

SOCIAL MEDIA EXPLAINED

- TWITTER I'M EATING A #DONUT
- FACEBOOK I LIKE DONUTS
- FOURSQUARE THIS IS WHERE
I EAT DONUTS
- INSTAGRAM HERE'S A VINTAGE
PHOTO OF MY DONUT
- YOUTUBE HERE I AM EATING A DONUT
- LINKEDIN MY SKILLS INCLUDE DONUT EATING
- PINTEREST HERE'S A DONUT RECIPE
- LAST FM NOW LISTENING TO "DONUTS"
- G+ I'M A GOOGLE EMPLOYEE
WHO EATS DONUTS.

Effective LinkedIn Profiles

January 12th, 2016

Briana Konnick, Ph.D.

Assistant Director, Graduate Career Development

UCHICAGO GRAD

Helping you navigate your graduate and postdoctoral career



Workshop outline

Optimize your LinkedIn profile

Build & maintain relationships

Leverage your LinkedIn
network & job search



94%

of companies use social
media for recruiting

We are in the middle of a shift.

Online presence is becoming a necessary and central part of your job search.

Take control of how you're presented online



Workshop outline

- ▶ Optimize your LinkedIn profile

Build & maintain relationships

Leverage your LinkedIn
network & job search



Millions of people are finding jobs through social media














Nearly 50 million Americans say one of these sources got them their current job


Linked  [®]

Changes to LinkedIn in 2016

Messaging
LinkedIn
members

	Randall Ribaud Co-founder, CEO, SciPhD.com, Human Workflows, LLC Professional Training, Bu...
	Jean Branan Career & Postdoctoral Services Program Coordinator at The Scripps Research In...
	Laura H. Rosenberg Senior Scientist at Cancer Research Technology
	Michael Matrone, Ph.D. Postdoctoral Affairs Officer at OHSU Oregon Health & Science University
	Richard Gustin Medical Science Liaison at Orexo US 
	Maria Eugenia Herva Moyano Scientist II Neuroscience iMed, MedImmune
	Briana Konnick, Ph.D. Career and Professional Development for PhD Scientists Higher Ed Administrator Program ...
	Minyi Hu, Ph.D. Biomedical Research Scientist
	Justin Jones Sr. Technical Team Lead at Siemens Healthcare
	Catherine Trivigno Florida Atlantic University

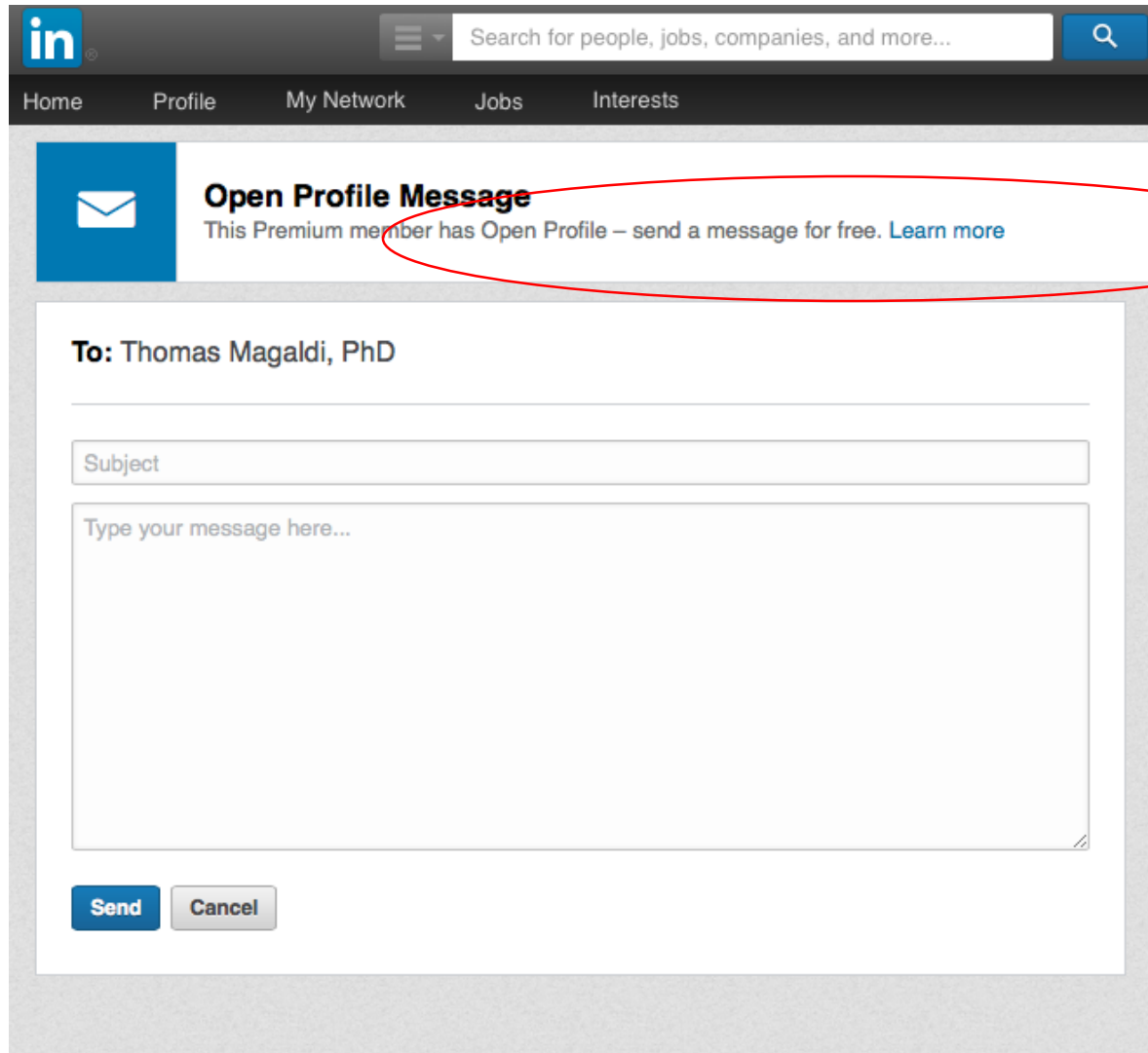
MEMBERS 11,545 members



[Invite others](#)

