



Women in Computer Science at UC Davis:

LinkedIn Workshop (+FREE HEADSHOTS)

Maximizing your LinkedIn experience to gain tech opportunities...



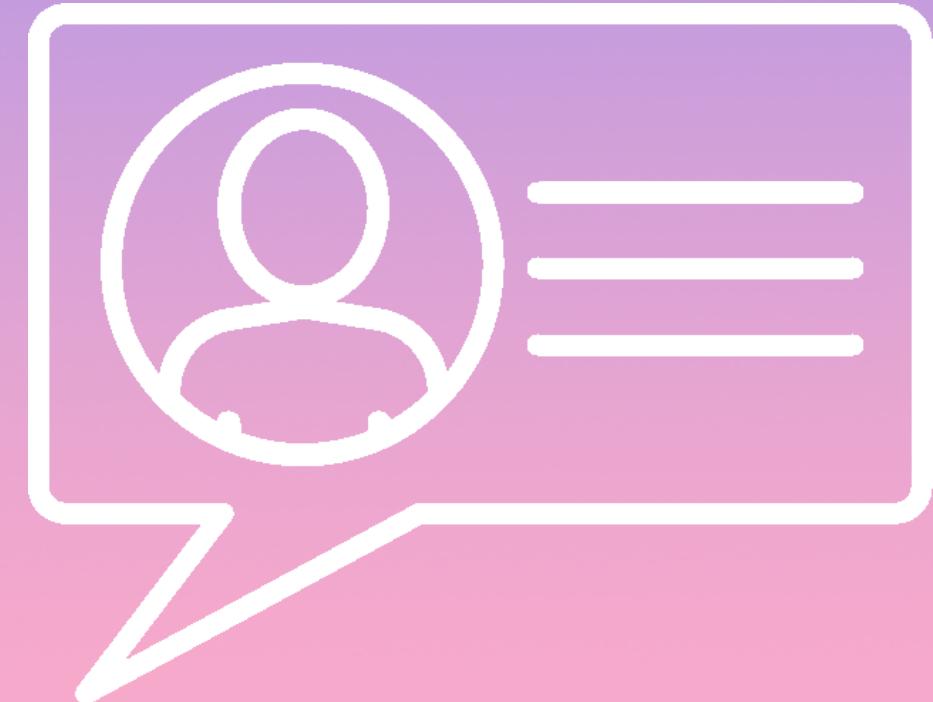
Agenda

- Workshop
 - "Rock your Profile!"
 - How to "LinkedIn" Efficiently
- Profile Headshots



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"Rock your Profile!"





Creating Your Own Brand

Your brand is your promise to those around you.

It tells people what they can expect from working with and around you.

You shape your brand in the way that you present yourself to others.





LinkedIn Profile vs. Resume

There are big differences between your LinkedIn profile and your resume:



- Speaks to all potential employers, not just a single one
- Goes into more detail with skills, projects, interests, certifications, and more!
- Allows other professionals and employers to interact, learn, and contact YOU
- Contains recommendations and endorsements from your network
- Displays your interests and initiatives!



Components of Your Brand

- **A great profile photo!**
 - This helps people understand your brand in an instant
 - It's their first impression of you
- **A captivating personal summary**
- **Demonstrating your work experience, skills, how you interact with your network, and areas of expertise & wisdom**





Personal Summary

- Your summary is the best place for you to communicate your professional brand and showcase your experience
- **Here's a simple formula:**
 - 1-2 sentences about who you are
 - 3-5 sentences about your experience, top skills, and key passions
 - 1-2 sentences about your future goals and how other members can engage with you



LinkedIn Skills Assessment

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Demonstrate transferable skills Beta

Considering a new career? Pick a role, then show your transferable skills through written or video responses for recruiters to consider.

