

# LINKEDIN WORKSHOP

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# Agenda

1. Why Linkedin is Important
2. How to Approach Your Profile
3. Time to Work
4. Building Your Network
5. Identifying Contacts For Your Job Search



*“I HAVE my resume...”*

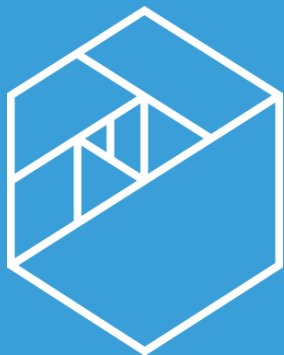
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# But Hiring Managers are like...

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# WHY IS **in** IMPORTANT?

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# Why **in** is Important



1. Allows Recruiters to **Find You**
  - *Gives Employers More Insights*
2. It's a **Job Board**
  - *Can See Who Recruiter is*
3. Allows You to **Use Your Network**
  - *Personal Connections = Successful Job Search*

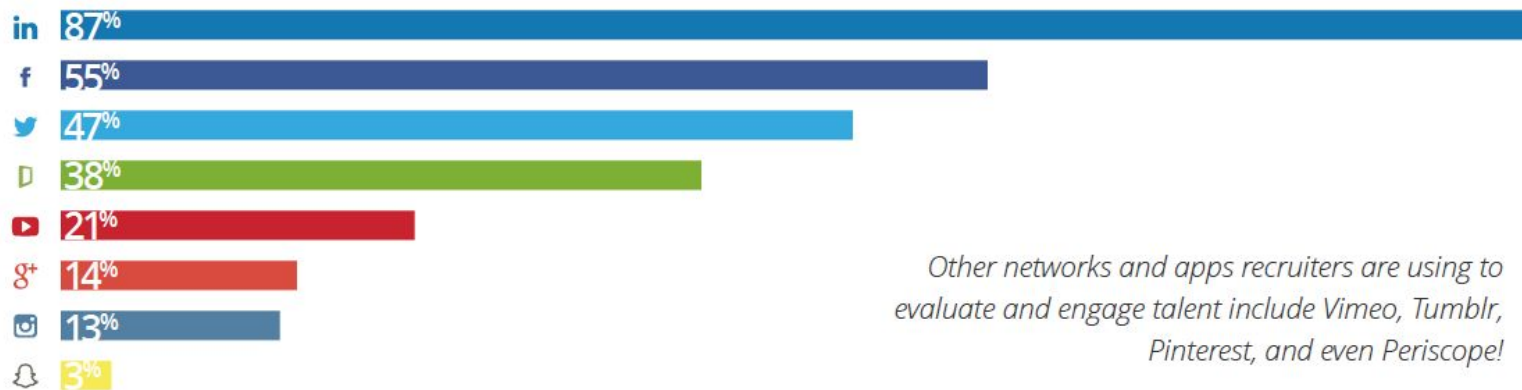


# Employment Fun Facts

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## SOCIAL

**Only 4% of recruiters DON'T use social media in the recruiting process.**  
4% aren't sure, but the **92%** of recruiters that do use social media cast a wider net than ever:



*Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!*

# in = Recruitment Tool of Choice



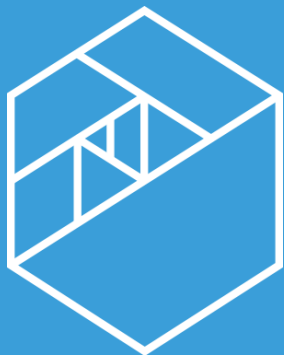
## Employers Want to See:

- ❑ Evidence you're:
  - ❑ **Engaged**
  - ❑ **Passionate**
  - ❑ Willing to Connect
- ❑ Have or building **expertise**
  - ❑ **Employment**
  - ❑ **Education**
- ❑ That you have a **strong network** yourself
  - ❑ People in common

Linked 







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# HOW APPROACH YOUR **in** PROFILE

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## Gregory Ryslik

Senior Manager of Data Science at Tesla Motors & Adjunct Assistant Professor at Penn State  
San Francisco Bay Area | Research

Current

Tesla Motors, Penn State University

Previous

Genentech, Yale University, PricewaterhouseCoopers

Education

Yale University

[Send a message](#)

[Endorse](#)

1st

417 connections

★ Relationship

📄 Contact Info

Connected 18 hours ago

### Background



#### Summary

PhD Data Scientist specializing in leading teams to utilize statistics, math and computer science to extract knowledge and understanding from biotech, fintech and pure tech data.

