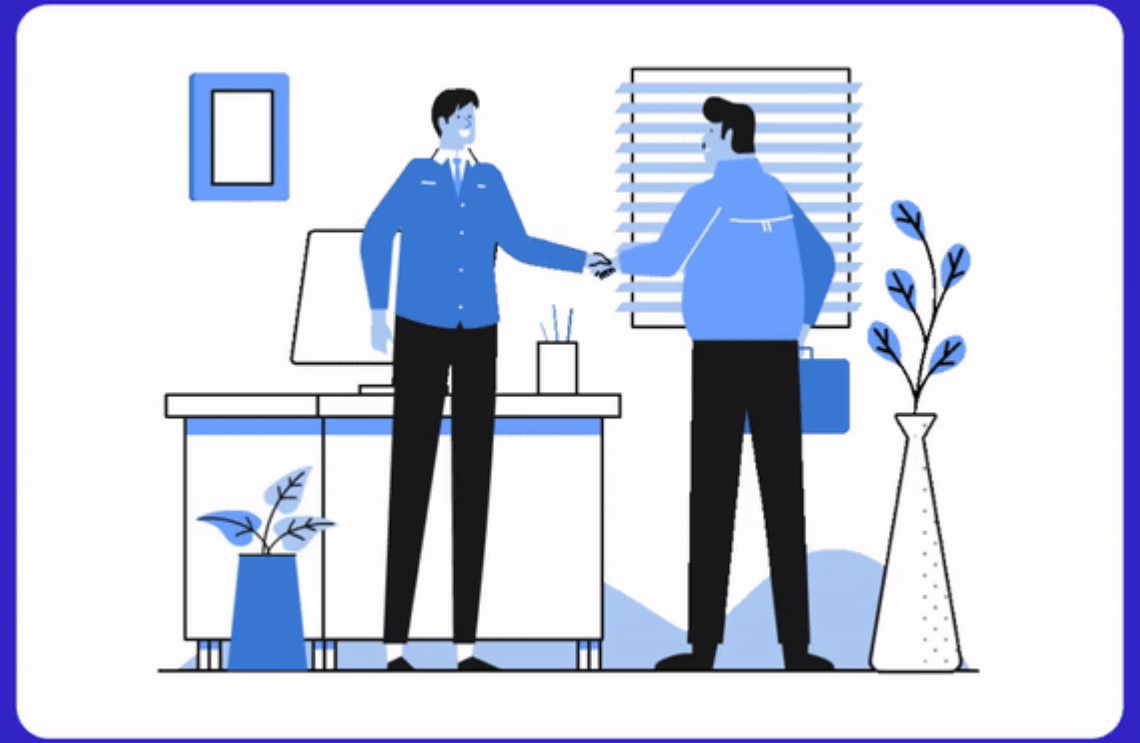
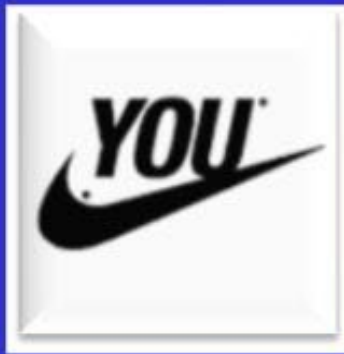


HANDS ON LINKEDIN

Branding Your Job Search



SOCIAL RECRUITING

Social Recruiting has enhanced how companies find and vet candidates.

Becoming a referral is a win/win situation for the job seeker and company.

“Become a Referral”



Percentage of Improvement:



Cost to Hire

Society for Human Resource Mgmt. (SHRM's) 2019 report

The avg. cost/hire is \$4,425 in '18 up from \$4,129 in '17

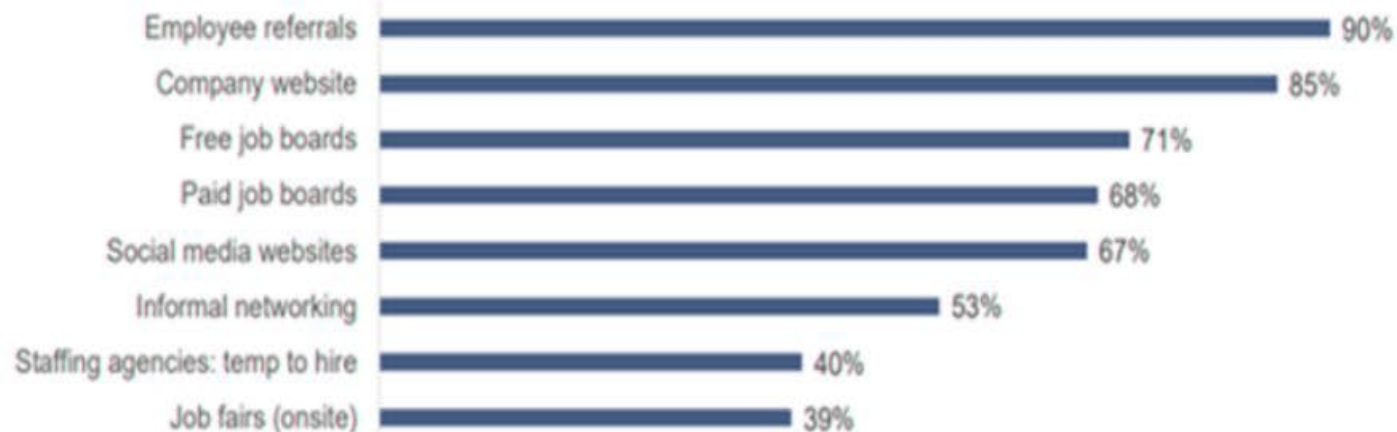
The avg. time to fill a job is 36 days in '18 vs 42 days in '17

Quality hires have risen to 28% in '18 compared to 18% in '17

LinkedIn = \$195 for 30 days (Recruiter License)

Job Slots - 15 slots = \$28K/year

Tools Used to Source Candidates



“Spend your time where they spend their money”



LinkedIn is the most popular professional network.

- ★ Built with recruiting in mind, LinkedIn is all about professional experience and skills – great information for recruiters, especially when you're looking for a specific skill set.
- ★ Make sure your posting has plenty of specifics so your candidates can quickly assess whether the position is a good fit.



