LINKEDIN WORKSHOP

Engineering Professionalism Committee Christian Engineering Leaders October 18, 2020

WHY LINKEDIN?

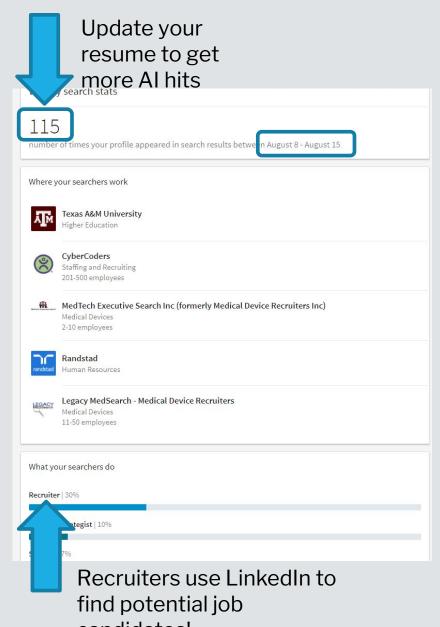
Why is LinkedIn Important?

- Research companies
- **■** Find connections in industry
- Easy apply to jobs (saves time!)
- Networking
 - Connect with recruiters after career fair
- Recruiters search for potential job candidates
 - (that could be you!)
- Get endorsed for your skills
- Suggests jobs for you based on your experience & skills

Profile Views & Search Appearances

Create an all star profile to increase your chances of being contacted by recruiters Your Dashboard 213 442 115 Post Views Search Appearances Increase your

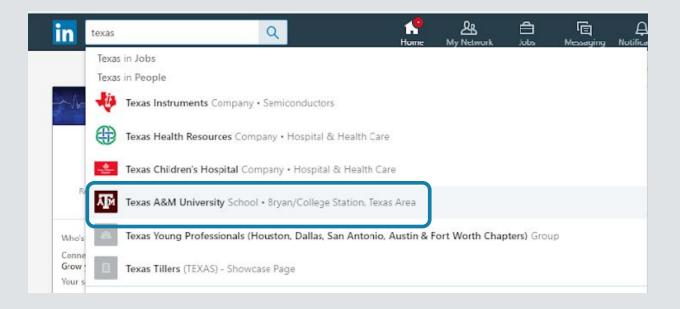
visibility in industry



LINKEDINASATOOL

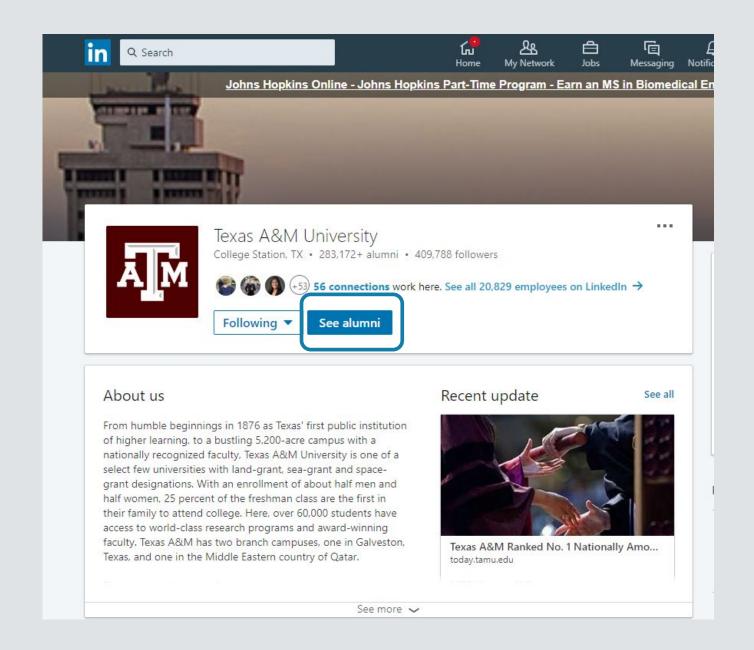
Using LinkedIn as Research Tool

Use the Aggie Network!



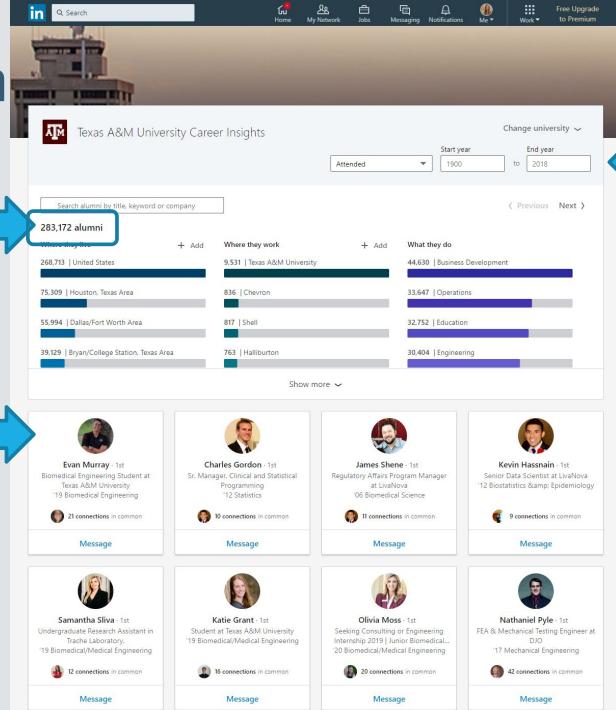
Type in Texas A&M into search box

Click on "See alumni"



