

How to brand yourself on LinkedIn

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A little bit about myself

- Ph.D. from the University of Florida
 - Department of Computer and Information Science and Engineering
- Currently working as a post-doc
 - Materials Science and Eng. Dept., Univ. of Florida
- Job search on LinkedIn,
 - I found jobs through LinkedIn
 - I was found by headhunters on LinkedIn
 - Kept track of my professional network

Why use LinkedIn?

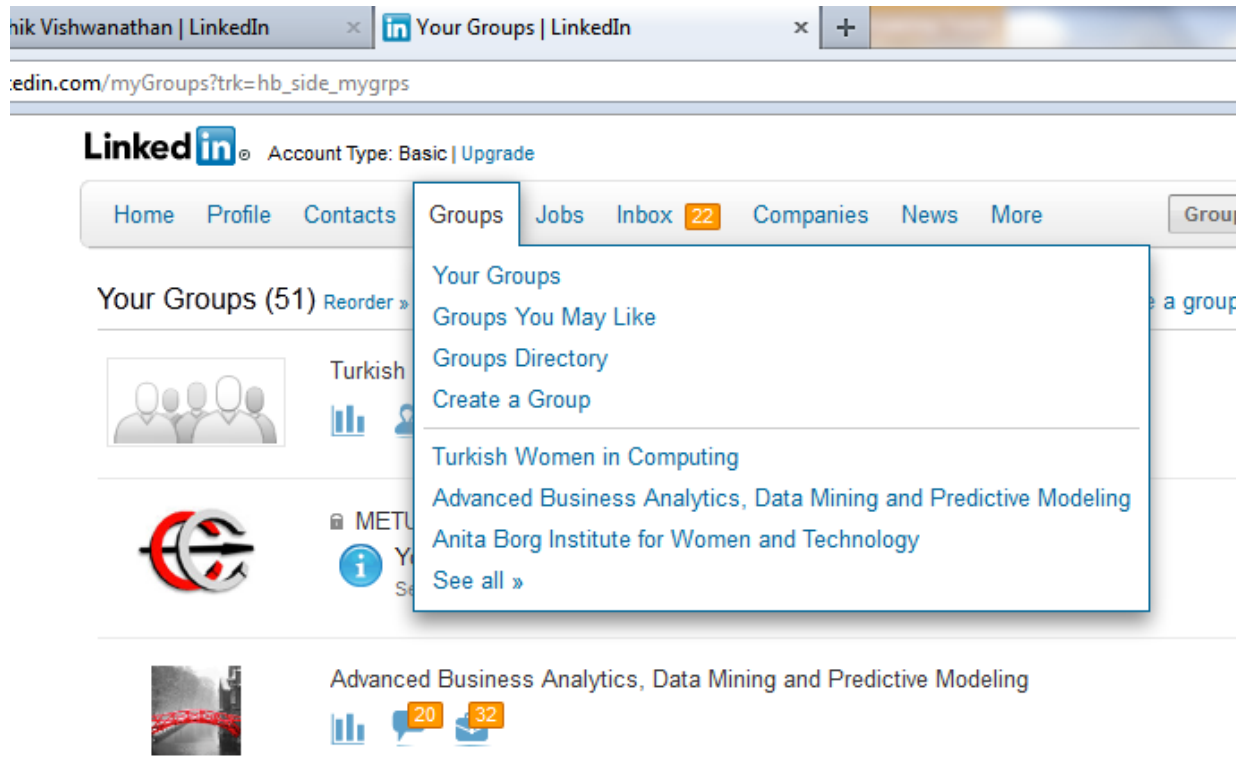
- Worlds largest professional networking site
- Employers use it to find new employees
- An easy way to promote yourself and build your network
- Allows you to find people, like you, and connect with them through the system without needing their email address
- **EVERYONE SHOULD HAVE A LINKEDIN ACCOUNT**

Start today

- Load in your resume, education, etc.
- Show how you can benefit a potential customer, employer or investor.
- Not every bit of information is important.
 - LIST YOUR SKILLS
 - Would you show up in keyword search?
- Complete it as much as possible
 - Get recommendation letters
 - 100% complete means you would show up higher on the listings in a given search

For your job search or development

- Network with your friends
 - Your friends now become leaders tomorrow
- Join groups

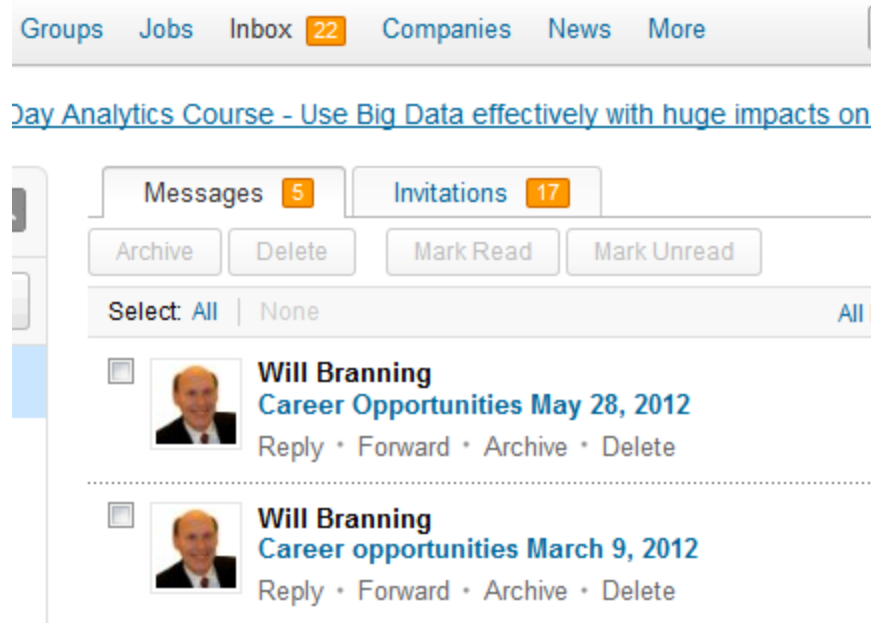


Joining groups

- Write in discussions and get your name out
- Groups have “JOBS”. Companies post their jobs to the groups of interest. You can manage your settings and get these as email.
- You also get to connect with people you would not know about / or would not have emails of.