- Human Resources (HR)**
Roles: HR Generalist, Sourcer
- Sales**
Roles: Sales Development Representative, Business Development Representative
- Marketing**
Roles: Marketing Specialist, Marketing Coordinator
- Project Management**
Roles: Associate Project Manager, Non-Technical Project Manager

Take Skill Assessments

Answer 15 multiple choice questions, score in the top 30%, and earn a skill badge.

- Skill Assessments**
For skills like Microsoft Excel, Python, SQL

- LinkedIn offers skills assessments
- People in your network can endorse these skills!

Skills [Demonstrate skills](#) +

Organization Skills

- Vice President at UC Davis Judo Club

Team Building



LinkedIn Skills Assessment

Skill assessments

Check your skill level. Answer 15 multiple choice questions, score in the top 30%, and earn a skill badge. [Learn more](#)

All **Recommended** Industry knowledge Tools & technology Search

Skill	Topics	People Took This
Python (Programming Language)	Algorithms, Advanced Concepts, Data Science, Data Structures, Fundamentals, Object-Oriented Programming	4M people took this
Microsoft Excel	Analysis, Data Manipulation, Formulas, Setup	26M people took this
HTML	Beyond HTML: HTML Fundamentals; Images, Sound, and Video; Tables and Mathematics; Web for All	3.5M people took this
Cascading Style Sheets (CSS)	Display Styles, Element Selectors, Functions and Rules, Page Layout, Syntax and Semantics	1.8M people took this
C++	Control Flow, Data Structures and Pointers, Functions, Fundamentals, Object-Oriented Programming, Standard Libr...	1.4M people took this
JavaScript	Data Types and Structures; Functions, Objects, and Classes; JavaScript Fundamentals; Logic and Control Flow; Web ...	2.3M people took this

Show more assessments

- Assessments in different Languages, Softwares, and Platforms!

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How to "LinkedIn" Efficiently





Finding Connections

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

- People
- LinkedIn 1
- University of California, Davis 1
- Connections
- Locations

The results list three connections:

- Yurid Anwari** • 2nd Technical Recruiter at LinkedIn
San Francisco Bay Area
Current: Technical Recruiter (IC2) at LinkedIn
Connect button
- Esteban Montes** • 2nd Monetization Strategy at LinkedIn
San Francisco Bay Area
Current: Associate Manager, Monetization Strategy at LinkedIn
SEJIN HAN is a mutual connection
Connect button
- Syeda Kauser Inamdar** • 2nd Senior Software Engineer at LinkedIn | Tech Speaker
San Francisco Bay Area
Talks about #techtalks, #techcareer, #growthmindset, #publicspeakingtips, and #softwareengineering
2K followers • Beatrix Jones and Leila Jadoon are mutual connections
Follow button

- Applying filters to find relevant connections
- Alumni connections are great because you have something in common! These individuals are more likely to help you!



Connecting with Others

Reach out with a message (Tech Role):

Hi (their name),

I'm currently studying (major) at UC Davis as well as navigating different career options in the tech industry. I'm really interested in your role as (their occupation) and how your journey through tech has evolved over the years. I was curious to see if you have 15-20 minutes to chat.

If this sounds of any interest to you, let me know what times fit into your calendar! Thank you so much, hope to hear from you soon!

Best,
(your name)



Connecting with Others

Reach out with a message (Referrals/Recruitr):

Hi (their name),

Hope you are doing well! I saw that (their company) is hiring for (role), and I'm very interested in applying. This role seems like a great fit for me because it (reason i.e. it needs someone who can quickly adapt and work cross-functionally in different teams).

Would you be willing to share any information on the position, the team, and what (you/they) might be looking for in a candidate? I'd be greatly appreciative!

