




LinkedIn Tips & Tricks



Rebecca Andersen,
Sr. Director of Career Development

Berkeley SCHOOL OF
INFORMATION




Your Presenter



Mary (Diggins) McHale  




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

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


[UC Berkeley | School MICS](#) 

2,817 followers · 500+ connections

[Open to](#) [Add profile section](#) [Add custom button](#) [More](#)



UC Berkeley School of Information



University of California, Davis

Connect with me!

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!

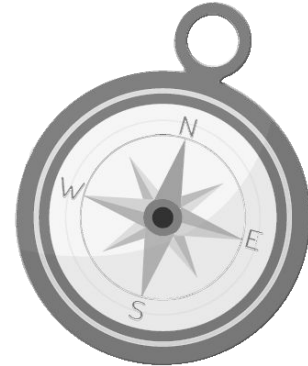
- Showcase your interest & involvement in a subject/domain by sharing content
- Demonstrate confidence and credibility

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



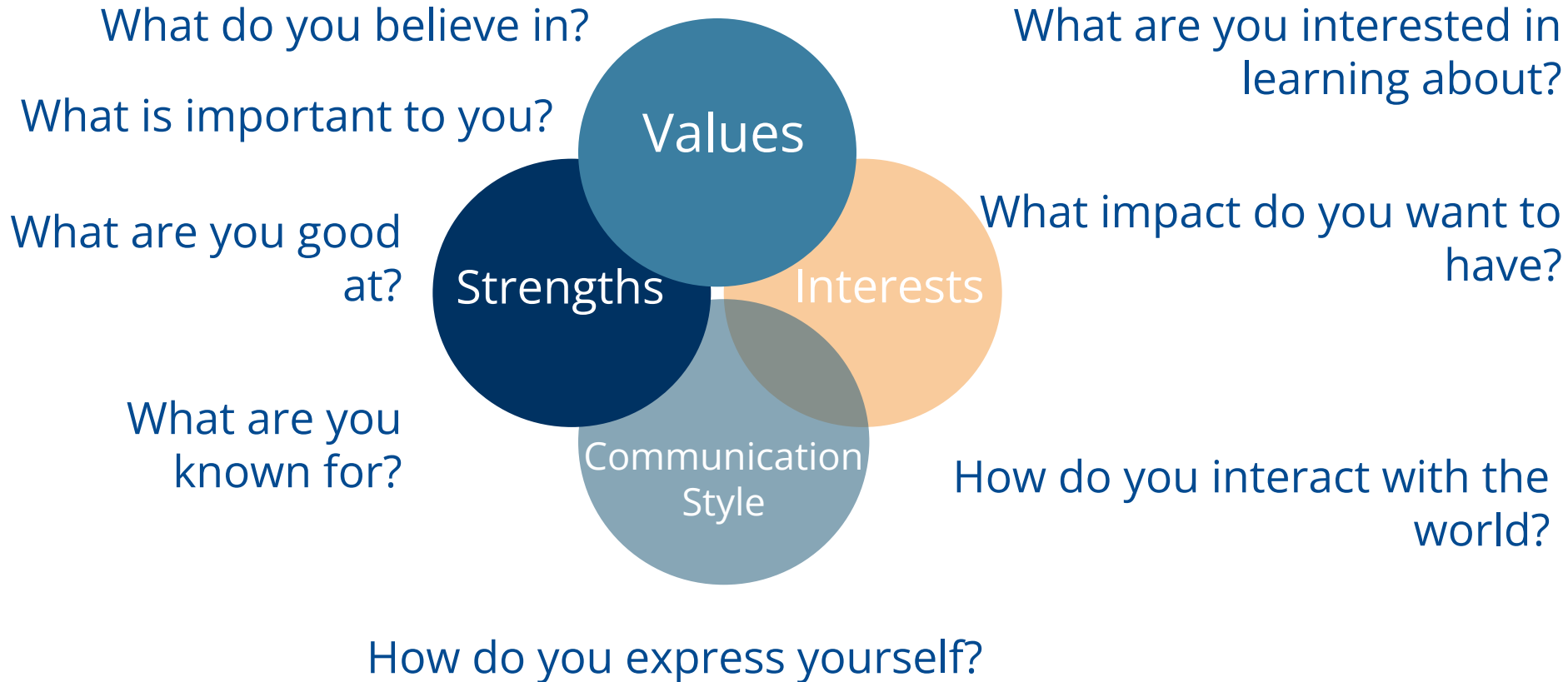
21% More Time on Profiles
with Images & Headline

