

THE ALL-STAR CANDIDATE CHALLENGE

RECESSION-PROOF YOUR CAREER
IN 3 DAYS USING LINKEDIN



MASTERING COLLEGE TO CAREER
MASTERING COLLEGE TO CAREER

The Challenge

THE ALL-STAR CANDIDATE CHALLENGE RECESSION-PROOF YOUR CAREER IN 3 DAYS

Here is the problem that most college students are facing. The internet has made it much harder to land a great job because it's so much easier to apply online! Since companies are getting 5-10x more applicants than before, visibility becomes more important than ability. Yet, most college students have no idea how to get notice and their application is getting lost in the sea of other applicants.

That is why we are starting this 3 day challenge that will help you gain the visibility you need to get position that you want.

Day 1:

Create an All-Star Profile

Step by step instructions on how to create an All-Star profile that will help you stand out from the crowd.

Day 3:

Create VIP Connections

Show you how to locate the decision-makers on LinkedIn to build a network of high-interest employers

Day 2:

The All-Star Content Playbook

Going over how to create content for your LinkedIn so that you are attracting the decision-makers of your dream job.

LinkedIn

WHY LINKEDIN?

LinkedIn is a professional social media platform that continues to grow. It is crucial to make sure you spend a lot of time building your LinkedIn profile as it will become your digital resume. The reality is that your profile will be viewed more than your resume, so make sure that you are strategic in what you choose to include on your profile. This will be the difference between people reaching out to you about jobs or not.

By the time you are done with this challenge you will have built your brand identity, created your All-Star profile, learned to create content, written your first 3-5 posts, figured out who to research, and connect with the decision makers.

All in 3 days!!



LinkedIn

Day 1

THE 3 ELEMENTS OF PERSONAL BRANDING

#1 Identity:

What is your competitive advantage and what do you want to be known for?.

YOU CAN DESIGN, CREATE AND BUILD YOUR OWN
PERSONAL BRAND. IT'S A
WONDERFUL PLACE IN THE
MIND OF A PERSON.
TO MAKE THE DREAM A
REALITY.

Ashley M. Ortiz Rosario · 1st
2020 VR Summer Scholar · 3 Passions about Guest Service Management and Talent Development
Orlando, Florida · 500+ connections · Contact info

Message View in Recruiter More...

The Walt Disney Company
University of Central Florida



#2 Audience:

Who is your target audience (the D.M.) and how do you want them to perceive you as?

#3 Content:

Create content that builds your reputation around your Identity.

Ashley M. Ortiz Rosario · 1st
2020 VR Summer Scholar · 3 Passions about Guest Service Management...
Recently, I have been asked why I guess this is why my interest. 🤔

Ashley M. Ortiz Rosario · 1st
2020 VR Summer Scholar · 3 Passions about Guest Service Management...
Day 2 - for the book!

Ashley M. Ortiz Rosario · 1st
2020 VR Summer Scholar · 3 Passions about Guest Service Management...
GOOD MORNING! 🌞

Yesterday I spent 12+ hours working on something that, in the long run, is going to be so beneficial for the Disney Dreamer Academy. This project is all my passions come to life and you can dig deeper into who I am and what I want to accomplish in the future. 🚀

GO AHEAD AND TAKE AT MY [WEBSITE](https://cheekinvited.com)! 🌟

It's a #workingprogress - like my current life. But I am glad I have somewhere to showcase my growth! In a unique way. I can't wait to see where my interests, exposure and ability to share my skills & knowledge. Thank you to everyone who has supported me along the way! I am so grateful for all my professors, mentors, and colleagues. C.A.S.E event and showcasing her own #DisneyInternship! Truly an inspiration and role model around because this wasn't easy to make! 🌟

#GDCareer #DisneyProfessional #StudentofLinkedIn
#MasteringCollege #PersonalBranding

Ashley M. Ortiz Rosario · 1st
2020 VR Summer Scholar · 3 Passions about Guest Service Management...
Ashley needs to be an advocate for new ideas. She can be very social and outgoing, and she enjoys meeting new people and getting to know others. She may enjoy traveling, exploring, and trying new things, as well as being involved in activities that are motivating for things that are fun.

108 · 2 Comments
Like Comment
3 · 10 Comments

Ashley M. Ortiz Rosario · 1st
2020 VR Summer Scholar · 3 Passions about Guest Service Management...
Ashley needs to be an advocate for new ideas. She can be very social and outgoing, and she enjoys meeting new people and getting to know others. She may enjoy traveling, exploring, and trying new things, as well as being involved in activities that are motivating for things that are fun.

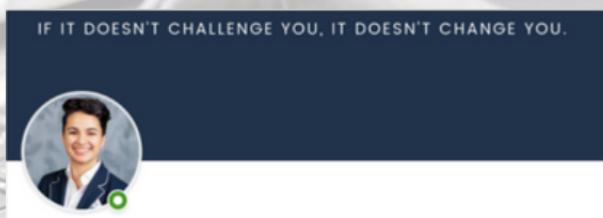
29 · 18 Comments
Like Comment
3 · 10 Comments

Day 1

CREATE AN ALL-STAR PROFILE

Profile Picture and Banner

The first thing that people see when going on your page is your profile picture. I see many students use a cropped picture of them at an event where they were wearing a suit or dressed professionally. I need you to do better than that. If you can afford to do so, get a professional headshot done. You can check with your career services department because most schools will bring in a photographer at least once each semester to take headshots. A professional headshot makes a big difference because people will take you more seriously. They will likely assume that if your picture is professional that you will act professionally too. I also want you to change the banner. Take advantage of that space and add something that tells the people looking at your page more information about you. Let's look at two different examples.

