



Career Services

January 2017– July 2017

GW013017FSF - (M/W) 6:30PM

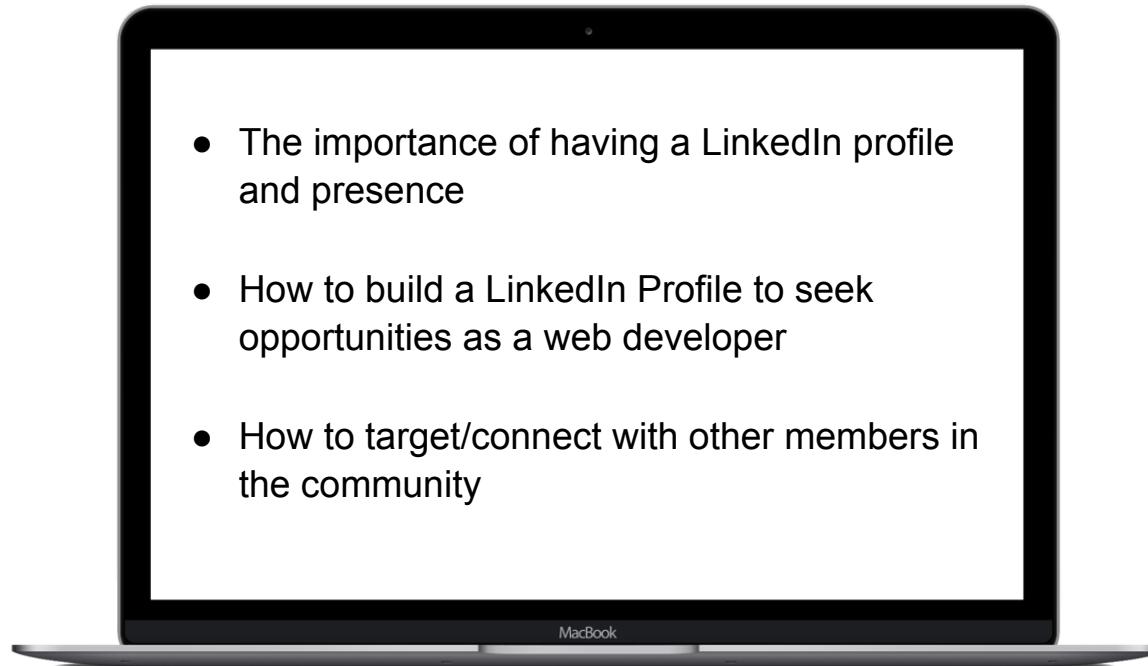
GW013117FSF - (T/Th) 6:30PM

Both Sections - (Sat) 10:00AM

Learning Objectives

After this presentation, you will understand...

- The importance of having a LinkedIn profile and presence
- How to build a LinkedIn Profile to seek opportunities as a web developer
- How to target/connect with other members in the community



What is LinkedIn?

LinkedIn is a social networking site designed specifically for the business and tech community.

The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally.



Confirm Your Settings

The screenshot shows the LinkedIn Account & Settings page for a user named Sam Dias. The 'Privacy' section is highlighted with a blue box. A dropdown menu is open over the 'Company Page' item, which is also highlighted with a blue box. A large blue rounded rectangle surrounds the 'Change' button in the dropdown menu, indicating it is the primary action to be taken.

Account & Settings

Sam Dias [Sign Out](#)

Account: Premium Business [Manage](#)

Job Posting [Manage](#)

Company Page [Manage](#) **Change**

Language [Change](#)

Privacy & Settings [Manage](#)

Help Center [Get Help](#)

Profile privacy

Blocking and hiding

Data privacy and advertising

Security

Profile privacy

Edit your public profile

Choose how your profile appears in search engines

Who can see your connections

Choose who can see your list of connections

How You Rank

Choose whether or not to be included in this feature

Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Sharing profile edits

Choose whether your network is notified about profile changes

Profile viewing options

Choose whether you're visible or viewing in private mode

Change
Only you

Change
Yes

Change
No

Change
No

Change
Private mode

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Confirm Your Settings

Your public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/samanthadias

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

[Learn more ▾](#)

