

LinkedIn Tips & Tricks

Mary McHale
Career Advisor, MICS

Berkeley SCHOOL OF
INFORMATION





Your Presenter



Connect
with me!



Mary (Diggins) McHale  

Career Strategist | Cybersecurity Career
Advisor at UC Berkeley School of Information

San Francisco Bay Area · [Contact info](#)

[UC Berkeley | School MICS](#) 

2,925 followers · 500+ connections



UC Berkeley School of
Information



University of California, Davis

Open to

Add profile section

Add custom button

Resources

Agenda

- 1 Why LinkedIn
- 2 Your Brand on LinkedIn
- 3 Key Profile Components
- 4 Getting Found Hacks
- 5 Researching & Job Searching
- 6 Privacy



Why LinkedIn

LinkedIn by the numbers



Networking

- 1B+ users worldwide.
- 67 M+ Company pages

Job seeking / recruiting

- 55 job applications submitted every second to LinkedIn.
- 3 people hired every minute from LinkedIn.
- 70% of talent professionals say that virtual recruiting will be the new standard.
- 95% of Fortune 500 use LinkedIn Talent Solutions for recruiting.

Thought leadership

This doesn't mean you need to be an expert!

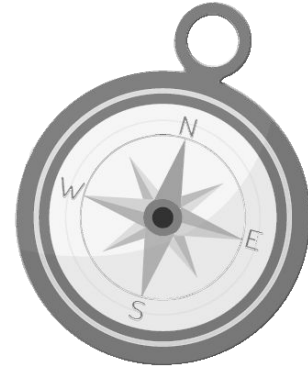
- Showcase your interest & involvement in a subject/domain by sharing content
- Demonstrate confidence and credibility

LinkedIn is a

**professional & social
networking tool**

WHY SHOULD YOU BE ON LINKEDIN?

- Own your story
- Build meaningful connections
- Use LinkedIn as a research tool



Your Brand on LinkedIn

Build a Discoverable & Focused Profile

Human



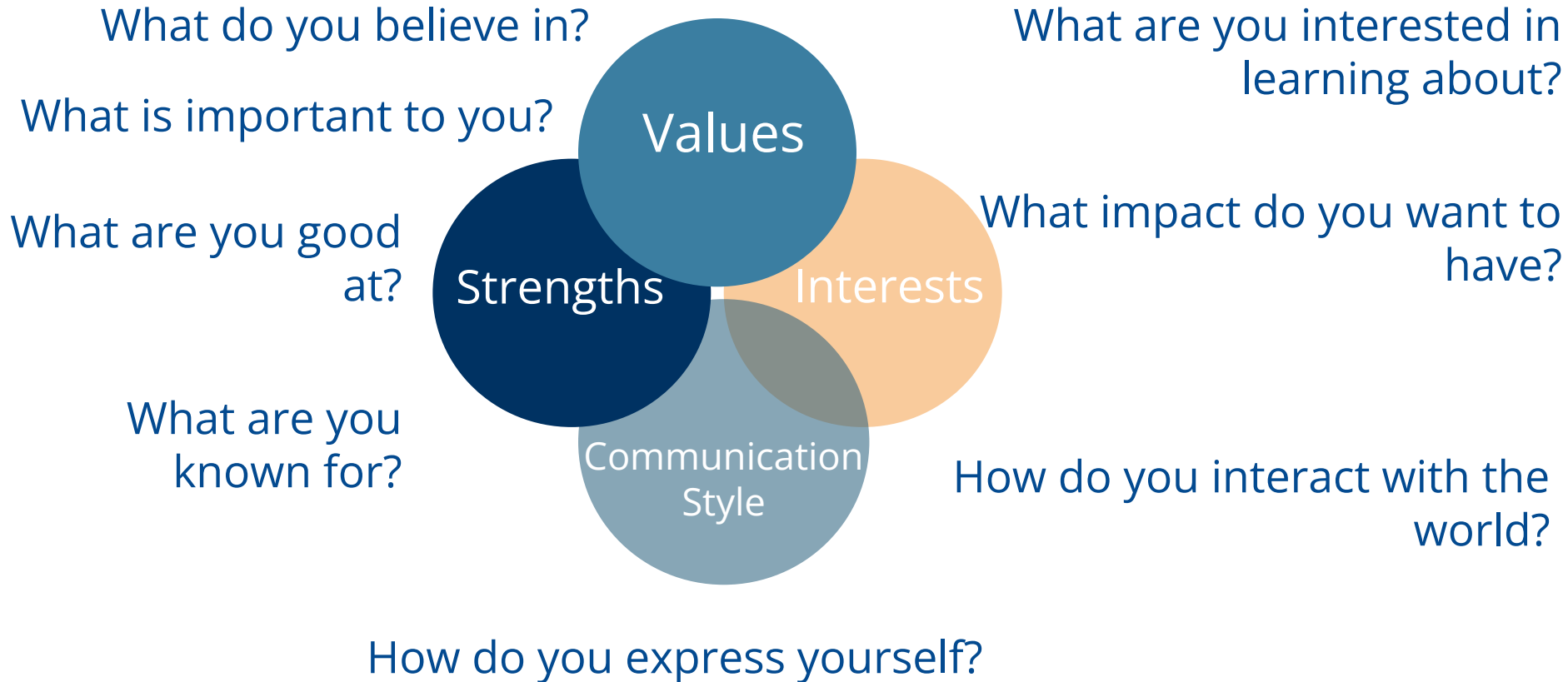
21x on Profiles with Images
& Headline

Algorithms

$$\mathbf{W}_{\text{new}} = \left[\sum_{n=1}^N (\mathbf{x}_n - \bar{\mathbf{x}}) \mathbb{E}[\mathbf{z}_n]^T \right] \left[\sum_{n=1}^N \mathbb{E}[\mathbf{z}_n \mathbf{z}_n^T] \right]^{-1}$$
$$\sigma_{\text{new}}^2 = \frac{1}{ND} \sum_{n=1}^N \left\{ \|\mathbf{x}_n - \bar{\mathbf{x}}\|^2 - 2\mathbb{E}[\mathbf{z}_n]^T \mathbf{W}_{\text{new}}^T (\mathbf{x}_n - \bar{\mathbf{x}}) \right. \\ \left. + \text{Tr} \left(\mathbb{E}[\mathbf{z}_n \mathbf{z}_n^T] \mathbf{W}_{\text{new}}^T \mathbf{W}_{\text{new}} \right) \right\}.$$

Keywords – 40x
Connections

What Makes You, YOU?



Your brand on LinkedIn

$$\begin{array}{r} \text{Profile} \\ \text{Activity*} \\ \text{Connections} \\ \text{Following} \\ \text{Groups} \\ + \\ \hline = \text{Your Brand} \end{array}$$



*Activity:
Posts
Comments
Reactions
Reposts
Sends

Key Profile Components

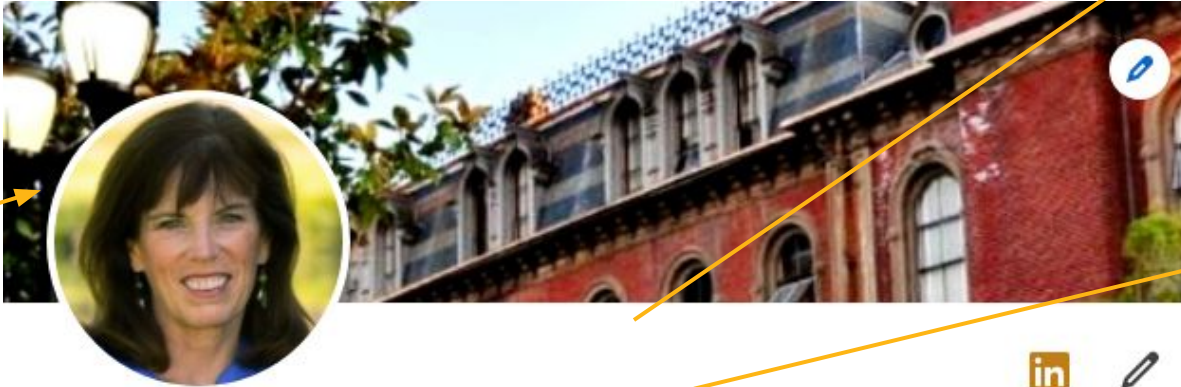
Background Banner

Supportive of your brand and interesting

**Name
Pronunciation &
Pronouns**

Profile Photo

Clear, shows
YOU,
well-lit, centered
, industry
appropriate





Headline

Descriptive, clear,
concise & targeted

Open to Work

Select *Share w/ all LinkedIn members* to use photo frame

Select *Share w/ recruiters only* for no photo frame

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Open to

Add profile section

Contact Information

Email, website, github, etc.