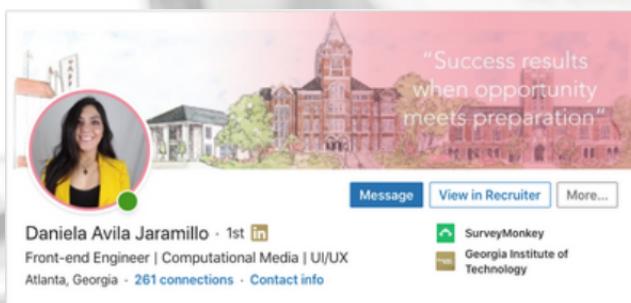


Day 1

CREATE AN ALL-STAR PROFILE

Headline

After your picture and your banner, the next thing that you need to focus on is your headline. This is important since it shows when people search you, along with your picture and your name. Your headline needs to have key words emphasized. It also needs to express what you currently do or what you want to do. You want people to find it so intriguing that they want to click on your page to learn more. After the headline comes the summary.

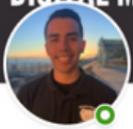


Daniela Avila Jaramillo · 1st Front-end Engineer | Computational Media | UI/UX
Atlanta, Georgia · 261 connections · [Contact info](#)

 SurveyMonkey
 Georgia Institute of Technology



SOCIAL MEDIA &
DIGITAL MARKETING MANAGER



Carlos Paniagua · 1st
Digital Marketing | Website Development | Data Analytics
Greater Seattle Area · 500+ connections · [Contact info](#)

 Fiverr
 Heritage University

Day 1

CREATE AN ALL-STAR PROFILE

About Section

This section is very important, but it's one of the sections that is the most under-utilized. I encourage you to share information about yourself and include things that people who don't know you would want to know. Make this section interesting and allow your personality to shine through. The goal is to have others get to know you better, understand why you want to work in the industry, and see the job you posted about in your headline.

Unlike the headline that allows just 120 characters, you are allowed 2,000 characters in your About section. Make sure you use these words wisely. Your About section should also have key words emphasized. This section will help you get your ranking higher on keywords that you want to be found on.

Here are a couple of examples to help you craft yours.

The screenshot shows a portion of a LinkedIn profile. At the top, there is a small circular profile picture of a person, followed by the name "Daniela Avila Jaramillo". Below the name, it says "Front-end Engineer | Computational Media | UI/UX". The main content area is titled "About" in bold. The text begins with a personal anecdote about having two sides: a creative soul fueled by art, design, color, and on the other hand, an analytical mind charged by math, numbers, and computers. It discusses how Daniela Avila Jaramillo found her passion in Computational Media at Georgia Tech. The text then shifts to a professional passion, mentioning her role as a software engineering intern at two companies, Twitter and SurveyMonkey, where she worked on developing and testing products for the marketplace. She highlights her ability to collaborate in teams, hit deadlines, and produce quality code and results. The final paragraph discusses Daniela's education, noting that while growing up in Colombia, traditional majors like medicine, law, and communication were the most promoted in high school, but STEAM majors were often overlooked. She shares that she only found her passion for software engineering after coming to the US, specifically mentioning her first coding elective class at college. The text concludes with a statement about the lack of women in computing fields, referencing national conferences like Grace Hopper Celebration where women can share their experiences and learn from each other.

Day 1

CREATE AN ALL-STAR PROFILE



Rhhya Pal

Actuarial Analyst | Proactive Data-Driven Problem-Solver

About

Since a very young age, my penchant for numbers and "saving and using" pocket money wisely confirmed to my parents that this kid is not going to be a doctor. They were right. Watching my Mum and Dad handle their small investments and talk about the stock market, and how numbers actually depict words, filled me with this intense desire to be a part of – what I then thought to be – the mystical world of numbers. There has never been any looking back for me. I am actively and subconsciously driven to analyzing and seeking numbers and empirical data to identify and establish trends.

During one of my grad school projects at Fox, one of our industry experts said something along the lines of, "Data Analysis is like interrogation. If you feel you're not getting the right answers it's probably because you're not grilling it hard enough".

This has stuck with me and with every opportunity I undertake, my primary aim is to combine the roles of an analyst, actuary and, consultant because, data and numbers are the common global language used but, it's up to us the people that work with them, to make them make sense.

"Life is and will ever remain an equation incapable of solution, but it contains certain known factors."

– Nikola Tesla



Daniel D Davalillo

IAM Intern at LPL Financial

About

As a native Venezuelan, I've seen how poor decision making and subpar leadership have created a state of turmoil and unrest in what used to be one of the most economically powerful countries in Latin America. Additionally, as an aficionado of ancient history, I've analyzed the importance of security, and how forsaking it has led to the downfall of some of the greatest institutions in the world.

Because of this, I'm determined to propel organizations to make both practical and ethical decisions that promote security and cultivate a flourishing, sustainable society. With the rising prominence and reliance of both technology and data in the workplace, it is crucial to implement strategies that guarantee systems are impenetrable and accessible to those authorized – strategies which ensure productivity and facilitate the secure exchange of information.

Having an innate curiosity for this area, as well as being a natural researcher, investigator, and risk assessor, I thought pursuing a career in cybersecurity would be an excellent choice to carry out my mission. Moreover, due to the dynamic nature of this field, there will forever be greater challenges to overcome and hence, extraordinary feats to achieve.

No matter the subject matter, I'm always striving to make the complicated simple, a challenging yet rewarding task.