You can find and connect with thousands of Aggies

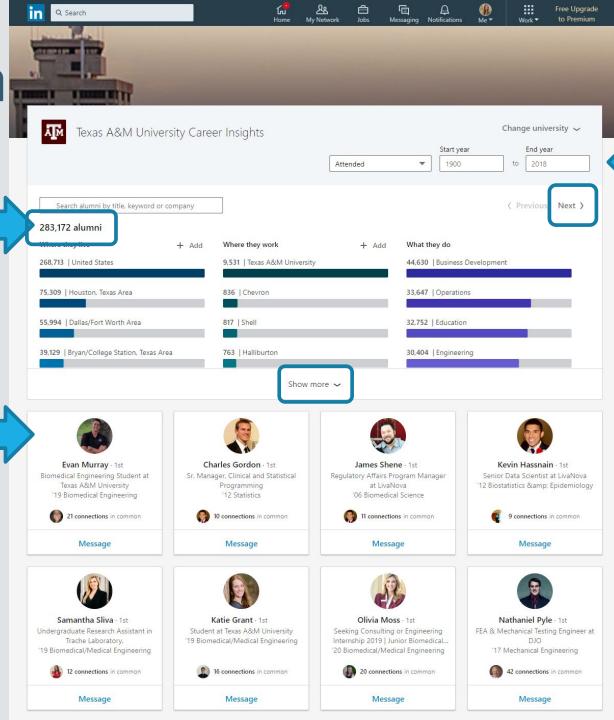
Your recent connections from Texas A&M are displayed



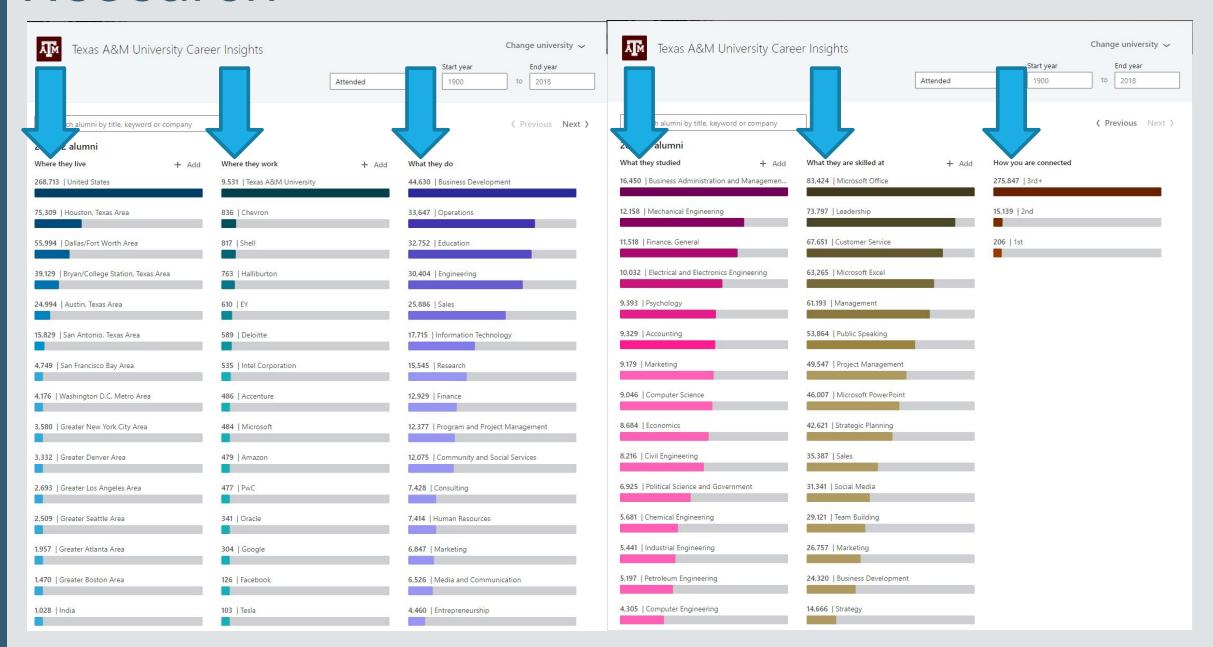
Narrow your search according to when someone attended A&M

You can find and connect with thousands of Aggies

Your recent connections from Texas A&M are displayed



Narrow your search according to when someone attended A&M

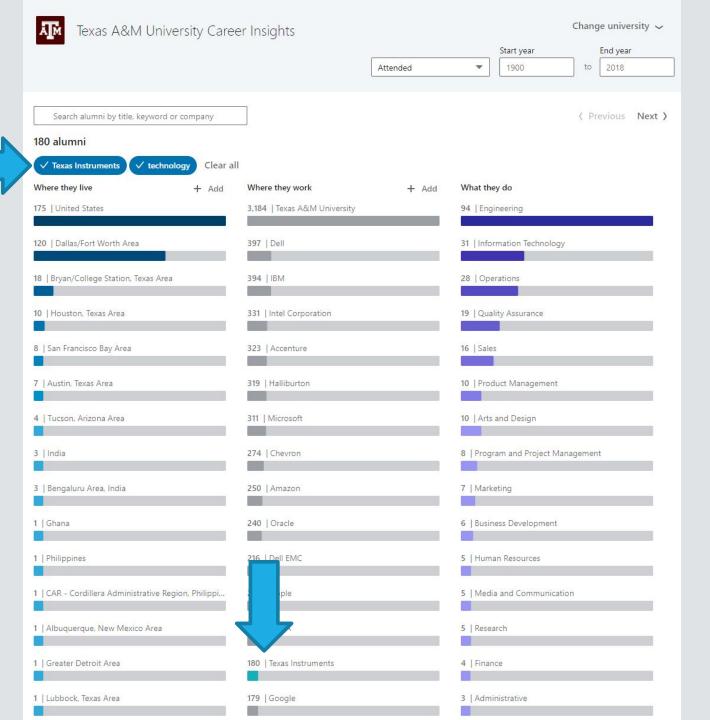


What to search for?

