



Introduction to LinkedIn

The Value of LinkedIn

- Having a LinkedIn profile will make you more attractive to recruiters and hiring managers.
- Using LinkedIn helps you market yourself, build a network, and stay updated on current trends and opportunities.
- LinkedIn is a great resource for finding job opportunities, following companies of interest, and even finding a mentor.



Resume vs LinkedIn Profiles



Purpose of a Resume

- Clearly lay out your qualifications and work history
- Easy to download and reference for interviewers and recruiters
- Targeted – A resume is to get you the interview

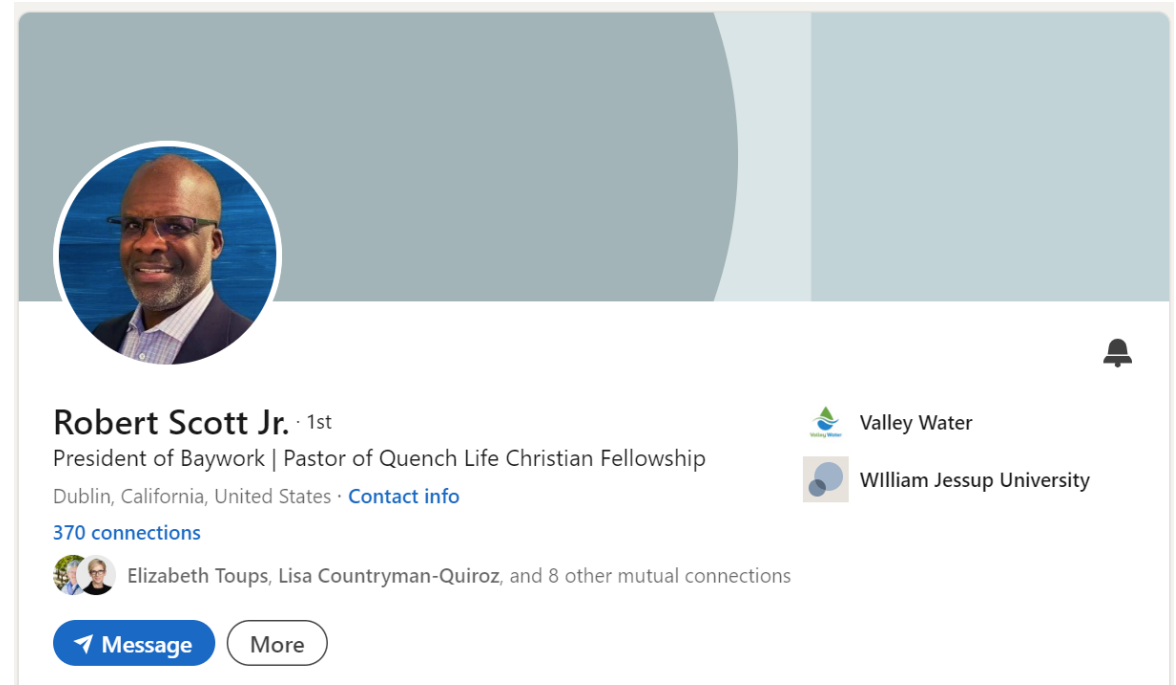


Purpose of a LinkedIn Profile

- Speaks to all potential employers and recruiters, not just one
- Goes into more detail with skills, projects, interests, certifications, and more
- Contains recommendations and endorsements
- Allows other professionals and employers to interact, learn from, and contact you

Anatomy of a LinkedIn Profile

- Like a resume, LinkedIn has key sections that employers and recruiters look for.
- A complete profile shows that you are a detail-oriented professional who is ready to get to work.
- The sections include:
 - Photo and Banner
 - Headline
 - Summary/About
 - Experience
 - Skills



Profile Photo

- LinkedIn members with profile photos get up to 21 times more views and 9 times more connection requests.
- When selecting a profile photo, consider the following:
 - Use a background that isn't distracting and watch for shadows.
 - Use a tripod or prop the camera or phone securely.
 - Dress for the job you want.
 - Smile and have a friendly expression.
 - Make sure that your face takes up most of the frame.
 - Take multiple shots in a variety of locations and lighting situations and pick the best one.
 - If you're unsure which photo to go with, a friend or family member can help you with the final selection.