Extensive experience with machine learning, data mining, big data, data visualization, statistical learning and actuarial methods. I'm proficient in R, Python, Shiny, java, javascript, C/C++, SQL, NoSQL and other tools.

#### Background Overview:

- Senior manager of Data Science at Tesla (concurrent).
- Adjunct Assistant Professor at Pennsylvania State University (concurrent).
- Nonclinical Biostatistician at Genentech.
- Actuary at PricewaterhouseCoopers
  
- PhD – Yale University – New Haven, CT – Graduate School of Arts and Sciences.
- MA in Statistics – Columbia University – New York, NY – Graduate School of Arts and Sciences
- BS in Mathematics, Computer Science, Finance – Rutgers College & Rutgers Business School
  
- Fellow of the Casualty Actuarial Society (FCAS) – Accredited Actuary.
- Member of the American Academy of Actuaries (MAAA)
- Member of American Statistical Association.

# The Great Header Debate



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Data Science Fellow at Metis

San Francisco Bay Area | Information Technology and Services

**Data Scientist**

vs

**Data Fellow**

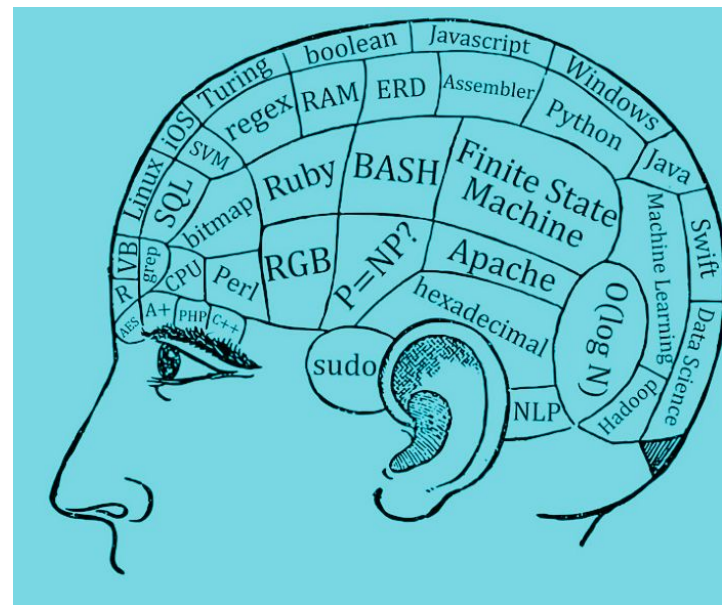
vs

**Data Science  
Student**

# Your **in** Summary



- Should Read [Present, Past, Future]:
  - *“Who you are, what you’ve done, what you want to do next”*
- Concisely Explain Your Data Science Story:
  - *Include a full, relevant list of your skills*



# How to be a **in** All-Star



- ❑ Professional **Photo** [**Metis Picture Day - TBD**]
- ❑ **Title / Headline** = Elevator Pitch
- ❑ **Summary** = Mission Statement
- ❑ Use **Rich Media** (GitHub, Website, Blog etc.)
- ❑ **Experience & Education** Should Mirror Resume\*
  - ❑ **Descriptions** = Accomplishment / Impact-Oriented
- ❑ List Relevant Awards, Publications, **Projects**
- ❑ Get **Recommendations & Endorsements**





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**FIND FAVORITE**  
**in** **PROFILES**

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# What Do You Think?



## Background



### Summary

I am a Data Scientist with experience in data manipulation, complex statistical analysis, machine learning algorithms, and interactive data visualizations. I am passionate about solving complex problems and have a particular interest in applying my skills with data towards projects that involve Scientific Exploration and the Natural World.