This messaging tool only works WITHIN the group itself

Messaging LinkedIn members



The image shows a screenshot of the LinkedIn messaging interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and navigation links for Home, Profile, My Network, Jobs, and Interests. Below the navigation bar, there is a notification for an 'Open Profile Message' from a Premium member. The notification text is circled in red and reads: 'Open Profile Message' followed by 'This Premium member has Open Profile – send a message for free. Learn more'. Below the notification, there is a message composition form for a message to Thomas Magaldi, PhD. The form includes a 'Subject' field and a large text area for the message content. At the bottom of the form, there are 'Send' and 'Cancel' buttons.

in Search for people, jobs, companies, and more...

Home Profile My Network Jobs Interests

Open Profile Message
This Premium member has Open Profile – send a message for free. [Learn more](#)

To: Thomas Magaldi, PhD

Subject

Type your message here...

Send **Cancel**

Changes to LinkedIn in 2015

Free searches capped

The screenshot shows a LinkedIn search interface for the query "cancer biologist san diego". The search bar at the top indicates "17 results" and "Some search results have been filtered to improve relevance." The left sidebar contains various filters: Search (Advanced), All (People, Jobs, Companies, Groups, Universities, Posts, Inbox), Relationship (All, 1st Connections (2), 2nd Connections (5), Group Members (11), 3rd + Everyone Else (6)), Location (All, United States (17), Greater San Diego Area (10), Charleston, South Carol... (1), Houston, Texas Area (1), Greater Los Angeles Area (1)), Current Company (All, The Scripps Research In... (4), Pfizer (1), Thermo Fisher (1), Massachusetts General ... (1), University of California, ... (1)), and Industry.

The search results list several profiles:

- Veronique Baron** (GROUP): Cancer research, Greater San Diego Area • Research. Current: Associate Professor at Vaccine Research Institute of San Diego. ...Egr1 as a potential target for prostate cancer... for the treatment of prostate cancer in a collaboration... Current: Cancer cell biologist at PellFiCure Pharmaceuticals, Inc. ...combination therapy for the treatment of prostate cancer... of prostate cancer causes tumor regression in vivo...
- ivy hung** (GROUP): Research Scientist at Effector Therapeutics, Greater San Diego Area • Research. Current: Cancer Cell Biologist/Scientist at Pfizer. Identify and validate anti-cancer drugs targeting abnormal metabolism pathways during...
- Tristan Carland** (2nd): Bioinformatics and Genomics Consultant, Greater San Diego Area • Biotechnology. Past: NSF-GK12 (Socrates) Teaching Fellow at UC San Diego. Current: Computational Biologist at PersImmune.
- Tobias Meißner** (2nd): Cancer Genomics Investigator / Computational Biologist, Greater San Diego Area • Research. 2 shared connections • Similar.
- Laura Ruff** (2nd): Postdoctoral Fellow at UCSD Moores Cancer Center, Greater San Diego Area • Higher Education. 6 shared connections • Similar. Past: PhD at UC San Diego. Past: Biologist at National Institutes of Health.
- Petra Minder** (1st): Cancer and Stem Cell Biologist, Greater San Diego Area • Research. 19 shared connections • Similar • 160.

