

Upping your LinkedIn Game!

Matt Kaufman

About Me

Matt Kaufan

- Born in Los Angeles
- First job working in IT at age 14.5
- 12+ year *GDG* Organizer
- Started coding cluelessly at age 4.5 by copying out of magazines
- Couldn't keep up with EECS in college so I switched to CS but that was hard too so I switched to Mass Communications but I couldn't pass a History class, so I switched to Linguistics
- Coding professionally since 2007
- Husband and Father of three
- Favorite Movies:
 - The Great Escape
 - Die Hard (#1 of course)
 - The Matrix (#1 of course)
- Terrible at Project Management
- Love puzzles, fixing stuff, and sci-fi

@luvbunny233424



About Me

Matt Kaufman

- 18+ years as Founder and CEO of MK Partners, a Salesforce Consultancy and App Publisher
- Architect and Lead Developer on over 30 apps
- Principal Consultant on over 500 projects
- Over 28 Salesforce Certifications
- 12+ year Community Organizer
- BA Linguistics, UC Berkeley
- Husband and Father of three
- Love puzzles, fixing stuff, and reading sci-fi

@the1mattkaufman



No

I do not want to connect with you on LinkedIn

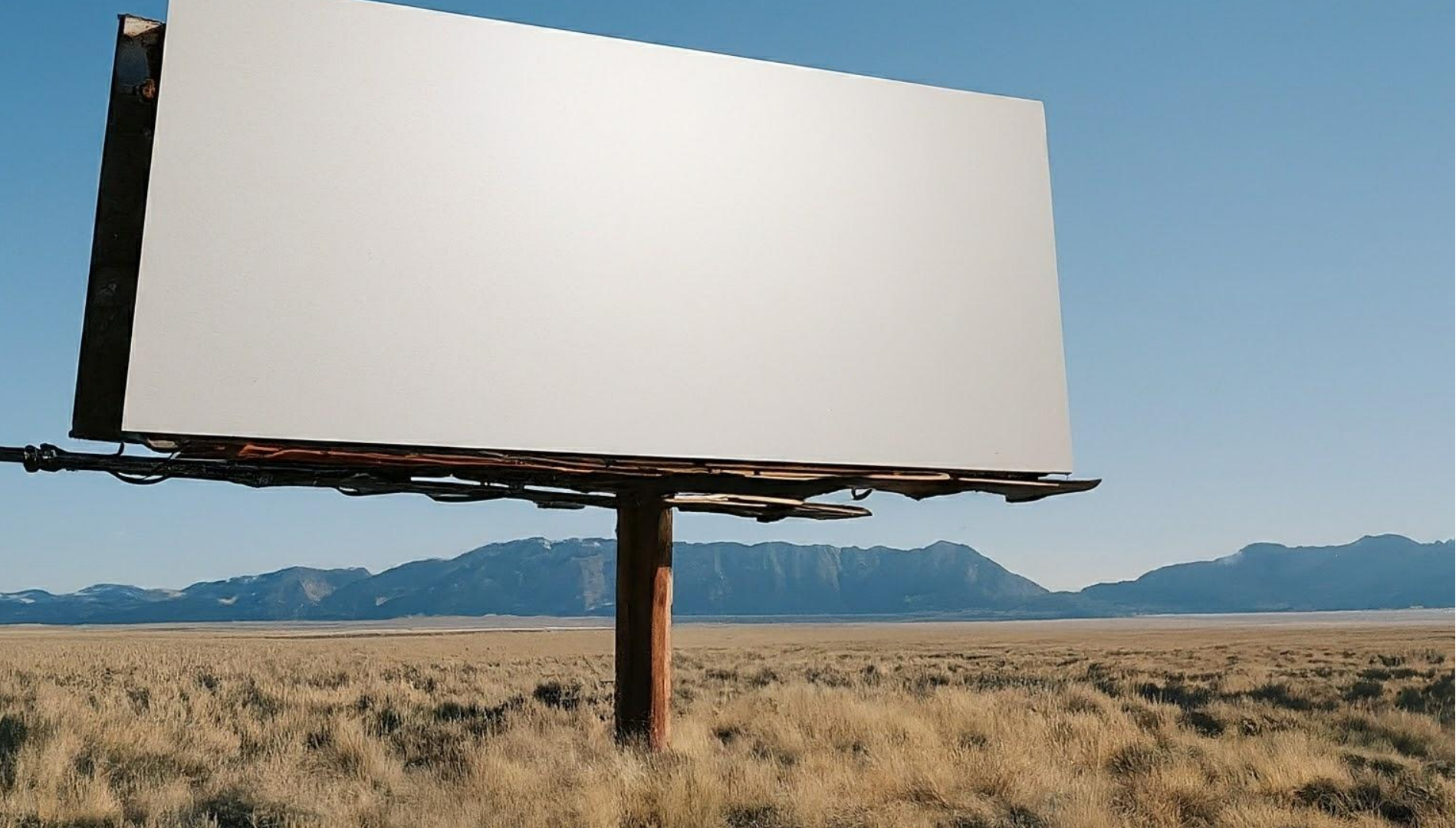
Do not ask me

We have never worked together

I cannot honestly recommend you to anyone I have worked with

If I say Yes and connect with you, I will remove you a week or two later because I don't know who you are and only want connections with people I have worked with and can recommend to others

If you really want to connect with me on LinkedIn, you have to connect with me in real life first



What kind of picture is this?