89%

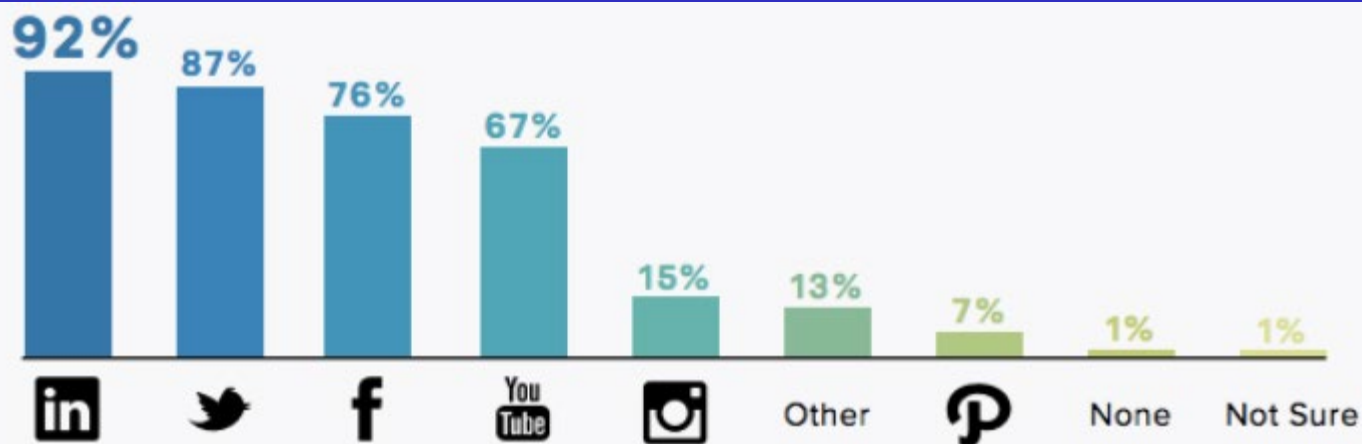
of recruiters have hired someone through LinkedIn.



10,200,000 applicants found their job on LinkedIn.

Why wait??

LinkedIn is the leader for B2B and workforce development



* Respondents were asked to choose all that apply.



U.S. veterans and service members, your next career step starts here
AND MILITARY SPOUSES!!!!

Join a community,
find more opportunity

Discuss your transition and civilian career opportunities by joining the Veteran Mentor Network. Then, get your free 1-year Job Seeker subscription by joining the Veteran Mentor Network's LinkedIn Job Seeker Subscription subgroup.

Free 1-year job seeker subscription

Premium Service - \$29.99

1. **Featured Applicant Status** - Your name is first when you apply for a job.
2. **LinkedIn Premium Badge** – Offers a sense of professionalism.
3. **Profile Views** - Shows everyone that has viewed your profile in the last 90 days.
4. **InMail** – 5 InMails per month. Can be carried over.
5. **Advanced Search** – Fine tune your search for people and companies.
6. **Open Network** – Allow anyone to connect with you.
7. **Competition Level** – See where you stand with the competition before you apply for a job.



LinkedIn Learning

Premium includes a library of 10K+ business, technical, and creative courses. Specifically for veterans, LinkedIn has created two learning paths.

Transition from Military to Civilian Employment: Navigate your job search, build your professional identity, prepare for interviews, negotiate salary, and get promoted

LinkedIn for Veterans: A “LinkedIn 101” tutorial for everything from selecting and uploading the right picture to searching and applying for jobs.

Translating Your Military Skills to Civilian Employment: Understand civilian hiring process and empower you to demonstrate your best self to employers.

Finding Your Purpose After Active Duty: This course is all about the intangibles of transition – understanding your value, dealing with the uncertainty of transition, and wrestling with some of the challenges inherent in this process.

Finally we also have a course specifically dedicated to Learning LinkedIn Premium Career. For those taking advantage of our Premium offer, this course builds on the LinkedIn for Veterans course mentioned above to teach you specifically how to use the Premium features to get ahead.

Branding yourself for Career Marketing

Tag Line

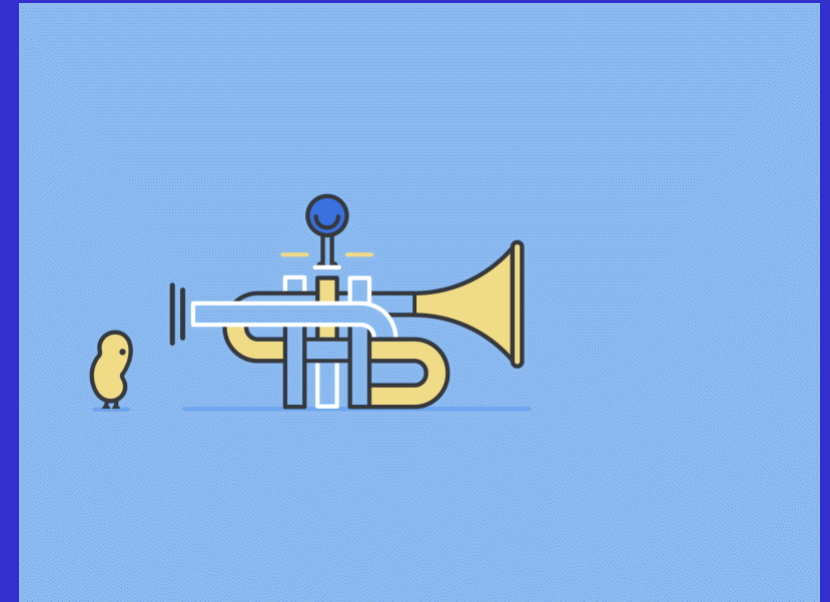
- *“Seasoned project manager who excels at identifying and solving problems”*

Elevator Pitch

- *“I am a seasoned project manager with experience enhanced through service in the Air Force. I have been recognized for my unique ability to creatively solve problems. I interested in how we can do business together .”*

Branding Statement

- *“I have a documented track record of business development, operational planning, and leadership. My ability to find solutions that lead to success, foster team cohesion, and work with a high degree of integrity. I have led the Air Force in projects that have saved the government over \$15M.”*



What is a Brand?