Turn off announcements

in Search for people, jobs, companies, and more... Advanced

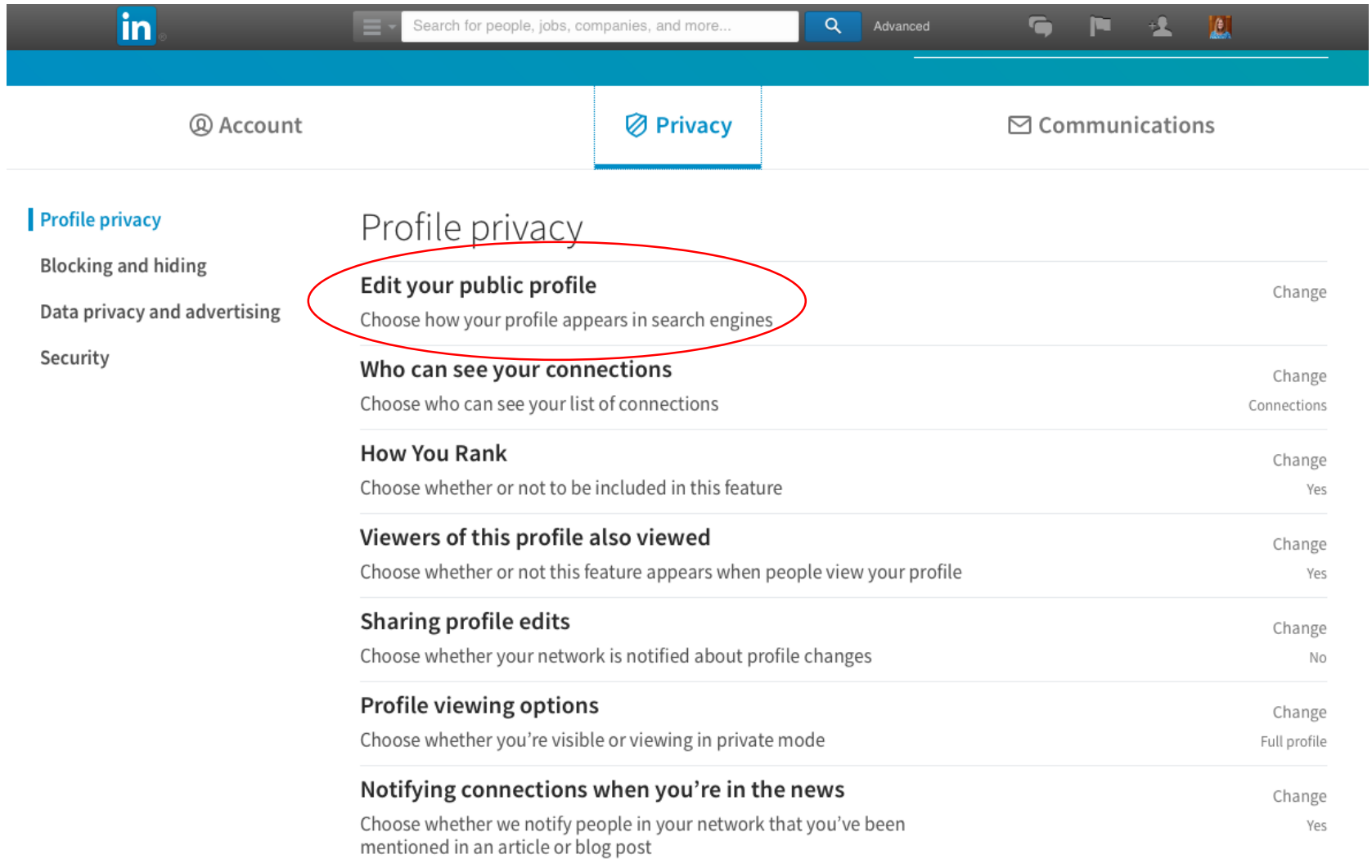
Account Privacy Communications

Profile privacy

- Blocking and hiding
- Data privacy and advertising
- Security

Edit your public profile	Change
Choose how your profile appears in search engines	
Who can see your connections	Change
Choose who can see your list of connections	Connections
How You Rank	Change
Choose whether or not to be included in this feature	Yes
Viewers of this profile also viewed	Change
Choose whether or not this feature appears when people view your profile	Yes
Sharing profile edits	Change
Choose whether your network is notified about profile changes	No
Profile viewing options	Change
Choose whether you're visible or viewing in private mode	Full profile
Notifying connections when you're in the news	Change
Choose whether we notify people in your network that you've been mentioned in an article or blog post	Yes

Take control of your privacy settings



The image shows a screenshot of the LinkedIn Privacy settings page. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and several utility icons. Below this is a secondary navigation bar with three tabs: 'Account', 'Privacy' (which is highlighted with a blue border), and 'Communications'. The main content area is titled 'Profile privacy' and contains a list of settings. The first setting, 'Edit your public profile', is circled in red. This setting allows users to choose how their profile appears in search engines. Other settings include 'Who can see your connections', 'How You Rank', 'Viewers of this profile also viewed', 'Sharing profile edits', 'Profile viewing options', and 'Notifying connections when you're in the news'. Each setting has a 'Change' link on the right side.

Setting	Description	Action
Edit your public profile	Choose how your profile appears in search engines	Change
Who can see your connections	Choose who can see your list of connections	Change Connections
How You Rank	Choose whether or not to be included in this feature	Change Yes
Viewers of this profile also viewed	Choose whether or not this feature appears when people view your profile	Change Yes
Sharing profile edits	Choose whether your network is notified about profile changes	Change No
Profile viewing options	Choose whether you're visible or viewing in private mode	Change Full profile
Notifying connections when you're in the news	Choose whether we notify people in your network that you've been mentioned in an article or blog post	Change Yes

Public Profile

**Briana Konnick, Ph.D.**

Career and Professional Development for
STEM PhDs | Higher Ed Administrator |
Program Coordinator

Greater Chicago Area | Higher Education

Current	The University of Chicago
Previous	The Scripps Research Institute, Vanderbilt University
Education	The Scripps Research Institute
Recommendations	2 people have recommended Briana

328
connections

Your public profile URL

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

www.linkedin.com/in/bkonnick ✎

Customize Your Public Profile

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

[Learn more](#) ▶

Summary

My passion is to serve as a resource and advocate for graduate students and postdoctoral scholars - via career and professional development endeavors. My experience as a Ph.D. scientist allows me to directly relate to and assist junior scientists as they progress in their careers. My areas of expertise include: higher education administration, direct training programs, social media optimization, data management from large- and small-scale surveys, counseling, event coordination, reaccreditation, and cultivating relationships both internal and external to an institute.

I facilitate and manage workshops and events on subjects such as: networking skills, successful career planning, effective scientific communications (via posters, presentations, etc.), interviewing skills, academic job searches, and social media utilization. I excel at event planning and coordination, greatly enjoy working with multiple networks within an institute, and am highly efficient at managing various long-term projects as well as day-to-day educational programming.

Experience

Assistant Director, Graduate Career Development

The University of Chicago

September 2016 – Present (3 months) | Greater Chicago Area

**Career and Postdoctoral Services Program Coordinator**

The Scripps Research Institute



- Make my public profile visible to no one
- Make my public profile visible to everyone
 - Basics
 - Picture
 - Headline
 - Summary
 - Current Positions
 - Details
 - Past Positions
 - Details
 - Education
 - Details
 - Skills
 - Organizations
 - Honors and Awards
 - Publications
 - Recommendations
 - Groups
 - Machine-translated Public Profile
 - German

Save

Your public profile badge

Another way to get there...

The image shows a LinkedIn profile for Briana Konnick, Ph.D. The profile includes a profile picture, a 'Change photo' button, and a 'View profile as' button. A dropdown menu is open from the 'View profile as' button, listing several options: 'View recent activity', 'Ask to be recommended', 'Create profile in another language', 'Save to PDF', and 'Manage public profile settings'. The 'Manage public profile settings' option is circled in red. The profile also shows a 'Profile Strength' of 'All-Star' and a 'Microsoft Cloud' advertisement. The URL 'https://www.linkedin.com/in/bkonnick' is visible at the bottom of the profile header.

LinkedIn Profile: Briana Konnick, Ph.D.

Search for people, jobs, companies, and more... Advanced

Profile Strength All-Star

View profile as

- View recent activity
- Ask to be recommended
- Create profile in another language
- Save to PDF
- Manage public profile settings**

Microsoft Cloud

This cloud saves time and lives.