Make my public profile visible to no one

Make my public profile visible to everyone

Picture

Headline

Posts

Summary

Current Positions

Details

Past Positions

Recent Activity

Jobs-Preferences

The screenshot shows the LinkedIn 'Jobs Preferences' section. At the top, there is a search bar with placeholder text 'Job title, keywords, or company name', a location filter set to 'San Francisco Bay Area', and a 'Find jobs' button. Below the search bar, there are tabs for 'My jobs' and 'Preferences', with 'Preferences' being the active tab. A 'LinkedIn' link is visible on the right.

Let recruiters know you're open
Share that you're open to new opportunities and let your next job find you.

On

What kind of jobs are you considering?

Title

✓ Career Advisor ✓ Career Development Specialist ✓ Career Coach
✓ Employee Relations Manager ✓ Learning Development Manager
✓ Career Development Manager ✓ Director Of Career Services

Jobs-Preferences

Get more relevant job recommendations

Help us see past your profile details so we can surface the most relevant jobs to you.

What locations would you like to see jobs in?

✓ San Francisco Bay Area ✓ Mountain View, CA ✓ San Jose, CA ✓ Sunnyvale, CA

✓ San Francisco, CA ✓ Milpitas, CA ✓ San Ramon, CA ✓ Palo Alto, CA

✓ Los Altos, CA + Add location

Which experience levels are you interested in? [Experienced Hire to Director](#)



What industries are you considering?

✓ Nonprofit Organization Mana... ✓ Computer Software ✓ Computer Networking

✓ Professional Training & Coac... ✓ Education Management ✓ Human Resources

✓ Marketing and Advertising ✓ Internet ✓ Information Technology and ...

✓ Management Consulting + Add industry

• FILL EVERYTHING

- Lots of Locations
- Many RELEVANT Titles – Not Snr. SE
- Many Company Sizes: Sweet Spot is 11-50 or 51-200
- Choose ALL Job Types
- Start: Anytime
- Short, Precise Intro

Jobs-Preferences

Suggested based on your experience

- [+ Higher Education](#)
- [+ Staffing and Recruiting](#)
- [+ Individual & Family Services](#)
- [+ Government Administration](#)
- [+ Real Estate](#)
- [+ Primary/Secondary Education](#)

What size company would you like to work for? 51 to 10,001+ employees



Share your profile when you click apply

Allow job posters to see your full profile when you click apply on jobs that take you off LinkedIn to finish the application.



Job type

- Full-time
- Part-time
- Contract
- Internship
- Remote
- Freelance

When can you start?

Anytime

281

Introduction (300 characters or less)

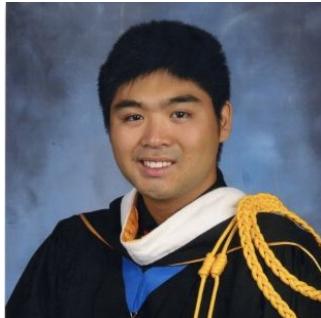
PUT SOMETHING HERE

Location

We'll share the locations you set for your recommendations below.

Creating Your Profile

What your profile picture shouldn't look like...



Creating Your Profile

What your profile picture SHOULD look like...



Creating Your Profile



Sam Dias

Full Stack Developer In Training

San Francisco Bay Area | Computer Software

Current

UC Berkeley Extension - Coding Boot Camp, Trilogy
Education Services, CareerMe Intl.

PREMIUM

Creating Your Profile - Summary

in PREMIUM ≡ Search for people, jobs, companies, and more... 🔍

Background

 Summary

As a full stack software engineer who knows his way around the MEAN stack, enjoy leveraging powerful frameworks to build responsive web applications quickly and iteratively. Kitschy acronyms aside, I'm motivated by my desire to improve upon the human experience - if software isn't serving that purpose, then why write it?