- Profession / Education (e.g. Biomedical Engineering)
- Specialty of Research (e.g. Robotics, Safety, Pharmaceuticals, Environmental, Quality)
- Geographic Area (e.g. City name)
- THINK Bond/Relationship
 - Argentina, Chinese, Hometown
 - Boy Scouts, Choir, Orchestra, Band

Research Example

Search "semiconductor" & click to filter to Texas Instruments

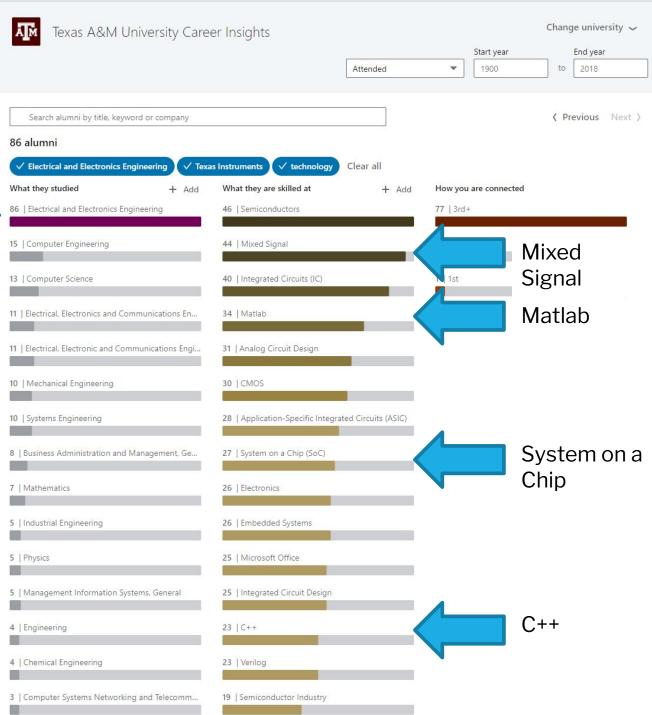


Research Example

Click to filter to Electrical Engineering

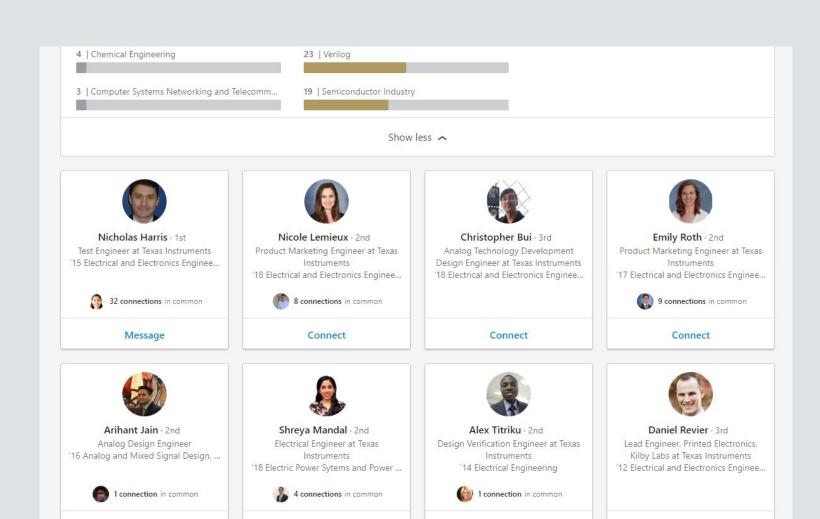


 See skills of those with the position you are interested in



Research Example

- Scroll down to view Top Connections
- Review their profiles and learn from them
- Use mutual connections