See the story

Who's Viewed Your Profile

7 Your profile has been viewed by 7 people in the past 15 days.

https://www.linkedin.com/in/bkonnick

Add a section to your profile – be discovered for you

Language This can help you find a new job, get a promotion, or transfer overseas.

Add language

Volunteering Experience 1 in 5 managers hired someone because of their volunteer experiences.

Add volunteering experience

View More

Update your LinkedIn URL

The default URL is impersonal and boring. Use your name instead:

<http://www.linkedin.com/pub/brianakonnick/4/bb98/71df3>

Update your LinkedIn URL

The default URL is impersonal and boring. Use your name instead:

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<http://www.linkedin.com/in/bkonnick>

Public Profile



Briana Konnick, Ph.D.

Career and Professional Development for
STEM PhDs | Higher Ed Administrator |
Program Coordinator
Greater Chicago Area | Higher Education

328
connections

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www.linkedin.com/in/bkonnick ✎

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
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Experience

Assistant Director, Graduate Career Development

The University of Chicago
September 2016 – Present (3 months) | Greater Chicago Area



Career and Postdoctoral Services Program Coordinator

The Scripps Research Institute



Upload a professional photo



Avoid photos that are:

- group shots (no friends)
- sexually suggestive (no cleavage)
- juvenile/cartoonish (no hello kitty)
- too personal (no babies)
- pretentious (no bling)
- too small, too large, too bizarre, too staged

Headline Formula:

Change your personal headline from job title (default) to **branding statement**

3 keywords + 1 value proposition = headline success

Home Profile Connections Jobs Interests

Need a unique venue? - Tiburon by the Bay is the perfect backdrop for your meet

Brian Lamb 1st

Molecular Engineer, American Cancer Society Fellow at The Scripps Research Institute

San Diego, California | Biotechnology

Current The Scripps Research Institute

Previous Oxbridge Roundtable Solutions, University of North Carolina, University of Florida

Education University of North Carolina at Chapel Hill

Send a message Endorse

262 connections

Last Conversation 3 months ago

★ Relationship Contact Info

Headline Examples

- Innovative Educator | Middle Eastern Historian | Advocate for Immigrants
- Molecular biologist with a passion for neuroscience and cancer research; expertise in biopharmaceutical development

Headline Examples

- Social Scientist | Psychologist | PhD Candidate at The University of Chicago
- Particle Physicist | Joint PhD at UChicago and Fermilab | Science Writer

Next up: A Summary

- Keep it **simple**
- Emphasize **strengths**
- Speak in **first person**
- Do some **personal benchmarking** with people who have the job you want
- Personal statement rather than your job description

The Accomplishments Summary

“I’m a computational scientist and physicist with key talents in science journalism, manuscript writing, and grant preparation. I excel at meeting tight deadlines, both independently and as an adaptable team member, and can manage, evaluate, and communicate data to a wide variety of stakeholders.

In my graduate studies, I’ve taken on various leadership roles, including mentoring three undergraduate interns, coordinating institute-wide research events for hundreds of people, and leading two journal clubs.”

The Short and Sweet Summary

“Over six years of experience within the field of data science. I am currently working to understand genotype-phenotype relationships in health and disease through large-scale phenotyping and multi-omic profiling. I am driven by methods development to translate the output of modern technologies to biological discoveries and am looking forward to working in this area or wherever the next opportunity leads.

Competencies: statistics, machine learning, cloud computing, C, C++, Python/Java/R, data visualization and communication.”

The Mission-Based Summary

“My goal is to identify effective and impactful solutions to social issues surrounding poverty and at risk youth. Currently, I am a graduate student in the School of Social Services Administration at The University of Chicago, focusing on human rights and civil liberties.

I also serve as a youth organizer at the Southwest Organizing Project (SWOP), a non-profit organization based in Chicago. I interact with advocacy groups, public and private schools, and religious institutions. Together, we build innovative and inspiring programming to assist at risk youth in improving their life and neighborhoods.”

Make your summary personal and specific

- A recognized expert in...
- Creative approaches to...
- Leadership abilities gained through...
- Inventive approaches such as...
- Collaborative team member who...
- Transitioning to...
- Pursuing...
- Passionate about...
- Consistently earned praise for...
- Effectively provide...
- Improved XYZ by...
- Special focus on...
- Enthusiasm for...
- Experience in developing...
- Taken on...
- Built a new program in...
- Established a new model for...
- Can effectively work in multidisciplinary teams, evidenced by...

A *few* of the skills you learn in graduate school...

Research / Analytical Skills

- Ability to locate and assimilate new information rapidly
- Ability to break-down and understand complex content
- Ability to think on one's feet
- Ability to reach and defend independent conclusions
- Problem-solving tools and experience
- Intellectual maturity

Interactive Personal Skills

- Persuasion
- Leadership
- Ability to cope with and manage complicated personalities
- Ability to thrive in a competitive environment
- Ability to navigate complex bureaucratic environments

Communication Skills

- Ability to convey complex information to non-expert audiences
- Ability to write at all levels: brief abstracts, to book-length, manuscripts
- Editing and proofreading
- Ability to speak before large groups

Entrepreneurial Skills

- Ability to work independently and in self-directed manner
- Ability to acquire funding and write successful grant proposals

What it Takes to Advance to Candidacy

- Exceptional intellectual horsepower
- Track record of achievement
- Ability to perform under pressure
- Ability to learn and adapt at a high level
- Ability to meet high expectations

What it Takes to Finish

- Focus, Tenacity, Stamina, Discipline
- The ability to close the deal

Add sections for skills, patents, publications, organizations, etc.

Add a section to your profile – be discovered for your next career step.



Language

This can help you find a new job, get a promotion, or transfer overseas.

Add language



Volunteering Experience

1 in 5 managers hired someone because of their volunteer experiences.

Add volunteering experience



Volunteering Opportunities

Non-profit organizations could be looking for someone like you.

