

# **UDACITY CAREER COACHING**



**Session 5:  
LinkedIn**

*Agenda:  
Introduction  
Anatomy  
Hot Sample Pages*

# Introduction

# LinkedIn Corporation

**LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps. Launched on May 5, 2003. Owned by Microsoft.**



## Social Networking

Find friends, classmates, and colleagues to add to your network. Share articles, comments, and knowledge with your network.

## Business Networking

Follow companies, influencers, and topics you're interested in. Learn about what's happening in your industry.

## Job Search

Search and apply to millions of openings — upload and easily submit your resume to jobs that fit.

## Career Finder Profile

Use your LinkedIn profile as a virtual resume. Share your unique code so people can connect with you instantly.

# LinkedIn Profile Anatomy

**Header — Features — Activity — About — Experience — Education —  
Volunteering — Licenses & Certifications — Projects — Skills —  
Recommendations/Testimonials**

# HEADER

## Headline – Location – Job Preferences

- **Name** {Pronouns}
- **Profile Photo**
- **Background Photo**
- **Headliner**
- **Hashtags** {Creator Mode (On/Off)}
- **Open to work:**
  - Finding a new job
  - Hiring
  - Providing services

## LinkedIn Headline Formula

Part 1: Keyword Filled Overview

Data Scientist, Machine Learning, & Analytics Manager

@ Nike | Driving Growth Across 170M Members



Part 2: Value Illustration (With Results!)

<https://cultivatedculture.com/linkedin-headline/>

## Jack Sechler

Aspiring Data / Business Analyst | Power BI | Python | Tableau |  
DataCamp Data Analyst Professional Certified | Data Visualization |  
Business Analytics | Data Ethics

Talks about #bigdata, #powerbi, #tableau, #dataanalytics, and  
#datavisualization

San Francisco, California, United States · [Contact info](#)

[GitHub Data Analyst Portfolio](#) ↗

3,618 followers · 500+ connections

+ Follow

Message

More

<https://www.linkedin.com/in/jacksechler/>

# FEATURES/ACTIVITY

## Posts – Articles – Videos

This section will highlight any/all publications that are posted by a user.

Build to provide more **character** and **authenticity** to a user's page.

Interactions with other users will also be displayed in these two areas.



Jack Sechler • 3rd+  
Aspiring Data / Business Analyst | Power BI | Python | Tabl...  
2mo • Edited •

+ Follow • ...

I'm happy to share that I've completed the Business Analytics Nanodegree from **Udacity**!

Through this program, I gained real-world, hands-on experience in Excel, SQL, and Tableau. I really enjoyed building dashboards and visualizations to help communicate insights from the data & datasets I was given.

More information on my projects can be found on my profile & my projects can be viewed at my GitHub portfolio linked in the comments below.

This has been an awesome learning experience and I'm excited to keep the momentum going! **#lifelonglearning #sql #businessanalytics #dataanalytics #udacity**



# ABOUT

## Background – Skills – Core Offering

**Q1:** Why are you choosing to work within this \_\_\_\_\_ industry?

**Q2:** What about you goes well with and/or compliments the industry that you want to be a part of?

**Q3:** What can you offer to an inquiring team/company?

– Optional: List out SKILLS, highlight PROJECTS, type out a CATCH PHRASE, etc.

### About

My intellectual curiosity drives me to think critically about business decisions and consider the potential outcomes that could be solved or analyzed with data.

Naturally drawn to technology and eager to explore the possibilities it offers for improving business performance. In my sales development experience, I have developed a reputation for being reliable and consistent, and I pride myself on being a dedicated team player who is always ready to roll up my sleeves and get to work.