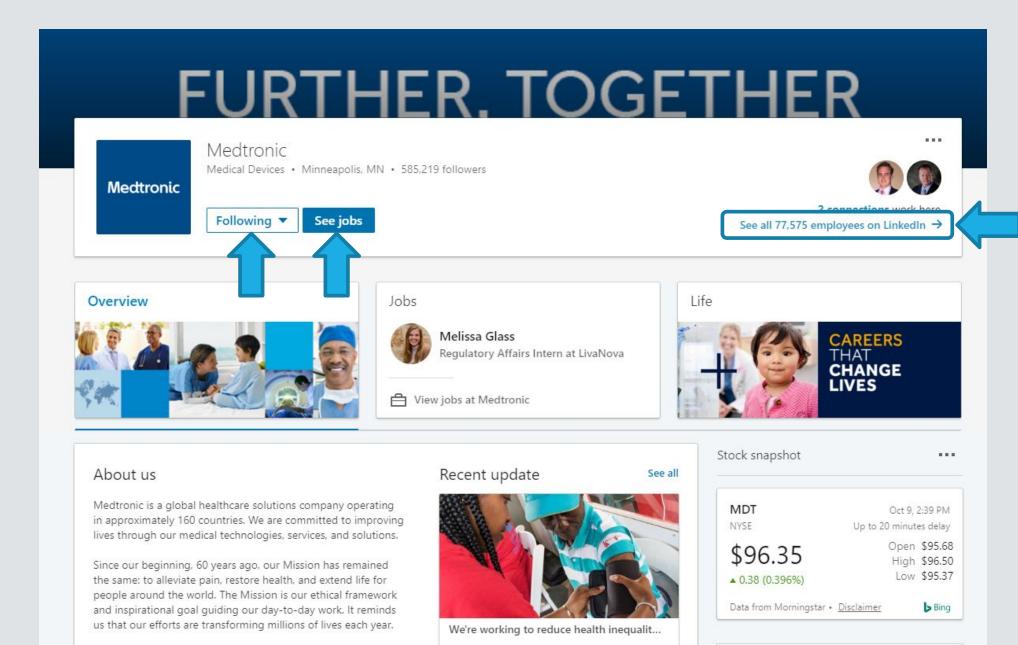
Connect

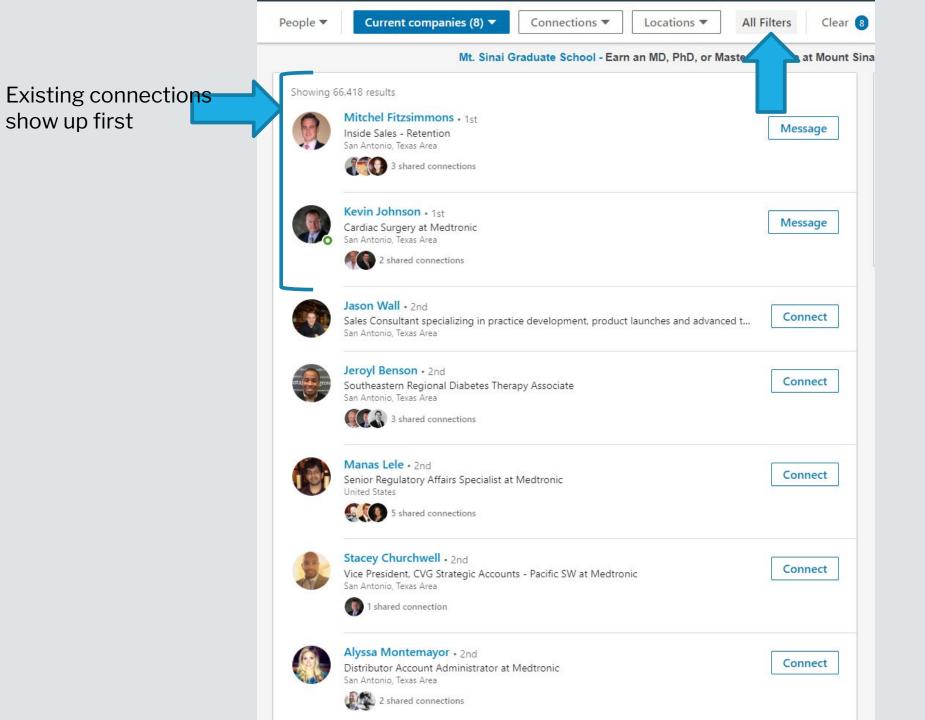
Connect

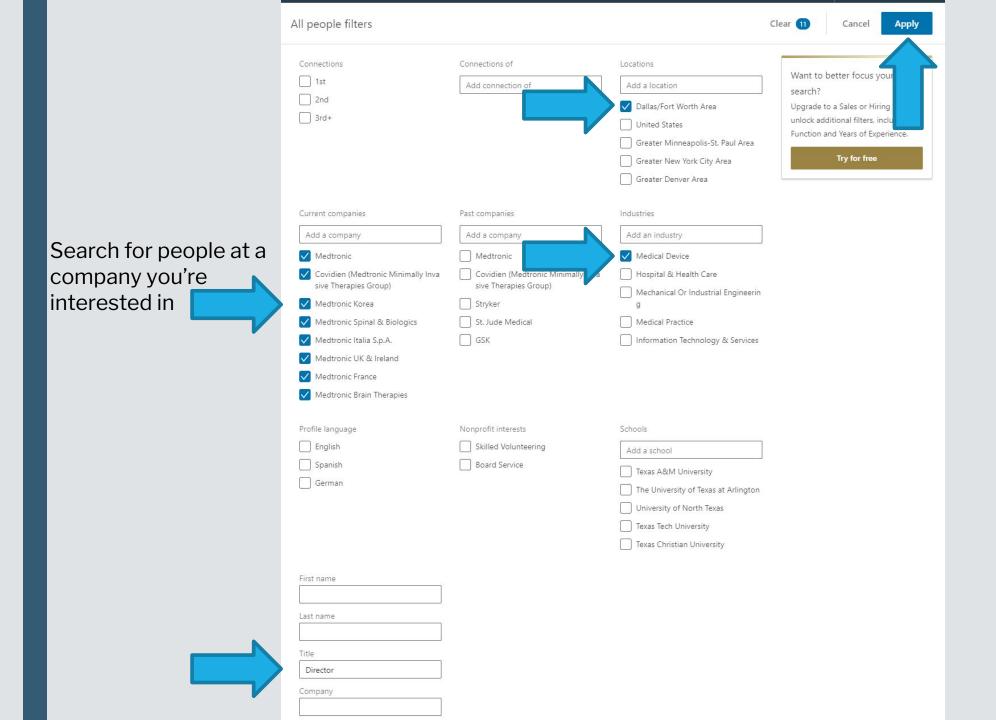
Connect

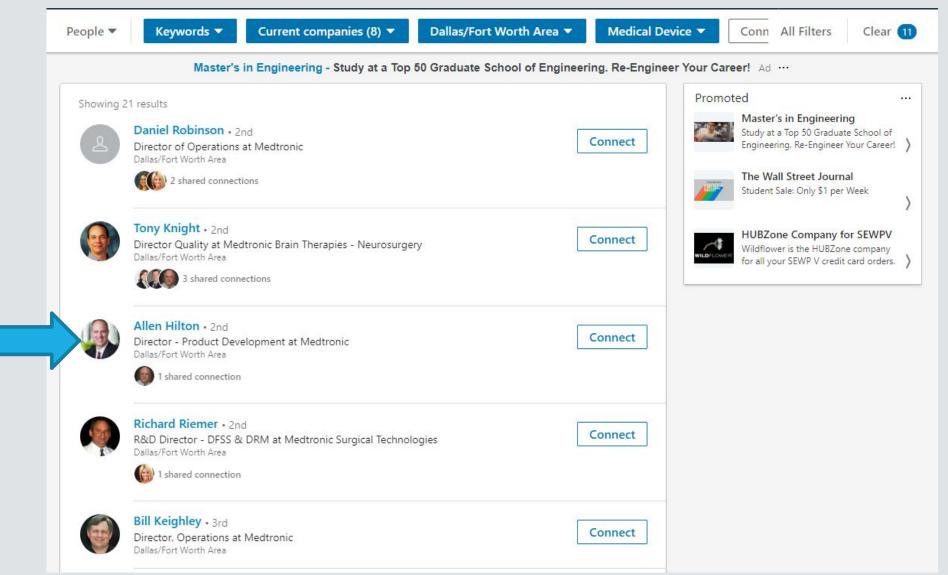