Add volunteering opportunities



Test Scores

Here's another way to show your accomplishments.

Add test scores



Courses

Showing more information about your background will help you get found for more opportunities.

Add courses



Patents

Showcase your innovation and expertise.

Add patents



Causes you care about

Show the causes that matter to you.

Add causes



Supported Organizations

Add more color to your professional identity to be found for opportunities.

Add supported organizations

Skills & Endorsements

+ Add skill ↓

Skills and Endorsements Settings

I want to be endorsed Yes No

- Include me in endorsement suggestions to my connections
- Show me suggestions to endorse my connections
- Send me notifications via email when my connections endorse me

Add & Remove | Manage Endorsements

What are your areas of expertise?

Add

You can still add: 21

Professional Development Programs × 1 Mentoring × 1 Events Coordination ×
Career Transition Services × Time Management × 1 Event Planning ×
Career Counseling × Scientific Writing × Social Media × Scientific Presentation ×
CV/resume writing × Education outreach × Project Management ×
9 Molecular Biology × 9 Virology × 5 Tissue Culture ×
2 Confocal Microscopy × 2 Molecular Cloning × 1 Cell Biology ×
1 Cell Culture × 1 Immunohistochemistry × 1 Western Blotting ×
1 Transfection × Mammalian Cell Culture × Bacterial Culture × RT-PCR ×
Fluorescence Microscopy × Molecular Virology × Virus Culture ×

← → Drag to reorder.

Save

Cancel

Experience Section: Convey your achievements

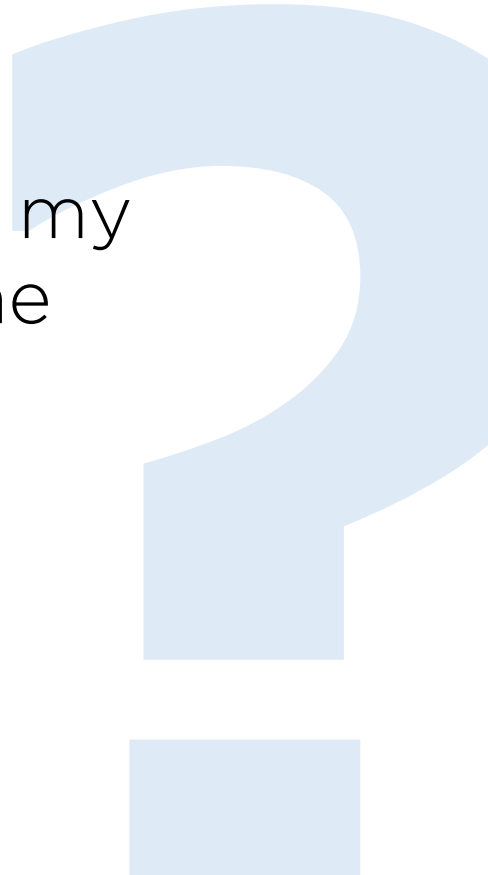
- Most **recent/significant/relevant** experiences get more bullets
- Keep each bullet **concise**
- **Personal pronouns** are okay in this context

• Discovered the first link between a leukemia translocation protein and the mitotic spindle checkpoint and its promotion of aneuploidy. This work provides the basis for novel therapeutic strategies to inhibit proteins/enzymes that promote mitosis in leukemia.

Think **big picture**

Ask yourself:

- ❶ “Why is this significant?”
- ❷ “Would someone outside of my research area understand the importance of this achievement?”



Good:

- Identified new transcriptional targets of the AML1 transcription factor.

Better:

- Identified new transcriptional targets of the AML1 transcription factor, which is one of the most common genes mutated or translocated in human leukemias.

Use active verbs to describe your experience

- Administered
- Analyzed
- Applied
- Authored
- Balanced
- Collaborated
- Communicated
- Designed
- Discovered
- Developed
- Evaluated
- Explained
- Guided
- Identified
- Improved
- Implemented
- Increased
- Initiated
- Led
- Managed
- Mentored
- Presented
- Produced
- Supervised

Seek out recommendations

- Don't pester
- Ask **in person**, if possible
- Offer to provide bullet points
- Supervisors' recommendations are usually most highly valued
- **Recommend others**, too

Make the request personal

Hello Professor Brown,

As you know, I'm currently exploring career possibilities in biotech cancer research. If you feel comfortable with it, I would greatly appreciate just a few short words of recommendation via LinkedIn when you have some downtime. In particular, I was hoping you could highlight my scientific and project management contributions to our recent collaboration on oncogenes and tumor suppressor gene regulation. I would be happy to forward you a few bullet points if it would help. No hard feelings if you feel we need more professional interaction to make this a possibility.

Thank you for your consideration and support,
Joe Postdoc

"██████ is a cheerful, amiable fellow who is fun to work with and you can rest assured, because he delivers what is needed from him." *December 4, 2008*

"██████ worked with me as an intern at the Technology Transfer Office at University of California, San Diego for eight months on a part time basis. ██████ has a broad technical background and is quick in grasping the essence of inventions and their advantages over the currently available technologies. With me, he has prepared case notes, marketing materials, and reviewed various types of license agreements. Most importantly, he is a quick learner and very diligent in completing the tasks on hand." *April 29, 2011*

Workshop outline

Optimize your LinkedIn profile

- ▶ Build & maintain relationships

Leverage your LinkedIn
network & job search



Join up to 50 groups on LinkedIn

- **Seek out alumni networks** from your undergrad college, graduate school, and postdoc experiences
- Join **UChicago groups**: The University of Chicago Alumni, UChicago myCHOICE, University of Chicago Postdoc Association
- Find **professional societies**

Find specialty groups

Group	Members
American Chemical Society	10,000+
BIOCOM	9,000+
Biospace	11,000+
Digital Humanities/Humanities Computing	4,000+
English Language & Literature	99,000+
Medical Science Liaison and Medical Affairs Networkers	20,000+
PhD Careers Outside Academia	64,000+
Pharmaceutical Jobs Biotech Life Sciences & Medical Devices	340,000+
Social Psychology Group	12,000+
Structural Biology	8,000+
Young Professionals in Foreign Policy	18,000+

Engage people in groups

- Ask and **answer questions**
- **Listen first**, then participate in discussions
- Connect with others directly
- Learn about job opportunities

Be helpful

Offer to make a connection

Hello Trinity,

I recently saw your posting on the Chicago Data Science LinkedIn group seeking input on a new approach for investigating computer-mediated alternative realities. A former colleague of mine, David Anderson, is an expert in this area and recently published a paper, “Down the rabbit hole” in *Science* 6 months ago: [link]. If you think his input would be helpful, I’m happy to make an introduction.