I have excellent analysis and research skills developed through 4 years of experience in scientific research and expertise in a broad range of tools and methods, including but not limited to:

Python, R, SQL and NoSQL databases, supervised and unsupervised machine learning algorithms, Hadoop, and Spark

# in Contact Info



Edit public profile & URL

Add profile in another language ⓘ

1. Make your URL easy to remember

2. Incorporate Rich Media

4. Bonus: branding & SEO

## Edit URL

Personalize the URL for your profile.

[www.linkedin.com/in/tiffanydedeaux](https://www.linkedin.com/in/tiffanydedeaux)

## Edit Content

This is your public profile. To edit its sections, update your profile.

Edit contents

## Edit Visibility

You control your profile's appearance for viewers who are not logged-in members. Limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

[Learn more](#)

Your profile's public visibility

On ☒

## Media

Add a link to external documents, photos, or presentations.

Upload

Link

Supported formats

3. Go public when ready

## Share with network

☒ If enabled, your network may be notified of this job change and work announcement.  
[what's shared](#)

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SeattleCoach

See contact info

See connections (500)

Tiffany A. Dedeaux, MA, Tech Career Coach

## Contact Info

### Your Profile

[linkedin.com/in/tiffanydedeaux](https://linkedin.com/in/tiffanydedeaux)

### Websites

[sacred-time.com/](https://sacred-time.com/) (Sacred Time Career Coaching)

[narrativeecopsych.wordpress.com](https://narrativeecopsych.wordpress.com) (Narrative Ecopsychology Blog)

[meetup.com/Sacred-Time-Navigating-Career-Change/](https://meetup.com/Sacred-Time-Navigating-Career-Change/) (Navigating Career Change)

### Phone

360-303-1312 (Work)

### Email

[tiffany@sacred-time.com](mailto:tiffany@sacred-time.com)

### Twitter

[tadedeaux](https://twitter.com/tadedeaux)



# Adding Metis on



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## Examples...

**Completed 5 data science projects during an accredited 12-week immersive program in data analytics and machine learning.**

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Metis is a 12 week immersive Data Science Bootcamp covering topics such as Statistics, Machine Learning, Programming, Communication and Design.

Programming in Python, I created and presented 5 Data Science projects that utilized unsupervised learning, NLP, and Deep Learning concepts: ....

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Metis is an immersive 12 week data science bootcamp in San Francisco with a curriculum designed by Datascope Analytics. Through five data projects, I demonstrated concepts such as statistical inference, data acquisition, supervised and unsupervised learning, D3.js, SQL and NoSQL databases, and Hadoop MapReduce.

# Adding Projects on



## Data Scientist

Metis

Sep 2015 – Dec 2015 • 4 mos

New York, NY

Immersive, project based 12 week data science bootcamp covering topics such as statistical inference, data acquisition, supervised and unsupervised learning, D3.js, SQL and NoSQL databases, and Hadoop MapReduce. Projects include:

- Project 5: The Allen AI Science Challenge Kaggle Competition - Used natural language processing (NLP) to answer 8th grade science questions
- Project 4: Created Quikipedia, a Flask app that summarizes Wikipedia articles using NLP
- Project 3: Identified sign language characters in images with supervised learning techniques
- Project 2: Predicted Oscar Best Picture nominees and winners using regression
- Project 1: Optimized placement of non-profit's street teams using NYC subway data

## Accomplishments

### 3 Projects

Project Robista • Pump it up! - Team Hans n Franz • Project Luther

### 3 Publications

A competitive aggregation model for Flash Nanoprecipitation • Kinetic modeling of Nanoprecipitation using CFD coupled with a population balance equation • Solution to multivariate population balance equations: conditional quadrature method of moments

### 1 Certification

6.BDx: Tackling the Challenges of Big Data

## Add new profile section

### Background

### Skills



### Accomplishments

 Publications  
4 publications on your profile 


 Certifications  
2 certifications on your profile 

 Courses  
15 courses on your profile 

 Projects  
22 projects on your profile 

 Honors & Awards  
1 honor & award on your profile 

 Patents  
Showcase your innovative expertise.

 Test Scores  
If you excelled in an exam, you can list your score here.