- The powerful, clear, positive idea that comes to mind whenever other people think of you.
- It is what you stand for – the values, abilities, and actions that others associate with you.

CREATE
PROMOTE
ENGAGE
OPTIMIZE
STRATEGY
ANALYZE
MARKETING



- Professional makeup designed to influence how others perceive you & turn that perception into opportunity.
- Developing a strategy that makes yourself unique and recognizable.

Become an All-Star

40x more likely to be found on the platform

How???

1. Your industry and location
2. Up-to-date current position (with description)
3. Two past positions
4. Your education
5. Your skills (minimum of 3)
6. A profile photo
7. At least 50 connections



The LinkedIn Banner....

“A picture is worth a thousand words.”

- It represents your brand, personality, and cultural fit. It’s a Billboard.
- Keep it simple; easy to read; fit properly; and proper sizing.
- It shows you are ‘serious’ about LinkedIn and your brand.

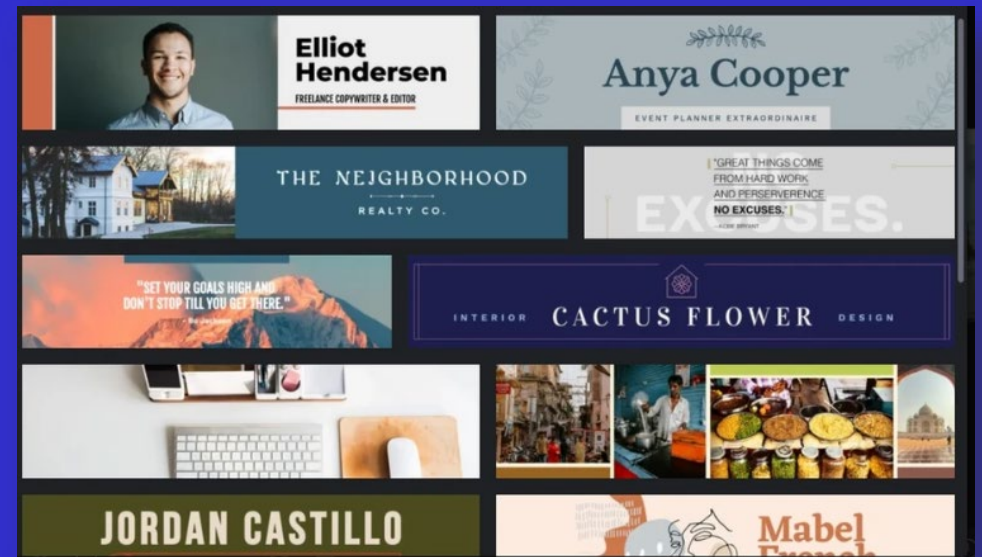
To create your own customized banner, there are several free online programs you can use:

Canva - <https://www.canva.com/create/banners/linkedin/>

PicMonkey - <https://www.picmonkey.com/>

Adobe Spark - <https://spark.adobe.com/>

Simple Google search for banners!!



The Profile Picture

What works???



Privacy & Settings

- Profile Updates – on/off
- Accounts
- Control correspondence
- Privacy Settings
- Communication
- Customized URL



You are in control of the profile

Visibility = Opportunity

Your Name

Within your last name you get 40 characters.

#1 for SEO - LinkedIn looks for keywords is in your name field)

- Avoid alphabet soup
- Symbols work when getting tagged
- Use the pronunciation

People You May Know



Carey Davidson, MAC,
ICADAC, BRI-II, CIP, Founder,
[+](#) Connect



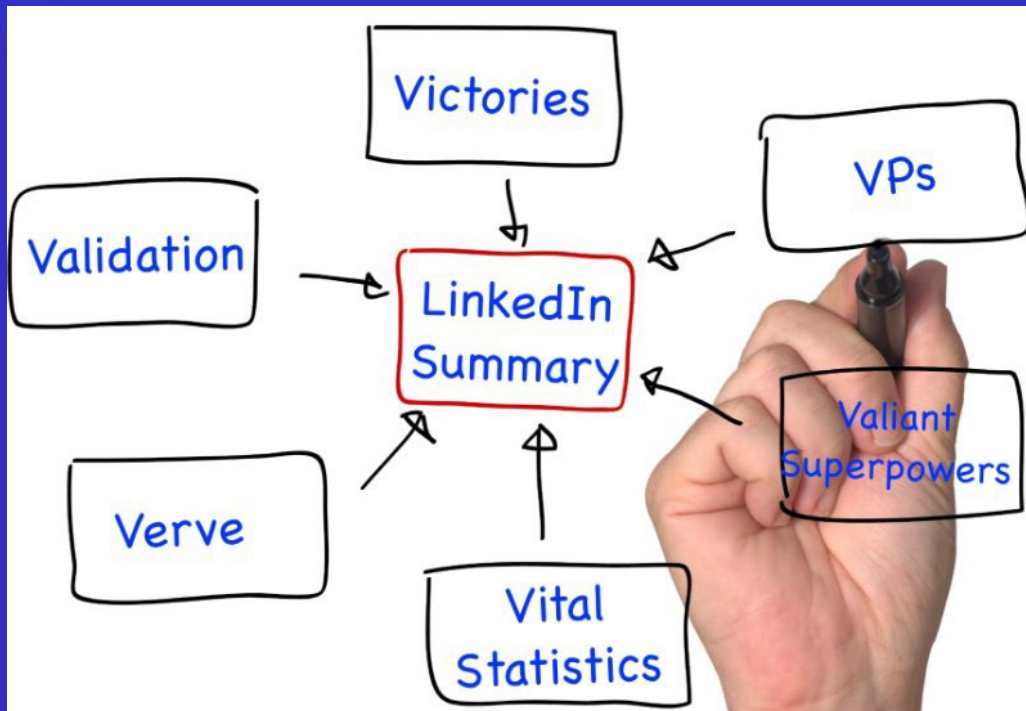
Lori Preuitt, Managing Editor
NBC Bay Area.com
[+](#) Connect