Connect

Company Research





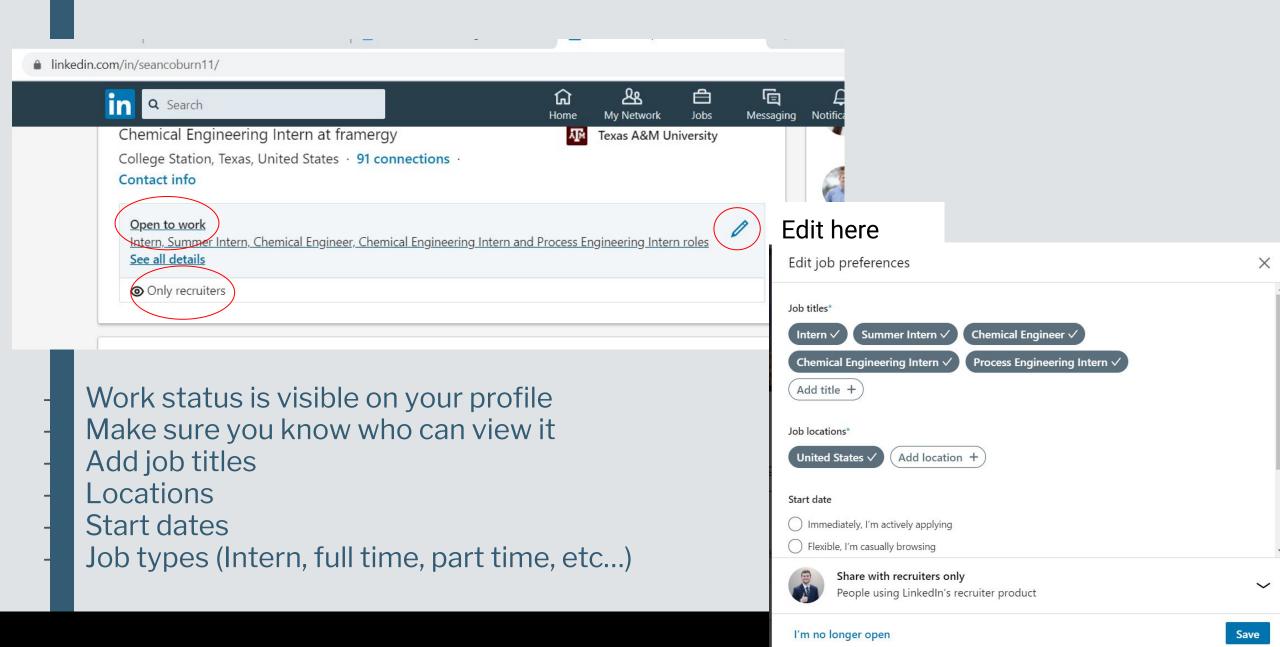




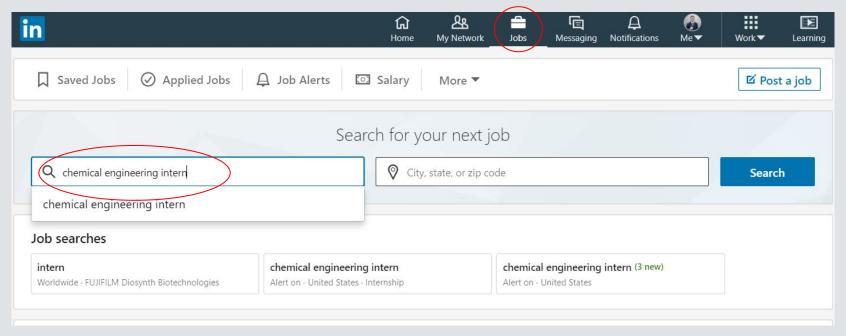
Search for directors or managers to who will have pull within a company