**Pump it up! - Team Hans n Franz**  
May 2016 – May 2016

A DrivenData.org competition undertaken to predict status of water pumps in Tanzania. Ranked Top 7%

#### Contributors



[See project](#)

# Past Experience on



## **Data Consultant, eDiscovery & Data Science**

Paul Hastings

June 2015 – September 2015 (4 months) | Greater New York City Area

PAUL  
HASTINGS

- Staged and coordinated data and specs for Data Scientists.
- Administered databases for litigation and IP matters.
- Designed and implemented new workflow processes in SharePoint.
- Project managed day-to-day litigation matters.

## **HTML5 Data Visualization Engineer**

Rapid7

June 2013 – August 2013 (3 months) | Cambridge, MA

**RAPID7**

Applied my skills in a dynamic software development team, working on cutting edge technologies and big data:

- Designed & built interactive HTML5 data visualizations for a new Rapid7 cybersecurity product called UserInsight
- Used D3.js & Leaflet.js to create interactive visualizations dashboard with dozens of linked views
- End result was a visualization dashboard allowing users to visually explore user login data, and remains a core feature of the UserInsight product today
- The core of the dashboards framework is now available as an open source tool, and has been utilized by dozens of other developers

# Now...Let's Get **in**



- ✓ **Professional Photo** >> Crop >> Background >> Lighting >> Look Friendly!
- ✓ **Title / Headline / Location** >> **Data Scientist** & where you want a job
- ✓ **Summary** >> Your data science story as **present >> past >> future**
- ✓ **Experience** >> Accomplishment/impact-oriented details
- ✓ **List** >> Relevant Awards, Publications, **Projects**
- ✓ **Rich Media** >> (GitHub, Website, Blog etc.)
- ✓ **Build Network** >> **Add People** From Metis, List **Skills**, **Endorse** Each Other



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# Build Your **in** Network

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# Who to Add?



- ❑ Friends and Family
- ❑ People From Business Events
- ❑ Recruiters (*even if haven't met*)
- ❑ Co-workers, Fellow Students, Instructors, and Me!







“ ”

“Can I add Data  
Scientists I’ve  
never met?”

– Every New Metis Student



“ ”

“YES!”

– Every Metis Career Advisor





“ ”

“How???”

– Every New Metis Student

# Be Tactful

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# Be Tactful



- 
1. Part of Application Process
    - a. Potential conflict of interest
  2. Make it Idea-Related
    - a. An article they wrote, a podcast you heard them on, etc
  3. Set up an **informational interview**
    - a. Ask what they might be looking for - but **be relational, not transactional**



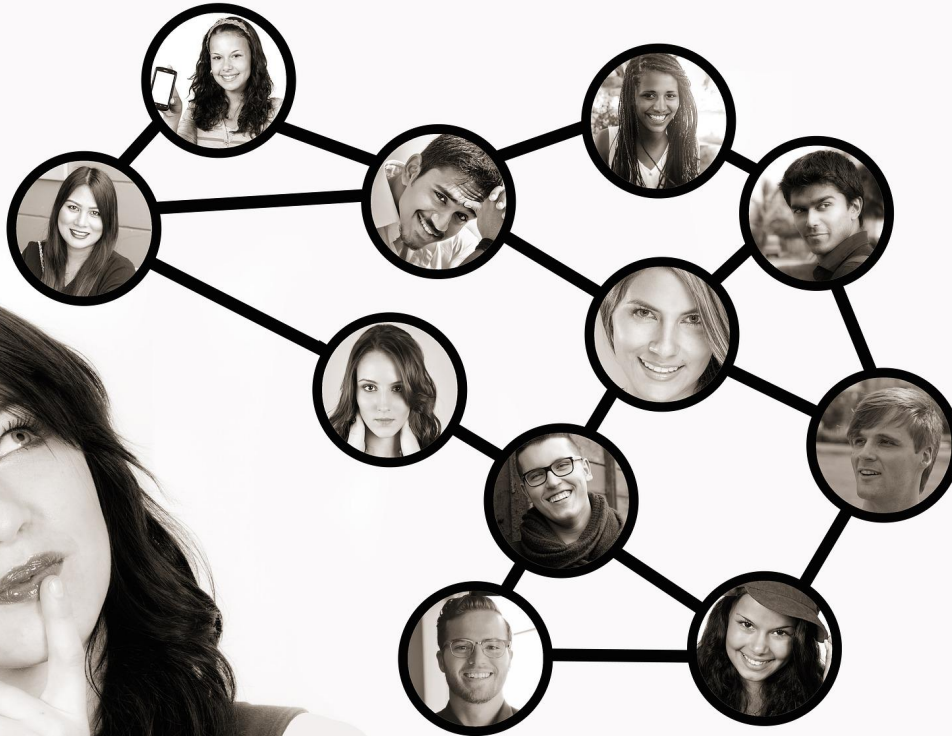
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# Identifying Contacts

