



LinkedIn Workshop

Boston University - Kappa Theta Pi Professional Technology Fraternity

Fall 2024 Professional Development





Online Resume

What is LinkedIn?

- A social media site
- Professional-focused
- “Friends” = “Connections”
- Messaging feature
- Premium and Learning features

Why do we need an account?

- To get an interview
- Interest an employer in your abilities
- Provide a positive first impression of you in 10-20 seconds

LinkedIn Set-Up

The screenshot displays a LinkedIn profile for Cooper Hassman, who is an Honors Data Science + Economics student at Boston University. The profile shows 114 profile viewers and 15 post impressions. The left sidebar includes sections for 'Saved items', 'Kappa Theta Pi Lambda C...', 'Notifications' (3), 'Page visitors' (55), 'Stand out to prospective clients' (with a 'Try Premium Page for \$0' button), 'See visitor analytics', 'Groups', 'Events', and 'Followed Hashtags'. The main content area features a post by Melissa Gilliam, President of Boston University, with a video thumbnail. The right sidebar contains 'LinkedIn News' (top stories), 'Today's games' (Queens, Tango, Pinpoint, Crossclimb), and an advertisement for a qualified candidate. The top navigation bar includes links for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Try Premium for \$0.

LinkedIn Profile: Cooper Hassman
Honors Data Science + Economics at Boston University
Profile viewers: 114
Post impressions: 15
Saved items
Kappa Theta Pi Lambda C...
Notifications: 3
Page visitors: 55
Stand out to prospective clients
Try Premium Page for \$0
See visitor analytics
Groups
Events
Followed Hashtags

Post by Melissa Gilliam
President, Boston University
9h • 15
What a fabulous way to explain a complex medical condition and engage our students in the critical research happening at Boston University. This student-led video is just one part of a comprehensive new series on The Brink, BU's ...more

LinkedIn News
Top stories
3M, Sam's Club feel RTO effects
2h ago • 28,531 readers
WSJ, NY Post sue Perplexity
36m ago • 4,646 readers
Restaurant bankruptcies rose in '24
2h ago • 3,892 readers
BuyBuy Baby closes all stores again
3h ago • 2,274 readers
Salesforce, Blue Shield team up
2h ago • 1,734 readers
Show more

Today's games
Queens
7 connections played
Tango
5 connections played
Pinpoint
5 connections played
Crossclimb
4 connections played

Ad
86% of small businesses get a qualified candidate within 24 hrs.

Messaging

Agenda

01

Profile

Keep a definitive,
comprehensible profile.

02

Network

Keep in touch with your
connections and make new ones.

03

Find

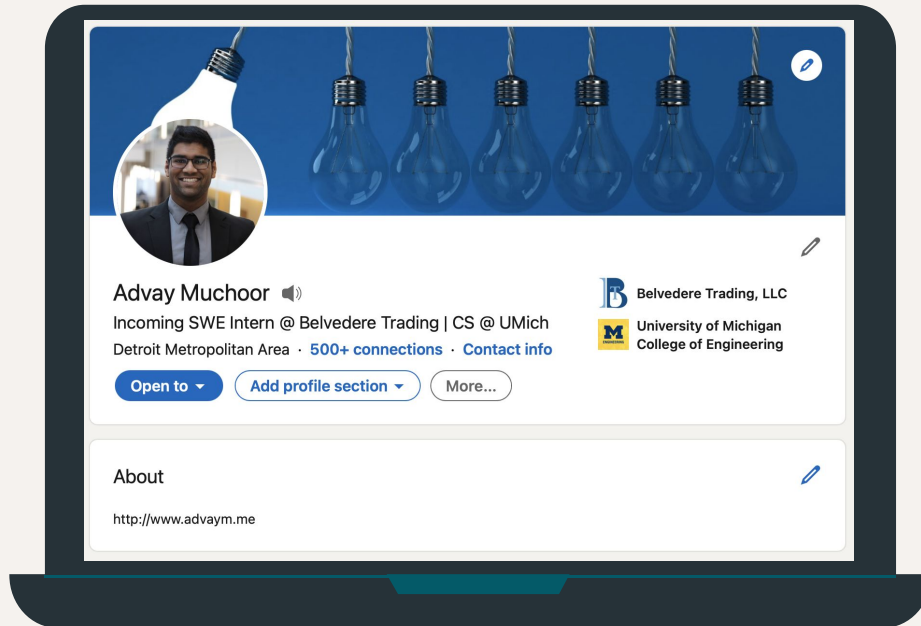
Jobs, internships, and other
opportunities.