Resources

**UC Berkeley
School of
Information**

Your network is here!

Craft a memorable headline with keywords

- TA in Statistics
- UX Design Student
- Cybersecurity Cloud Architect
- ML + Data Eng Student @ UC Berkeley
- PM Student @ UC Berkeley
- Data Science Graduate Student @ UC Berkeley
- Software Engineer, Costco

Headline styles

Impact Statement

- Creating accessible + impactful ux design solutions for AI

List Style (skills, strengths, or domains)

- Cybersecurity Leader | Biotech + Healthcare

Career Changer

- Product Manager leveraging engineering + data science background

Job Title

- Data Scientist @ Stripe

Job Title: Helping X do Y (value proposition)

- UX Researcher: helping SAAS companies understand user needs + business opportunities

About section: engage your audience!

- Who you are as a professional and a person
- Why you do this work
- Tell your story, connect the dots
- Include key skills/areas of expertise, tech skills and certifications
- Use relevant keywords

Professional Summary Framework

Background - title, areas of expertise industries of experience

Strengths - Problems you solve and value you bring-*what and why you do it*

Direction- Show where you are going and what is a great fit for you.

Additional ways to add keywords

Areas of Expertise/Specialities

Technical Skills

Certifications

Your “about” = your brand story

I am building skills in / focusing on....(the what)

I really like / I’m interested in / I value(the how - talk about your strengths, values, or communication style)

For / impacting....(the audience - tell a bit about your interests)

And this means....(the change or difference you are making / can make)

(ASK) Reach out if you are looking for help with / if your company values / I’d love to chat if you are interested in having X impact....(ask a question!)

Skills include: (this is a great way to list keywords)

Use keywords + make it skimmable

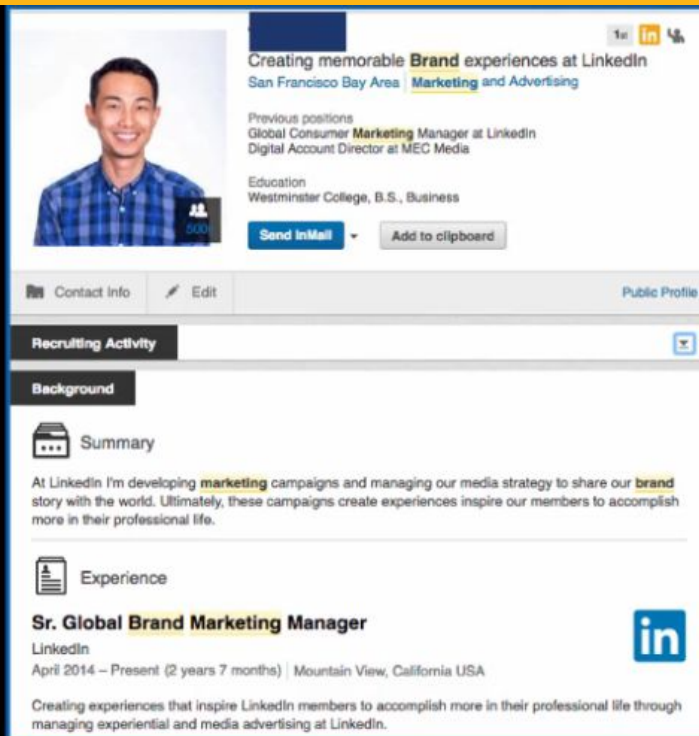
Keywords: search words people use to find YOU

- Know your “keywords” – use job postings and other LI profiles as a guide.
- Be honest and accurate, don’t “stuff” your profile with buzzwords.
- Write your profile for REAL PEOPLE, not search engines.
- Balance ‘professional’ while showing ‘personality’!
- Use whitespace to make it easy to skim

KEYWORDS

- Headline
- Summary
- Experience/Skills

40x



The screenshot shows a LinkedIn profile for a professional in the marketing field. The profile includes a profile picture, a headline, location, and a list of previous positions. The 'Background' section is expanded to show a summary and an experience entry.

Creating memorable **Brand** experiences at LinkedIn
San Francisco Bay Area **Marketing and Advertising**

Previous positions
Global Consumer **Marketing** Manager at LinkedIn
Digital Account Director at MEO Media

Education
Westminster College, B.S., Business

Contact Info Edit Public Profile


Recruiting Activity

Background

Summary

At LinkedIn I'm developing **marketing** campaigns and managing our media strategy to share our **brand** story with the world. Ultimately, these campaigns create experiences inspire our members to accomplish more in their professional life.

Experience

Sr. Global Brand Marketing Manager 

LinkedIn
April 2014 – Present (2 years 7 months) | Mountain View, California USA

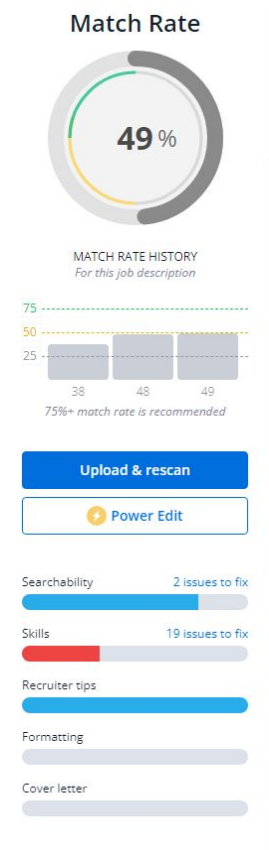
Creating experiences that inspire LinkedIn members to accomplish more in their professional life through managing experiential and media advertising at LinkedIn.

RESPONSIBILITIES

- Drive the strategic process for the development of major brand campaigns in coordination with Creative, Brand, General Managers and senior leadership.
- Coordinate and manage all aspects of the production process for broad awareness campaigns, including TV, traditional/out-of-home, and radio to deliver error-free and compliant production components.

Find Keywords with Jobscan

- Scan your resume in Jobscan with the content of 2-3 positions -only responsibilities and qualifications
- Click on PowerEdit to get a complete list of keywords and frequency
- Use you industry knowledge to evaluate levels of importance



* Request a Jobscan account at <https://www.ischool.berkeley.edu/careers/students/jobscan>

Find Keywords with Jobscan

Skills Match Formatting

49%

Add skills below to your resume on the right to see live score updates

Important

security operations	1 / 7
software development lifecycle	1 / 2
information technology	1 / 2
anomaly detection	1 / 2
computer science	1 / 2
event management	1 / 2
mathematics	✗ / 2
statistics	1 / 2
analytics	✗ / 2
SIEM	✗ / 2
SoC	✗ / 2
security+ certification	✗ / 1
automation	✗ / 1
CISA	✗ / 1
CISM	✗ / 1
gcih	✗ / 1

High score impact

accountability ✗ / 2

prioritization ✗ / 1

Low score impact

range ✗ / 6

locations ✗ / 5

empower ✗ / 4

values ✗ / 4

culture ✗ / 4

detection 1 / 4

incident 2 / 4

base ✗ / 4

organization ✗ / 3

Consider
frequency

What's important
in your field?

Sample about section

About

👋 Hi there, thanks for landing here! I'm currently pursuing my Master of Information and Data Science at the UC Berkeley School of Information (graduating 2021). I'm excited about building products at and researching the intersections of AI, social justice, and brain science.