Best,
Morpheus

Strategically reach out to people you don't know

- **Tailor your request;** make it specific
- Use phrases that demonstrate you've done your homework:

“You mention...”

“I noticed that...”

“I'm curious about...”

Reaching out to connect

1. Connect directly
 - Limited to 300 characters
 - Customize so it isn't spam!
2. Introduction
 - Find a common connection
 - Strongest way to connect
3. InMails
 - Not accessible with free account
 - Unlimited characters
4. Messaging within a group
 - 15, 1:1 messages each month

Online MS - Cybersecurity - CNSS-certified and 100% online MS in Cybersecurity. Get your free guide. | [Read More »](#)



Shana Morshedian

2nd

Biologist at Eli Lilly and Company

Greater San Diego Area | Biotechnology

Current IALSN, Eli Lilly and Company, Applied Proteomics
 Previous Burnham Medical Research Institute-John Reed Lab, Cancer Biology Lab, American Council for Food Safety & Quality
 Education UCSD

Connect

Send Shana InMail

View recent activity

Ask Shana for more info

Get introduced

Search for references

Share profile

Export to PDF

Block or report

Save to contacts

People Similar to Shana



Aprilfawn White 3rd
 Staff Scientist- Genetics R&D
 Connect

by LinkedIn Members

- Social Media Recruiting**
Source, Recruit, & Hire The Best Talent Through Social Networks. See Demo!
- Report:21st century skill**
What are the skills children need to be taught in schools? Free report
- Become a TESOL Teacher**
Teach English to non-native speakers with USC's MA in Teaching online.



Contact Info

www.linkedin.com/pu

Background



Summary

Scientific Associate with 5+ years of laboratory experience and training. Proficient in various techniques employed in biomedical research including High Throughput Screening, immunological assay development and implementation. Highly self-motivated and goal driven. Capable of working independently as well as part of a multidisciplinary team. Excellent communication skills and goal driven.

Specialties: Assay Development, High Throughput Screening, ELISA, Western Blot, Tissue Culture, 1-D and 2-D Gel Electrophoresis, MALDI-TOF Mass Spectrometry, HPLC, Protein Purification and Analysis, DNA and RNA Extraction, Primer Design, Cloning, Spectroscopy, Bioinformatic, Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Graphpad, Microsoft Project.



Experience

Board Member

IALSN

January 2014 – Present (6 months)



Biologist

Eli Lilly and Company

January 2014 – Present (6 months) | Greater San Diego Area



People Also Viewed



Erika Wiseman
 Assay Development



Neda Safarzadeh
 Associate Director of Development, Philanthropy at Biotech Company



Aakash Datt
 Senior Biologist at Eli Lilly and Company



Roslyn Dillon
 Scientist, Applied Proteomics



John Blume
 Chief Science Officer at Applied Proteomics, Inc.

Hi,

I'm a PhD candidate at University of Chicago and am looking to transition to a career in patent law. Do you have some time to answer a few questions I have? Also, does your firm have any open positions for Ph.D.s?

Thanks,
Alberto

Hi,

I'm a postdoc at Scripps and am looking to transition to a career in patent law. Do you have some time to answer a few questions I have? Also, does your firm have any open positions for Ph.D.s?

Thanks,
Alberto

Ineffective

Hello David,

I noticed you spent some time at UChicago at the Harris School in 2011-2013. I'm a 2nd year Harris graduate student exploring my career options and I recently read an article on patent law [link] that sparked my interest. Since you've made the transition to a legal career so successfully, I was hoping I could take 30 minutes of your time, at your convenience, to ask you a few questions about your career path. Thank you for your consideration and I look forward to hearing from you.

Alberto

When reaching out to connect...

1. Have a reason to connect
2. Share what you have in common
3. Mention a mutual acquaintance
4. Don't ask for a job on first contact
5. Congratulate and give recognition

Workshop outline

Optimize your LinkedIn
profile

Build & maintain relationships

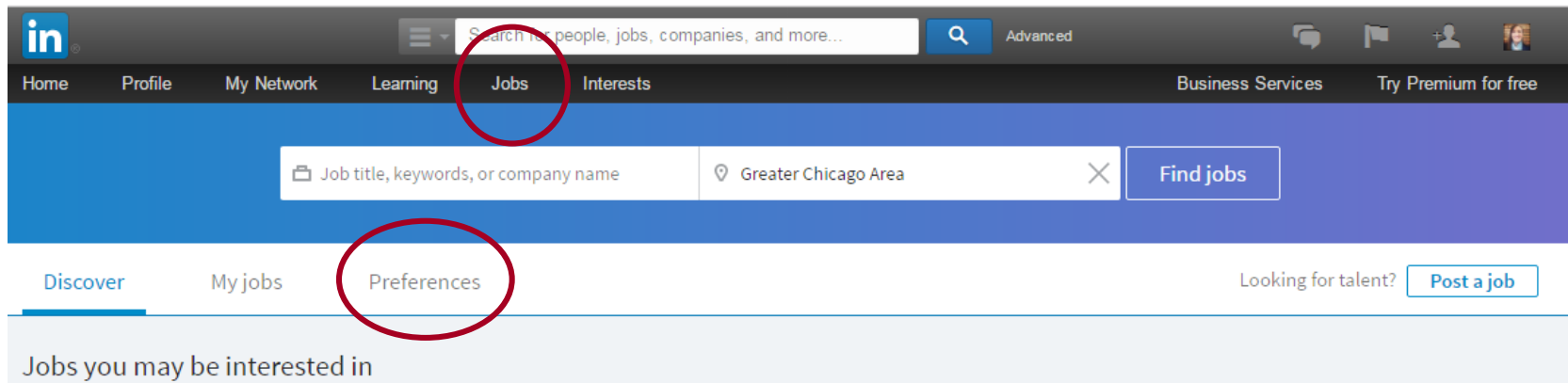
- ▶ Leverage your LinkedIn
network & job search