Using LinkedIn to Find a Job

Work Status & Job Preferences

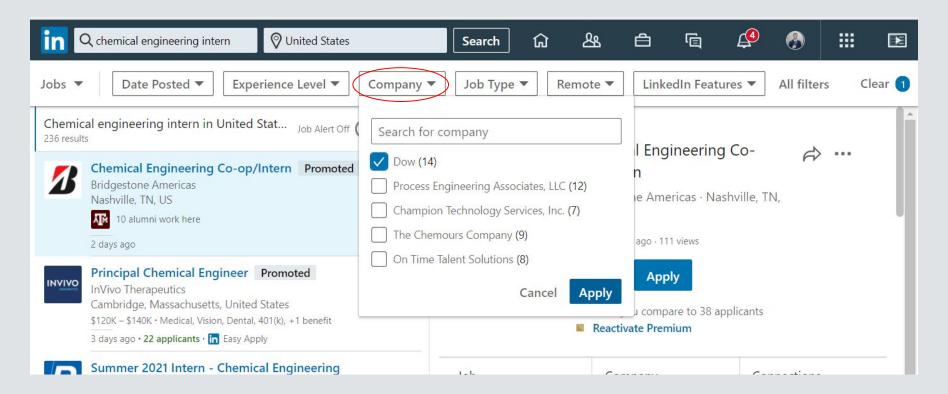


Searching For a Job



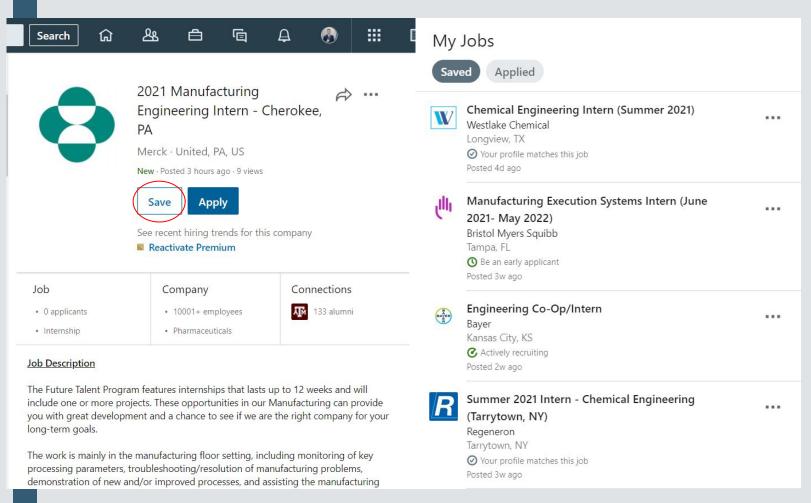
- Search for a job under the jobs tab
- Use titles you may want to obtain
 - Intern, part-time, full-time, etc...

Job Filters



- Set filters to narrow down options
- Date, Experience, Company, Job Type

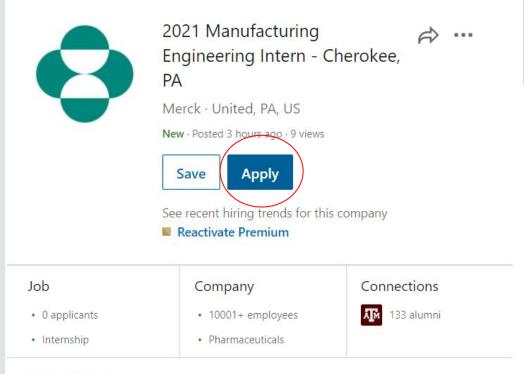
Saving Jobs



- You can easily save jobs when you click on them
- Saving allows you to come back and apply later

Tips for Applying

Click apply!
Make sure you share your profile with job poster
Follow the company!
Try to connect with the recruiter



Job Description

The Future Talent Program features internships that lasts up to 12 weeks and will include one or more projects. These opportunities in our Manufacturing can provide you with great development and a chance to see if we are the right company for your long-term goals.

The work is mainly in the manufacturing floor setting, including monitoring of key processing parameters, troubleshooting/resolution of manufacturing problems, demonstration of new and/or improved processes, and assisting the manufacturing

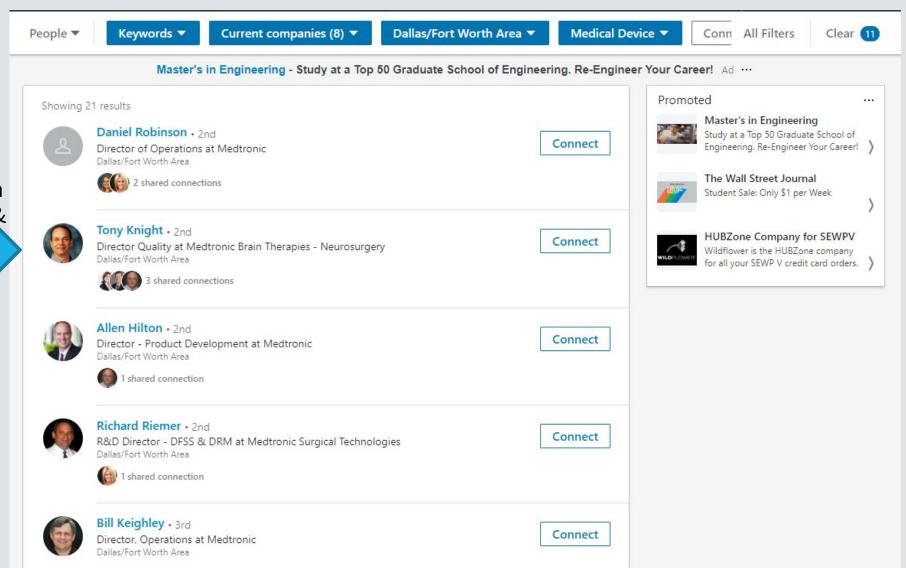
NETWORKING

What is a connection?