Kimberly Constantino, Talent
Coordinator at RED Interactive
[+](#) Connect

The About Section

2000 characters to make a first impression

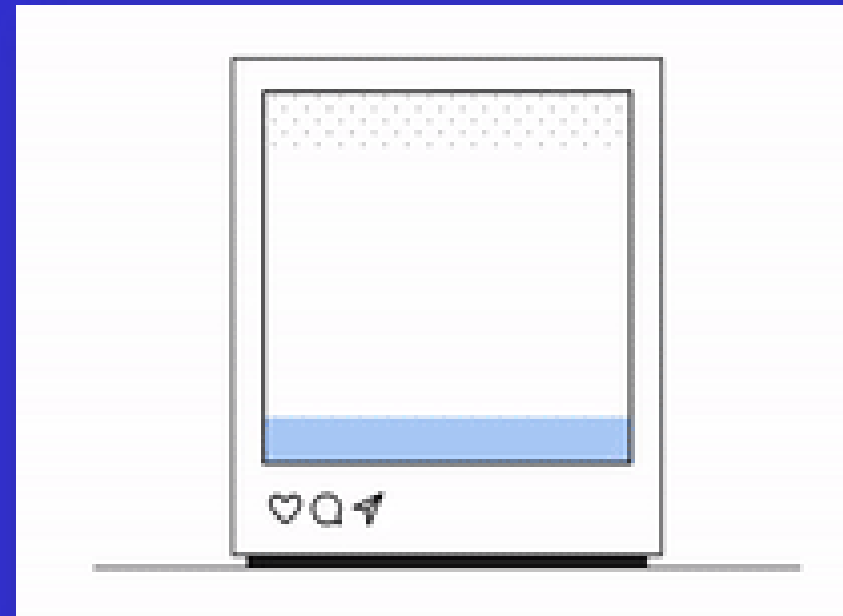


- Did you tell a story?
- Does it have spice?
- Is it authentic?
- Where is the value?
- How is it formatted?
- Are there keywords?
- Ready/Set/Action

Experience Section

Job Title – 100 characters (#3 in SEO)

- Description: 2-3 sentence overview (paragraph) with 2-3 accomplishments (bullets).
- Front load achievements
- Use action verbs
- Use keywords
- Demilitarize
- Less is more
- Proper grammar and spelling



Skills & Endorsements

- Extra weighting in search algorithm
- 50 skills to be endorsed, make them count!
- Allows connections to quickly affirm your skills
- Keep skills relevant and up to date

I've noticed when I endorse someone they almost always come back and think of something to endorse me for.

Candace L.

Tips:

- Top 3 overall skills when looking for a job
- Top 3 skills you want endorsed while working
- Top 3 skills drive your wall content

Recommendations

They solidify you as a person, employee, and talent. Very important to your profile.

Ask your connections to write a recommendation of your work that you can display on your profile:

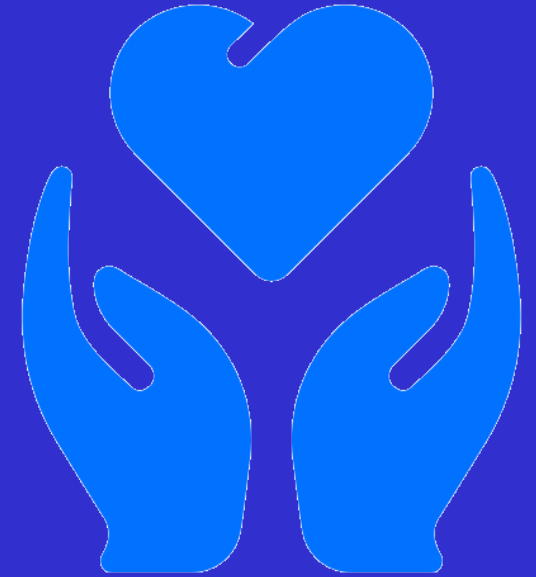
- Go to your profile and click the down arrow to the right of the button near your profile picture.
- Click Ask to be recommended from the dropdown.
- Follow the prompts to request the recommendation.
- Click Send.

Tip:

References are dying. How about putting “See LinkedIn Recommendations” in you resume?

Tip:

Give Recommendations. It helps their brand, brightens their day, puts your name in their profile.



Connections – Building a network increases visibility & opportunity

- *50 connections for a complete profile and 500 connections to be taken serious.*
- Always add intro to the connection request.
- Connect to 2nd degrees (co-workers, peers, recruiters, decision makers).
- Connect with “Veteran Advocates”, “People Connector”, “Motivator”
- **Save connection templates for future use.**
- Participate, Post, Engage.



With Peers, Recruiters, Advocates, Connectors

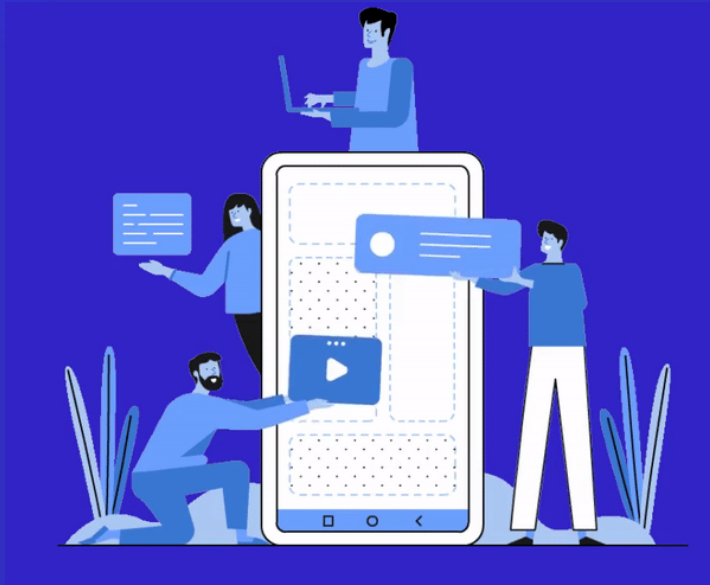
The screenshot shows the LinkedIn search interface. The search bar at the top contains the text "veteran advocate". Below the search bar, there are several filter buttons: "People" (circled in yellow), "Connections", "Locations", "Current companies", and "All Filters". A yellow box highlights the search bar with the text "Search 'veteran advocate'". A yellow box highlights the "Locations" filter button with the text "Select the location you want to work". The search results show four profiles: Angela Peacock (Veteran Advocate, Greater St. Louis Area), Patrick J Christie (Talent Connector | Recruiting Experience Enhancer | Veteran Advocate | People Leader, Greater St. Louis Area), John G Shaw MBA, JD (Program Manager, Veteran and Veteran Advocate, Columbus, Ohio Area), and Barry Engelhardt, SHRM-SCP, MBA (Human Resources | MBA | Talent Acquisition | SHRM-SCP | Veteran Advocate | Operations..., Greater St. Louis Area). A yellow box highlights the text "Connect with veteran advocates, engage, and follow" with arrows pointing to the profiles.