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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of Information

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

[UC Berkeley I School MICS](#) 

2,817 followers · 500+ connections

Open to

Add profile section

Add

Contact Information

Email, website, github, etc.



UC Berkeley School of
Information



University of California, Davis

**UC Berkeley
School of
Information**

Your network is here!

Craft a memorable headline with keywords

- Makes it happen!
- 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 + delightful 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

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.
- Don’t overdo it! Be honest and accurate, don’t “stuff” your profile with buzzwords.
- Write your profile for REAL PEOPLE, not search engines.
- Less ‘professional’ and more personality!

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

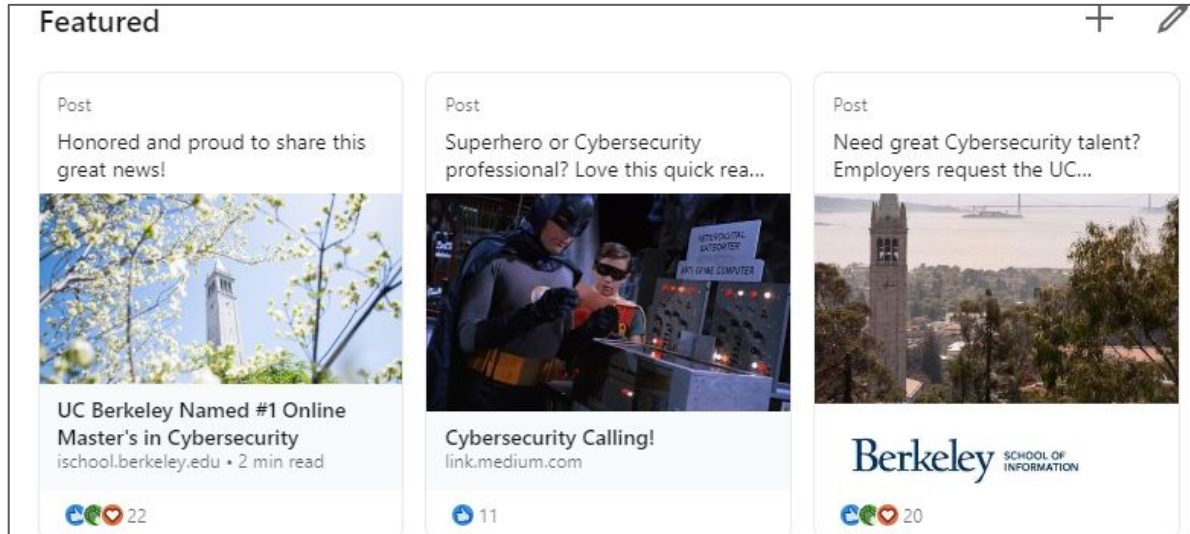


Top skills

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.
- Add white space to make it easy to skim
- Add media for interest and credibility
- Consider the “industry” (changing to meet your target industry)

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 Education

 [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

Courses

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

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

International Security
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
Associated with UC Berkeley School of Information

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

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

Projects

2020 Presidential Election Swing State Data Analysis
Nov 2020 - Dec 2020
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