"Security is the chief enemy of mortals" – William Shakespeare



Adrian Alvarez S.

double Master's in Mechanical & Industrial Engineering + E.I.T. | Energy | Industrial & Building Efficiency | Design...

About

My story is not just about engineering, energy, excellence and achievements. It is about perseverance, resilience, overcoming, about passion and pain, selflessness and leadership, about turning failures into victories, deep darkness into the brightness of lights.

As I realize how much the world could benefit from my knowledge, my skills and abilities, and my character, I am now committed to put my talents at the service of society, to solve specifically those problems that many deem unsolvable. I am a natural leader, a team player, a good listener, a good communicator, a good negotiator, able to lead and create the newest and most innovative industrial and energy systems and technologies that will shape the future of efficiency and sustainability.

My journey started with a challenging academic and personal situation in my early years of school. In those days I would not believe what I was about to become. It all started to change thanks to the light of Faith and the power of Love... so remarkably that I made it into a top Engineering School.

It did not stop there. I graduated above 98% of my class with an Industrial Technologies Bachelor's, with broad technical aptitude and knowledge on Mechanical, Electrical, Chemical and Energy Engineering. I was chosen among over one thousand applicants to be awarded the Rafael del Pino Foundation's excellence scholarship, providing full funding for a Master's at Texas A&M University.

- My engineering projects, research and design works have been highly praised, not only by my research advisor at Texas A&M, but also by countless professors and supervisors, graduating with a 4.0 and a thesis "exceeding the expectations".

And I am still learning, which is fun for me.

- But it is not just excellence, it is character. I have become a leader, a self-starter, reliable, creative, communicative. In words of my good friend Uche I "light up the room with my presence".

Indeed, what most people say that characterizes me is the enthusiasm and commitment I put in my work. I am the kind of person who likes to challenge myself and others to think outside the box, to think out of the box, to think out of the box of conventional ways of doing things. I am the kind of person who likes to challenge myself and others to think outside the box, to think out of the box of conventional ways of doing things. And my colleagues and supervisors know it, I enjoy being challenged, I love to solve problems, to make ideas come true.

And I love doing it to help people around me, to help those I love, to help society.

- Having held leadership roles in various volunteering organizations, I can confidently say that I feel "like a rockstar" when it comes to serving society, serving people around me and using my skills and talents to do so. The world needs this, and I am coming.

Day 1

CREATE AN ALL-STAR PROFILE

Experience Section

Next, let's talk about the experience portion of the LinkedIn page. This needs to be similar to your resume and the dates need to match. You may have more information here than on your actual resume since you have more space, but it's important that the dates match. Here are the top takeaways from this section. Make sure you describe the roles and positions held by using bullet points to highlight key achievements. Like your resume, the more info you can quantify the better your success will be in the long run. LinkedIn also allows you to attach documents to each position you hold. This is a great place to add any awards, project examples, or anything that proves the bullet points you stated above.

Let's go over some examples.

Day 1

CREATE AN ALL-STAR PROFILE

Student X

Experience

- Financial Representative**
Northeastern Mutual
Apr 2016 – Sep 2016 · 6 mos
Orlando, Florida Area
- Server**
Applebee's Neighborhood Grill + Bar
Jul 2016 – Jul 2017 · 1 yr 1 mo
Orlando, Florida Area
- Associate Trainer**
Panera Bread
May 2014 – May 2016 · 2 yrs 1 mo
Orlando, Florida Area

As you can see from this example, this particular student had good experience. You can tell just by looking at where he worked and the positions that he held. He did not take the time to really go into detail on each role though. He didn't explain what his duties were and he didn't tell us any of his accomplishments. Taking the time to include this information would make a world of a difference for him in the long run.

Now here are some good examples.

Daniela Avila Jaramillo
Front-end Engineer | Computational Media | UI/UX

Experience

- Software Engineer**
SurveyMonkey - Internship
Jun 2019 – Aug 2019 · 3 mos
San Francisco Bay Area
 - Migrated and refactored a complex multi-flow page with a traffic of over 17 million active users from outdated technologies to React+Redux
 - Assisted developers in analysis, design, development, and performance optimization of web applications and programming in a big team of 15 employees following an Agile Development Schedule
 - Tracked progress by creating and updating issues (Epics, Stories, and Tasks) onto JIRA Agile application
- Software Engineer**
Twitter - Internship
May 2018 – Aug 2018 · 4 mos
San Francisco Bay Area
 - Automated debugging of Scribes (Remote logging framework to analyze feature usage) by creating a web-developer tool extension written in React that reduces the time of debugging of engineers by more than 50%
 - Created responsive web application using JavaScript, HTML, and CSS

Day 1

CREATE AN ALL-STAR PROFILE

 Jasmine Nufiez
Recruiting | DBI | Event Planning | Marketing

Experience

 **Summer Intern**
Queens Chamber of Commerce - Internship
Jul 2020 - Present - 2 mos
A 3-week internship on a stipend that helps a start-up in Queens that has been impacted by COVID-19.
Skills Developed: Cold Calling, Data Quality, and Google Sheets
Start-Up Placement: Queens Together is a 501(c)(3) nonprofit that was founded in March 2020 for the small-business restaurant industry in Queens.

 **Queens Together - Plate it Forward**

 **Talent Development Specialist**
Mastering College To Career - Internship
Jun 2020 - Present - 3 mos
Along with three volunteers, we are leading the engagement with the Slack community of the Mastering College to Career (MC2C Academy).
At the moment, I am working on the following initiatives: ...see more

 **Mastering College To Career Academy**

 **Co-Founder & COO**
Diverse Influencers
May 2018 - Present - 2 yrs 4 mos
New York City Metropolitan Area
This is how I proudly volunteer most of my free time. :)

Skills Developed: Entrepreneurial Spirit, Relationship Building, and Communication ...see more



 **Adrian Alvarez S.**
Double Master's in Mechanical & Industrial Engineering + E.I.T. | Energy | Industrial & Building Efficiency | Design...