WIN,
GREAT
BROWN
STRIP
CLOTH
AND BEACH HUTS.
THERE WAS A SAND
CASTLE WITH A REAL
KNIGHT IN ARMOR
IN THE FANTASY!

TO:
WALDO-FOLLOWERS
HERE, THERE,
EVERYWHERE



Matt Kaufman ✓ (He/Him) 2

Technology, Efficiency, and Business Strategy Expert in Cloud and Software Engineering 3

Talks about #javascript, #salesforce, #googlecloudplatform, and #softwaredevelopment

Los Angeles, California, United States · [Contact info](#)

1,548 followers · **500+ connections** 5



MK Partners 4



University of California, Berkeley

Recommendations

[Show all pending](#)[Received](#)[Given](#)


Jennifer Langdon · 1st

Lead Credential Developer at Salesforce

April 13, 2017, Jennifer worked with Matt but they were at different companies

Matt is a subject matter expert who has been involved with many aspects of the Salesforce Developer certifications. He has written exam items and scenarios, performed technical review and QA of other experts' work, judged candidate submissions, and evaluated system requirements for internal apps. I value his opinion and have often consulted him for technical advice on program guidelines. Working with Matt is fun! He is generous with his time, solution-oriented, and has a great sense of humor. I feel confident in Matt's technical expertise. He is my go-to person for help with troubleshooting technical issues related to the Developer certifications. Matt's contributions have been invaluable to the Salesforce certification program.



Patrick Yurgosky  · 1st

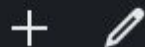
President at Yurgosky

September 8, 2010, Patrick was Matt's client

I have worked with Matt on multiple projects. His great attitude and strategic insight has always made working with him, and MK Partners, an exciting and rewarding experience.

[Show all 7 received →](#)

Courses



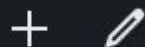
Apex & Visualforce Controllers

501



Associated with MK Partners

Honors & awards



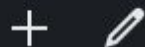
Small Business of the Year

Issued by CA Small Business Association · Jun 2015



Associated with MK Partners


Languages



English

French

Analytics

 Private to you



195 profile views

Discover who's viewed your profile.



35 post impressions

Check out who's engaging with your posts.
Past 7 days




210 search appearances

See how often you appear in search results.

[Show all analytics →](#)

Resources

 Private to you



Creator mode On

Get discovered, showcase content on your profile, and get access to creator tools

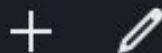


My network

See and manage your connections and interests.

[Show all 5 resources →](#)

Organizations



Google Developer Group Los Angeles

Organizer · May 2012 - Present



Associated with MK Partners

Interests

Top Voices

Companies

Groups

Newsletters

Schools



Sara Blakely · 3rd

Founder of SPANX

2,149,618 followers

✓ Following



Oprah Winfrey · 3rd

CEO, Producer, Publisher, Actress and Innovator

1,236,400 followers

✓ Following

Show all Top Voices →

Activity

1,577 followers

Create a post



Posts

Comments

Images

Matt Kaufman reposted this • 1w



#TDX24 is only 5 days away! We chatted with TDX speaker Marianna Torres about her session 7 Free Apps for the Everyday Admin.

...

...show more



Matt Kaufman reposted this • 1w



If you're going to be at #tdx24 next week, join us for the AI debate of the year!



2 comments

Matt Kaufman posted this • 1mo

Good Example of Self Promotion

<https://vimeo.com/916784640>

1. Showcases skills related to the job she wants
2. Easy to share
3. Easy to watch quickly
4. Professional look and feel

Your Turn

Any volunteers?

Your Homework

1. Ask your friends, family, coworkers, customer...
 - a. What's the one thing you would definitely come to me for help with over anyone else you know
 - b. What's an area that I could improve upon
 - c. Would you be willing to write me a recommendation on my LinkedIn profile
2. Ask yourself
 - a. What's something I could do (or talk about) every day and always be happy
3. Research jobs that require or benefit from your special skill and are somehow related to your interests
 - a. If you can't find one, then either a job that will allow you to focus on what makes you happy when not working OR a job that will make you happy but you may have to find income elsewhere
4. Update one aspect of your LinkedIn profile before you go to bed
 - a. Add time to your calendar on a regular frequency to continue improvement

**Your LinkedIn Profile can get a
job interview, but only YOU
can get the job!**

Matt Kaufman