Other Sections

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

- Relevant
- Recent or Ongoing
- Use org logos

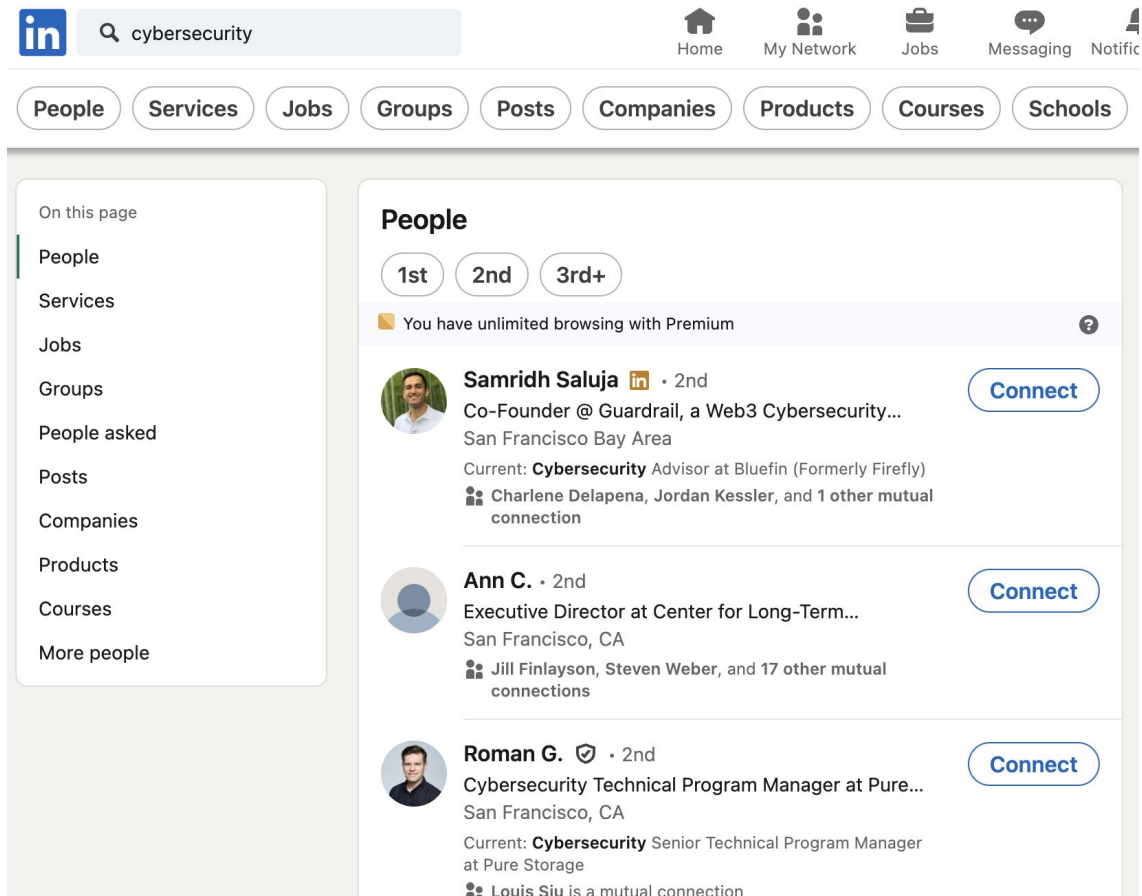


Getting Found Hacks

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, Ann C., and Roman G. Each profile includes a profile picture, name, job title, location, and a "Connect" button. Samridh Saluja is a Co-Founder at Guardrail, a Web3 Cybersecurity... in San Francisco Bay Area. Ann C. is an Executive Director at Center for Long-Term... in San Francisco, CA. Roman G. is a Cybersecurity Technical Program Manager at Pure... in San Francisco, CA.