04

Additional Features

Tips, messaging, etc.

Components of a LinkedIn Profile



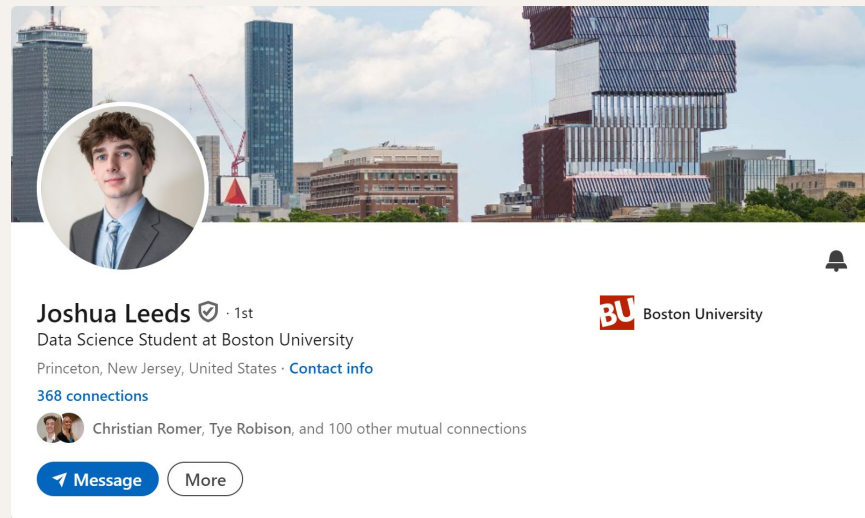
- Header
- About
- “Features”
- Experience
- Education
- Skills & Endorsements
- Accomplishments

Header

Shows up under your name everywhere on LinkedIn.

- Acceptable Headers:
 - Computer Science Student at Boston University
 - Incoming SWE Intern @ Meta | CS @ BU
 - User Experience Research Intern at Lyft
- Unacceptable Headers:
 - CEO @ Startup | Forbes 30 Under 30 Scholar | Constantly Evolving | Author | Fitness Enthusiast
 - Hardworking Student Seeking Product Management Internships for Summer 2025
 - No Header

Keep it short, sweet, and simple!



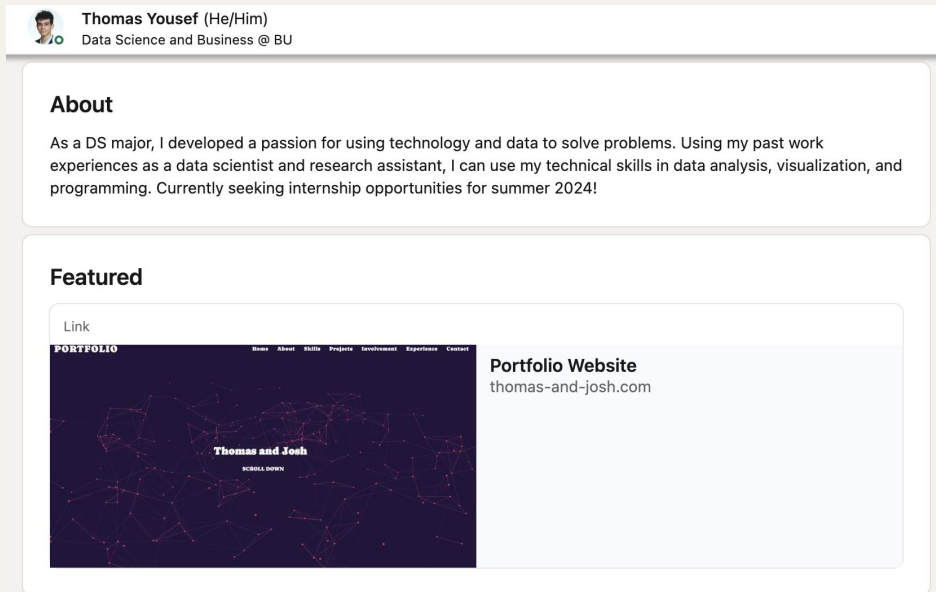
About/Features

About:

- As short as you want, but keep it 1-2 paragraphs.
- First person, sets the tone and your brand.
- Establish your passions and expertise. Be definitive.
- An elevator pitch but shorter.

Features:

- Portfolio Website
- Resume
- GitHub
- Any other additional materials




Experience


Expanded version of your resume.

Include:

- Jobs and internships
- Research positions
- Fellowships
- Student organization leadership positions
- On-campus jobs


Great place to exhibit your involvement because you're not limited in space (Don't make it too long, though!)


**Kappa Theta Pi - Professional Technology Fraternity**
1 yr 3 mos




Director Of Professional Development
Jan 2021 – Present · 3 mos
Ann Arbor, Michigan, United States
Michigan's premier professional technology fraternity


Technical Committee Member/Lead
Jan 2020 – Jan 2021 · 1 yr 1 mo
Ann Arbor, Michigan, United States
Led App Committee. Contributed to Quant and Website Committees


**Software Developer**
University of Michigan
Aug 2018 – Dec 2020 · 2 yrs 5 mos
Ann Arbor, Michigan, United States
University of Michigan Athletic Department



**Data Analytics Intern**
IHS Markit · Internship
Jun 2020 – Jul 2020 · 2 mos
Southfield, Michigan, United States
Automotive Forecasting Team

Experience

**Incoming Software Engineering Intern**
Belvedere Trading, LLC · Internship
Nov 2020 – Present · 5 mos
Chicago, Illinois, United States
Summer 2021

**Course Grader**
University of Michigan College of Engineering
Sep 2020 – Present · 7 mos
Ann Arbor, Michigan, United States
W21 - EECS 376: Foundations of Computer Science
F20 - EECS 402: Programming for Scientists & Engineers

**Founding Team, Software Engineer**
Pursu
May 2020 – Present · 11 mos
Ann Arbor, Michigan, United States

**Pursu**

Education

High School, College, Study Abroad, Dual Enrollment...

- Degree Program/School
- List Student Organizations
- Honor Society, Dean's List, etc.
- GPA (>3.0)

Education



University of Michigan College of Engineering

B.S.E, Computer Science, 4.00/4.00

2019 – 2022

Activities and Societies: Michigan Sports Analytics Society (Vice President), Kappa Theta Pi
Professional Technology Fraternity (Director of Professional Development)



Novi High School

4.00/4.00

2015 – 2019

Activities and Societies: NHacks (Executive Director), Science Olympiad (President), French Club (President), Michigan KAST (State President and Volunteer), HOSA, National Honor Society, Mathematics Department Award Winner, National Merit Finalist, National AP Scholar

Skills and Endorsements

More leeway than your resume.

Include:

- Software
- Industry Knowledge
- Programming Languages
- Soft Skills


Your connections can “endorse” you for certain skills, which increases credibility.

Skills & endorsements


Add a new skill

Take skill quiz

Leadership · 15




Endorsed by Maya Subramanian and 3 others who are highly skilled at this




Endorsed by 3 of Advay's colleagues at University of Michigan College of Engineering

Teamwork · 15




Endorsed by 3 of Advay's colleagues at University of Michigan College of Engineering

Public Speaking · 14



Endorsed by Alec Brandel, who is highly skilled at this



Endorsed by 3 of Advay's colleagues at University of Michigan College of Engineering

Show more

Industry Knowledge

Data Structures · 6

Machine Learning

Python (Programming Language) · 3

Java

C++ · 5

Pandas (Software)

Git

SQL

Data Visualization · 1

Amazon Web Services (AWS) · 1

Accomplishments

Include:

- Publications
- Patents
- Courses
- Projects
- Honors and Awards
- Test Scores
- Languages
- Organizations

Accomplishments



12 Courses



Compiler Construction • Computer Organization • Computer Science Pragmatics • Data Structures and Algorithms • Differential Equations • Discrete Mathematics • Foundations of Computer Science • Linear Algebra • Multivariable and Vector Calculus • Operating Systems • Probability and Statistics • Programming and Introductory Data Structures

5 Honors & Awards



Two-Time Winner of Michigan Sports Analytics Society Hackathon • National Merit Finalist • University of Michigan Regents Scholarship • National AP Scholar • Dean's Honors List

1 Test Score



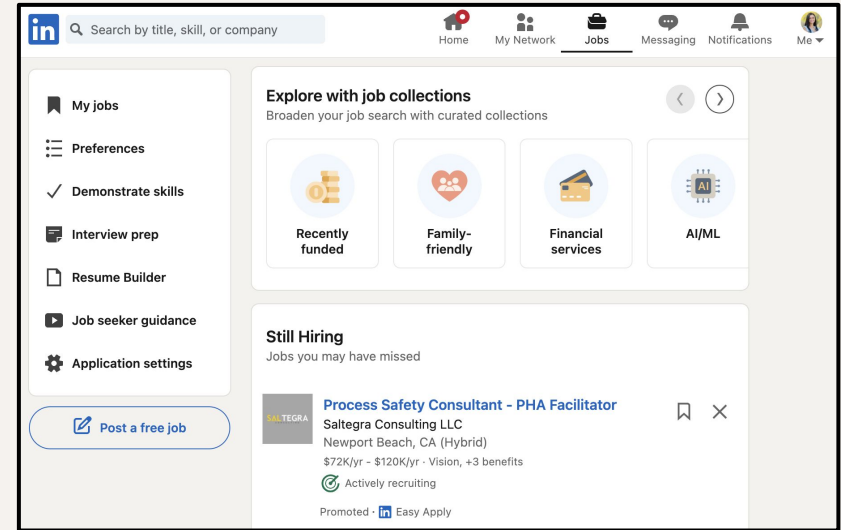
ACT

General Tips

- Customize your LinkedIn Profile URL in Settings:
 - make it /in/your-name or /in/yourname
- Once you get to 500 connections, the number is hidden.
- The default privacy setting makes it so that you can see who views your profile (and people can see when you view them)

Find Jobs & Opportunities!

- LinkedIn Jobs is a great place to find job and internship opportunities
- Shouldn't be the only place you look (HandShake, Indeed, etc.)
- You may find opportunities in your feed posted by recruiters/team members
 - Connect with recruiters whenever possible!
- Better to apply on company websites when possible



Strategy: Messaging Recruiters

- Go out of your comfort zone- the worst outcome is no response!
- Send a note with an invitation to connect- 5 free per month
- Look up company's campus recruiters and hiring managers
- Look for second-degree connections, BU alumni, high school connections, ANY sort of connection and message!

Sample LinkedIn Messages (200 char. max)

“Hi ____, my name is ____ and I’m a BU student studying _____. I just applied for the ____ role at (company name) for next summer. Would love to connect and talk more about (company name)!”

“Hi ____, I’m a ____ major at BU and I’m interested in learning more about (industry name). Would love to connect and chat about your experience in the industry!”

Most importantly: try to find something in common and **show genuine interest** (don’t immediately ask for a boost in the application process).

Offer to set up a call or meeting to talk about their career and your future.

LinkedIn Premium: is it worth it?