With my combination of analytical and interpersonal skills, I am confident that I can make a positive impact on any team I join. I am excited to apply my skills and passion to help organizations achieve their goals through data-driven decision-making.

 jsechh@gmail.com // 650-207-7242

Data Analysis | Analytical Skills | Finance | Leadership | Communication | Business Analysis | Teamwork | Problem Solving | SQL | Tableau | R (Programming Language) | Data Analytics | Data Visualization | Databases | Business Analytics | Data Science | Statistics | MySQL | Microsoft Excel | AI



#### Top skills

SQL • Dashboard Building • Tableau • Account Management • Microsoft Excel

# EXPERIENCE

## Role – Description

### Strategy 1: Virtual Resume

- Fill out role duties, accomplishments, and skills used.
- Bullet point layout
- Includes quantitative and qualitative values

### Strategy 2: Timeline Only

- List previous and current roles only, no details added

## Experience

onsemi

### Data Analyst

onsemi · Contract

Jun 2022 - Feb 2023 · 9 mos

Phoenix, Arizona, United States · Remote

■ Migrated 100M+ rows of semiconductor manufacturing data via Visio from 7+ data servers, including Oracle, MS SQL

server, Tableau, Qlikview, etc., to Snowflake by building up ETL/ELT pipelines, which increased data processing

efficiency and accuracy by 12.1% and 6.7%

■ Developed data schema by building up crosswalk via sandbox data mining process, to create template mapping sheet

for future QA test, which saved future development time by 7.5%

■ Developed dashboards and ad-hoc reports using MS Power BI and SSRS for senior management team for analysis.

■ Built new views, replacing old tables for internal group, which allowed validated data accuracy based on 7+ metrics,

avoiding 9% mismatch/duplicates data, which

■ Simulated QA process using data watermark verify check, and prepared the PCCT in Jenkins for future execution and supervised the data exchange

Skills: Databases · Data Analysis · SQL · Visi

## Experience



### Textron Aviation

Full-time · 2 yrs 5 mos

Wichita, Kansas, United States



### Data Analyst

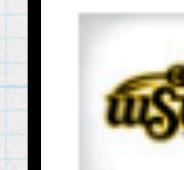
Jan 2023 - Present · 5 mos

Hybrid



### eCommerce Analytics Associate

Jan 2021 - Jan 2023 · 2 yrs 1 mo



### Graduate Teaching Assistant

Wichita State University · Seasonal

Aug 2020 - Jan 2021 · 6 mos

Wichita, Kansas, United States

# EDUCATION

## Achievements – Major(s)

- Name of Achievement**
- Grade/GPA**
- Program Title**
- Program Summary**
- Projects / Coursework**

- What did you learn?**
- Skills obtained?**

## GREAT EXAMPLE ---->



Udacity

Nanodegree, Business Analytics

Nov 2022 - Mar 2023

Grade: Completed

Activities and societies: Advanced skills in Excel, SQL, and Tableau

GitHub Portfolio: <https://github.com/jsech3/Udacity-Business-Analytics>

In this program I was exposed to the critical thinking aspect of working with data. From questioning, drawing, and communicating insights, I was able to draw interesting conclusions from datasets.

Analyzed NYSE Data with Excel - Built a working dashboard to analyze data from over 500 NYSE listed companies as well as a forecast model for AAL based on 3 possible scenarios.

Learned to create and run queries for a digital Music Store database with SQL - drafting and answering questions to help optimize business performance. For example, I determined the store's most purchased genres as well as the breakdown of performance between the 3 sales agents.

Built visualizations using U.S. Census data in Tableau to identify patterns and trends amongst the US population. Using Tableau, I analyzed the breakdown of the top 10 states with the highest median rate of self-employment, and found out which counties they resided in. I also determined the average transportation time was lowest in Alaska.

**Skills:** Dashboard Building · Statistics · Database Design · MySQL · PostgreSQL · Visual Storytelling · Tableau · SQL · Business Intelligence (BI) · Python (Programming Language) · Microsoft Excel · Data Visualization · Growth Strategies · Data Analysis · Business Analytics · Data Modeling



Udacity Business Analytics Nanodegree Certificate

<https://confirm.udacity.com/GCGCMK4A>

# VOLUNTEERING

## Organization – Position – Purpose/Contribution

**Ideally**, these activities would be “somewhat” related to what you want to do with your life but unrelated activities are awesome too!

No volunteer experience? That's ok.  
This section is not needed.