👤 At a glance, here are some things I've deeply enjoyed working on:

- Currently a Data Science fellow with the D-Lab, working to support UC Berkeley students, staff, and faculty with statistical analysis, data science, and intelligent research design for computational social science applications
- First and sole Product Manager at Umba where I drove product development, beta-tested, and led the rollout of 5 core digital bank product features creating a brand new product experience for total active base of 300,000+ Kenyan users
- Built sustainable, trauma-informed healing programs reaching and supporting 400+ survivors of sexual violence & first-responders on the UC Berkeley campus

🌱 My research interests include investigating, preventing, and healing longitudinal behavioral health impacts. My approaches to data science and healthcare are informed by principles of transformative justice, ethical AI, and radical transparency.

P.S. if we haven't met yet, please leave a note in your connection request!

Sample about section

About

Talented Cybersecurity Engineer experienced in utilizing technology to solve complex problems in government organizations.

Excellent communicator to tech and non-technology savvy team members to improve the cybersecurity defense for small government agencies.

Proactively identifies and analyzes opportunities to utilize technology to streamline business systems and processes.

Liaison between public and private sectors to optimize cybersecurity in systems and networks.

Currently completing a Master of Information and Cybersecurity at the University of California, Berkeley

CERTIFICATIONS

Security+, CompTIA

CISSP

Master of Information and Cybersecurity

TECHNOLOGY SKILLS AND TOOLS

Programming: Python

Security: IBM QRadar, Splunk, Qualys, FortiGate, Dark Trace, CrowdStrike, Flashpoint, GitLab, Proofpoint

Operating Systems: Windows 10, Windows Server, Ubuntu, Centos, Red Hat Enterprise Linux, Kali Linux

Sample about section

About



I am a builder who is most at home when working with teams to co-create the future through strategic plans and innovative programming with impact in learning, organizational, and leadership development.

I love messy problems spaces, having started my career in engineering and now working to further equity ...see more

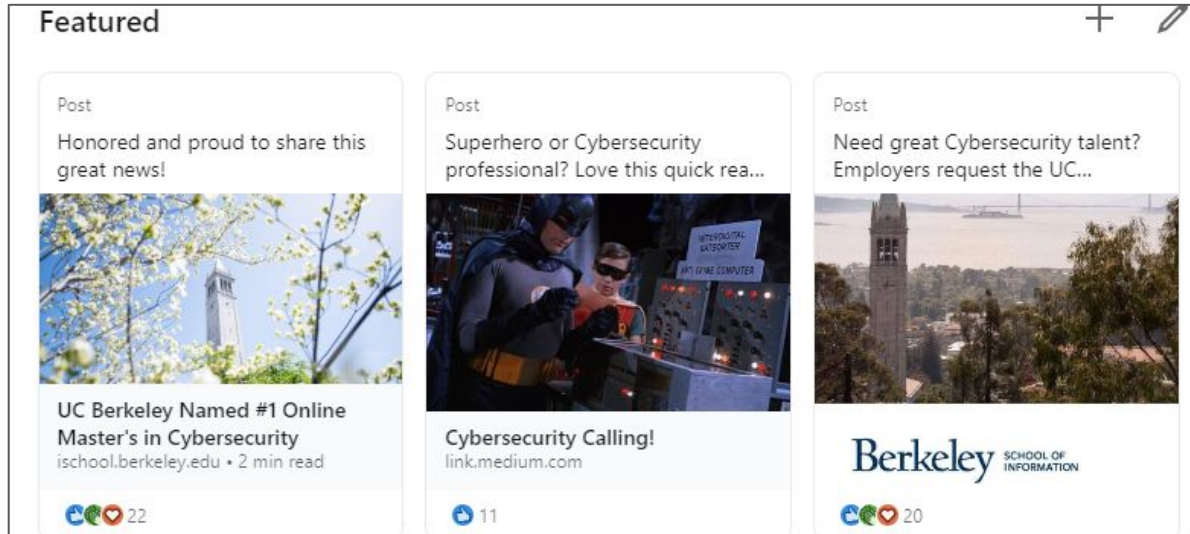


Top skills

Career Development • Strategic Relationships • Program Management • Leadership • Employee Engagement



Featured Section



Showcase your work visually - a mini portfolio that goes beyond resume!

Can include:

- recent LI posts
- Articles
- External media
- Documents
- External URL's

Experience



Cisco

12 yrs 9 mos

- **Director, Cloud Governance and Operations**

Apr 2022 - Feb 2023 · 11 mos

San Jose, California, United States

Responsible for Cisco wide Public Cloud Infrastructure Operations, Governance and Security at scale. Global Process Owner for Software, SaaS and Hybrid Cloud. Delivery of foundation



Product Manager

Google

Apr 2022 - Present · 1 yr 8 mos

San Francisco, California, United States

Google Fi



Experience



Warner Bros. Discovery

1 yr 9 mos

Burbank, CA

- **Data Engineer**

May 2023 - Present · 7 mos

Data systems architecture, pipeline and database design, support for scalable and secure information tracking applications for films and theatrical products.

Skills: Leadership · Project Management · PostgreSQL · Snowflake · R · Software Development · Python (Programming Language)



WBD

Warner Bros. Discovery is a leading global media and entertainment company that creates and distributes the world's...

- Content needs to appeal to people and algorithms!
- Show your value and accomplishments. Only first 2 lines of text show unless *See More* is clicked.
- Include resume content or 1-3 sentences describing keywords and impact
 - High level overview of role, scope and impact
 - Key projects, outcomes, impact and metrics as appropriate
 - Show transferability to your intended direction

Experience section: add skills!

Experience



UC Berkeley School of Information

10 yrs 6 mos

- **Senior Director of Career Development**

Full-time

Oct 2021 - Present · 2 yrs 5 mos

Working with diverse stakeholders, provide leadership, direction, and vision for the Career Development & Alumni Engagement programs serving 1k+ graduate students & 2k+ alumni in tech leadership/... ..see more

🔖 **Talent Development, Strategic Initiatives and +11 skills**

Experience section: add Media



SAP SuccessFactors

5 yrs

Hybrid

- **Product Manager III**

Full-time

Apr 2023 - Present · 1 yr 4 mos

Delivered cross-platform experience and cybersecurity in full-cycle development of mobile applications.

...

[...see more](#)



Global Award Winner for Driving Consumption 2023

Nominated and awarded Global Driving Consumption 2023 winner for SAP products out of 100,000+ employees.

- **Product Manager II**

Oct 2021 - Apr 2023 · 1 yr 7 mos

Collaborated with premier customers to identify and strategically implement new requirements, to lead to the onboarding of 300,000+ new users over a two year period....

[...see more](#)



Education

Education



UC Berkeley School of Information

Master's degree, Information and Cybersecurity

Jan 2022 - Aug 2023

Cryptography for Cyber and Network Security, Beyond the Code: Cybersecurity in Context, Software Security, Network Security, Operating System Security, Privacy Engineering, Web Application Security, Capstone

Skills: Autopsy · Burp Suite · EnCase · Wireshark · Python (Programming Language) · Writing · IT Project Leadership



MICS Immersion 2023

Education



UC Berkeley School of Information

Master's degree, Information Science/Studies

Activities and societies: Career and Alumni Relations Chair

Winner : Dr. James R. Chen Award for Best Capstone Project



Education



UC Berkeley School of Information

Master's degree, Data Science (MIDS)

Jan 2023 - Jan 2025


Coursework: Experiment Design, Probability Theory, Python for Data Science, Data Engineering, Time Series / Panel Data / Categorical Response, Applied Machine Learning, Machine Learning at Scale (Distributed Systems /...


Skills


← Skills ⋮ +

All Industry Knowledge Interpersonal Skills

Public Speaking


 Endorsed by 3 colleagues at UC Berkeley School of Education


 55 endorsements


 GHC23 Workshop: Build a door if opportunity Potential

[Show all 4 details →](#)

Career Development

 4 experiences across UC Berkeley School of Education and 1 at other companies

 2 educational experiences at University of California, Berkeley and 1 at other institutions

 [Endorsed by Laurie Haskell-Woerner and 1 other](#)

[Show all 9 details →](#)

Resume Basics

Sample skills & tools

The following lists are common skills and tools within various job categories that you may want to consider including on your resume.