Live Demo & Presentation of RooMe


Portfolio

Creating Your Profile - Specialties

- ✓ Specialties: • Inspiring Others • Leadership • Professional Development • Coaching • Mentoring • Training • Recruitment • Empowering Leaders • Organizational Planning • Volunteer Management • Program Development • People Management • Cross-Functional Team Leadership • Nonprofit Management • Community Service • Learning and Development • Startups • Workshop Facilitation • Team Building • Community Development • Personal Branding • Resume Writing • Cover Letters • Career Planning • Marketing Communications • Content Development • Product Marketing • Writing • Blogging • Marketing Campaigns and Operations • Social Media • Event Management • Sales Enablement • Sales Operations • Business Development • Business Operations • Research/Data Analysis • Market Intelligence • Corporate Strategy • CRM/Information Systems

Creating Your Profile - Education

School *
University of California, Berkeley [Change School](#)

Dates Attended
- Or expected graduation year

Degree
-

Field of Study
Computer Software Engineering

Grade
-

Activities and Societies
Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

Description
Full Stack Web Development Boot Camp

[See examples](#)

Creating Your Profile - Education

- Avoid **dates** of **Bachelors, Masters** if you want to keep age private
- Certifications: showcase only certifications that are issued by a recognized body
 - Professional Courses like ours
 - Grad Certificates
 - Lynda.com
 - PMP, CSM, PCC, CPR

Creating Your Profile - Volunteer Experience



Volunteer Experience & Causes

Volunteer

Code for America

February 2014 | Social Services



Code for San Francisco, the local SF Brigade - Work with local developers, designers, project managers, policy researchers and any other members of the public interested in using data and technology to improve access to social services and community

<http://codeforsanfrancisco.org/>

Team Lead

Rebuilding Together

August 2012 | Social Services



Lead home repair projects in low income communities for Rebuilding Together San Francisco and Rebuilding Together Peninsula, where I did a year of service through AmeriCorps

Volunteer

Alemany Farm

January 2011 | Health

Opportunities Mathias is looking for:

- Skills-based volunteering (pro bono consulting)

Creating Your Profile - Projects

dbCasino →

May 2016

A fun casino app I engineered that lets you play the slots and hopefully win some coins!

Technologies leveraged:

- AngularJS with component based architecture
- ES2015
- Webpack's Babel transpiler
- Node.js & Express
- MongoDB
- Heroku

Client Code Repo: <https://github.com/dblanchard13/toy-casino-client>

Server Code Repo: <https://github.com/dblanchard13/toy-casino-api>

RooMe →

April 2015

A hybrid mobile and web application that helps you find your next roommate with just a swipe.

Link to our presentation of the app at Hack Reactor's Hiring Day: <http://bit.ly/1ECIHqO>

My Roles: Product Owner and Full-Stack Engineer

Technologies leveraged:

- Ionic
- AngularJS
- Node.js & Express
- MongoDB
- Mongoose
- Firebase
- AngularFire
- Karma
- Jasmine
- Travis CI



Creating Your Profile - Skills

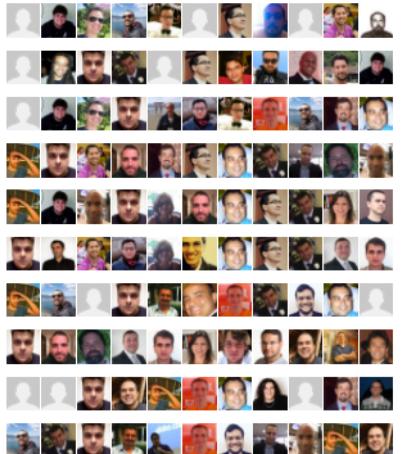
 Skills

Top Skills

| Rank | Skill | Count |
|------|--------------------------|-------|
| 1 | Scrum | 99+ |
| 2 | Agile Methodologies | 99+ |
| 3 | JavaScript | 93 |
| 4 | Ruby | 59 |
| 5 | Python | 49 |
| 6 | Java | 47 |
| 7 | Agile Project Management | 46 |
| 8 | REST | 46 |
| 9 | Software Development | 45 |
| 10 | Test Driven Development | 38 |

