

# HOW TO USE SOCIAL MEDIA TO LAND YOUR DREAM JOB



# VIDEO

Watch me!





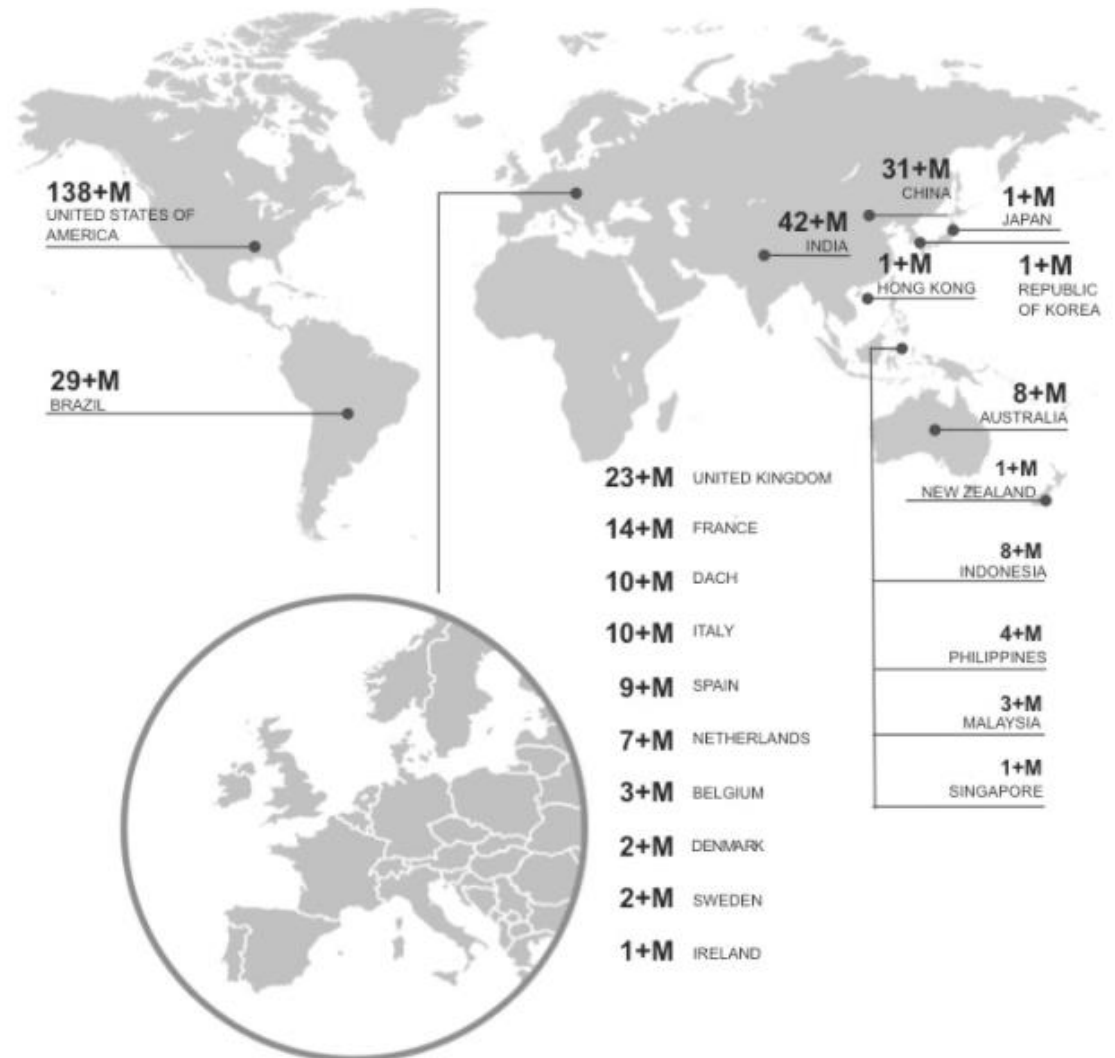
WHAT IS YOUR RELATIONSHIP  
WITH LINKEDIN?

# LINKEDIN: THE WORLD'S LARGEST PROFESSIONAL NETWORK

500 000 000+  
registered members

85%  
of all jobs are filled  
through networking

94%  
of recruiters use social  
media



# WHAT IS THE DIFFERENCE BETWEEN YOUR LINKEDIN PROFILE AND THE TRADITIONAL RESUME?

With LinkedIn you can have the following advantages...