Use Filters to maximize search

- ❖ Location
- ❖ Industry
- ❖ Title
- ❖ College
- ❖ Past Positions
- ❖ Current Positions

Join LinkedIn Groups

Become a member of 100 Groups on LinkedIn



- Your Industry
- Your Job Function
- Your Geographical Location
- Bonus!!! – Both Job Function & Location

[Career Transition Resources and Information](#)

1. Engage – Add value to a comment; share your expertise
2. Ask Questions; Seek Advice; Share Content – Remember “Branding”
3. Check for Jobs – Yes, it is a job board also
4. Connect with Fellow Members – You all share a common interest or bond.

10 Best Job Search Groups

1. A Job Needed – A Job Posted

Most productive group in career and recruitment segment. About 9k members.

2. Career Change Central

Job changers and people in career transition; meet with hiring managers, and career coaches.

3. CareerLink Network

Holistic approach to your career and life, helping you with spiritual and personal growth.

4. Corporate Recruiters

Corporate, in-house if you will, recruiters. This will get you in direct contact with companies.

5. Executive Suite

A massive group connecting executives and recruiters mainly in the US.

6. Job Openings, Job Leads and Job Connections

A self explanatory title and also the biggest LinkedIn group of them all.

7. Jobs Alert

Career opportunities at middle and senior level of management.

8. Linked:HR

A group for managers, corporate recruiters, and now you. Biggest HR group on LI.

9. Personal Branding Network

A group about using your brand for your job search and career in general.

10. Undercover Recruiter

Ask questions about careers and recruiting.

Active vs. ENGAGED

“Liking” what others write

- Active – Hitting the “like” button and moving on....
- **Engaged** – Actually reading, commenting, and sharing

“Sharing” Posts

- Active – Sharing everything and anything
- **Engaged** – Quality vs. Quantity....share relevant info to your network.

“Writing” a post

- Active – You hit share and move on
- **Engaged** – Create your own content. Know your audience

“Wallflower” Effect

- Active – You say the generic congratulations and move on
- **Engaged** – Make a unique comment the makes you stand out



The JOB SEARCH!!



This is worth the wait
& icing on the cake!!

Scrapped Jobs on LinkedIn

- Takes you to company website to apply.
- They pay LI to scrape from their site.

Tools Administrator
Lyft • Nashville, TN, US
Posted 2 weeks ago • Be in the first 25 applicants

At Lyft, community is what we are and it's what we do. It's what makes us different. To create the best ride for all, we start in our own community by creating an open, inclusive, and diverse organization where all team members are recognized for what they bring.

The Tools Administrator is responsible for implementing and maintaining the tools and systems used by the Customer Experience and Trust Team. The health and performance of these tools are critical to ensuring the productivity of our employees and third party partners, as well as our ability to respond rapidly to customer needs. This role is highly collaborative and fluid -- communicating with other CET managers, partners to capacity plan, and hit target service levels in a rapidly changing environment.

Responsibilities

- Responsible for identifying, implementing, modifying, troubleshooting and supporting CRM, Text Analytics, tNPS, Telephony, and other tools utilized by the CET team.
- Responsible for debug/troubleshooting, provisioning/deprovisioning, system & licensing audits, IVR change management, and skill based routing and other general administrative tasks
- Debug / troubleshoot issues by collecting data across systems
- Responsible for repairing or escalating service exceptions
- Provide multi-tier support and collaborate with internal customers and IT members
- Create documentation, training materials, and host trainings.
- Expected to participate in a 24/7 on-call rotation that is responsible for repairing or escalating service exceptions

Seniority Level
Mid-Senior level

Industry
Computer Software, Internet, Financial Services

Employment Type
Full-time

Job Functions
Information Technology

Dedicated Jobs on LinkedIn

- Application process is different. “Easier”
- Dedicated Job – Costs More

Project Manager
Big Machine Label Group • Nashville, Tennessee
Posted 1 week ago • Over 200 applicants

Position Overview
Liaise between internal and external stakeholders to develop, produce, document, and execute marketing and branding strategy for assigned artist roster. Function as a first point-of-contact for managers and advocate for artists internally to create strategy consistent with artist vision while achieving company objectives and goals.

Essential Job Functions


- Coordinate the efforts of Big Machine Label Group departments on behalf of assigned projects including: Production, Creative, Publicity, Marketing, and Radio Promotion
- Create and update marketing planner as a robust resource for external and internal teams to track all project-related timelines, assets, and initiatives
- Ensure information is accurately and efficiently communicated to all departments regarding strategy and release plans
- Manage artist schedule for street weeks, media days, etc to best achieve goals of all departments
- Lead artist management meetings and subsequently set priority action items
- Streamline all requests for creation of content, advertising, online tools etc and ensure established brand strategy is executed consistently across all content and assets
- Communicate production deadlines to management teams
- Collaborate with imprint General Managers to collect department budgets and assist with tracking of allocated project dollars
- Travel to key markets to support project campaigns and coordination of street week events
- Serve as center-point source of information, requests, and needs regarding all aspects of artist project