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# Identifying **in** Contacts

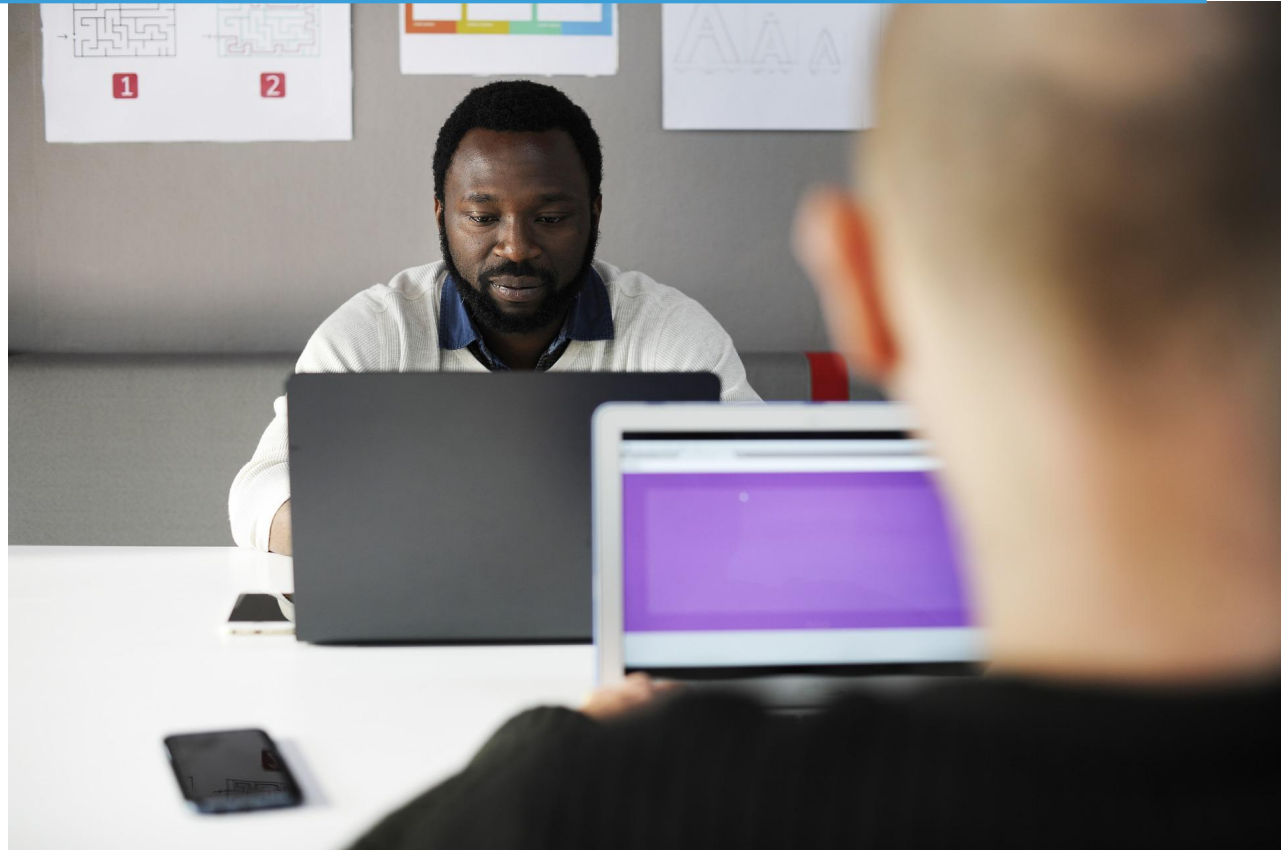


- 1st degree connections
- 2nd-degree connections
- 3rd-degree connections

# in Outreach Messaging



- ❑ Be Brief
- ❑ Be Personable
- ❑ Be Direct
- ❑ Be Thankful
- ❑ Add Value





# Outreach Messaging Example 1



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Hi Kevin,

Great seeing you at the Runway event the other week - it was a fantastic group of people so thanks for organizing it!

I was looking through LinkedIn and saw that Paul Edwards is a former colleague of yours, and that he's now working at Zynga. As you know, I'm looking for opportunities as a Data Scientist and think working at Zynga could be a perfect fit for me. Would you be able to help me connect to Paul? If so, I'd really appreciate it!

Please let me know if there's ever anything I can help you out with. Looking forward to connecting again soon!

Best,

Andrew



# Outreach Messaging Example 2

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Hi Ike,

Thank you so much for speaking at Metis the other night and chatting with me afterwards.

I know you mentioned that you use NLP quite a bit and was thinking about utilizing it for my final project, and I have some ideas that I'd really like to bounce off of you first.

Could I take you out for a coffee and chat about possible approaches for my project? Would next week work?