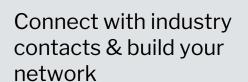
Professional Association

Networking Overview

- Most powerful contacts are those you know
- Connect with your family, friends, Profs, TA's, speakers, study groups, organizations, etc.
 - Think about 5 years from now and all of the fantastic companies /
 jobs your classmates will have.
- Connect on LinkedIn now to gain access later!
- ALWAYS attach a brief message with an invite establishing how you met or why you want to connect to increase odds of acceptance and starting a dialogue.



Connect with people in your desired industry & roles



You can ask mutual connections to introduce you to someone at a company you're interested in!





Tony Knight • 2nd

Director Quality at Medtronic Brain Therapies - Neurosurgery

Dallas/Fort Worth Area

Medtronic Neurosurgery | Brain Therapies



See contact info

213 connections

Connect



Message
 Message

More...





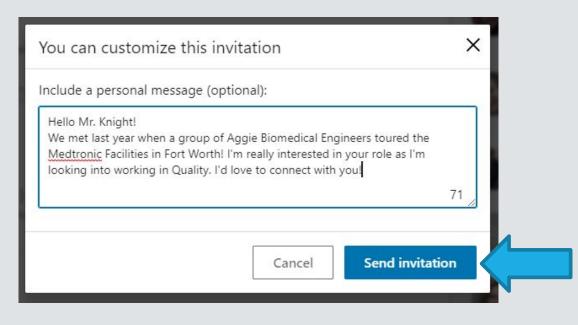
3 Mutual Connections

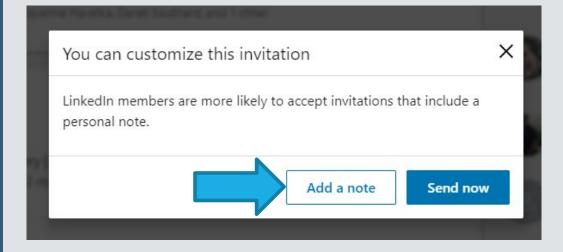
You and Tony both know Jacqueline Havelka, Derek Southard, and 1 other

What to say?

Ex. "I was doing research on LinkedIn and found your profile. You have the career that I am aspiring to one day. Would it be ok for me to ask you some career advise?"

"I really enjoyed working with you and learning about Medical Affairs during my internship at LivaNova! I'd love to connect with you on LinkedIn & stay in touch as I complete my degree at Texas A&M!





- Do <u>NOT</u> ask for an internship or job. Build relationship first
- <u>Do Ask</u> for other contacts that they think could help. Then reach out to their contacts and reference their names. This moves you from cold calling to a warm contact

Secret Networking Tips

- **★** Law of Reciprocity
 - Sharing connections helps to grow your network.

- ★ "Some people are more equal than others"
 - When you make connections, be sure to stand out and make a good impression!

EXAMPLE PROFILES

"All Star" Profile

Every All Star profile is different, but make sure you have these components!

- 1. Industry and location
- 2. An up-to-date current position (with a description)
- 3. Two past positions Internship, Research, Summer Jobs...
- 4. Education Mention key courses completed (electives that relate to desired profession) and expected graduation date
- 5. Skills (at least 3) Select a lot more 20+ (AI)
- 6. Profile photo Professional looking but not too stiff
- 7. 50+ connections Family, Friends, Classmates, Faculty, organizations you're a part of...

Professional, friendly profile picture

Standout info in headline; does not need to be your major & university!

Background picture: Relevant & representative of you & your career

Melissa Glass

Regulatory Affairs Intern at LivaNova

San Antonio, Texas Area

Add profile section •

More...

Texas A&M University

Texas A&M University

See contact info

See connections (298)

Passionate, persistent and highly-motivated Honors Biomedical Engineering student at Texas A&M with a strong interest in alleviating pain and restoring health by combining my interests in medicine and engineering.

Driven. My acceptance and current participation in the Engineering to Medicine Program demonstrates my desire to combine engineering & medicine throughout my career. This 3-year program with the Texas A&M Health Science Center creates an enhanced joint learning path designed to expand the education experience for undergraduate engineers.

Inspired. I have enhanced my leadership abilities by co-founding a student chapter of the National Organization of Rare Disorders (NORD) at Texas A&M. Our Texas A&M Organization is called Rare. The organization invites lecturers from industry and academia to discuss rare diseases, relevant research, and innovative treatments to educate its members.

People-focused. I love working and interacting with people. Utilize multiple platforms to personally mentor, provide insight and advice, and impart wisdom to younger individuals with varied backgrounds. also established and developed a mentorship program within Christian Engineering Leaders, a student organization at Texas A&M. The program partners over 60 college students and fosters personal development, professional and spiritual growth.

Ambitious. I am continually seeking challenging roles that will help me grow professionally and

Include skills for more AI hits

Include things

about

you're passionate



personally while seeking opportunities to interact with new people! Please feel free to introduce yourself and share your background.