Normal:

- Cannot message people outside your network
- Except for sending a blind connect request
- You can go blind mode and have people not see your activity

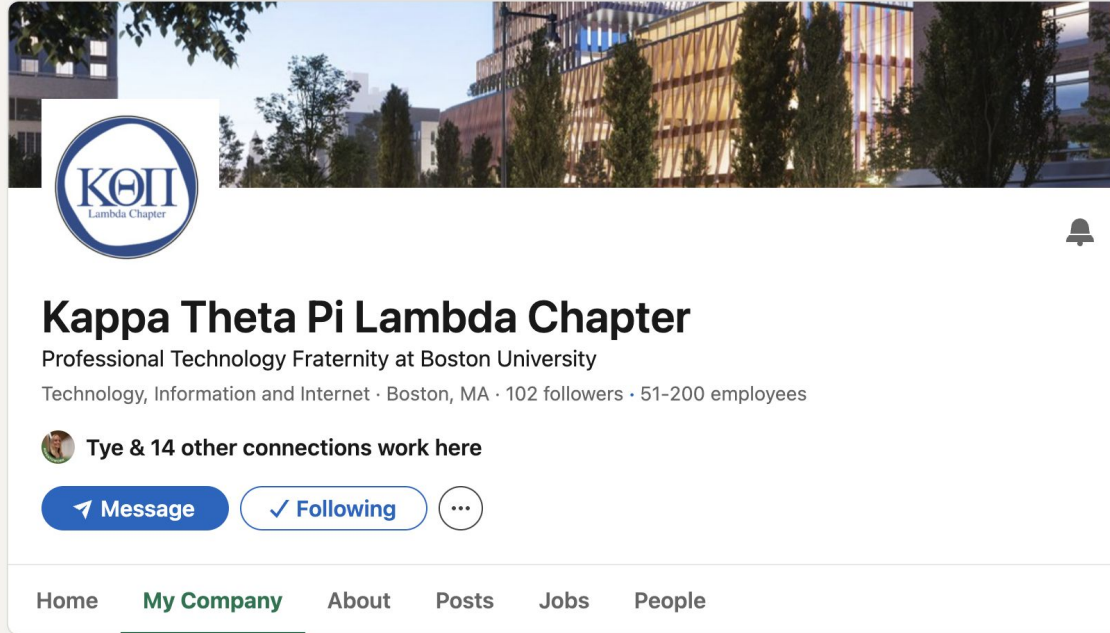
Premium:

- 5 inMail messages per month
- You can see who views your profile without them seeing you
- You get a badge on your profile, apparently you stand out in apps

Consensus: Not really!

It's \$29.95/month, but the inMail messages are the biggest appeal. I recommend using your **free month** during recruiting season to slide on recruiters.

Follow KTP on LinkedIn!



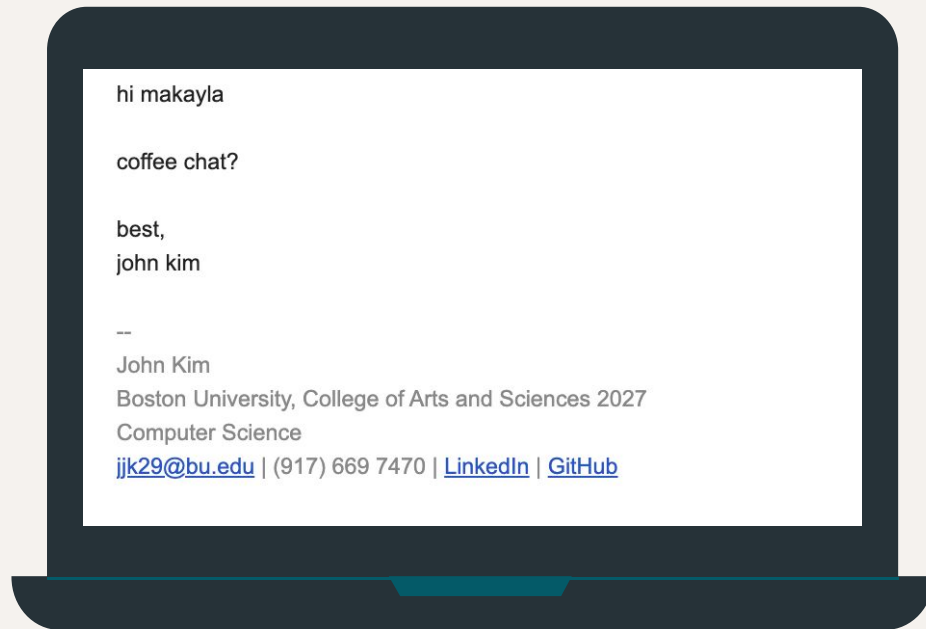
Connect with brothers on LinkedIn!