## Depth

Add project samples, such as images, documents and videos of your work

## Personality

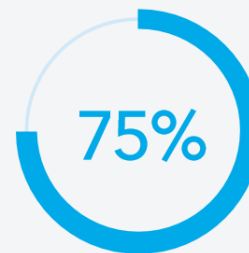
Add your skills and experience and show your unique path

## Reccomendations

from peers, professors, or past co-workers

## The Platforms

LinkedIn is a huge network where other students, recent graduates, professionals and employers can contact you



of hiring managers report looking at LinkedIn profiles to learn about a candidate's background.

# HOW USING LINKEDIN BENEFITS YOU

- Be visible for recruiters
- Build your network
- Get updates about the latest trends in your field
- Be able to get to know people before you meet them

# 4 TIPS TO IMPROVE YOUR PROFILE





1

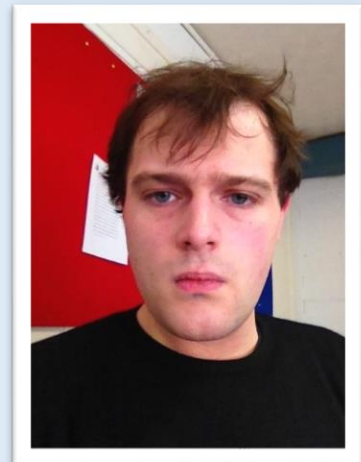
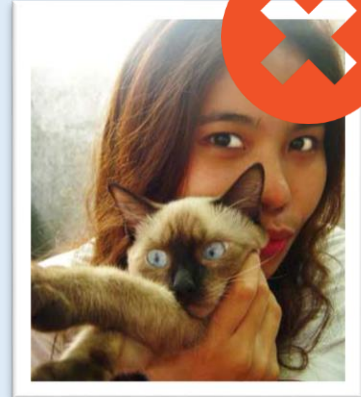
# FIRST IMPRESSION MATTERS!

Add a professional-looking photo to your profile



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Apri le porte del mondo del lavoro





# 1 FIRST IMPRESSION MATTERS!

Your first chance to communicate!

When choosing a photo, consider the following aspects

- Resolution
- Composition
- Lighting
- Personality
- Professionalism
- Accuracy

14x

More views with a profile photo than without





## 2 HOW TO WRITE ABOUT YOURSELF

- Delicate balance between brevity and interesting content
- Summary can be fairly informal in tone
- Let your personality shine through
- Think of this as the highlights of your greatest hits
- Are you looking for an international career? English profile!

This is what your profile looks like to [Connections](#)

[Return to your profile](#)



## Asha Haji

1st PREMIUM

Director of Global Recruitment at EF Education First

HEADLINE: get inspirational!

London, United Kingdom | Education Management

Previous Education EF Education First, Go Ahead Tours, Hearst Digital Media Harvard Business School

[Send a message](#) [View in Recruiter](#)

500+ connections

<https://uk.linkedin.com/in/ashahaji>

[Contact Info](#)

### Background



#### Summary

SUMMARY: describe what motivates you and what you're skilled at.

As a highly energetic and curious leader, I have worn many hats in my career. From developing enterprise software to running a cross-functional marketing department, I love the opportunity to add another interesting tool to my belt.

In my current role as Director of Global Recruitment at EF Education First, I am always on the lookout for extremely sharp and passionate people to join our worldwide team. If you're curious about opportunities at EF, please reach out!

Asha, keep up with relevant opportunities at EF Education First



Visit the careers page for EF Education First

[Visit Careers](#)



# 3 WRITE ABOUT YOUR PAST WORK EXPERIENCE AND EDUCATION

Add examples of your work in photos, presentations, videos & blog posts

Members with a school tagged in their profile get

**10x** more views on average

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## Experience

### User Experience Designer

LinkedIn

May 2014 – Present (1 year) | United States

› 1 project

### Filmmaker/ Multimedia Designer

HA! Freelance

January 2013 – April 2014 (1 year 4 months) | United States



Klien Epstein & Parker FW 13 Perfect Imperf...



Carapace Custom Wetsuit Kickstarter Camp...

### Multimedia Designer

Zodiac Aerospace

2012 – April 2014 (2 years)

Mr. Ahmed was part of an in-house design team which was responsible creative design He was directly responsible for various multimedia needs, including but not limited to: web development, photography, motion graphic concept and design, video concept and production. Mr. Ahmed was initially hired for internal photo documentation and graphic design, however after displaying proficiency in video production, motion graphics and web development created a position for himself as multimedia designer.

#### Notable Projects

Concepting and creating video piece for ISIS Bin to be used by sales team at customer pitches.