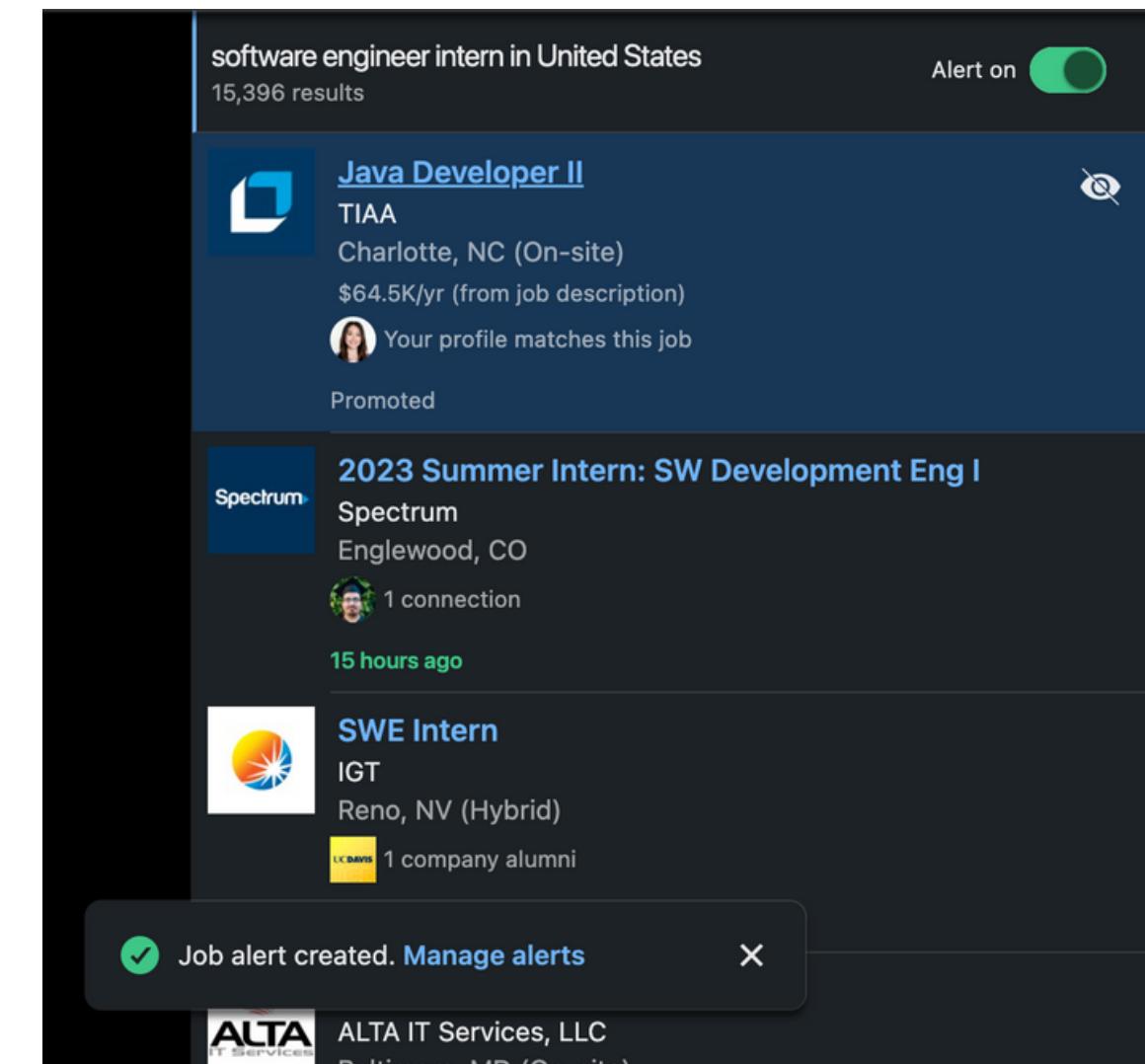
Let me know if you have any questions about my experience as it relates to this role.