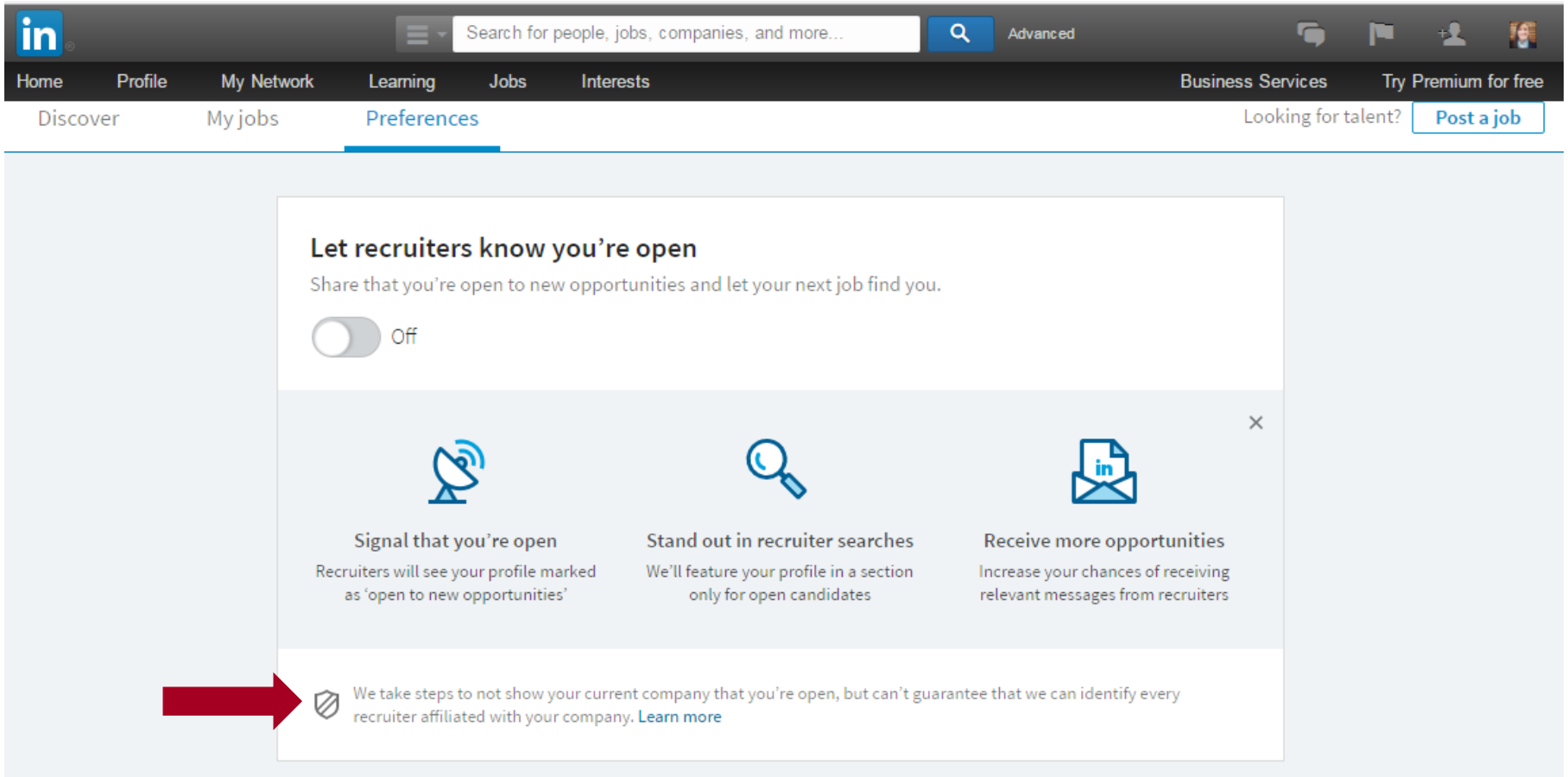
For the Job Search

- Keep them updated about your progress
- Share interesting articles/papers/etc
- Congratulate them - awards, papers, grants
- Continue to ask serious and real questions about their job/company/career track
- Once you're ready to apply to positions, let them know....and/or reach out about specific jobs
 - Can ask if they can take a look at your resume for feedback, or if they'd be comfortable passing your resume along (they may offer anyways)
 - Ask if they have any details about the position, or team that the position is a part of
 - If they are directly involved in hiring: send them your application materials when you apply online in an email

Job Searching on LinkedIn






Job Search Preferences on LinkedIn





The screenshot shows the LinkedIn 'Preferences' page for job search. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and various navigation links like Home, Profile, My Network, Learning, Jobs, and Interests. Below this, there are tabs for Discover, My jobs, and Preferences (which is selected). A 'Post a job' button is visible on the right. The main content area features a section titled 'Let recruiters know you're open' with a toggle switch currently set to 'Off'. Below this are three benefit cards: 'Signal that you're open' (with a satellite icon), 'Stand out in recruiter searches' (with a magnifying glass icon), and 'Receive more opportunities' (with an envelope icon). A red arrow points to a disclaimer at the bottom: 'We take steps to not show your current company that you're open, but can't guarantee that we can identify every recruiter affiliated with your company. [Learn more](#)'.