DATA SCIENCE SKILLS & TOOLS

Programming Languages — Python [could include libraries], R, SQL, MATLAB, Java, HTML, CSS, Javascript, C++, VBA, SAS

Visualization — D3.js, Tableau, Matplotlib, Plotly, Bokeh, ggplot, ggplot2, Power View

Cloud Computing — Amazon Web Services (AWS), Azure, Google Cloud Platform (GCP), BigQuery, IBM Softlayer, DigitalOcean

Courses + Projects

- Adds depth to your profile
- Showcases key skills/experience
- Add weight with keywords

Courses

Beyond the Code: Cybersecurity in Context
Berkeley Associated with UC Berkeley School of Information

Cryptography for Cyber and Network Security
Berkeley Associated with UC Berkeley School of Information

International Security
CS Associated with Colorado State University

[Show all 16 courses →](#)

Projects

Homelab
Oct 2020 - Present

Architected and hardened enterprise infrastructure including a FortiGate Firewall, Type 1 Hypervisor hosting multiple services, network segmentation, SIEM, active directory (AD), NAS, and a Windows Domain Controller.

← Courses

Experiments and Causal Inference
W241
Berkeley Associated with UC Berkeley School of Information

Fundamentals of Data Engineering
W205
Berkeley Associated with UC Berkeley School of Information

Machine Learning at Scale
W261
Berkeley Associated with UC Berkeley School of Information

Projects

2020 Presidential Election Swing State Data Analysis
Nov 2020 - Dec 2020
Berkeley Associated with UC Berkeley School of Information

[Show project ↗](#)

Power of media

Media Increases Time on Profile 21%

- Featured
- Experience
- Education
- Volunteer



Chief Technology Officer
LucasFilm
Dec 2007 – Mar 2011 · 3 yrs 4 mos

As Chief Technology Officer, on the executive leadership team, Richard oversaw the company's technical operations, and was responsible for development and execution of the technology strategy for Industrial Light & Magic, Skywalker Sound and LucasArts, amongst other high profile businesses within the Lucasfilm groups.

Keynote speaker for nVidia Developer ...

X Prize with Peter Diamandis

Sr. Director
Apple Computer
Aug 2001 – Dec 2007 · 6 yrs 5 mos

Enlisted by the CEO to join the company and lead projects to bring newly launched Mac OS X. Managed and grew teams evangelizing development environments. Created a task force to work hand in hand with applications to new Mac OS. Created the internal Tech Marketing drive presentation & demonstration strategies for all Pro Apps and more.

- Defined and managed annual 'Hollywood Summit' meetings with Hollywood
- Collaborated with engineering defining next generation operating systems
- A CEO selected press spokesperson for new product launches
- Appeared in 8 keynote presentations with the CEO

[see less](#)

Jony, me & Steve

Featured

0:54 / 2:11:01

Macworld Keynote
The launch of Maya on Mac OS X with Steve Jobs

Show More of Who You Are

Licenses & Certifications ~ Honors & Awards ~ Volunteering
Publications ~ Organizations

- Relevant
- Recent or Ongoing
- Use org logos

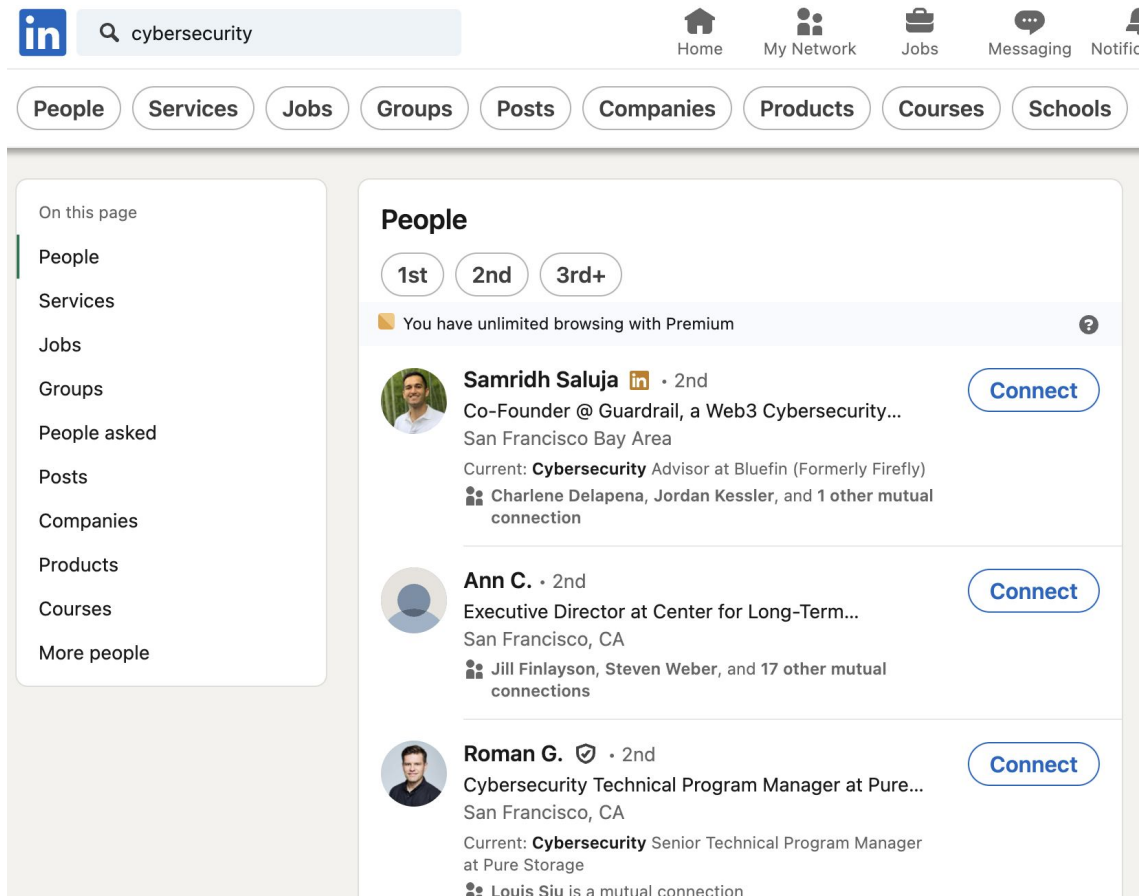


Getting Found Hacks

Connections + Groups = NETWORK

Getting Found Hack

Your Network
Makes a HUGE
Difference!



The screenshot shows the LinkedIn search interface for the term "cybersecurity". At the top, there is a search bar with the LinkedIn logo and the text "cybersecurity". To the right of the search bar are navigation icons for Home, My Network, Jobs, Messaging, and Notifications. Below the search bar is a horizontal menu with tabs for People, Services, Jobs, Groups, Posts, Companies, Products, Courses, and Schools. The "People" tab is selected, and a sidebar on the left lists various filters: "On this page", "People", "Services", "Jobs", "Groups", "People asked", "Posts", "Companies", "Products", "Courses", and "More people". The main content area displays a list of search results under the heading "People". The results are filtered by "1st", "2nd", and "3rd+" connections, with "2nd" selected. A notification banner states "You have unlimited browsing with Premium". Three profiles are visible: Samridh Saluja (Co-Founder @ Guardrail, a Web3 Cybersecurity...), Ann C. (Executive Director at Center for Long-Term...), and Roman G. (Cybersecurity Technical Program Manager at Pure...). Each profile includes a profile picture, name, job title, location, and a "Connect" button.

in cybersecurity

Home My Network Jobs Messaging Notific

People Services Jobs Groups Posts Companies Products Courses Schools

On this page

- People
- Services
- Jobs
- Groups
- People asked
- Posts
- Companies
- Products
- Courses
- More people