How you match
Criteria provided by job poster

Skills

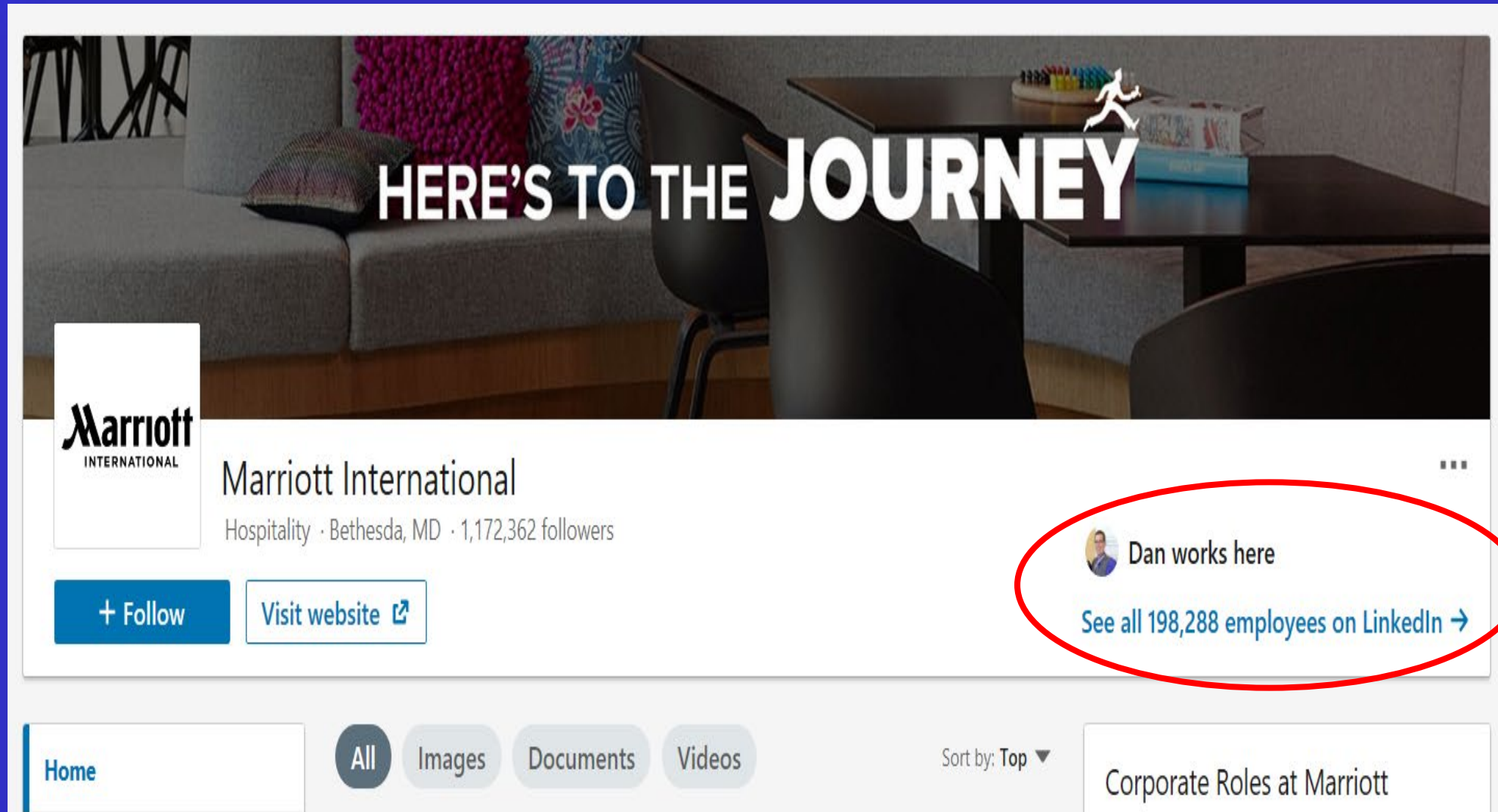
- ✓ Management
- ✓ Communication
- ✓ Strategy
- ✓ Marketing
- ✓ Radio
- Budgeting
- Creative Content Creation
- Advertising
- Time Management
- Publicity

Contact the job poster

 **Rachel Knight Zola** 2nd
Founder & President of The ...
PREMIUM
Send InMail

Job Details
Seniority Level
Associate

After you see a position on LinkedIn, Indeed, Simply Hired, Glassdoor, Monster, etc. go to LinkedIn and search for the company



HERE'S TO THE JOURNEY

Marriott
INTERNATIONAL

Marriott International
Hospitality · Bethesda, MD · 1,172,362 followers

+ Follow Visit website

Dan works here
See all 198,288 employees on LinkedIn →

Home All Images Documents Videos Sort by: Top Corporate Roles at Marriott

Search Employee Profiles on LinkedIn







Filter Employee Profiles on LinkedIn

All Filters

People ▾ **Current companies (28)** ▾ Connections ▾ Locations ▾ All Filters Clear 28

[Jumpstart Your Future - Stop waiting and advance your career today. Classes start O](#)

Showing 169,639 results

-  **Lindsey Weillbacher** • 2nd
Human Resource Manager at Sheraton Westport Hotels
Greater St. Louis Area [Connect](#)
Michelle Kimberlin, SHRM - CP, Clint Raymond Willett, and 21 other shared connections
-  **Nick K.** • 2nd
Senior Recruiter at Houston Methodist The Woodlands Hospital
Houston, Texas Area [Connect](#)
Jim Mason, William Mitchell, CPRW, and 48 other shared connections
-  **Keveya Sturkey**
--
Savannah, Georgia Area [Connect](#)
-  **shervana adeshina** • 2nd
Customer Support Specialist at Rubicon Global
Greater St. Louis Area [Connect](#)
Segun Babalola, Barbara Schroepfel, and 1 other shared connection
-  **Nicole Eliopoulos**
Director of Global Leadership Development + Corporate Delivery at Marriott International
United States [Connect](#)
-  **Michael Jones** • 2nd
General Manager at The Residence Inn by Marriott St. Louis Galleria
Greater St. Louis Area [Connect](#)

Location of the job

Connections of Locations

1st
 2nd
 3rd+

United States
 Washington D.C. Metro Area
 India
 United Arab Emirates
 Greater New York City Area

Search past companies you worked for to find people that used to work for the same organization. Air Force, Army, Navy, Marines, CG

Industries: Staffing & Recruiting, Human Resources, industry of the job you are pursuing, a peer in your industry.