#### Tasks



**EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

**ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.

**EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.



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## Experience

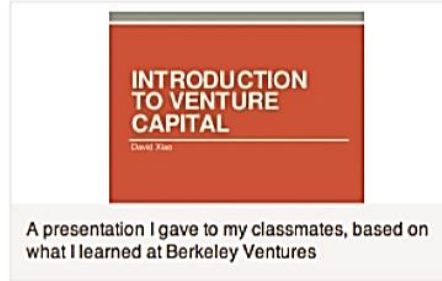
### Venture Capital Internship

BERKELEY VENTURES

Berkeley Ventures

May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.



A presentation I gave to my classmates, based on what I learned at Berkeley Ventures



## Organizations

### Berkeley A Capella

Lead Singer

March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.



## Education

### University of California, Berkeley

Economics, B.A.

2010 – 2014 (expected)



## Volunteer Experience & Causes

### Big Buddy

Skyline High School

September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.

## HONORS & AWARDS:

If you earned a prize in or out of school, don't be shy. Let the world know about it!



## Honors & Awards

### The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

**COURSES:** List the classes that show off the skills and interests you're most excited about.



## Courses

### University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

**PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.



## Projects

### Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



**David Xiao**

Econ Major and Aspiring Financial Anal...



**Paul Smith**

Student at UC Berkeley





## ④ RECOMMENDATIONS AND SKILLS

LinkedIn members with at least one skills tagged get

**13x** more profile views

Recommendations from the right people

What kind of job are you applying for?

Be sure you stand out in a positive way

## SKILLS & EXPERTISE:

Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

## RECOMMENDATIONS:

Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

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## Skills & Expertise

### Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



## Recommendations

Received (2) ▾

### Venture Capital Internship Berkeley Ventures



**Tim Lee**  
Partner

“ David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

This is what your profile looks like to

[Connections](#)[Return to your profile](#)

People Similar to Asha

**Recommendations**

Received (1) ▾ Given (4)



Asha, would you like to recommend Asha?  
[Recommend Asha](#) ▶



**Lisa Helms**  
 Strategic Account Director - Enterprise Accounts

“ Lisa has been our enterprise account rep at Jobvite for the last year, and has helped us tremendously in the organization of our multi-faceted, global implementation. She has a cool head, is transparent and down-to-earth, and makes good use of her network to help in troubleshooting complex issues. She helped us develop and maintain solid processes in communication and project management, and did an excellent job of keeping us informed about new features and beta releases. We'll miss working with her so closely, but know she'll provide plenty of value to her future clients.

September 28, 2015, Asha was Lisa's client



**Katie Graham**  
 Marketing Manager

“ I really enjoyed having Katie on our team. It was clear in our time working together that she truly loves marketing and creating the best experiences possible to drive results. When pushed up against a deadline, Katie regularly went the extra mile to make sure all the various elements of a campaign launch were in place. She was dedicated, driven and very energetic. She also had a competitive edge that made her never settle for average. Overall, Katie is a great colleague who you can always count on to deliver.

August 6, 2015, Asha managed Katie at Go Ahead Tours



**Chuck Ward**  
 Sales Manager Mid Enterprise & International



**Mari Saarelainen** 1st  
 Head of Operations at EF Corporate Solutions  
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 With 1 application, get multiple sales job offers from top companies



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**Female Directors**  
 See If You Qualify For Inclusion In The Exclusive WAoFP. Apply Today.

# HOW TO STAND OUT IN A CROWD

1. The Alumni Tool
2. How the recruiters are job-hunting?





# 1

# THE ALUMNI TOOL



**University at Buffalo**  
Buffalo/Niagara, New York Area

Add to board

Suggest

1,365 interested in attending

Home

Notables

**Students & Alumni**

Recommendations

LinkedIn for Education

135,041 results


 to 


## What they do

Education	12,319
Engineering	10,345
Healthcare Services	9,512
Sales	9,427
Operations	9,069
Entrepreneurship	7,051
Research	6,845
Information Technology	6,231
Finance	5,785

## Where they work

M&T Bank	830
Citi	583
Roswell Park Cancer Institute	436
Wegmans Food Markets	369
HSBC	342
Buffalo State College	315
First Niagara Bank	300
Moog Inc.	298
IBM	295

## What they're skilled at

Microsoft Office	26,613
Customer Service	21,295
Microsoft Excel	19,995
Management	19,969
Public Speaking	19,925
Leadership	19,540
Research	18,052
Microsoft Word	16,275
PowerPoint	295



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Source: <https://students.linkedin.com/>