People

1st 2nd 3rd+

You have unlimited browsing with Premium

Samridh Saluja in • 2nd
Co-Founder @ Guardrail, a Web3 Cybersecurity...
San Francisco Bay Area
Current: **Cybersecurity** Advisor at Bluefin (Formerly Firefly)
Charlene Delapena, Jordan Kessler, and 1 other mutual connection

Ann C. • 2nd
Executive Director at Center for Long-Term...
San Francisco, CA
Jill Finlayson, Steven Weber, and 17 other mutual connections

Roman G. ✓ • 2nd
Cybersecurity Technical Program Manager at Pure...
San Francisco, CA
Current: **Cybersecurity** Senior Technical Program Manager at Pure Storage
Louis Siu is a mutual connection

RECRUITER: PROFILE VIEW

- Keywords
- Connections
- Photos



1st 

Creating memorable **Brand** experiences at LinkedIn
San Francisco Bay Area • **Marketing** and Advertising

Current Sr. Global **Brand Marketing** Manager at LinkedIn 2

Past Global Consumer **Marketing** Manager at LinkedIn
Digital Account Director at MEC Media 2012 – 2013

[More](#)

Education Westminster College 2000 – 2004

[111 Shared connections](#)  [Company follower](#)



2nd 

Vice President, **Brand Marketing** at J. Crew
Greater New York City Area • **Apparel & Fashion**

Current Vice President, **Brand Marketing** at J.Crew 2011 –

Past Director of Merchandising & **Marketing** at Lilly Pulitzer
Financial Analyst - Retail & Luxury Goods at Goldman Sachs

[More](#)

Education Institute for Integrative Nutrition 2010 – 2010
Parsons School of Design - The New School 2005 –

[More](#)

*Career
Masterclass-Jerem
y Schifeling

Build your I School network

UC Berkeley School of Information
The School of Information creates knowledge and advances practice wherever people interact with information & technology
Higher Education · Berkeley, CA · 17K followers · 3K alumni

Coye & 34 other connections work here

Message Following

Home My Employer About Posts **Jobs Alumni** Insights

3,142 alumni

Search alumni by title, keyword or company

Start year 1900 End year 2024

Where they work + Add

70 | Google

Where they live

2,627 | United States

Tanvi Sunku · 2nd
Product Data Science at Uber Eats
Steven Weber, Siu Yung Wong, and 11 other mutual connections
Connect

Ben Leonard · 1st
Security Analyst | UC Berkeley MICS Class of...
Kristy Westphal, David (DH) Huang, and 62 other mutual connections
Message

Abdullah Azhar · 2nd
Data Scientist | Berkeley alum
1K followers · Amina Alavi, Rebecca K. Andersen, and 6 other mutual connections
Follow

Mahesh Arumu... · 2nd
Engineering at Applied Intuition
Laurie Haskell-Woerner, John Santerre PhD, and 2 other mutual connections
Connect

Natarajan Krish... · 2nd
Not just tech, just tech
Steven Weber, Aravind Narasimhan, and 17 other mutual connections
Connect

Catherine Yu · 2nd
UX Researcher | Data Analyst | AI Researcher...
Amina Alavi, Rebecca K. Andersen, and 15 other mutual connections
Connect

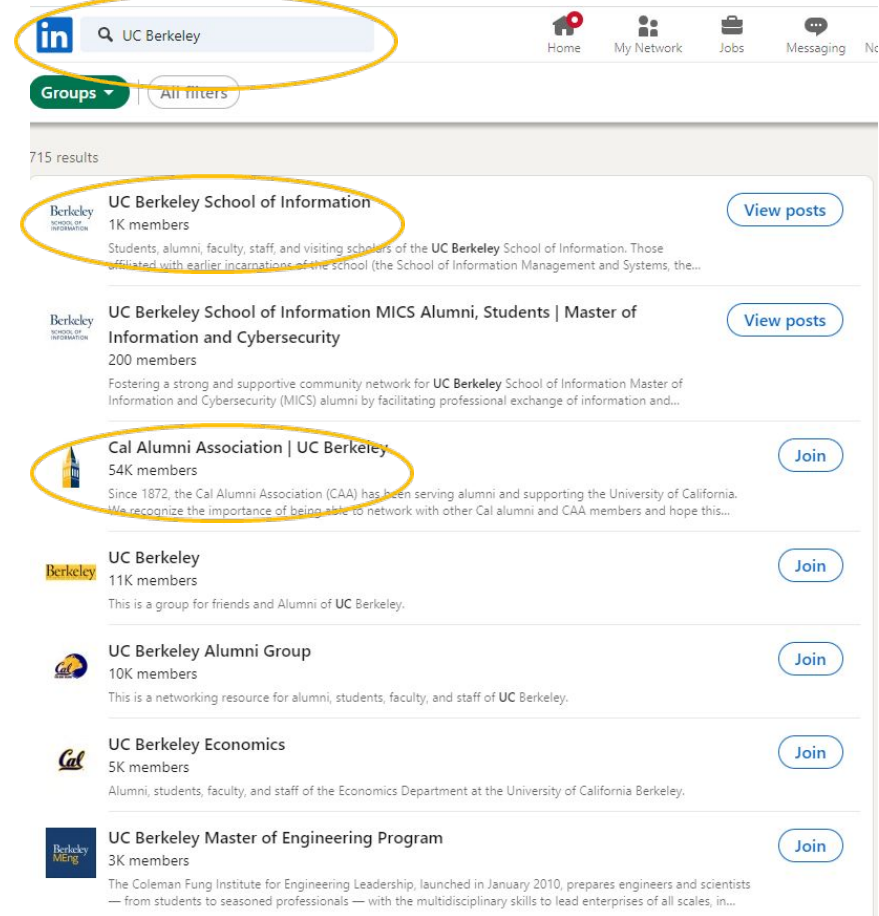
Yu-Cheng Lin · 2nd
Python Developer | Software Engineer
Steven Weber, Siu Yung Wong, and 10 other mutual connections
Connect

Zoya Abdullah · 2nd
User Research @ Shipt | UC Berkeley MIMS '24
Coye Cheshire, Rebecca K. Andersen, and 7 other mutual connections
Connect

Tommy N. · 2nd
Leadership | Strategy | Operations
John Santerre PhD is a mutual connection
Connect

Grow with alumni groups

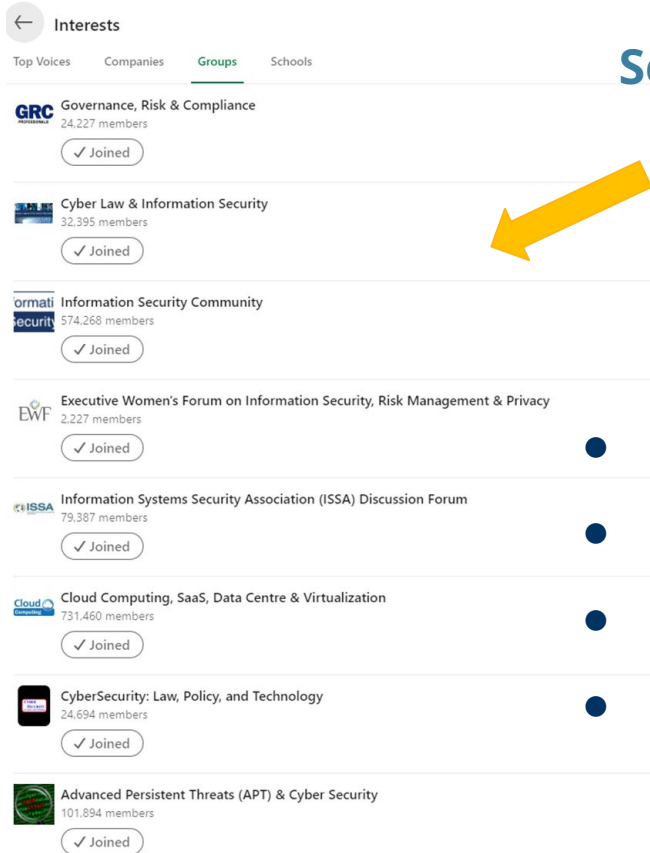
- Connect with alumni
- Join alumni groups
- Best networking opportunities