Current companies


- Marriott International
- Google
- United States Air Force
- Amazon
- Marriott International
- Starwood Hotels & Resorts Worldwide, Inc.
- The Ritz-Carlton Hotel Company, LLC.
- Hilton
- InterContinental Hotels Group (IHG®)
- Hospitality
- Marketing & Advertising
- Information Technology & Services
- Human Resources
- Leisure, Travel & Tourism

First name
Last name
Title
Company
School

“Recruiter” or “Talent”


The Results!!

Showing 2 results




Jamie Lane • 2nd
Human Resources Generalist at Marriott International
Greater St. Louis Area

Connect



Jeff Serocke, SHRM-CP • 2nd
– Whatever your role, wherever you are, Marriott has a job - and a place - that's right for ...
Greater St. Louis Area

Connect


 Jennifer Benskin, Margaret Kenyon, and 1 other shared connection

Based On Search:

Location:
Greater St. Louis


Industry:
Human Resources

Showing 2 results




John Porter • 3rd
Engineer at Marriott International
Greater St. Louis Area

Connect



Alan Valentine • 2nd
Loss Prevention Specialist at Marriott International
Greater St. Louis Area

Connect

 Donna Baylor, Neal Polk, and 4 other shared connections

Based On Search:

Location:
Greater St. Louis

Past Companies:
United States Air Force

Reach out to them!!

1. Connect

2. Message

3. More...

Jeff Serocke, SHRM-CP · 2nd

– Whatever your role, wherever you are, Marriott has a job - and a place - that's right for you

Greater St. Louis Area · 476 connections · [Contact info](#)

Marriott International

Michigan State University

Highlights

3 mutual connections

You and Jeff both know Jennifer Benskin, Margaret Kenyon, and 1 other

Connections to Jeff

Jennifer Benskin
CEO at Benskin & Hott Talent Par...

Margaret Kenyon
Human Resources Manager | Rec...

View all

Recent

Dezerae Abelon ▲ MAOC ▲
Dezerae: Thank you!

Amber Climaco
You: No... still think it is an 'in'

Samuel R Douglas
You: Sam. We have another ETAP...

Broderick Cheatham
Broderick: Thanks so much is the...

Options:

1. Connect

- Send Connection Request with message

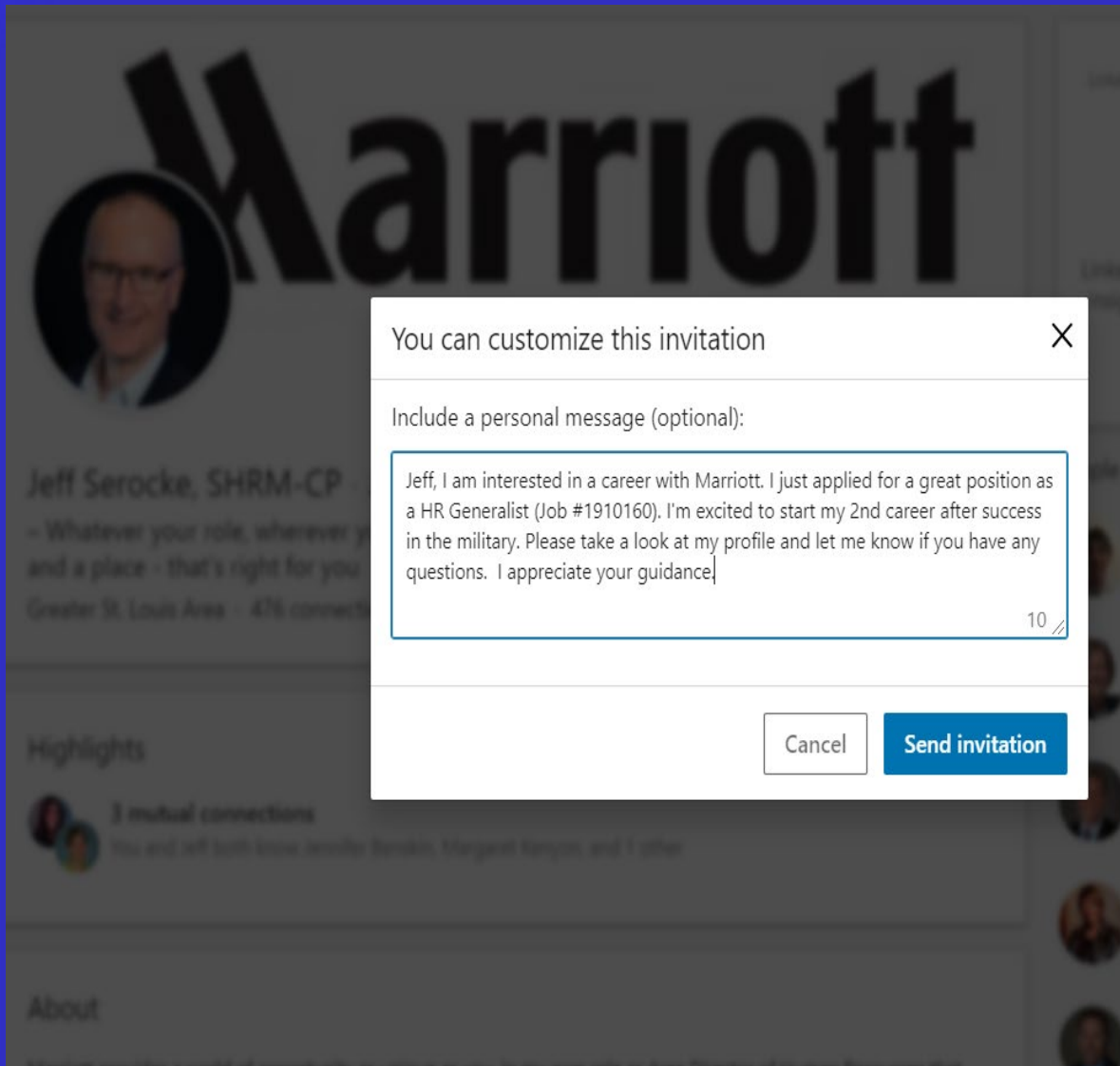
2. InMail

- For Premium Accounts. Allows for longer messages

3. Referral

- Ask someone in your network to refer you to him/her.