 **Excellence Fellowship - Student Researcher at Texas A&M University**
Rafael del Pino Foundation
Apr 2018 - May 2020 - 2 yrs 2 mos
Fellowship providing full funding for studies and research & development at Texas A&M University (Selected from over 1000 excellent applicants).
• Design and Simulation of a Solar Thermal Supercritical CO2 Power Plant | Master's Thesis.
Evaluation by professors' committee: "Exceeding the Expectations". Publications in ...see more



Student Technician | Researcher
Riverside Energy Efficiency Laboratory - Full-time
May 2019 - Aug 2019 - 4 mos
College Station, Texas, United States
R&D on Energy Systems efficiency and sustainability.
• Developed a breakthrough model for optimizing annual solar energy on solar panels under Dr. M. Pate - Publication in progress.
• Technical writing performed and highly valued by professor. ...see more

 Adrian Alvarez on LinkedIn: #jobseeker ...

 **Received CREATIVITY and TEAMWORK...**

 **Adrian Alvarez posted on LinkedIn**

Research Assistant Intern of the Spanish Education Ministry
Universidad Politécnica de Madrid
Sep 2016 - Sep 2017 - 1 yr 1 mo
Madrid, España
• Contribution to combustion experimental analysis and improvement of the testing facility of a CFR engine for Octane Number Measurement.
• Combustion tested on a CFR engine. Each test yielded more than 1 million data. Combustion data processed with MATLAB. ...see more

Day 1

CREATE AN ALL-STAR PROFILE

Education Section

The next section on the LinkedIn profile is Education and Licenses & Certifications. This section allows you to show off all of the training that makes you qualified for the roles. This section should show employers that you can do the job. This should be treated just like your Experience section. Make sure that you include more than just the name of your school and your major. You should use bullet points and add more information when it makes sense. Only include your GPA if it's above a 3.0.

Here is an excellent example by Adrian. Notice how he even attached pictures of his transcript.

Adrian Alvarez S.
Double Master's in Mechanical & Industrial Engineering + E.I.T. | Energy | Industrial & Building Efficiency | Design...

Education

Texas A&M University
Master's of Science, Mechanical Engineering, GPA 4.0
2018 – 2020
Activities and Societies: Semi-final runner-up at the Schneider Electric Go Green Design Thinking and Innovation contest. Honor Society. National Society of Academic Excellence. Designed and Manufactured a Centrifugal Fan. Highest class grade achieved, chosen for showcase from other 20.

Relevant coursework:
o Advanced Heat Transfer, Thermodynamics
o Energy Management in Industry
o Energy Management in Commercial Buildings
o Advanced Computer-Aided Engineering (Solidworks)
o Cogeneration Systems
o Energy Technologies for Buildings: Emphasis in HVAC technologies and systems.
o Fluid Mechanics: emphasis in turbomachinery (by Dr. M.T. Schobeiri)
o Modeling and Analysis of Mechanical Systems
o Audited courses:
□ Multidisciplinary System Design Optimization
□ Rotordynamics
□ CFD in nuclear thermal hydraulics (OpenFoam). Turbulence. Verification and Validation for CFD.
□ General Theory of Electromechanical Motion.
□ Materials in Design.
□ Control System Design.

Media (4)

Transcript

CeD.20HM-IS3D-AZZ7.pdf

◀ Previous Next ▶

Day 1

CREATE AN ALL-STAR PROFILE

Licenses & Certifications

LinkedIn bought Linda.com and merged it with LinkedIn Learning. When you take their online courses you will have the opportunity to add those certifications on your LinkedIn page. For example, if you're a marketing major and the companies that you're interested in want to see that you are good with Excel, you can actually take some Excel courses focused on marketing on LinkedIn Learning. You will earn badges by completing these courses or you can just write "proficient in Excel" as everyone else does.

The examples below are from Luis and Adrian.

Luis Guzman
Finance Leadership Development Program (FLDP) Intern

Licenses & Certifications

Excel: Formatting
LinkedIn
Issued Jun 2019 - No Expiration Date

Excel: PivotTables
LinkedIn
Issued Jun 2019 - No Expiration Date

Excel: PivotTables in Depth
LinkedIn
Issued Jun 2019 - No Expiration Date

Excel 2016: Formulas and Functions
LinkedIn
Issued May 2019 - No Expiration Date

Adrian Alvarez S.
Double Master's in Mechanical & Industrial Engineering + E.I.T. |

Licenses & Certifications

Certificate of Proficiency in English
Cambridge English Language Assessment
Issued Dec 2016 - No Expiration Date
Credential ID A2961122

DELF B2 Français
Centre International d'études pédagogiques (CIEP)
Issued Apr 2013 - No Expiration Date
Credential ID 034091-009345

Day 1

CREATE AN ALL-STAR PROFILE

Volunteer Experience

The next section is Volunteer Experience. In this section, you should talk about what the organization does and provide bullet points highlighting what you have been able to accomplish there. This should be treated like your experience section.

The examples below are from Luis and Adrian.