The screenshot shows the LinkedIn search interface for 'UC Berkeley'. The search bar and the 'Groups' filter are circled in yellow. The search results list several groups, with the 'Cal Alumni Association | UC Berkeley' group also circled in yellow. The groups listed are:

- UC Berkeley School of Information**: 1K members. Description: Students, alumni, faculty, staff, and visiting scholars of the UC Berkeley School of Information. Those affiliated with earlier incarnations of the school (the School of Information Management and Systems, the...)
- UC Berkeley School of Information MICS Alumni, Students | Master of Information and Cybersecurity**: 200 members. Description: Fostering a strong and supportive community network for UC Berkeley School of Information Master of Information and Cybersecurity (MICS) alumni by facilitating professional exchange of information and...
- Cal Alumni Association | UC Berkeley**: 54K members. Description: Since 1872, the Cal Alumni Association (CAA) has been serving alumni and supporting the University of California. We recognize the importance of being able to network with other Cal alumni and CAA members and hope this...
- UC Berkeley**: 11K members. Description: This is a group for friends and Alumni of UC Berkeley.
- UC Berkeley Alumni Group**: 10K members. Description: This is a networking resource for alumni, students, faculty, and staff of UC Berkeley.
- UC Berkeley Economics**: 5K members. Description: Alumni, students, faculty, and staff of the Economics Department at the University of California Berkeley.
- UC Berkeley Master of Engineering Program**: 3K members. Description: The Coleman Fung Institute for Engineering Leadership, launched in January 2010, prepares engineers and scientists — from students to seasoned professionals — with the multidisciplinary skills to lead enterprises of all scales, in...

Networking hacks- Groups!



← Interests

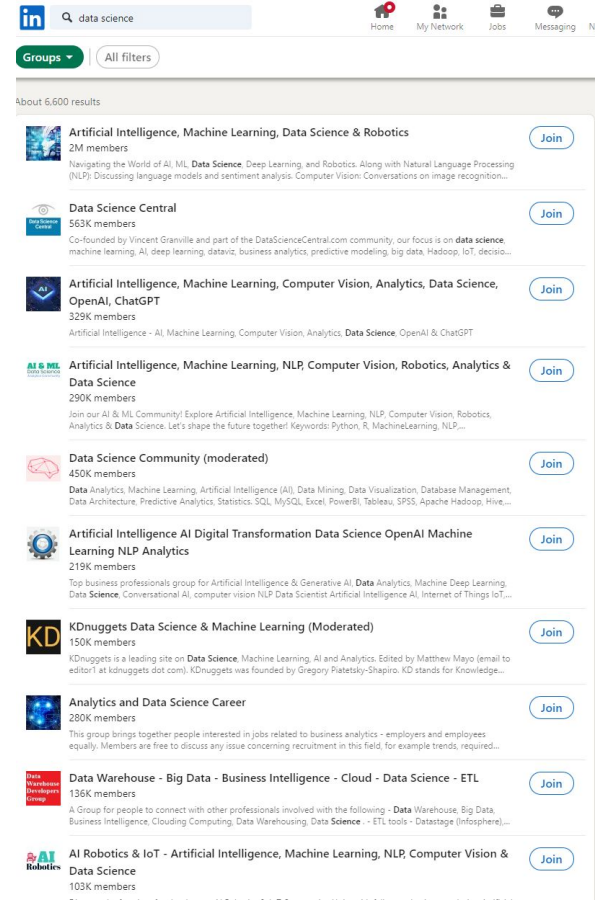
Top Voices Companies **Groups** Schools

- GRC** Governance, Risk & Compliance
24,227 members
✓ Joined
- Cyber Law & Information Security**
32,395 members
✓ Joined
- ormati security** Information Security Community
574,268 members
✓ Joined
- EWF** Executive Women's Forum on Information Security, Risk Management & Privacy
2,227 members
✓ Joined
- ISSA** Information Systems Security Association (ISSA) Discussion Forum
79,387 members
✓ Joined
- Cloud** Cloud Computing, SaaS, Data Centre & Virtualization
731,460 members
✓ Joined
- CyberSecurity: Law, Policy, and Technology**
24,694 members
✓ Joined
- Advanced Persistent Threats (APT) & Cyber Security**
101,894 members
✓ Joined

Search by skill/role
or
colleagues



- Connect with leaders
- Industry news updates
- Job opportunities
- Gain visibility by being 2nd degree



in data science

Home My Network Jobs Messaging

Groups All filters

About 6,600 results

- Artificial Intelligence, Machine Learning, Data Science & Robotics**
2M members
Navigating the World of AI, ML, Data Science, Deep Learning, and Robotics. Along with Natural Language Processing (NLP), Discussing language models and sentiment analysis, Computer Vision: Conversations on image recognition...
- Data Science Central**
563K members
Co-founded by Vincent Granville and part of the DataScienceCentral.com community, our focus is on data science machine learning, AI, deep learning, dataviz, business analytics, predictive modeling, big data, Hadoop, IoT, decisio...
- Artificial Intelligence, Machine Learning, Computer Vision, Analytics, Data Science, OpenAI, ChatGPT**
329K members
Artificial Intelligence - AI, Machine Learning, Computer Vision, Analytics, Data Science, OpenAI & ChatGPT
- Artificial Intelligence, Machine Learning, NLP, Computer Vision, Robotics, Analytics & Data Science**
290K members
Join our AI & ML Community! Explore Artificial Intelligence, Machine Learning, NLP, Computer Vision, Robotics, Analytics & Data Science. Let's shape the future together! Keywords: Python, R, MachineLearning, NLP,...
- Data Science Community (moderated)**
450K members
Data Analytics, Machine Learning, Artificial Intelligence (AI), Data Mining, Data Visualization, Database Management, Data Architecture, Predictive Analytics, Statistics, SQL, MySQL, Excel, PowerBI, Tableau, SPSS, Apache Hadoop, Hive,...
- Artificial Intelligence AI Digital Transformation Data Science OpenAI Machine Learning NLP Analytics**
219K members
Top business professionals group for Artificial Intelligence & Generative AI, Data Analytics, Machine Deep Learning, Data Science, Conversational AI, computer vision NLP, Data Scientist Artificial Intelligence AI, Internet of Things IoT,...
- KDnuggets Data Science & Machine Learning (Moderated)**
150K members
KDnuggets is a leading site on Data Science, Machine Learning, AI and Analytics. Edited by Matthew Mayo (email to editor) at kdnuggets dot com). KDnuggets was founded by Gregory Piatetsky-Shapiro. KD stands for Knowledge...
- Analytics and Data Science Career**
280K members
This group brings together people interested in jobs related to business analytics - employers and employees equally. Members are free to discuss any issue concerning recruitment in this field, for example trends, required...
- Data Warehouse - Big Data - Business Intelligence - Cloud - Data Science - ETL**
136K members
A Group for people to connect with other professionals involved with the following - Data Warehouse, Big Data, Business Intelligence, Clouding Computing, Data Warehousing, Data Science - ETL tools - Datastage (Infosphere),...
- AI Robotics & IoT - Artificial Intelligence, Machine Learning, NLP, Computer Vision & Data Science**
103K members

View From LinkedIn Recruiter

Event Photographer

Flexis · Jyoti Joshi · Created 7/28/2023

Talent pool Pipeline Job post Talent Insights

Recruiter search

8 Applicants

Recommended matches

+ Add a candidate

Hidden results

Search history

Showing results for

Custom filters

Spotlights

+ More likely to engage

Job titles

Photographer

Locations

Greater Phoenix Area

Skills

Adobe Photoshop Collaboration

Companies

+ Companies or boolean

Schools

+ Schools attended

Year of graduation

+ Add graduation year range

7.7K+ FILTERED RESULTS See search breakdown

1-10



Ai Huang · 3rd
Artist, Photographer
Phoenix, Arizona, United States

Save to pipeline Hide

Experience Photographer freelancer · Sep 2019 – Present
Internship at Antelith Studio · Jan 2018 – Dec 2018