Creating a Summary/About Section

- Take a look at your Career Narrative when you are writing your summary.
- For reference, here is an easy formula that you may use when crafting your summary:
 - 1-2 sentences about who you are.
 - 3-5 sentences about your experience, top skills, and key passions.
 - 1-2 sentence about your future goals and how other members can engage with you.

About

Santa Clara Valley Water: Union Negotiation, Classroom Instruction, Graphic Design, Conflict Resolution, Leadership, Human Relations, Safety Investigation, Parts Ordering, PLC Programming, Problem Solving

- In order to create a strong profile summary, keep the following in mind:
 - Can be skimmed in 30 seconds or less
 - Includes industry-related keywords, core skills, strengths, talents, and interests.
 - Well written in a professional style with no spelling or grammatical mistakes.
 - It answers questions that provide deeper insight about you, such as:
 - What makes them unique?
 - Where is their career headed?
 - How would others describe them?
 - What are their values and personal traits?

About

PROFESSIONAL SKILLS:

- Workforce development strategist with extensive experience delivering large-scale, regional, and cross-sector initiatives
- Proven leader with demonstrated success managing and supervising high-performing, cross-disciplinary teams (of up to 20+ employees).
- Successful track record of developing funding proposals, and negotiating & administering government grants/ contracts with various, blended funding strategies.
- Expertise in developing, managing, and implementing major policy initiatives and planning functions from multiple perspectives, including local and regional workforce development systems, regional employers and industry groups, and community-based direct service providers.

Experience Section

- Like your resume, you will list your experience in reverse chronological order.
- Use accomplishment statements, add links wherever appropriate, and be consistent with your formatting.
- Make sure to add space between your paragraphs for easy reading.
- Add a current position listing using the title of the job you are pursuing, and instead of a company name, try using the industry/field you would be moving into.
- For the starting date, use the end date of your last position and use to present.
- Instead of experience and accomplishments, add a brief paragraph describing what you are looking for or why you are moving into this direction.

Experience



Valley Water

14 yrs 10 mos

- **Program Administrator-Technical Training Coordinator**

Jul 2013 - Present · 11 yrs 9 mos

Plan, direct, manage and oversee the activities and operations of Water Utilities' highly complex and responsible technical training program having a District-wide impact; oversee District compliance with applicable regulations, policies, procedures and guidelines; and perform other related responsibilities.

- **Control Systems Technician II**

Jun 2010 - Jul 2013 · 3 yrs 2 mos

Design improvements to, build modify, install, maintain, troubleshoot, repair, calibrate, inspect and test a variety of electronic, electro-mechanical, pneumatic, hydraulic, analytical, telemetric, supervisory control and data acquisition (SCADA), and analog and digital control devices and equipment found in water treatment and distribution operations; ensure the accurate and efficient operation of system sensory devices and controls; and perform a variety of technical tasks relative to assigned area of responsibility.

Recommendations Section

- Your LinkedIn profile is an opportunity to showcase recommendations.
- A recommendation is a commendation written by a LinkedIn member to recognize your work.
- You may request recommendations from your first-degree connections you work with or have previously worked with.

Received

Given



Cathy Morrey · 2nd

Workforce Development Supervising Program Administrator

June 19, 2020, Cathy worked with Robert but on different teams

Robert Scott is a coach, a mentor, a teacher, a leader, and a succession development champion. Robert has the soul of a poet. He slowly and carefully dispenses his wisdom, planting seeds of curiosity and motivation to all who hear him speak, inspiring others to grow and succeed. Robert is a major contributor to the Succession Development Committee. He cares about Valley Water and seeks ways to ensure Valley Water is best prepared for the future. He focuses on innovation through collaboration and looks for ways to bring people together. Equally important, Robert sincerely cares about people and wants to help them to achieve their goals.

Robert has been a valuable partner to the Talent Development team helping with many programs and ...see more

Questions?