Best,
(your name)



Creating Search Alerts

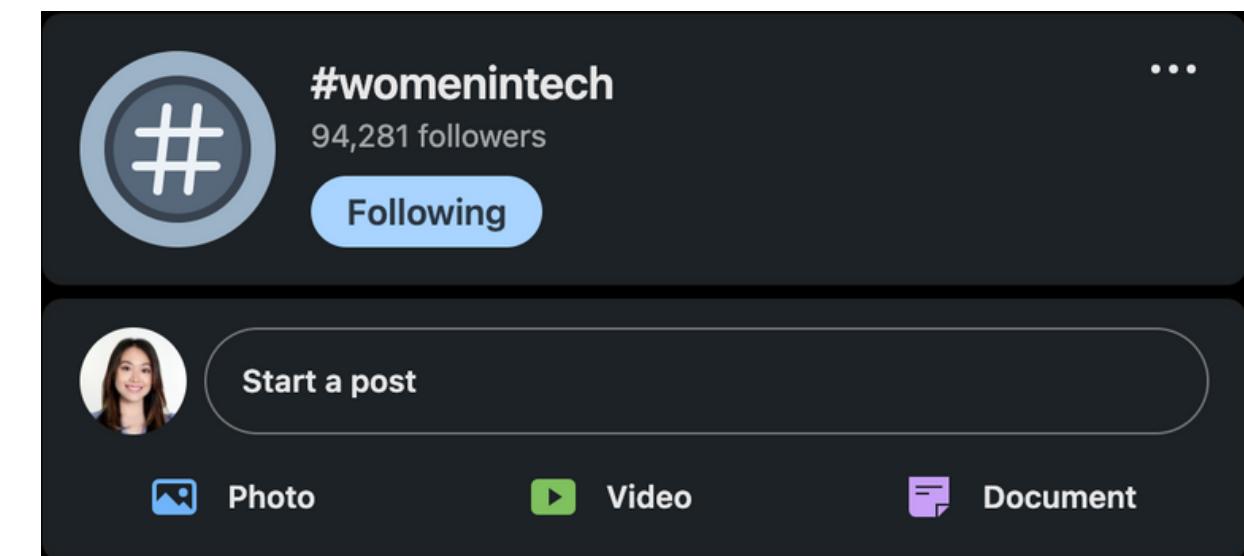
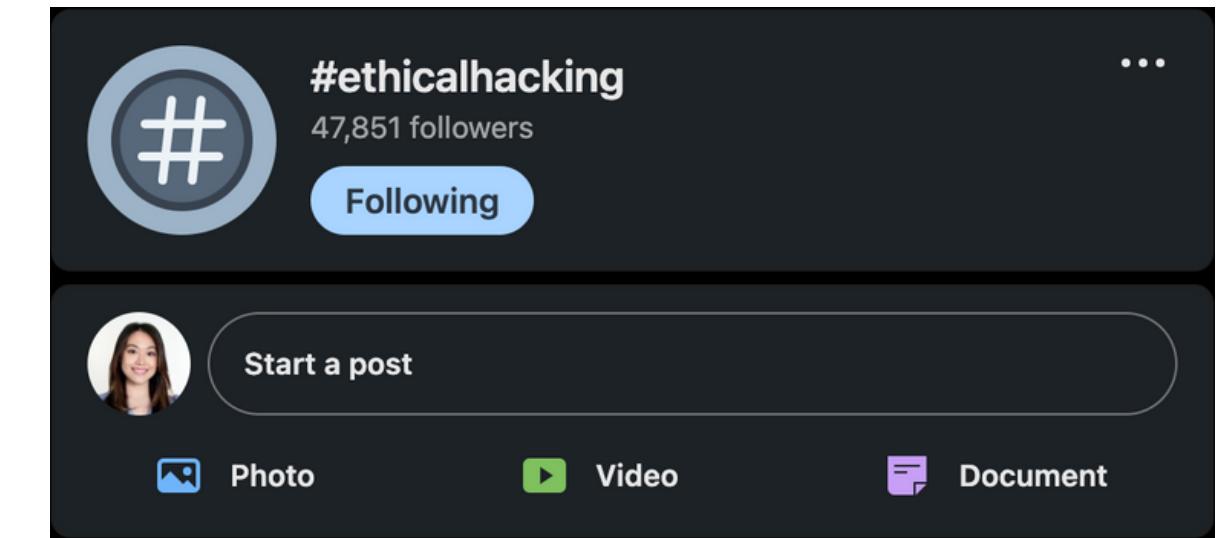
- LinkedIn is not only a great resource for finding jobs, but applying for jobs too!
- Create search alerts and be notified when new job postings are available.
- Apply directly on/with LinkedIn