Programming: MadCap Flare, XML, HTML5, Matlab, Labview, Python. Techniques: Cell Culture, ELISA, Gene Expression Assay (SDS Western Blot), Cell Proliferation Assay, XTT Cell Viability Assay

Elaborate on leadership experiences

Tie your passions back to your experience

Invitation to connect

If you have a good GPA, highlight it! This is optional, especially after your first job.

Experience



Full-Time Undergraduate Student



Aug 2015 – Present · 3 yrs 3 mos Bryan/College Station, Texas Area Riomedical Engineering 3.94 GPA



Regulatory Affairs Intern

LivaNova

LivaNova

May 2018 - Aug 2018 · 4 mos

Houston, Texas Area

- Design & implement a system to streamline the international regulatory submission process using knowledge of cross functional teams
- Prepare technical submissions for 2 medical devices to obtain regulatory approval in Europe
- Create technical training for Regulatory Affairs team in MadCap Flare



Engineering to Medicine Fellow & Undergraduate Researcher



May 2017 – Jul 2017 · 3 mos

Bryan/College Station, Texas Area

- Design & conduct experiments in Dr. Stephen Safe's Molecular and Cellular Oncology Laboratory
- Identify the mechanism used by oncology pharmaceuticals on glioblastomas
- Evaluate the efficacy of a potential cancer treatments using translational models

Education



Texas A&M University

Bachelor of Science (BS), Biomedical/Medical Engineering, 3.94 GPA 2015 – 2020

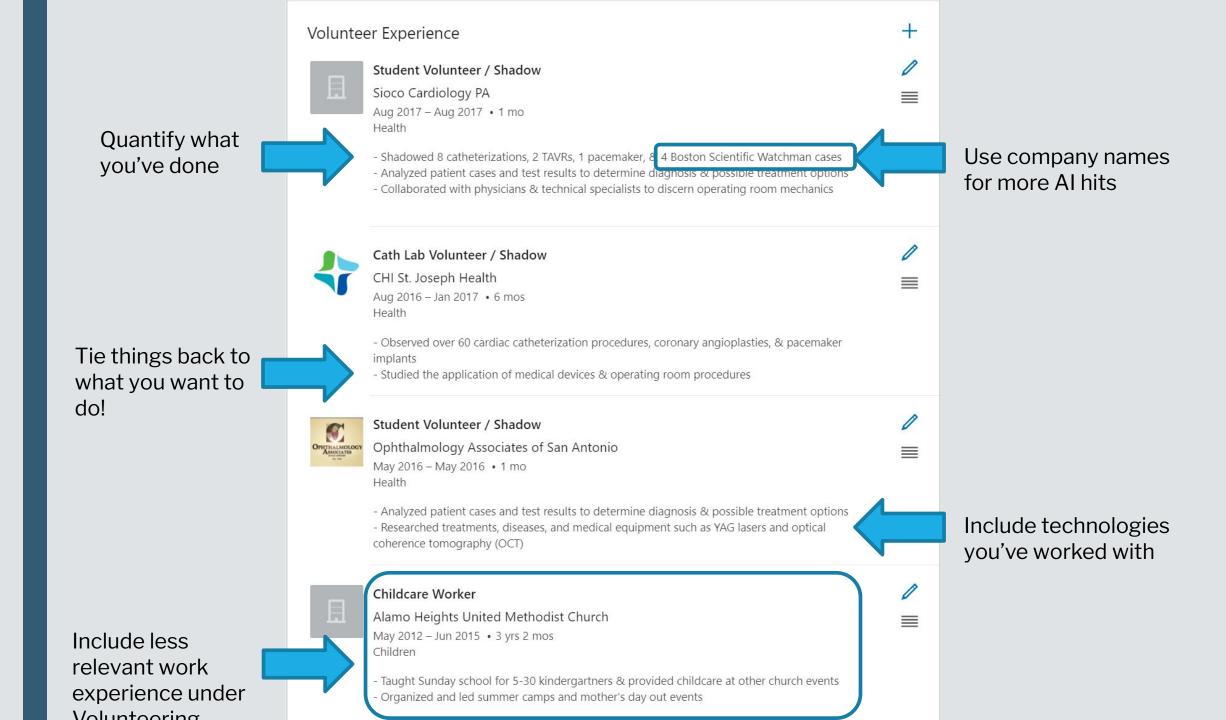
Activities and Societies: TAMU Rare (NORD Student Chapter), American Medical Student Association, Biomedical Engineering Society, Christian Engineering Leaders, Society of American Military Engineers, Alpha Eta Mu Beta, Tau Beta Pi, Navigators Campus Ministry

Experience includes if you are a full time student!

+

Make sure to have at least 2 past work experiences

Experiences are ordered chronologically, but make sure your relevant experience is prominent and visible



Select relevant skills with endorsements to highlight



Endorsed by 5 of Melissa's colleagues at Texas A&M University

Industry Knowledge Regulatory Submissions Event Planning - 1 Regulatory Affairs Project Management Social Media **Technical Writing** Cell Culture Gel Electrophoresis ELISA SDS-PAGE Western Blotting Tools & Technologies Microsoft Excel - 5 Microsoft Word - 5 PowerPoint - 3 Python XML HTML5

Add a new skill

Order most relevant skills first, even if you have fewer endorsements!



Highlight Ninja Skills too!

SKILLS & ENDORSEMENTS

Join the CEL LinkedIn Group!



QUESTIONS??

Thanks & Feedback

- A big thank you to Roland Block (thank you Melissa Glass) for allowing us to utilize his slides to build this presentation!
- Any feedback on this presentation is welcome!