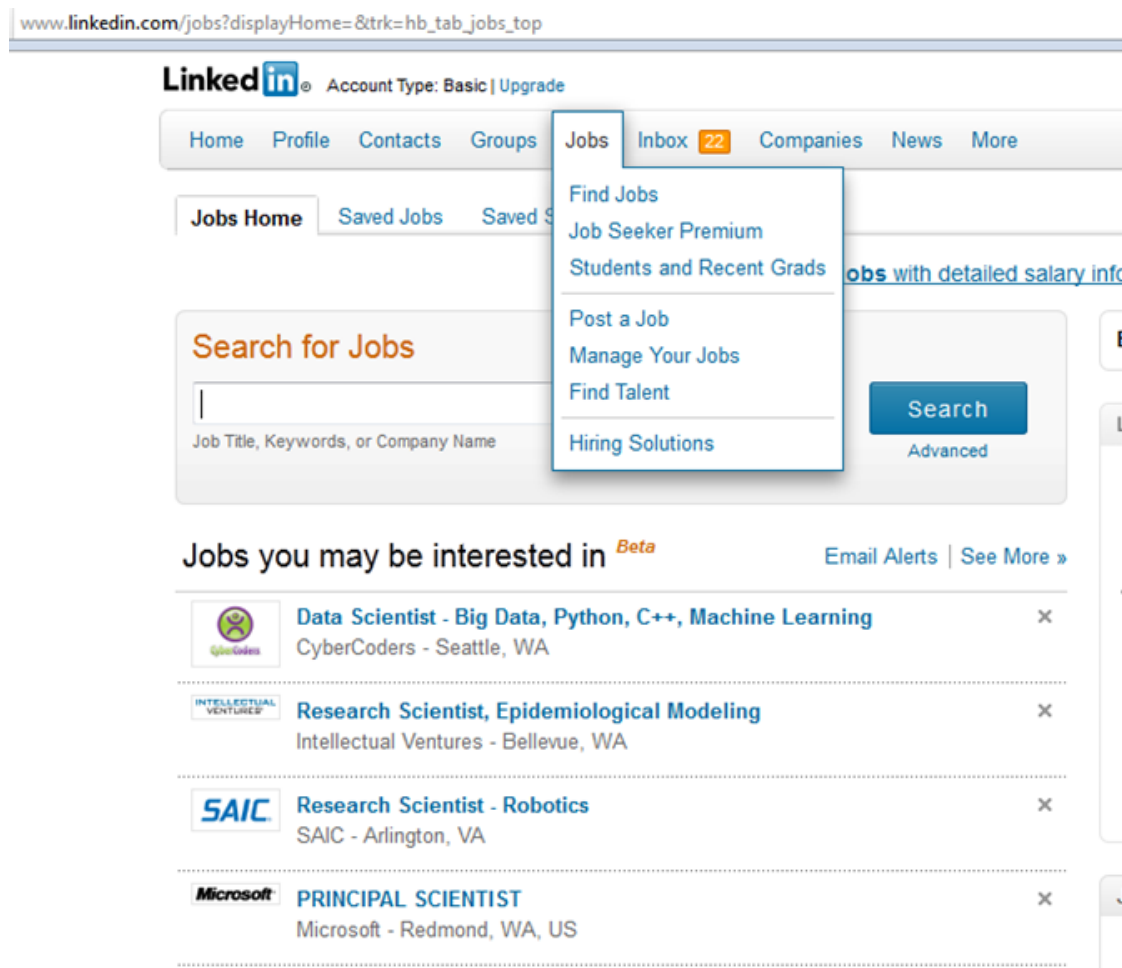
Headhunter emails

- Headhunters will add you – add them.
 - They will send targeted jobs later on.







Looking for jobs with a search

- You can also search for jobs from the Jobs tab



The screenshot shows the LinkedIn Jobs page. The URL is www.linkedin.com/jobs?displayHome=&trk=hb_tab_jobs_top. The page header includes the LinkedIn logo and account type: "Account Type: Basic | Upgrade". The navigation bar contains links for Home, Profile, Contacts, Groups, Jobs, Inbox (22), Companies, News, and More. The Jobs tab is active, and a dropdown menu is open, showing options: Find Jobs, Job Seeker Premium, Students and Recent Grads, Post a Job, Manage Your Jobs, Find Talent, and Hiring Solutions. Below the navigation bar, there are tabs for Jobs Home, Saved Jobs, and Saved Searches. The main section is titled "Search for Jobs" and features a search input field with the placeholder text "Job Title, Keywords, or Company Name" and a "Search" button. Below the search bar, there is a section titled "Jobs you may be interested in" with a "Beta" label and "Email Alerts | See More »" link. This section lists several job recommendations:

Company Logo	Job Title	Company Name	Action
	Data Scientist - Big Data, Python, C++, Machine Learning	CyberCoders - Seattle, WA	×
	Research Scientist, Epidemiological Modeling	Intellectual Ventures - Bellevue, WA	×
	Research Scientist - Robotics	SAIC - Arlington, VA	×
	PRINCIPAL SCIENTIST	Microsoft - Redmond, WA, US	×

Questions?

- Connect with me on LinkedIn
- **Seniha Esen Yuksel**