The image features two thin, dark horizontal lines. The top line starts with a curved segment on the left side, and the bottom line ends with a curved segment on the right side.

How To: Email Signature

What is an Email Signature?

- Featured at the end of a professional email including information about the sender
 - Full name
 - Photo (optional)
 - University/Company name
 - Job title, ie. Student
 - Phone Number
 - Major
 - LinkedIn
 - Email
 - GitHub



Steps

1. Go to Settings in Gmail.
2. Click “See all settings” and go to “General”
3. Scroll down “General” until you see “Signature”
4. Click “Create New” and name it “Professional Signature”
5. Follow the formatting pictured. Change information tailored to your major, ie. Design Portfolio.
6. Change “For New Emails Use” to your new signature.
7. When finished, **click “Save Changes”** at the bottom of the screen.

Professional Signature ✎ 🗑️

Advay Muchoor
University of Michigan, College of Engineering 2023
Computer Science
advaym@umich.edu | (213) 437 6349 | [LinkedIn](#) | [GitHub](#)

Sans Serif ▾ T ▾ B I U A ▾ 🔗 📎 ☰ ▾ ≡ ▾

+ Create new

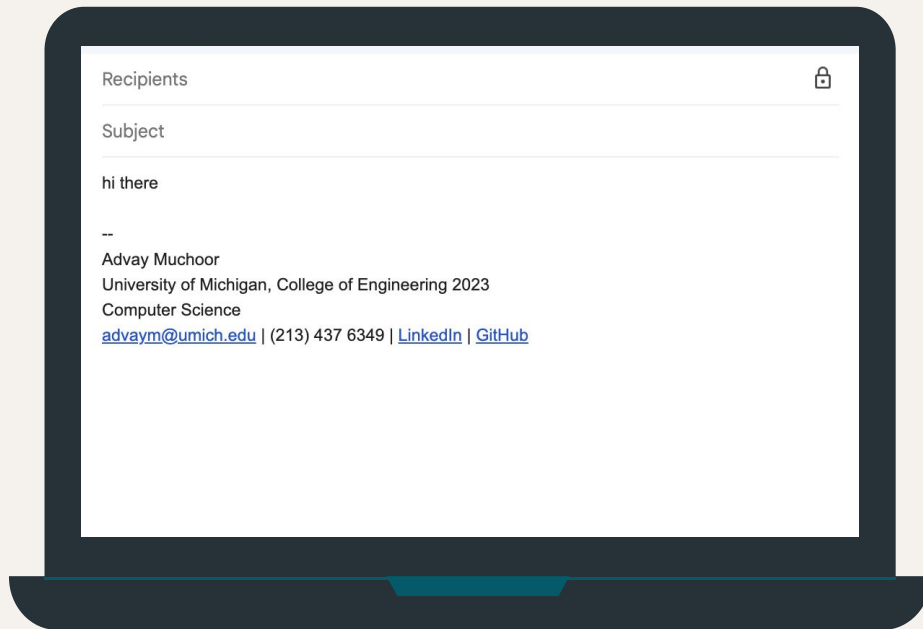
Signature defaults

FOR NEW EMAILS USE ON REPLY/FORWARD USE

Professional Signature ▾ No signature ▾

☐ Insert signature before quoted text in replies and remove the “--” line that precedes it.

Complete!



The image features two thin, dark horizontal lines. The top line starts with a smooth, sweeping curve on the left side before continuing straight to the right edge. The bottom line starts straight from the left edge and ends with a smooth, sweeping curve on the right side. The word "Questions?" is centered between these two lines.

Questions?

Workshop Time!

- If you don't have a LinkedIn or it's incomplete, work on completing it now!
- If you already have a LinkedIn, swap laptops with another pledge and give feedback on each other's profiles.
- To get your LinkedIn approved:
 - Connect with each other and every brother in KTP
 - Have a committee member look over your profile and ok it



Link to slides



Thank you!

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