# 2

## HOW THE RECRUITERS ARE JOB-HUNTING?



PROJECTS CLIPBOARD JOBS REPORTS MORE



Start a new search

Advanced • Saved / History

Showing results for

Custom filters

Job titles Current or Past

Sales Manager

+ Area Manager, + Key Account Manager,

Locations

Rome Area, Italy

+ Milan Area, Italy (1,704),

Skills

Sales Management Business Strategy

+ Business Planning (315),

Companies

+ Companies or boolean

+ ABB, + Vodafone, + IBM, + L'Oréal,

Schools

+ Schools attended

+ Liceo Scientifico (58),

**544**  
total candidates

**55**  
open to new opportunities

**16**  
engaged with your Talent Brand

**16**  
candidates in competitors' talent pool

544 candidates • [View search insights](#)

1 - 25



**Stefano Perna** <sup>3rd</sup>

Key Account Manager - Corporate Sales presso Vodafone Italy  
Rome Area, Italy • Information Technology and Services

Current Key Account **Manager** - Corporate **Sales** at Vodafone Italy 2014 - Present

Past **Area Manager** - Healthcare IT Solutions at Connect Informatics 2012 - 2014  
Senior Project **Manager** and **Sales Executive** at Connect Informatics 2010 - 2012

[More](#)

Education Università di Roma Tor Vergata 2009 - 2013  
Università di Roma Tor Vergata 2007 - 2007

[Open to new opportunities](#)



**Salvatore Frau** <sup>3rd</sup>

Sales Account Manager at Octo Telematics  
Rome Area, Italy • Information Technology and Services

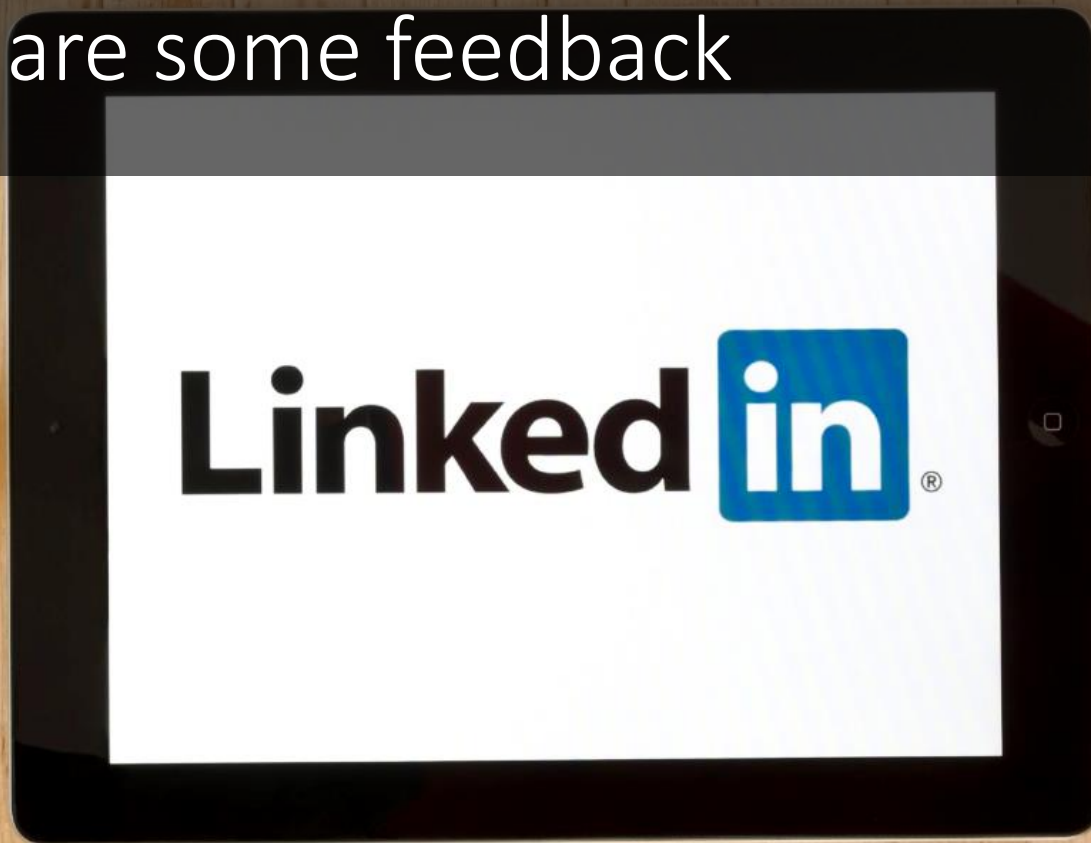
Current **Sales Account Manager** at Octo Telematics 2016 - Present

Past **Key Account Manager** at Alola Connection Ltda. 2015 - 2015  
Account Executive at Alola Connection Ltda. 2014 - 2015

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Let's share some feedback



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