

Optimize your LinkedIn Profile for Networking & Career Advancement

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Why have a LinkedIn Profile?



Dig the Well BEFORE you are Thirsty!



- ▶ Build your network before there is a need to find a job
- ▶ You need to have a large network to access later
- ▶ Don't only reach out to people when *you* need a job or a favor
- ▶ Be active. Provide value. Stay in touch.

Career Strategy

- ▶ Be “discoverable”. Opportunities come to passive candidates with effective profiles
- ▶ Find out how you compare to your peers. Do they have qualifications you don't?
- ▶ What steps do you need to take to progress your career?



Stay Relevant & Current

- ▶ Be in the know!
- ▶ Customized news delivered daily
- ▶ Access business articles
- ▶ Join & interface w/ industry groups
- ▶ Monitor when your connections change jobs

Groups

 Chief Financial Office... 308,883 members + Join	 CPA & Business Pro... 56,410 members + Join	 EY Alumni US (Official) 11,977 members + Join	 DIGITALCFO - The Gr... 14,311 members + Join
 California State Univ... 2,143 members + Join	 LDS Entrepreneurs 7,520 members + Join	 Big Four Accounting ... 253,282 members + Join	 The Mergis Group Ne... 3,026 members + Join
 Chief Financial Officer 81,856 members + Join	 Finance And Account... 5,949 members + Join	 Utah Technology Co... 1,987 members ✓ Member	 Executive Suite 288,483 members + Join
 CFO CONTROLLERS... 4,537 members + Join	 Corporate FP&A/CF... 35,337 members + Join	 Harvard Business R... 999,943 members + Join	 BYU-Idaho Accounting 901 members + Join

See and Be Seen

- ▶ Candidates you are interviewing will look you up on LinkedIn.
- ▶ Potential employers and volunteer organizations will look to see how connected you are.



Tips & Techniques

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the slide, creating a modern, layered effect. The text 'Tips & Techniques' is positioned on the left side of the slide in a clean, sans-serif font.

Summary & Keyword Search

Background



Summary

Proven financial executive with expertise in the high-growth, cloud-computing industry. Results-oriented and hands-on with broad experience in all aspects of accounting and financial management; demonstrated ability to manage various financial operations of large and small organizations. Strong team builder and facilitator, with strengths in creative problem solving, multi-tasking and dedicated follow-through.

Specialties:~ Strategic Planning ~ Revenue Recognition for Software as a Service (SaaS) ~ Budgeting/FP&A ~ Accounting Systems Implementation and Management - MAS 500, Kronos, Oracle, SAP, QuickBooks, Intacct, Macola ES, OpenAir, Preview, ADP, Adaptive Planning ~ Treasury Management ~ Cost Accounting ~ Inventory and Production Management ~ MS Excel Expert ~ Internal Controls ~ Internal Audit ~ Coordination with External Auditors and External Audit Execution ~ Fluent in Japanese (Business Level) ~ J-SOX

Recommendations



Dave Henry

CFO at American Superconductor

“ I would recommend Ray for a position as a finance executive. Ray has very good technical accounting skills. His background includes both accounting and tax which is a great asset. Ray has a tremendous amount of drive and strives to understand the business along with the accounting. During my time managing him, I appreciated his desire to make improvements in business... **more**

May 6, 2010, Dave managed Ray at AMI Semiconductor, Inc



Jeff Faust

Application Products Group Business Unit Controller @ ON Semiconductor

“ Ray is a results-driven finance manager who fosters a positive team environment. Ray effectively supports and empowers his employees and encourages "out of the box" approaches to solving problems. Ray maintains a can-do attitude and partners well with peers and business associates outside his direct organization. As a result, Ray is quickly respected by members of his... **more**

May 6, 2010, Jeff worked with Ray at AMI Semiconductor, Inc

Always include a photo

- ▶ Use a professional looking photo
- ▶ Personalize it, but to a point
- ▶ Do not misrepresent your appearance
- ▶ Great posture, open eyes and a smile
- ▶ No “selfies”