Education M.A. Peninsula School of the Art · Sep 2019 – Aug 2021
B.A. Peninsula School of the Art · Sep 2015 – Jun 2019

Skills match Adobe Photoshop · Collaboration

Skill related to your search

Where this skill was used

Portrait collection

Peninsula School of the Art

Photoshop 2023 Essential Training

View in profile

Save to pipeline Hide

Skills match Adobe Photoshop · Collaboration

Interest Open to work



Astride Page · 3rd

Save to pipeline Hide

🔍 Start a new search

Advanced • Saved / History

Showing results for



Custom filters



Job titles

+ Job titles or boolean

Locations

+ Candidate geographic locations

Skills

+ Skills and expertise

Companies

+ Companies or boolean

Schools

+ Schools attended

Industries

+ Candidate industries

Keywords

8,990,859
total candidates

542,564
open to new opportunities

17
past applicants

66
engaged with your Talent Brand

8,990,859 candidates • [View search insights](#)

1 - 25 >



Carrie Bloch 1st

Product Marketing at LinkedIn
San Francisco Bay Area • Marketing and Advertising

Current **Product Marketing** Manager, Jobs at LinkedIn 2015 – Present

Past Associate **Marketing** Operations Manager, Global at LinkedIn 2014 – 2015
Digital **Marketing** at TaylorMade-adidas Golf 2012 – 2014
[More](#)

Education Point Loma Nazarene University 2011 – 2012
Point Loma Nazarene University 2005 – 2010
[More](#)

Tags 2nd Contact

[119 Shared connections](#) [Notes](#) [1 project](#) [Open to new opportunities](#)



Mona Li 1st

Product Marketing at Facebook
San Francisco Bay Area • Internet

Save to project



RECRUITER: PROFILE VIEW

- Keywords
- Connections
- Photos



1st 

Creating memorable **Brand** experiences at LinkedIn
San Francisco Bay Area • **Marketing** and Advertising

Current Sr. Global **Brand Marketing** Manager at LinkedIn 2013 – Present

Past Global Consumer **Marketing** Manager at LinkedIn
Digital Account Director at MEC Media 2012 – 2013

[More](#)

Education Westminster College 2000 – 2004

[111 Shared connections](#)  [Company follower](#)



2nd 

Vice President, **Brand Marketing** at J. Crew
Greater New York City Area • Apparel & Fashion

Current Vice President, **Brand Marketing** at J.Crew 2011 – Present

Past Director of Merchandising & **Marketing** at Lilly Pulitzer
Financial Analyst - Retail & Luxury Goods at Goldman Sachs

[More](#)

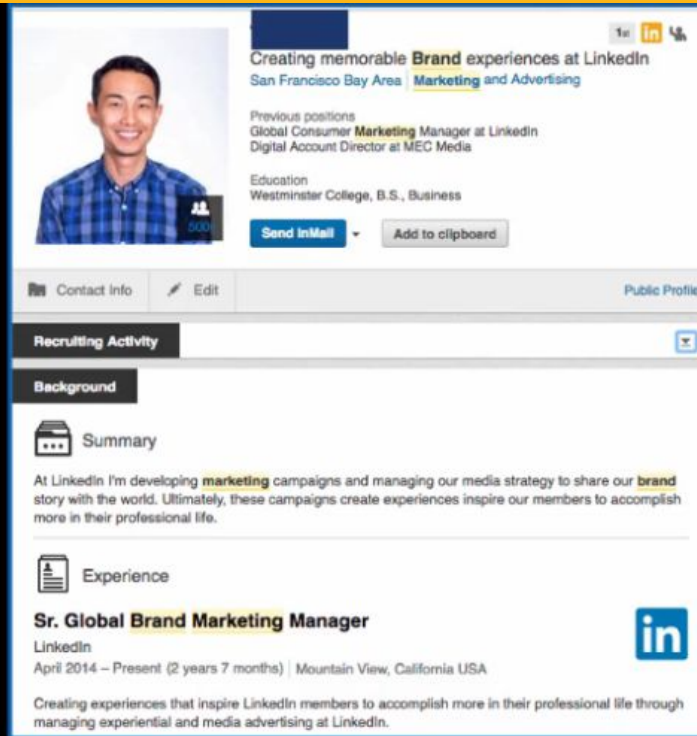
Education Institute for Integrative Nutrition 2010 – 2010
Parsons School of Design - The New School 2005 – 2009

[More](#)

KEYWORDS

- Headline
- Summary
- Experience/Skills

40x



The image shows a LinkedIn profile for a man with a blue plaid shirt. The profile includes a header with a profile picture, a headline, and a location. Below the header are sections for 'Previous positions', 'Education', and 'Recruiting Activity'. The 'Background' section is highlighted, showing a 'Summary' and an 'Experience' section. The 'Experience' section is titled 'Sr. Global Brand Marketing Manager' and includes a description of the role.

Creating memorable **Brand** experiences at LinkedIn
San Francisco Bay Area **Marketing and Advertising**

Previous positions
Global Consumer **Marketing** Manager at LinkedIn
Digital Account Director at MEO Media

Education
Westminster College, B.S., Business

Contact Info Edit Public Profile


Recruiting Activity

Background

Summary

At LinkedIn I'm developing **marketing** campaigns and managing our media strategy to share our **brand** story with the world. Ultimately, these campaigns create experiences inspire our members to accomplish more in their professional life.

Experience

Sr. Global Brand Marketing Manager 

LinkedIn
April 2014 – Present (2 years 7 months) | Mountain View, California USA

Creating experiences that inspire LinkedIn members to accomplish more in their professional life through managing experiential and media advertising at LinkedIn.

RESPONSIBILITIES

- Drive the strategic process for the development of major brand campaigns in coordination with Creative, Brand, General Managers and senior leadership.
- Coordinate and manage all aspects of the production process for **broad awareness campaigns, including TV, traditional/out-of-home, and radio to deliver error-free and compliant production components**

[LINKEDIN.COM/RECS](https://www.linkedin.com/recs)

ENDORSEMENTS + RECOMMENDATIONS

Provide external
credibility

Seen fully in
Recruiter

- Quality Matters
- Who
- Keywords

Recommendations



AVP, eCommerce & eRetailer at L'Oreal
Greater New York City Area

“I had the pleasure of working with Patricia during my time at Fordham's Graduate School of Business Administration. Patricia and I graduated together and during the program she and I worked directly together on accounting and marketing projects. Patricia is brilliant in the world of business, a dedicated team player and hard working. Always obtaining top results, Patricia knows how to navigate and overcome any obstacles that may arise to get the job done and succeed.”



Chief Executive Officer at Amplitude Marketing Group, Inc
Greater New York City Area

“Patty is a brilliant strategist with the ability to see and set a clear direction, devise a plan

Researching & Job Searching


Research: your feed

Rebecca K. Andersen (she/her) • 1st
Speaker & Workshop Facilitator | Career Coach | Doctoral Candidate, research...
5d • 🌐

So cool to see what our UC Berkeley School of Information alumni are up to!

Open Raven
942 followers
6d • 🌐

We are thrilled to welcome Dave Lester as our Head of Open Source. Dave joins us from Apple, where he was an Open Source Programs Lead focused on areas of machine learning and cloud infrastructure. He has also held open sou...see more



Dave Lester - Head of Open Source - Open Raven | LinkedIn
linkedin.com • 1 min read

6

Like Comment Share Send

Aline Jaimes loves this

University of California, Berkeley
698,542 followers
1w • Edited • 🌐

Congratulations to Professor Reinhard Genzel, awarded the 2020 Nobel Prize for Physics!
#nobelprize #ucberkeley #berkeleynobel




UC Berkeley's Reinhard Genzel awarded Nobel Prize in Physics
news.berkeley.edu • 5 min read

👍❤️🔥 10,246 • 356 Comments

Like Comment Share Send

Xander Snyder • 1st
Co-founder, ReConsider media
20h • 🌐

ReConsider interviewed LA Times editorial writer Robert Greene to discuss the politics of LA's sheriff elections. For folks who live in LA - there is a LOT going on with Villanueva right now. For folks outside of LA, a lot of these details a ...see more



The LA Times Teaches Us How to Elect a Sheriff - Reconsider Media
reconsidermedia.com • 2 min read

3

Like Comment Share Send

Be the first to comment on this

- Connect with people you know and trust
- Follow people you want to hear from but don't know personally ("Top Voices")
- Follow companies & their leaders
- Follow hashtags
- Comment, react, and share posts

Research: company pages

The image shows a screenshot of the Airbnb LinkedIn company page. A yellow arrow points from the 'People' tab in the navigation bar to a callout box titled 'People highlights'. Another yellow arrow points from the 'People highlights' section back to the main page content area.