Luis Guzman

Finance Leadership Development Program (FLDP) Intern

Volunteer Experience

Volunteer

#1knightslunchbag
Feb 2019 – Present • 1 yr 7 mos
Poverty Alleviation

- Prep over 400 lunches in personalized lunch bags decorated with a positive message
- Coordinate with a team of 15+ individuals different tasks to complete the prepping process
- Deliver the lunches on the streets of Orlando to the people in need



Doe Volunteer

Orange County Animal Services
Nov 2018 – Present, + 1 yr 10 mos
Animal Welfare

- Develop relationships in order to build rapport with over 50 daily interactions
- Practice active listening to uncover guests preferences
- Identify guests' needs to recommend the best fit



Adrian Alvarez S.

Double Master's in Mechanical & Industrial Engineering + E.I.T. | Energy | Industrial & Building Efficiency

Volunteer Experience

Mission Trip Leader and Prayer Bench Coordinator

International Humanitarian Center
Sep 2019 – May 2020 • 9 mos
Poverty Alleviation

Lead a team of 20 students on a volunteering mission trip. Worked at an International humanitarian respite center for hospitality and community life improvement. Public speaking for a crowd of 100 students. Organized teams and formation meetings. Coordinated music and leaders. Led campus outreach prayer service group.

Church Choir Guitar Player and Singer

St. Mary's Catholic Center
Aug 2018 – May 2020 • 1 yr 10 mos
Arts and Culture

I played guitar and sang in the choir at my University Church.



External relations chief

VOLUNFAIR
Sep 2019 – Present • 4 yrs
Poverty Alleviation

University volunteering fair. NGO contacting and networking.

Day 1

CREATE AN ALL-STAR PROFILE

Skills & Endorsements and Recommendations

These sections allow you to build on your social proof. They will help you gain credibility and help you stand out. These sections work just like reviews for restaurants. You should be consciously making an effort to ask for recommendations to help build your social proof. You should also give recommendations when they are deserved. I have included a screenshot of my page as an example. As you can see, it just adds a whole new level of social proof and validity to my profile. It helps to back up everything I said above this section and it shows that I am a credible person.

Daniel Botero
Helping 1st Gen & Minority College Students Receive Internship/Job Offers From Top Companies! Need help? See...

Skills & Endorsements Add a new skill

[Take skill quiz](#)

Leadership - 99+
Endorsed by Jesse Crumbley and 14 others who are highly skilled at this

Endorsed by 2 of Daniel's colleagues at Mastering College To Career

Sales - 99+
Endorsed by Paul Williams and 6 others who are highly skilled at this

Endorsed by 19 of Daniel's colleagues at PepsiCo

Management - 74
Endorsed by Patrick Burns and 1 other who is highly skilled at this

Endorsed by 8 of Daniel's colleagues at PepsiCo

Show more ▾

Recommendations Ask for a recommendation

Received (46) Given (20)

Dan Resendes
Career Consulting, Coaching & Management
August 5, 2020, Dan was Daniel's mentor

The university and higher education clients Daniel serves are blessed to have him assisting with their career aspirations. Daniel is an amazing career coach and is "head and shoulders" above the traditional advisors. Unlike the information you can find on the internet, Daniel's methodologies and proven met... [See more](#)

Jordan (Jay) Alford
We Produce Podcasts for B2B Brands | Producer at Sweet Fish Media

Daniel Botero has single handily helped to jumpstart my career! Check out our story below! ★★★★★ As a senior at MWSU not knowing where life would take me after school, I was nervous and in need of guidance. After my last semester was

Day 1

CREATE AN ALL-STAR PROFILE

Accomplishments and Interests

The last two sections are Accomplishments and Interests. The Accomplishment section should list awards and honors that you have received throughout the years. This could include scholarships for example. The Interests section shows companies or people you follow on LinkedIn. I would suggest that you follow all of the companies on your target list. This will give you an edge when recruiters from companies on your target list are looking at your profile. It helps to show that you are interested in working for their company. It will also give the recruiters an idea of the other things that you are passionate about. I've included an example from Chad White's profile so you can see how he did a nice job adding his courses, his awards, and following companies that he is interested in working for. Great job Chad!

Chad White (he/him)
Enthusiastic, Driven, and Fast-Paced Innovator

Accomplishments
21 Courses
Accounting for Decision Makers • Business Finance • Business Interviewing Techniques • Career Development & Financial Planning • Career Research & Planning • Career Search Strategies • Digital Media Marketing • Executing your Career Plan • Introduction to International Business • Legal and Ethical Environment of Business • Management of Organizations • Managerial Accounting • Marketing • Marketing Analysis • Professional Selling • Quantitative Business Tools 2 • Statistical Methods 1 • Statistical Methods 2 • Statistical Methods 3 • Statistical Theory ...

5 Honors & Awards
Mr. DSP • Rose Award • Scholarship recipient • Prism Award • Charles M. Lako

Interests
Satya Nadella
CEO at Microsoft
18,226,269 followers

David M. Solomon
Chairman & CEO at Goldman Sachs
222,251 followers

Jon Steinberg
President Alcite News and Advertising...
1,883,404 followers

Disney Vacation Club
12,786 followers

Simon Sinek
Optimist and Author at Simon Sinek Inc.
3,169,968 followers

IBM
8,969,742 followers

See all

Day 2

THE ALL-STAR CONTENT PLAYBOOK

Introduction to Creating Content

After you've created an All-star profile, it's time to take it one step further. I want you to stand out among the crowd by engaging and posting on LinkedIn. By engaging in other people's posts and by posting content of your own, you will be able to attract people to look at your page. The point of creating that amazing LinkedIn profile was for people to look at it after all!

You don't just want to post content to get engagement, you want to post content to build your million dollar personal brand. You are only one connection away from landing your dream job. So make sure you are checking to see who has been viewing your profile and if is someone you want to connect with don't be afraid to send them a message.