Winning Profile Pics



Set Privacy Settings

 **Profile**

 **Communications**

 **Groups, Companies & Applications**

 **Account**

Privacy Controls

- Turn on/off your news mention broadcasts
- Choose whether or not to share your profile edits
- Select who can see your activity feed
- Select what others see when you've viewed their profile
- Turn on/off How You Rank
- Select who can see your connections
- Choose who can follow your updates
- Change your profile photo & visibility »
- Show/hide "Viewers of this profile also viewed" box
- Manage who you're blocking »
- Manage how people who have your phone number can connect with you »
- Turn on/off meet the team »

Settings

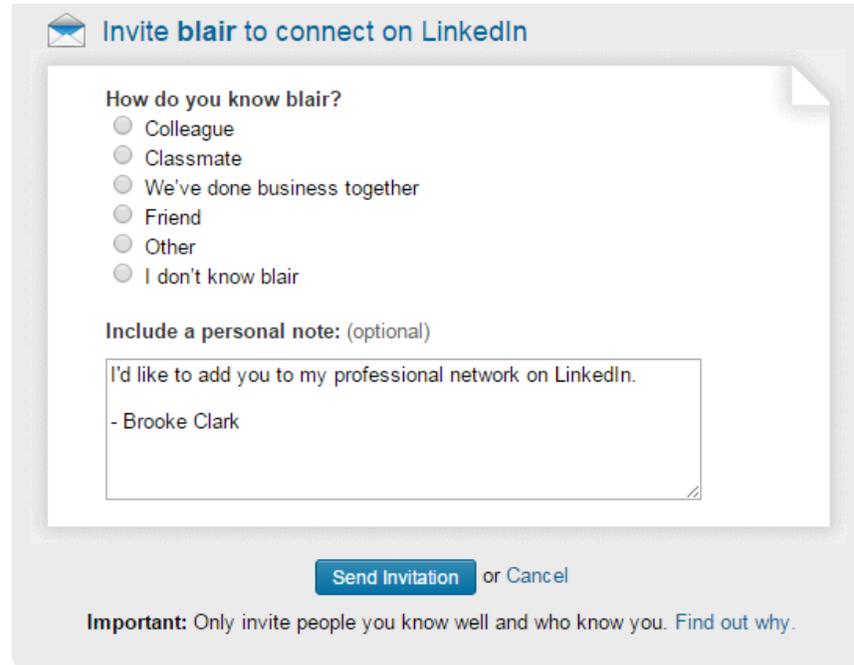
- Manage your Twitter settings
- Manage your WeChat settings

Helpful Links

- Edit your name, location & industry »
- Edit your profile »
- Edit your public profile »
- Manage your recommendations »

Maximize Your Connection Request

- ▶ Don't use the standard request
- ▶ Tailor your connection request
- ▶ Remind people how you know them



The screenshot shows a LinkedIn interface for sending a connection request to a user named Blair. The title of the window is "Invite Blair to connect on LinkedIn". Below the title, there is a section titled "How do you know Blair?" with six radio button options: "Colleague", "Classmate", "We've done business together", "Friend", "Other", and "I don't know Blair". Below this is a section titled "Include a personal note: (optional)" with a text input field. The text entered in the field is "I'd like to add you to my professional network on LinkedIn." followed by "- Brooke Clark" on a new line. At the bottom of the form, there are two buttons: "Send Invitation" and "Cancel". Below the buttons, there is a note: "Important: Only invite people you know well and who know you. Find out why."

Invite Blair to connect on LinkedIn

How do you know Blair?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Blair

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.
- Brooke Clark

Send Invitation or Cancel

Important: Only invite people you know well and who know you. Find out why.

A Few Additional Tips

- ▶ Include interests & hobbies (but keep it neutral)
- ▶ Be selective about disclosing political affiliations, etc.
- ▶ Make sure your employment dates are accurate
- ▶ Log in frequently. The more you give, the more you get
- ▶ Add a backup email address to your account

Contact me...

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