Connection Approach



Pros:

1. It is quick, short, and less disrupting.
2. You don't need premium.

Cons:

1. Only allow 300 characters.
2. Sometimes it is overlooked.
3. No attachments.

InMail Approach

New message

Jeff Serocke, SHRM-CP
– Whatever your role, wherever you are, Marriott has a job - and a place - that's right for you

Human Resources Generalist Position

Hi Jeff,

I am sending you an **InMail** to let you know I have recently applied for your position as a HR Generalist (Job #1910160). I am excited to start my 2nd career after having success in the US Air Force.

Upon reading the vacancy announcement I noticed that your company is seeking many of the skills I display. This includes 10 years in the personnel career field where I oversaw the monitored and assisted management with performing background checks, payroll records, drug screening, etc.

I have also led training and new employee orientation as well as issues pertaining to employee relations. Please feel free to visit my profile for additional information. I have also attached my resume for your review.

I am really excited about this opportunity. I have researched your company and believe that this would be a great fit for both parties.

Please let me know if you have any additional questions. I look forward to your guidance.

Scott

PREMIUM Using 1 of 43 InMail credits

Send

Pros:

1. It is seen as an email and stands out.
2. Longer character limit.
3. Serves as a cover letter to show qualifications.
4. Attach your resume.

Cons:

1. It is not a connection request. You do both
2. You must have Premium.

Referral Approach

The image shows a LinkedIn profile for Jeff Serocke, SHRM-CP, with 476 connections. A direct message window is open to Jennifer Benskin, CEO at Benskin & Hott Talent Partners, LLC. The message text reads: "Hello Jennifer; I noticed you are connected to Jeff Serocke <https://www.linkedin.com/in/jeff-serocke-shrm-cp-b58a526/> I was hoping that you could introduce me to him. There is a position with Marriott that I'd like to pursue. I am highly qualified for the position and believe a direct referral will help with the application process. Please let me know if you have questions. Do you mind providing

The right side of the image shows a "Messaging" sidebar with a search bar and a list of connections to Jeff, including Jennifer Benskin, Margaret Kenyon, Dezerae Abelon, Amber Climaco, Samuel R Douglas, Broderick Cheatham, Michael Molina, Jordan Archer, Don Spain, and Meredith Martin.

Pros:

1. Referral is #1 approach to job application.
2. Recruiters prefer referrals.

Cons:

1. You have to have a relationship with referral.
2. No guarantee the referral will do it.
3. Becomes out of your hands.

What a Recruiter sees during “Easy Apply”

- 1.The Candidates Name
- 2.The Headline beneath their name
- 3.Current Job Title
- 4.Past Employment Job Title
- 5.Education
- 6.Recommendations
- 7.Connections
- 8.Contact Information

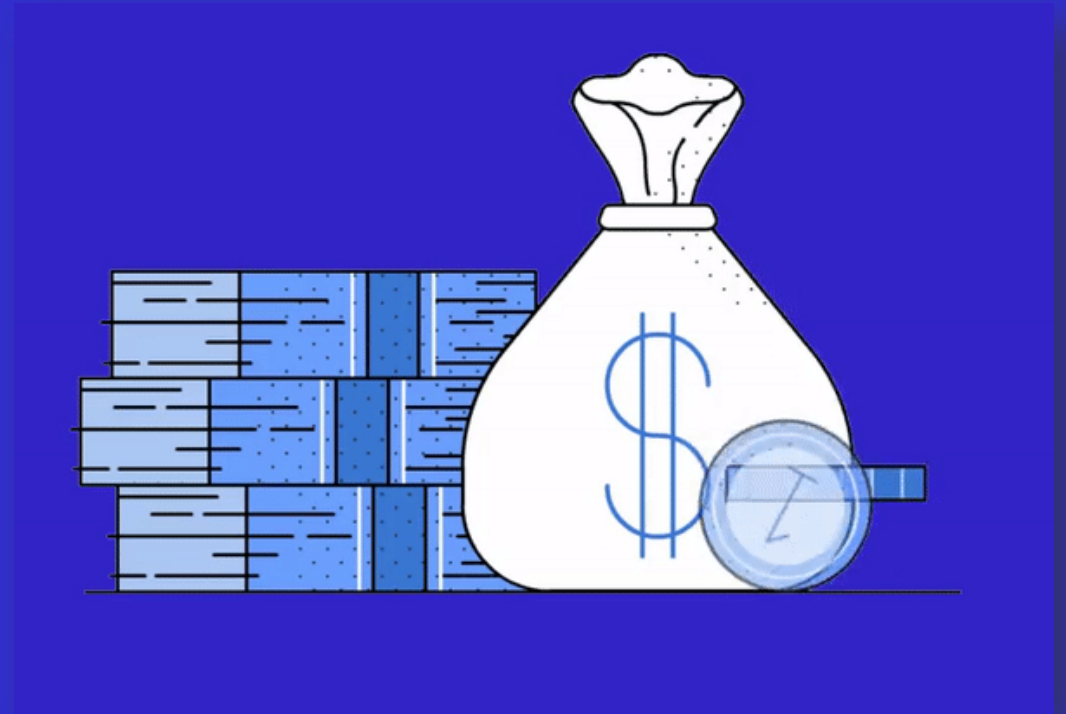


LinkedIn Application Consideration

- 1.90% of have ZERO RECOMMENDATIONS
- 2.Craft Headline to Meet Criteria
- 3.Read Announcement Carefully; update profile
- 4.Employers don't get the whole picture
- 5.Make Contact and Reach Out

Time is Money

– In this case take your time to make more money



Networking Cheat Sheet



ICE Comment Card

Please take a moment to tell our Air Force & Lockheed Martin leadership about the wonderful services we offered today.