Posting + Interacting

- Treat posting on LinkedIn like a "Personal Professional Blog"
- Post about events you attended, i.e. HackDavis, Grace Hopper
- Repost things you relate to and enjoy
- The more you engage with the right people, the more tailored your feed becomes!
- Follow tags i.e. #studentvoices, #womenintech



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Did you know?...



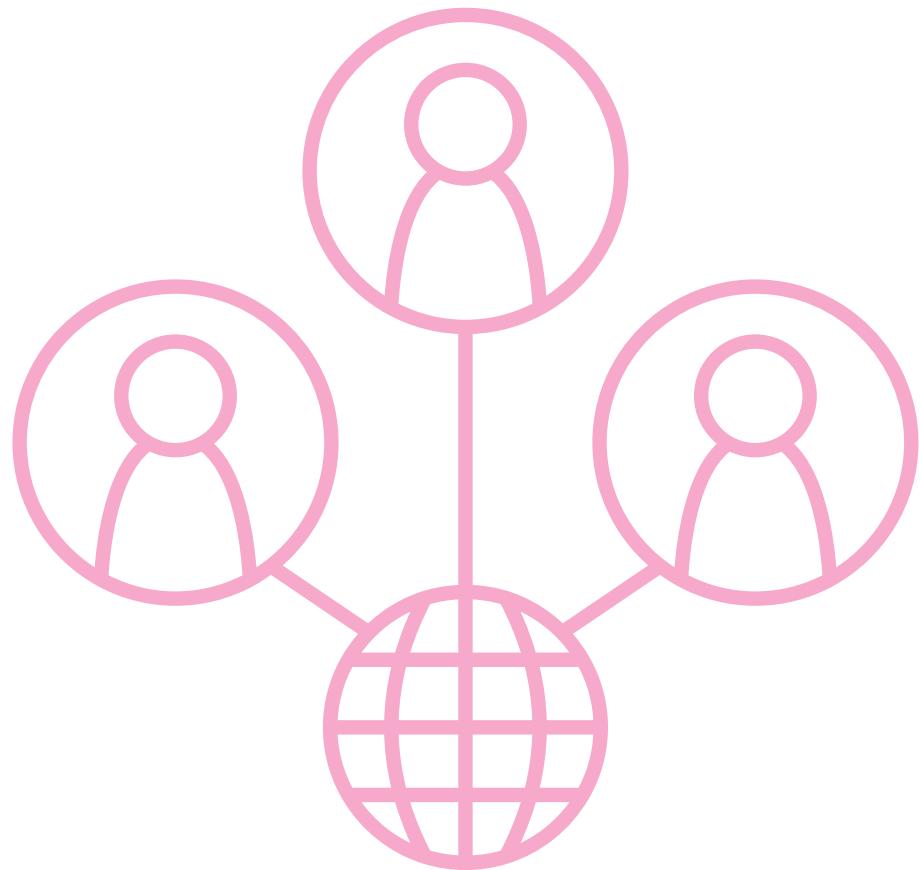
*50%+ of hires result from
a personal connection!*

With that being said...



Keep up with your Network!

- Be genuine to who you are!
Highlight your outside interests!
- Connect with your peers!
- Mentorship is mutually beneficial!
- Networking is a learning opportunity!





See you next time!

Upcoming events:

**Tuesday, February 7th, 2022 @ 6:30 pm:
WiCS x Math Club: Intro to Cryptography**



**Tuesday, February 14th, 2022 @ 6:30 pm:
WiCS x COFFEE x SWE GALENTINE'S DAY SOCIAL**