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

Off

- 
Signal that you're open
Recruiters will see your profile marked as 'open to new opportunities'
- 
Stand out in recruiter searches
We'll feature your profile in a section only for open candidates
- 
Receive more opportunities
Increase your chances of receiving relevant messages from recruiters

  We take steps to not show your current company that you're open, but can't guarantee that we can identify every recruiter affiliated with your company. [Learn more](#)

Job Search Preferences on LinkedIn

The screenshot shows the LinkedIn 'Job Search Preferences' settings page. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and various menu items like 'Home', 'Profile', 'My Network', 'Learning', 'Jobs', 'Interests', 'Business Services', and 'Try Premium for free'. The main content area is titled 'Get more relevant job recommendations' and includes several sections for configuring job search preferences:

- What locations would you like to see jobs in?** A section with a '+ Add location' button.
- Which experience levels are you interested in?** A slider ranging from 'Training' to 'Executive', with 'Training' and 'Executive' selected.
- What industries are you considering?** A list of selected industries: Civic & Social Organization, Nonprofit Organization Mana..., Fund-Raising, Program Development, Philanthropy, Higher Education, Education Management, and Research. There is also a '+ Add industry' button.
- Suggested based on your experience** A list of suggested industries: Hospital & Health Care, Computer Software, Financial Services, Biotechnology, Medical Practice, Information Technology and ..., and Marketing and Advertising.
- What size company would you like to work for?** A slider ranging from 'myself only' to '10001+', with '11-50' and '10,001+' selected.



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Advanced



Allstate

Insurance • 10,001+ employees • Northbrook, IL

1 person from your company was hired here. See all 50,005 employees →

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Overview



Khai | Data Strategy Senior Manager

Jobs



Briana Konnick, Ph.D.

Assistant Director, Graduate Career Development

10 jobs match your skills

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The Allstate Corporation is the largest publicly held personal lines property and casualty insurer in America. Allstate was founded in 1931 and became a publicly traded company in 1993.

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Allstate

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Allstate

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Allstate's Regional Finance Consultants gain leadership and experience through traveling to our different offices around the country and lending their skills in analysis, data, and research to help grow our business. Is this your next ...see more



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Insurance
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Insurance
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Location

- United States (722)
- Greater Chicago Area (242)
- India (76)
- Bengaluru Area, India (61)
- Greater New York City Area (43)

+ Add

Company

- Confidential Company - Undisclosed
- VolunteerMatch (35638)
- Best Version Media (17412)
- Soliant Health (17079)
- texcell (5993)
- CVS Pharmacy (3224)
- Hays (2927)
- ABB (1175)
- Allstate (805)
- Brady Insurance & Financial Services

+ Add

Date Posted

- Any Time (805)**
- Past 24 Hours (87)
- Past Week (592)
- Past Month (813)

805 jobs worldwide

sort by: Relevance

Allstate

Brady Insurance & Financial Services

Clear All



Lead Researcher - Machine Learning and Data Mining - Safety Design Solutions in Autonomous Vehicles

5d

Allstate

Menlo Park, CA

Here, you'll have the opportunity to expand and apply your skills in ways you never thought possible.

Allstate hired 1 person from your company



Lead Researcher - Advanced Map, Road Safety & Risk Applications

5d

Allstate

Menlo Park, CA

Your updated Allstate position(s) and titles, specific experiences and skills developed.

Allstate hired 1 person from your company



Vice President of Data Science

3d

Allstate

Northbrook, IL, US

They will be accountable for the strategic direction and oversight of the programming, database, data modeling, unstructured data, big ... [career8.successfactors.com](#)

Allstate hired 1 person from your company



Senior Product Innovation Consultant

NEW

Allstate

Northbrook, IL

The ideal candidate must possess a variety of competencies including proven ability in leading cross-functional teams, strong project ...

Allstate hired 1 person from your company



Technical Product Manager - Production

NEW

Allstate

Chicago, IL

Job Function

- Sales (410)
- Information Technology (242)
- Business Development (199)
- Finance (187)
- Management (87)

[+ Add](#)

Industry

- Insurance (791)
- Financial Services (28)
- Banking (15)
- Automotive (7)
- Information Technology and Services

[+ Add](#)

Experience Level

- Entry level (300)
- Associate (258)
- Mid-Senior level (140)
- Not Applicable (95)
- Internship (16)

[See more](#)

Title

- Insurance Specialist (92)
- Agency Owner (89)
- Personal Financial Representative
- Insurance Agent (50)
- Adjuster (22)

[+ Add](#)

Experience working in an Agile-based development environment, ideally with work history in a product owner role.

Allstate hired 1 person from your company

**Technical Product Manager - Highly Autonomous Vehicle**

NEW

Allstate

Chicago, IL

Strong technical skills or experience in a technically complex product development environment (e.g., database or software applications)

Allstate hired 1 person from your company

**Senior Software Engineer - Allstate Roadside Services**

2d

Allstate

Chicago, IL

Allstate is looking for senior software engineers to lead Agile XP development teams in building digital products to support the Allstate...

Allstate hired 1 person from your company

**Product Analyst (Business Analyst)**

7d

Allstate

Jacksonville, FL

The role is responsible for assisting and occasionally leading cross-functional teams in the design, development, and market ...

Allstate hired 1 person from your company

**Data Science Senior Expert- Natural Language Processing**

2d

Allstate

Northbrook, IL, US

The ideal candidate is experienced in both machine learning and natural language processing and can act as a leader to help us develop ... career8.successfactors.com

Allstate hired 1 person from your company

**Technical Product Manager - Big Data Platform and Services**

NEW

Allstate

Chicago, IL

Strong technical skills or experience in a technically complex product development

Remember:

Employers and colleagues **WILL** find you online, so take control of how you present yourself.

Invest in yourself and engage others to progress to your next opportunity!

Questions?

bkonnick@uchicago.edu

Add me on LinkedIn!

www.linkedin.com/in/bkonnick

Advising Appointments:

Gradgargoyle.uchicago.edu

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