Airbnb
Airbnb is a community based on connection and belonging.
Software Development · San Francisco, CA · 2,536,921 followers · 5,001-10,000 employees

Bill & 198 other connections follow this page

[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Products](#) [Posts](#) [Jobs](#) [Life](#) [People](#) [Insights](#)

People highlights

19 employees work in Greater Asheville

Steve, David, Noah, Tami & 15 others

3 Connections

Charlene, Alexander, and Jason

Research: company pages

Affiliated pages



Airbnb Host Community

Software Development
Showcase page

+ Follow



Airbnb for Work

Hospitality
Showcase page



Prajakta & 1 other connection
follow this page

+ Follow



Luxury Retreats

Travel Arrangements
Subsidiary



Prajakta & 1 other connection
follow this page

+ Follow

Show all →

Pages people also viewed



Spotify

Musicians
3,688,787 followers



James & 155 other connections
follow this page

+ Follow



Netflix

Entertainment Providers
9,991,975 followers



Pratibha & 238 other
connections follow this page

+ Follow



Booking.com

Software Development
898,257 followers




Rudy & 8 other connections
follow this page


+ Follow


Show all →


Job searching: referrals

data scientist in United States
144,172 results Set alert

 **Part-Time Cyber Research Assistant**
Oak Ridge National Laboratory
Oak Ridge, TN (On-site)
Actively recruiting
Promoted · 7 applicants


 **Data Scientist**
TECHEXPO Top Secret
Chantilly, VA (On-site)
Promoted


 **Knoxville Data Science Tutor**
Varsity Tutors, a Nerdy Company
Knoxville, TN (On-site)
4 school alumni work here
Promoted · 0 applicants


 **Data Scientist - TikTok Privacy**
TikTok
Seattle, WA
\$136K/yr - \$228K/yr · Medical, 401(k), +1 benefit
3 connections work here
Promoted


Data Scientist - TikTok Privacy


TikTok · Seattle, WA · 2 weeks ago · Over 50 applicants

 \$136,000/yr - \$228,000/yr · Full-time

 10,001+ employees · Entertainment Providers

 3 connections work here · 100 school alumni work here

 Skills: Data Science, Pattern Recognition, +8 more

 View verifications related to this job post. [Show all](#)

[Apply](#) [Save](#)

About the job

Responsibilities

TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul and Tokyo.

Why Join Us

Creation is the core of TikTok's purpose. Our platform is built to help imagination. This is doubly true of the teams that make TikTok possible. Together, we inspire creativity and bring joy - a mission we all believe in and aim to achieve.



Job searching: referrals

UC Berkeley School of Information

The School of Information creates knowledge and advances practice wherever people interact with information & technology

Higher Education · Berkeley, CA · 17K followers · 3K alumni

Coye & 34 other connections work here

Message Following

Home My Employer About Posts Jobs **Alumni** Insights

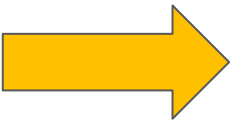
3,142 alumni

Search alumni by title, keyword or company

Start year 1900 End year 2024

Where they work	Where they live
70 Google	2,627 United States
61 University of California, Berkeley	1,513 California, United States
56 Microsoft	1,131 San Francisco Bay Area
35 Amazon	257 Los Angeles Metropolitan Area

Show more



What they studied + Add

1,452 Data Science
750 Information Science/Studies
464 Computer Science
342 Computational Science
317 Economics
228 Information Resources Management
208 Business Administration and Management...
202 Mathematics
199 Cyber/Electronic Operations and Warfare

How you are connected

1,791 2nd
867 3rd+
256 1st

Job searching: key takeaways

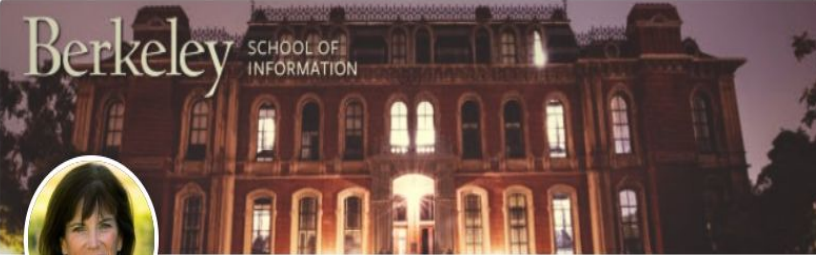

- Optimize your profile toward your target job
- Max out the Skills section with relevant skills (up to 100!)
- Turn on *Open to Work* settings for recruiters only; update your work preferences
- Search your network for referrals (2nd degree connections!)

Privacy on LinkedIn

Profile settings + privacy

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Mary McHale
Career Strategist | Cybersecurity Career Advisor at UC Berkeley School of Information
San Francisco Bay Area
3K followers · 500+ connections

[Sign in to follow](#)

[UC Berkeley School of Information](#)
[University of California, Davis](#)

[Edit your custom URL](#)
Personalize the URL for your profile.
www.linkedin.com/in/marydigginsmch... [✎](#)

[Edit Content](#)
This is your public profile. To edit its sections, update your profile.
[Edit contents](#)

[Edit Visibility](#)
You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.
[Learn more](#)

Your profile's public visibility On

Basic (required)

- Name, number of connections, and

Use this to edit URL

Use this section to choose what parts of your Profile are visible

Settings + privacy

Settings

- Account preferences
- Sign in & security
- Visibility**
- Data privacy
- Advertising data
- Notifications

Visibility of your profile & network

- Profile viewing options → Private mode →
- Edit your public profile →
- Who can see or download your email address →
- Connections → On →
- Who can see members you follow → Anyone on LinkedIn →
- Who can see your last name →
- Representing your organizations and interests → On →
- Profile discovery and visibility off LinkedIn →
- Profile discovery using email address → Anyone on LinkedIn →
- Profile discovery using phone number → Everyone →
- Blocking →

Visibility of your LinkedIn activity


- Manage active status → No one →
- Share profile updates with your network → Off →
- Notify connections when you're in the news → On →

← Back


Profile viewing

Select what others see when you've viewed their profile


Your name and headline

 Mary McHale
Career Strategist | Cybersecurity Career Advisor at UC Berkeley School of Information
San Francisco Bay Area | Professional Training and Coaching

Private profile characteristics

-  Business Strategist at Cure SMA

Private mode

-  You will be in complete private mode

Settings



Settings



Account preferences



Sign in & security



Visibility



Data privacy

How LinkedIn uses your data

Manage your data and activity

Get a copy of your data →

Search history →

Personal demographic information →

Social, economic, and workplace research Off →

Data for Generative AI Improvement Off →

Job seeking preferences

Job application settings →

Share your profile when you click Apply for a job On →

Signal your interest to recruiters at companies you've created job alerts for Off →

Stored job applicant accounts →

Other applications

Permitted services →

Microsoft Word Off →

Thank you!



Feedback survey: <https://forms.gle/qmnGAwCCvF4NKCeL9>

Career Advising Appointments

www.ischool.berkeley.edu/careers/students/advising

LinkedIn Profile/Resume/Cover Letter Reviews

www.ischool.berkeley.edu/careers/students/resumereview