Thank you again!

Best,

Andrew



# in Why Follow-up Matters

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Jonathan,

Good morning. I spent the last weekend going through 900+ resumes and profiles of Data Scientists who applied to one of m,y / Zurich's open roles. Do you know how many people followed-up with me on LinkedIn?

One.

When would be a good time to talk about the Data Scientist opportunities with Zurich in Schaumburg?

Please let me know.

Matt Fish



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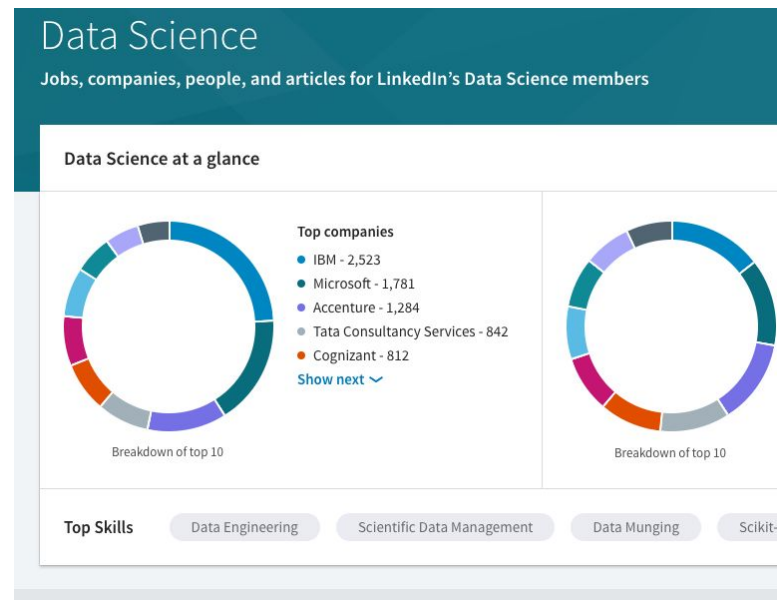
# APPENDIX

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Topic: [Data Science](#), [Machine Learning](#), [Data Analysis](#)

- *Identify hiring companies*
- *Add top skills*
- *Learn from top profiles*
- *Search related jobs*



# in Privacy Settings



## Followers

## Privacy

## Communications

Change

Choose who can follow you and see your public updates

Everyone

### Blocking

Change

See your list, and make changes if you'd like

### Unfollowed

Change

See who you have unfollowed, and resume following if you'd like

## Job seeking

### Sharing your profile when you click apply

Change

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking apply

No

### Let recruiters know you're open to opportunities

Change

Share that you're open and appear in recruiter searches matching your career interests

On for 90 more days