Guilherme also knows about...

| | | | |
|--------|-------------------------|------------------|---------|
| 37 PHP | 34 Web Applications | 25 Ruby on Rails | 22 Unix |
| 22 Git | 21 Software Engineering | 19 Django | |



Creating Your Profile - Languages & Interests



Languages

English

Native or bilingual proficiency

French

Full professional proficiency

Dutch

Limited working proficiency

Indonesian

Limited working proficiency

Spanish

Elementary proficiency

Hindi

Elementary proficiency

Additional Info

- **Interests**

Photography, Image processing, GPU programming, Photo editing, HDR, Computational Photography, Android, Robotics, Computer Vision, BMX

- **Interests**

ultimate, downhill skiing, hiking, geocaching, electronics, ceramics, astronomy, cooking, food science, mandolin, saxophone



Adding Connections

The screenshot shows the LinkedIn Advanced People Search interface. The search bar at the top contains the placeholder "Search for people, jobs, companies, and more...". The "Advanced" button is highlighted with a yellow box. Below the search bar, there are several search fields and filters:

- Keywords:** An empty input field.
- First Name:** An empty input field.
- Last Name:** An empty input field.
- Title:** A dropdown menu set to "engineering", highlighted with a blue box.
- Current:** A dropdown menu set to "Current", highlighted with a blue box.
- Company:** An empty input field.
- School:** An empty input field, highlighted with a red box.
- Location:** A dropdown menu set to "Anywhere".

Relationship: A group of checkboxes:

- 1st Connections
- 2nd Connections
- Group Members
- 3rd + Everyone Else

Location: A checkbox group:

- San Francisco Bay Area

A "+ Add" button is located below this section.

Current Company:

- Industry:** A group of checkboxes:
 - Computer & Network Security
 - Computer Games
 - Computer Hardware
 - Computer Networking
 - Computer Software
 - Construction
- Past Company:** An empty input field.
- School:** An empty input field.

Profile Language: An empty input field.

Groups: A list of groups:

- Higher Education Marketing & Communicat...
- CrowdSourcing & CrowdFunding for Entrep...
- Nonprofit Information
- Monash Alumni (Official)
- Content Marketing Academy (by Kapost)
- [...]

Years of Experience: An empty input field.

Function:

- Seniority Level:** A group of checkboxes:
 - Manager
 - Director
 - VP
 - CXO
 - Partner
 - Owner
- Interested In:** An empty input field.

Company Size: A group of checkboxes:

- Self-employed
- 1-10
- 11-50
- 51-200
- 201-500

Buttons: "Reset" and "Close" buttons are located in the top right corner of the search dialog.

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Adding Connections

Screenshot of the LinkedIn search interface showing connection filtering options.

LinkedIn Header: PREMIUM, Search people..., Advanced

Search Options:

- Home, Profile, My Network, Jobs, Interests, Business
- Search: Advanced >
- People (highlighted)
- More...

Keywords: (empty input field)

Filter Buttons (circled in blue):

- 2nd Connections
- Group Members
- 3rd + Everyone Else
- San Francisco Bay Area
- Industry: Computer Software
- Director
- Manager
- VP
- Owner
- CXO
- Partner
- Company Size: 1-10
- Company Size: 11-50
- Company Size: 51-200
- Company Size: 201-500

Reset

Result Count: 3,100 results

User Profile 1: Anatoly Adamov (2nd)

- Director of Engineering at Jaunt VR
- San Francisco Bay Area • Computer Software
- 10 shared connections • Similar

Connect

Posts by Anatoly Adamov:

Fear and loathing of meetings
April 13, 2015 • 353 Views

User Profile 2: Senthil kumaran K (2nd)

- SVP Engineering at ItsOn, Inc.
- San Francisco Bay Area • Computer Software
- 7 shared connections • Similar