Be authentic and let your personality show. By being yourself you will attract companies, recruiters, and people who want to work with you based on who you are. There is no need to try to be like someone else or to be uptight on LinkedIn. I understand that LinkedIn is supposed to be professional, but you can still be professional while being yourself. So let's go over some of my favorite ways that students can create content and stand out.

Day 2

THE ALL-STAR CONTENT PLAYBOOK

Your First 5 Post Challenge

Like anything else getting started is the hardest part. That is why today you will create your first 5 posts and get into the habit of posting at least 2 times a week on LinkedIn. You have already worked very hard to build a great profile, but without posting no one will see it.

Here are the 5 posts that you will write:

#1 Announcement to Network

#2 Dream Job - This post about why you want the job that you want

#3 Top Companies

#4 What I have learned

#5 Asking your community for advice

Day 2

THE ALL-STAR CONTENT PLAYBOOK

#1 Announcement to Network

This would be your first post and you will be sharing with your community that you have made within LinkedIn and then announce joining the MC2C All-Star Candidate Challenge. This post will allow you to help gain momentum as other mentees from the challenge will help and congratulate you.

Template:

LinkedIn Community I have a big announcement to share!! I have decided to embark on a personal development challenge that will help me land my dream job and set the foundation for my professional future.

I have started the All-Star Candidate Challenge created by @Daniel Botero and the @Mastering College to Career!

As part of the challenge, I will be utilizing LinkedIn to showcase my digital portfolio, build a strong professional network, and build a persona brand.

I joined this challenge because (MAIN REASON)

I nominate the following 3 people to take this challenge

Tag 1, Tag 2, Tag 3.

#MC2CAllStarChallenge #MC2C

Day 2

THE ALL-STAR CONTENT PLAYBOOK

#2 Dream Job

This post is about why you want the job that you want and letting your network know that you are focused on accomplishing this goal.

Template:

My dream job right out of college is to be in a (ROLE) management training program for a top (industry) CPG company.

After a lot of self-reflecting and research, here are my top 3 reasons why I know I am a strong candidate for this role.

*In your reasons explain the top 3 things your ideal companies look for in this role.

What I call the answer to your open book test.

Leadership skills: I have always been attracted to leadership and how the importance of good leadership has on a company as a whole. That is why I have held leadership positions in my student organizations, and even volunteered to lead during group projects.

Analytical Skills: The companies that can use data to solve their general and customer problems are set to succeed in the future. Consequently, I have a focus on building my knowledge on excel, SQL, and other tools. This will not only create a dashboard, but also allow me to make better decisions.

Work ethic: To be successful in a management training program you need to have the reliance and grit to work overtime each week. This is especially important while working during the first couple of years. That is something that attracts me to the industry and the reason why I have not shied away from hard work. I have worked my way through college, participated in multiple student organizations, and double majored.

#MC2CDreamJob. #MC2CAllStartChallenge

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Day 2

THE ALL-STAR CONTENT PLAYBOOK

#3 Top Companies

In this post you will share with your LinkedIn community what are your top companies are so that they introduce you to any connections they might have. A warm referral is better than a cold message.

Template:

It is impossible to be the ideal candidate for all companies and that is why having a focused approach to job searching is effective. That is why instead of me applying to all companies that I meet the minimum qualifications for, I will start by doing more research on my top 10 companies.

My goal in this stage of the process is to truly understand each of my target companies and learn from their current employees. Looking at their journey to the company, what their typical week looks like, what qualities do successful individuals in those roles have, etc.

Ultimately, what I am trying to do is have clarity on what my top companies are looking for in ideal candidates so that I can become one of them. =)

So for the LinkedIn community, I want to ask for some help!! If you know anybody that works as an (ideal role) in any of the companies below I ask that you please connect me with them.

I will not be harassing them about getting me a job but instead, want to build a mutually beneficial relationship!

#MC2Ctop10 #MC2CAllStartChallenge

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Day 2

THE ALL-STAR CONTENT PLAYBOOK

#4 What I Have Learned

The What I Have Learned post is a very simple and effective type of post. You can use this type of post on a weekly basis.

Template:

This past week I listened an episode of the @Mastering College to Career Podcast with (Guest Name) about (Topic).

Here was my biggest take away of the episode.

(YOUR BIGGEST TAKE AWAY)

Write a sentence explaining what changes you will be making forward.

#MC2CPodcast #MC2CAIStartChallenge

Day 2

THE ALL-STAR CONTENT PLAYBOOK

#5 Asking Your Community For Advice

Use this post to ask your LinkedIn community for advice on something. This is also a post you can use very frequently.

Example 1

I am looking to improve my knowledge of leadership and the LinkedIn community. I would like your help.

What is a good leadership book to read as a young professional looking to go into a management training program?

Example 2

I understand that information is only as good as who you analyze. Knowing this, I want to sharpen my analytical skills. I would really appreciate any recommendations to LinkedIn Learnings, Youtube videos, or other resources that can help me improve this important skill!

#MC2CAdvice #MC2CAllStartChallenge

Day 2

THE ALL-STAR CONTENT PLAYBOOK

Now that you have created the first 5 posts, I want to share with you other types of posts you can create. The goal is for you to create content 2-5 times a week and make posting on LinkedIn a habit.

Remember that meaningful will build your personal brand and attract the decision maker to visit your All-Star Profile. This will ultimately lead to you land a job with your dream company and bulletproof your career.

Sharing Your Wins

Sharing Learning Lessons

Posting A Video

Reposting Other People's Content

Let's go over every type of post and share with you some examples of students successfully executing them.