### Volunteering



#### Fundraising Chair

University of Alabama Dance Marathon

Aug 2020 - May 2021 · 10 mos

Strategized & conducted digital marketing campaign to effectively raise funds for the annual UA Dance Marathon in support of local Children's Hospitals, Coordinated fundraising student staff members



#### Student Tutor

Al's Pals Mentorship Program

Aug 2020 - May 2021 · 10 mos

Children

Taught academic classes & tutored struggling students at various elementary schools local to the Tuscaloosa area, Collaborated daily with fellow tutors to conduct successful class sessions & motivate students, Took extra elementary education classes weekly to expand my teaching skills & learn new tactics in order to best help the kids

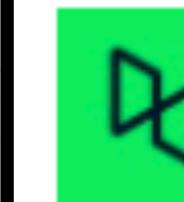
# LICENSES & CERTIFICATIONS

## Cert Title – Credential Link

- **Certification Title**
- **Administrative Body**
- **Issued Date** {Month, Year}
- **Credential ID**
- **Credential Hyperlink**

You can list your **Udacity**  
**Nanodegree** as a certification – this  
is completely up to you.

### Licenses & certifications



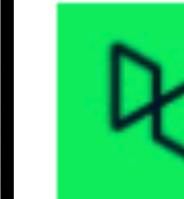
#### Data Analyst Professional

DataCamp

Issued Apr 2023

Credential ID DA0022354506442

Show credential ↗



#### Applying SQL to Real-World Problems

DataCamp

Issued Mar 2023

Credential ID 28623488

Show credential ↗



#### Data Analysis with R Programming (Google x Coursera)

Google

Issued Mar 2023

Credential ID FMRDX4Q6DDEL

Show credential ↗

Skills: RStudio · R (Programming Language) · Data Analysis

# PROJECTS

**Title of Project – Completion Date**

**Association Tag – Summary/Synopsis**

You'll need your **project title, date, & project details**. Identify:

- How did this project come to be?
- What issue(s) did you set out to solve?
- How did you solve it?
- What were the results?

Optional: Skills used, software used, etc.

## Projects

Flight Cancelations Predictive Model using SAS Enterprise Miner & SAS Studio

Jan 2023 - Apr 2023



Associated with The University of Alabama

For my Graduate Applied Statistics Courses in Data Management & Data Mining, I completed a Final Project Report on my Classification Analysis of Flight Cancelations Data to identify correlations with associated factors indicating flights at risk of being delayed or canceled. The target "Cancelled" is a binary variable that reflects the fact that a flight was canceled "1" or not "0". My report is attached in the featured section of my profile.

# SKILLS

## In-demand Skills (Industry / Role Specific)

### — Endorsements

It is important to list the most in-demand skills FIRST. According to an article by [Coursera](#) (published May 17, 2023), those skills are:

- **SQL** { Structured Query Language }
- **Statistical Programming**
  - Advanced analysis, beyond Excel (R or Python)
- **Machine Learning** { Algorithm Building }
- **Probability & Statistics**
- **Data Management**
- **Statistical Visualization**
- **Econometrics**
  - Applied stats & math data models to economic elements, helping forecast future trends based on historical data.

### Skills

#### Google Analytics

 Analytics Manager - Sales & Marketing Team at The Optimus Consultant Group

 Endorsed by 4 colleagues at The Optimus Consultant Group

 4 endorsements

#### Google Ads

 Business Research Analyst Intern - Marketing & Brand Development Team at Autocar Trucks

 2 endorsements

#### Data Mining & Analytics

Joshua Jones has given an endorsement for this skill

 3 endorsements

# RECOMMENDATIONS / TESTIMONIALS

What does the public/co-workers/previous leadership “think” of your work ethic?

Do “**letters of recommendation**” sound familiar to you?

This section on a user’s LinkedIn page follows a similar design – others give direct feedback on their experience with the user and vice versa.

These are advanced, formal Yelp reviews and they can work in your favor.

