- You can also save jobs for application at a later date. After a day, you will receive an email from LinkedIn on your registered email address to apply for the job you saved.



You can also search on LinkedIn for the company page, where the employee number is usually displayed. Here are some examples.

Tech Scale-up (up to 100 employees - a useful list to start with is [here](#)):



Yonder

The modern rewards credit card with no foreign exchange fees
Apply today.

Financial Services · London · 2,493 followers

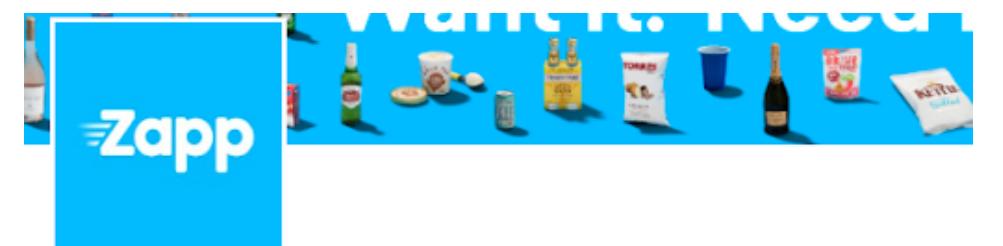
See all 23 employees on LinkedIn

+ Follow

Sign up

More

Small Company (500-1000 employees):



Zapp

Transforming convenience retail

Technology, Information and Internet · London · 41,808 followers



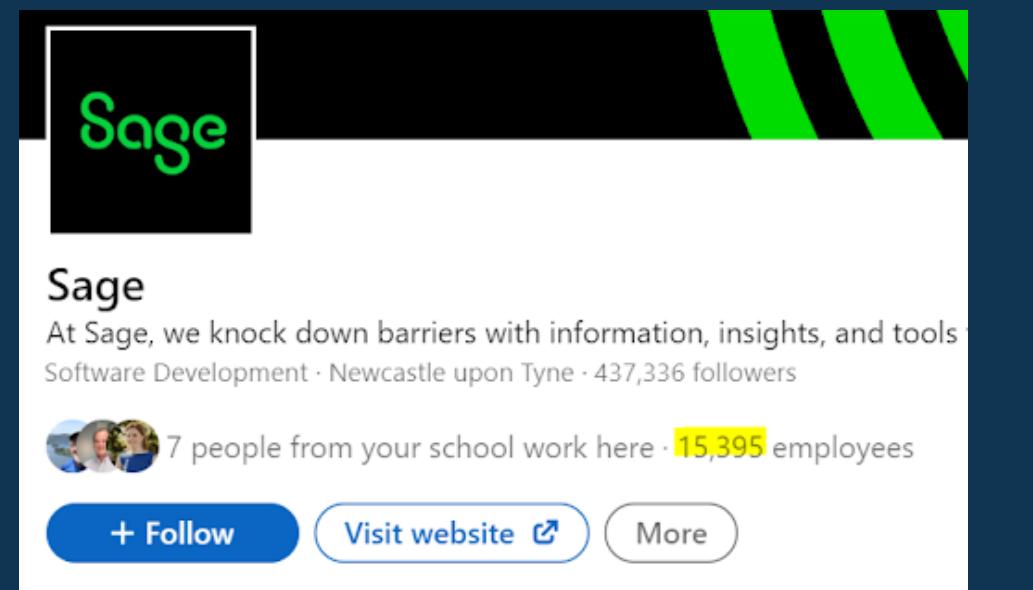
1 person from your school works here · 441 employees

+ Follow

Visit website

More

Large Company (1000+ employees):



Sage

At Sage, we knock down barriers with information, insights, and tools

Software Development · Newcastle upon Tyne · 437,336 followers



7 people from your school work here · 15,395 employees

+ Follow

Visit website

More

Large Company (1000+ employees): And that's our simple guide to hunting down details of jobs, recruiter/hiring managers, and companies!

REFERENCES

LinkedIn (n.d.) How LinkedIn can help you.

<https://www.linkedin.com/help/linkedin/answer/45/how-linkedin-can-help-you?lang=en>