Day 2

THE ALL-STAR CONTENT PLAYBOOK

Sharing Your Wins

They can be as big as sharing that you accepted an internship with Microsoft, like the example of my mentee Jessica below, or something as small as sharing that you got a good grade on a test. This may sound like bragging, but look at it more like social proof. I would not do it every single day, but once every couple of weeks to help build your brand. You can also add the hashtag #humblebrag to make it seem less like you're bragging.

Jessica Lupo • 1st
Professional Selling Program | LinkedIn Campus Editor
22h

I am humbled to announce that this summer I will be joining the Microsoft team in Washington as a Finance Rotation Program Intern! Words cannot express how excited and grateful I am for this opportunity.

A huge thank you to everyone who has played a part in my professional growth and development. I wouldn't be where I am without you!

This summer I will be starting a podcast and documenting my progress on LinkedIn using #LupoLearning. Stay tuned!

#Summer2019 #Microsoft #LupoLearning

116 Likes - 34 Comments

Like Comment Share

Microsoft

Day 2

THE ALL-STAR CONTENT PLAYBOOK

Sharing Learning Lessons

Another great post for college students is sharing something that you learned that really stuck out to you. This is a great way to show employers that you understand what you are learning in class and that you value your education. I love how in the next example, Grant Smith does such a good job taking something he learned in an improv session and shared how that same lesson also applies to business.



Grant Smith • 1st
Marketing Student | Head of Social Media of AMA at UCF | College of B...
1mo

"No scene is ever about the words being spoken" -Del Close.

This was a lesson from one of our improv sessions. However, I thought that one can also find meaning in this quote in the workplace as well. Whether it's simple office politics or presenting a new **#marketing** plan for the **#company**, there is always more going on in the background than what the situation might entail.

That workplace drama may be the result of a small frustration in **#accounting**. While that marketing proposal would truly help the business thrive, the general **#manager** is thinking about the costs to implement such a plan.

Context is important. The relationships and actions that take place now truly matter in what happens next in the **#business** scene.

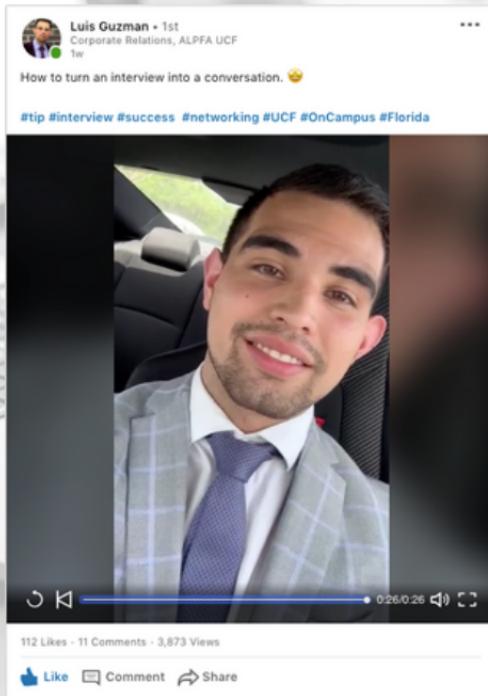
1 Like - 1 Comment

Day 2

THE ALL-STAR CONTENT PLAYBOOK

Posting A Video

This type of post will require the most work, but it will generally give you the best results. These videos can be about an experience that you had, a lesson that you learned, a recent win, or anything else you may want to talk about. Videos are great because they allow others to get to know you on a different level. In the example below, Luis Guzman talked about interviewing in a quick 30-second video. I want you to take an extra close look at the level of engagement. Almost 4,000 views! Now that is great awareness for your personal brand.



Day 2

THE ALL-STAR CONTENT PLAYBOOK

Reposting Other People's Content

Reposting people's content is a simple way to post because you're not doing the heavy lifting of creating the content. Instead, you're sharing your thoughts on the content. Just make sure that you give credit to the account that originally posted the content. Here is an example of an article that Karla Santiago, one of my mentees who now works for Amazon, shared. Please note that this type of post will give you that least amount of engagement. This is simply because LinkedIn rewards new content over reposting. So even though this might be the easiest post to make, I would not do it more than once a week.



Day 3

CREATE VIP CONNECTIONS

For the last phase of the challenge you will learn how identify the decision makers from your dream job using LinkedIn and start connecting with them. This will help you build a network of high-interest employers.

The first thing you need to understand is who is the actual decision-maker.

Pro tip: The Recruiters are not the decision makers, yet most college students spent their whole time reaching out to recruiters. The actual decision makers are the individuals who would be your boss if you got hired. They have the final say for determining who is on their team and who is not.

On the other hand, a recruiter's job is to find the best candidates for the role and then bring forward these candidates to the hiring manager who is too busy to be on all the job boards.

So what you will learn in the remaining part of this workbook is how to find the actual hiring manager and start connecting with them.

So get your target list of companies and let's get to work.

Day 3

CREATE VIP CONNECTIONS

The Research

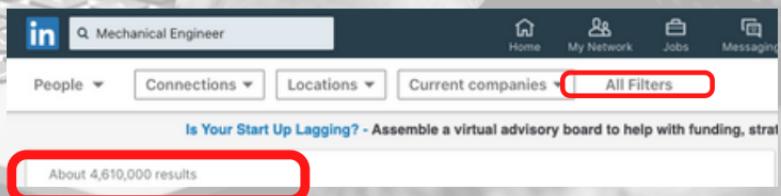
LinkedIn is the most powerful professional search engine in the world, yet most people don't know how to use all of its capabilities.