## Recommendations

Received      Given



C.H. McCray

Building Teams & Top Performers in Real Estate, Sales & Marketing | #askCH | INTJ

December 15, 2022, C.H. managed Victoria directly

During Victoria’s time with our organization, she displayed the utmost professionalism, competence, kindness and character. Her skills and initiative created the foundation for what is now a pillar of our organization. She has my highest recognition, respect and recommendation.



Alexis Melocchi

Public Relations major at the College of Communication and Information Sciences at The University of Alabama.

June 22, 2022, Alexis worked with Victoria on the same team

Victoria is a hard working and motivated individual. I had the pleasure of working beside her this summer as part of the Fox Sports’ United States Football League (USFL) League & Gameday and Marketing intern team.

Victoria continually went above and beyond to complete assig ...see more

# LinkedIn Examples

Check out these all-stars!



Bukola Omokehinde



## Bukola Omokehinde (She/Her)

Organisation & People Professional | Founder  
@Growdiance | MSc. Organisational Psychology  
| Assoc. CIPD

Growdiance · University of London

London, England, United Kingdom · [Contact info](#)

11,252 followers · 500+ connections



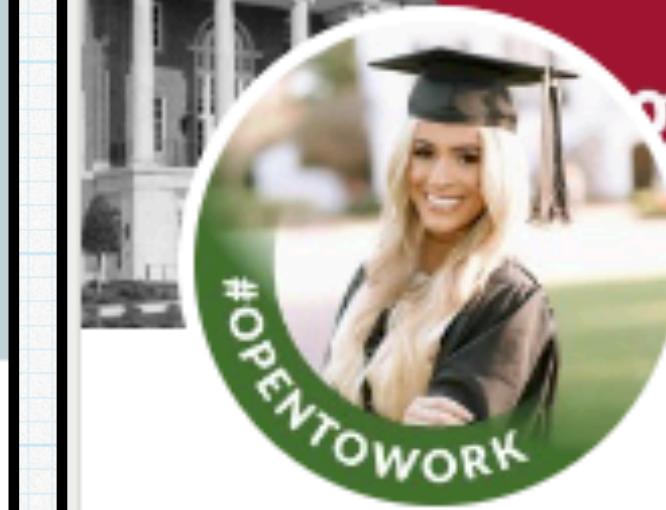
## Mo Chen

Data & Analytics Analyst at NatWest

NatWest Group · University of St Andrews

Manchester Area, United Kingdom · [Contact info](#)

246 connections



University of Alabama | Culverhouse College of Business | Marderhorn Graduate School of Business

Part of the University of Alabama System

Legend in the Making...

## Victoria Dondanville, MS (She/Her)

Master of Science in Marketing Analytics, Data Science Concentration | Certified SAS Predictive Modeler | Certified NASBA Information Technology Specialist | Marketing Strategist | CSM Engineer | "GO-GETTER"

Talks about #careers, #dataanalyst, #sportsanalytics, #digitalmarketing, and #businessanalystjobs

The University of Alabama

San Diego Metropolitan Area · [Contact info](#)

632 followers · 500+ connections



## Jack Sechler

Aspiring Data / Business Analyst | Power BI | Python | Tableau | DataCamp Data Analyst Professional Certified | Data Visualization | Business Analytics | Data Ethics

Talks about #bigdata, #powerbi, #tableau, #dataanalytics, and #datavisualization

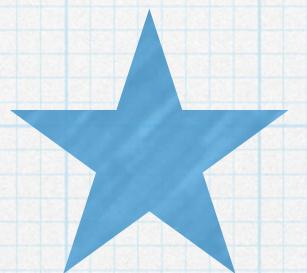
San Francisco, California, United States · [Contact info](#)

[GitHub Data Analyst Portfolio](#)

3,619 followers · 500+ connections

Certified as a  
Data Analyst Professional  
by DataCamp

University of Colorado Boulder



## Udacity Nanodegree Earners

Bukola | Entrepreneur & HR Manager  
Mo | Data & Analytics Analyst  
Victoria | Aspiring Data Analyst  
Jack | Aspiring Data / Business Analyst

# Thank You!

*Don't Forget to Complete the Feedback Form*