Connect

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How To Connect

The screenshot shows the LinkedIn interface for sending a connection invitation to 'Jim'. At the top, there's a 'PREMIUM' status bar and a search bar. Below it, the main window has a title 'Invite Jim to connect on LinkedIn' with an envelope icon. A dropdown menu titled 'How do you know Jim?' is open, showing the following options:

- Colleague
- Classmate
- Choose school...
 - University of California San Diego - School of Extended Studies and Public Programs
 - Monash University
 - University of California, Berkeley** (highlighted with a blue background)
 - Other...
 - I don't know Jim

Below the dropdown, there's a section for 'Include a personal note: (optional)' with a large text input field containing the placeholder 'EDIT THIS WITH CONTENT GIVEN IN SLIDES'. At the bottom of the dialog are two buttons: 'Send Invitation' (in a blue box) and 'Cancel'.

Important: Only invite people you know well and who know you. [Find out why.](#)

**CUSTOMIZE THE INVITE
with a PERSONAL
NOTE, ALWAYS
*refer next slide**

How To Connect - University Alumni

Hi {first name},

Love your background. Interested in connecting with you as a fellow alum of {insert alum name},

- {Your name}

How To Connect - University Alumni

Hi {insert alum name},

I found your name while researching fellow {insert school} alums in {insert city}, and thus I hope you don't mind me contacting you. I am hopeful to transition into {insert bucket 1} or {insert bucket 2}, and would love to connect with you to learn about your work. Are you available for a quick coffee near your office?

Best,
{Your name}

How To Connect - Web Developer

The screenshot shows the LinkedIn interface for sending a connection request. At the top, there's a 'PREMIUM' badge, a search bar, and a message icon. Below that, a button says 'Invite Jim to connect on LinkedIn'. The main area has a heading 'How do you know Jim?' followed by a list of options with radio buttons. The 'Colleague' option is selected and highlighted with a blue border, with the sub-option 'Career Development Director at UC Berkeley Extension' expanded. Other options include 'Classmate', 'We've done business together', 'Friend', 'Other', and 'I don't know Jim'. Below this is a section for a 'personal note' with a placeholder 'EDIT THIS WITH CONTENT GIVEN IN SLIDES'.

You can also add
“Full Stack Web
Developer in
Training” as a Job on
your **profile**, and
select that here...

**CUSTOMIZE THE
INVITE with a
PERSONAL NOTE,
ALWAYS – refer next
slide**

How To Connect - Web Developer

- LinkedIn Connect Request to Potential Mentor, Hiring Manager or Someone who might offer Referrals if you meet with them
 - When you are not yet job ready or there's no job posted, and you'd like coffee or a call.

Hi {insert name},

Love your background. Interested in connecting with you so we can learn from each other.

- {Your name}

How To Connect - Web Developer

- **LinkedIn Message to Potential Mentor, Hiring Manager or Someone who might offer Referrals if you meet with them**
 - **When you are not yet job ready or there's no job posted, and you'd like coffee or a call.**

Hi {name},

I found your name while researching {insert their company}. I found the work that you're doing to be incredibly {insert flattery}, and am hopeful to transition on into a similar space.

As someone who has done so well, I'd love to learn more about you. Are you available for a quick call or coffee? I can make myself available at your convenience and could come to you. {if you have a stringent work schedule, state your availability here, without being too complicated}. Thanks and I look forward to connecting!

Best,

{Your name}



Let's Get Started!

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Target• 30/week<ul style="list-style-type: none">– 6 accept• 6 messages sent<ul style="list-style-type: none">– 1 responds | Stretch <ul style="list-style-type: none">• 40/week<ul style="list-style-type: none">– 10 accept• 10 messages sent<ul style="list-style-type: none">– 2 respond | Super Stretch <ul style="list-style-type: none">• 80/week<ul style="list-style-type: none">– 20 accept• 20 messages sent<ul style="list-style-type: none">– 4 respond |
|--|---|---|

**How many connections do you want?
How much advice do you want?
How many referrals do you want?**

Career Services

Q&A