There will be a supplementary training video on this section on the MC2C Club, but this workbook will review the basics.

Step 1 - Search your job title in the search bar. Make sure you search it in people and not in Jobs.



Notice that over 4.6 million people match the search. We will need to filter this down.



Day 3

CREATE VIP CONNECTIONS

Step 2 - Filter Your Search By Your Dream Company and Desired Location.

The screenshot shows the LinkedIn search interface with the following filters applied:

- Connections:** 1st, 2nd (checkboxes checked)
- Locations:** Orlando, Florida Area (checkbox checked)
- Current companies:** Lockheed Martin (checkbox checked)
- Schools:** University of Central Florida (checkbox checked)

Notice how I started narrowing my search by including only 1st and 2nd connections, had one city selected, and events narrowed down to only alumni of my Alma matter. If I can't find the right person, then I will go back widen my search.

The LinkedIn search results page displays the following filters:

- People: Lockheed Martin, Orlando, Florida Area, University of Central Florida
- Results: 154 results

By selecting filters, I was able to narrow down my search from 4.6 million people to 154 very targeted individuals.

Day 3

CREATE VIP CONNECTIONS

Step 3- Review Their Profile and Find Common Ground.

The screenshot shows a search result for 'Mechanical Engineer' at 'Lockheed Martin' in 'Orlando, Florida Area'. There are 654 results. The profiles listed are:

- Ramin Raghbir** - 2nd
Mechanical Engineer at Lockheed Martin
Skills: Mechanical Engineering
Message Samatha Hudak, Mariah Strange, and 3 other shared connections
- Neal Kopelman** - 2nd
Mechanical Engineer at Lockheed Martin
Skills: Mechanical Engineering
Message Andrew Mauer, Alexandre Kelly, and 8 other shared connections
- Andre Bassaragh** - 2nd
Mechanical Engineer at Lockheed Martin
Skills: Mechanical Engineering
Message Aman Mohamed, Cristina Smiley, and 17 other shared connections
- Adam Lizzoli** - 2nd
Mechanical Engineer at Lockheed Martin
Skills: Mechanical Engineering
Message Dylan Kaplan, Matthew McCashlin, and 2 other shared connections
- Javier Lopez** - 2nd
Mechanical Project Lead at Lockheed Martin
Skills: Mechanical Engineering
Orlando, Florida Area
Current: Mechanical Project Engineer at Lockheed Martin

The more common ground you have, the higher the response rate will be. It is very important that you are taking your time to review each and every profile and find out what you might have in common with them. This can be graduating from the same university, volunteering in the same non-profit, participating in the same student organization, ect.

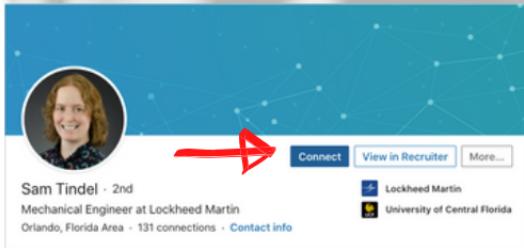
If you are not able to find the right person, go back to the filters and make adjustments. Do this until you find who you are looking for.

Day 3

CREATE VIP CONNECTIONS

Step 4- Make The Connection

When making the connection, you don't just want to connect with them. You actually want to take the time send a personalized connection request.



Your invitation is on its way

✓ Your invitation to Sam Tindel is on its way. You can add a note to personalize your invitation.

Add a note Done

Add a note to your invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Ex: We know each other from...

300 / 300

Cancel Done

Keep the connection request short and to the point. Remember your goal here is just for them to accept your request and to encourage them to check out your profile.

Here is a good and simple template to get you started.

Hi NAME, I noticed that we both attended SCHOOL NAME and we were both part of the same _____ organization. I would love the opportunity to connect."

Hi NAME, I came across your LinkedIn profile and noticed that we both COMMON INTEREST. I would love the opportunity to connect and follow your career.

Day 3

CREATE VIP CONNECTIONS

Engaging With Other People's Post

At this point, you should have your LinkedIn profile completed and you should have started to post content. The next step is to engage with others. Connect and engage with other students, faculty, the individuals you selected on your 10-5-1 activity, and anyone else you find interesting. This should be a daily habit. One piece of advice that I like to give students is for them to comment on at least ten posts each day. This helps establish yourself in the community and it helps you to stand out and grow your personal brand.

Conclusion

LinkedIn is one of the best tools out there for students to use. There is no other important social media platform for college students than LinkedIn. The best thing is that LinkedIn is where Instagram was five to eight years ago, meaning that there is a lot of opportunity to be seen if you are active on the platform.

Not many people are posting content themselves so people's feeds aren't too cluttered yet. When you post something on Instagram or Facebook now, less than 10% of your friends will see it unless it gets above average engagement. Only then will the algorithm share your post with more people. Your posts on LinkedIn will be seen by the majority of your connections on the other hand. In fact, when someone likes or comments on your post it will show on their connections feeds too. That is because not as much content is being created for LinkedIn. Get on the LinkedIn train before it gets too saturated and it's too late!

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- ✓ The Success Acceleration Library
- ✓ Access to my Referral Network
- ✓ 100+ Networking Templates
- ✓ Private Community
- ✓ Weekly Live Office Hours with Me
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CONGRATULATIONS!

NOW YOU'RE READY TO:

**Create an All-Start LinkedIn
Profile, create relevant content,
and build VIP Connections that
will get your hired!**

For questions and extra support please attend an of the office hours
or email hello@MasteringCollegeToCareer.Com.