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 [Connect](#)

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 [Connect](#)

Executive Director at Center for Long-Term...
San Francisco, CA

Jill Finlayson, Steven Weber, and 17 other mutual connections

Roman G. ✓ • 2nd [Connect](#)

Cybersecurity Technical Program Manager at Pure...
San Francisco, CA

Current: **Cybersecurity** Senior Technical Program Manager at Pure Storage

Louis Siu is a mutual connection

Build your I School network

Berkeley
SCHOOL OF
INFORMATION

UC Berkeley School of Information

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

Higher Education · Berkeley, CA · 16K followers · 3K alumni

Lisa & 38 other connections work here

Message Following

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

2,851 alumni

Search alumni by title, keyword or company

Start year 1900 End year 2024

Where they work + Add
69 | Google

Where they live + Add
2,453 | United States

People you may know

Howard Li · 1st
MICS, CISSP, PE
Steven Booth, Kumud Kalia, and 38 other mutual connections
Message

Yang (Carey) Liu · 1st
MICS at University of California, Berkeley | DevSecOps | ...
Sekhar Sarukkai, Kristy Edwards, and 45 other mutual connections
Message

Serena Villalobos · 1st
Cybersecurity Product Manager | Governance Risk and Complianc...
Steven Booth, Kumud Kalia, and 184 other mutual connections
Message

Diamond Rorie · 1st
Transitioning Army Officer | Cyber Security Professional | TS/SCL...
Serge Campa is a mutual connection.
Message

Jennifer Kent · 1st
Cybersecurity / Security Program Manager
Steven Booth, Kumud Kalia, and 99 other mutual connections
Message

Josh Nickels · 1st
Cyber Security Engineer | System and Network Admin | Master's o...
Steven Booth, Kumud Kalia, and 100 other mutual connections
Message

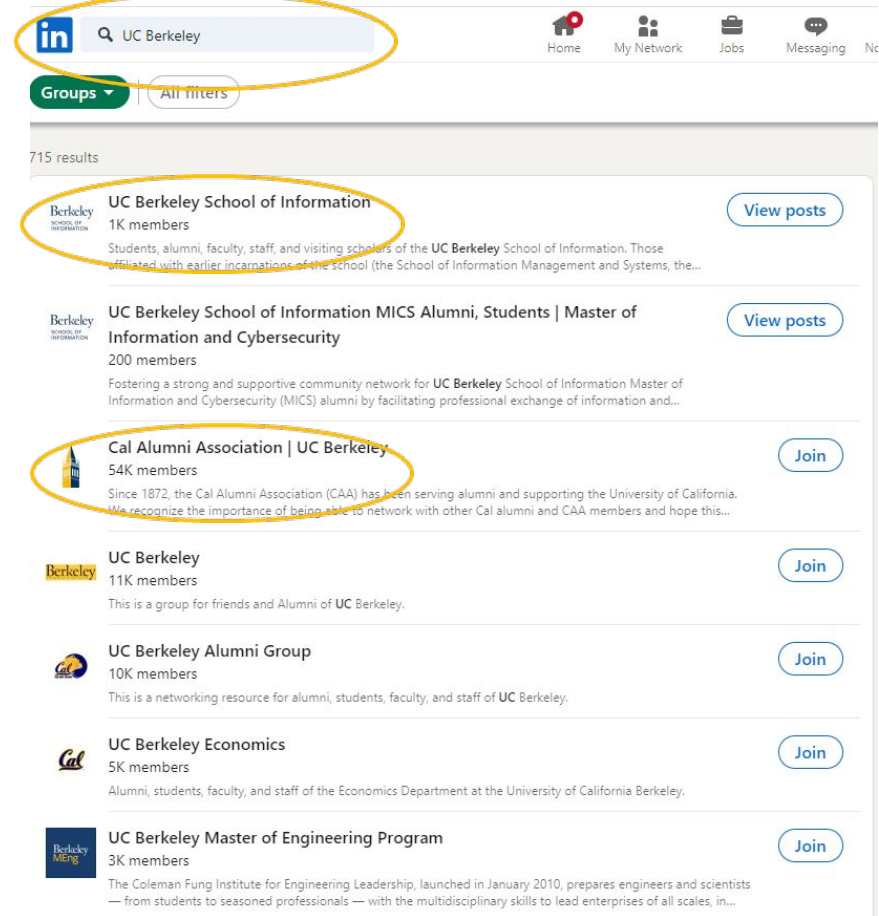
Umesh Tanniru · 1st
Information Security Engineer at Divergent 3D
Sekhar Sarukkai, Brijesh Mishra, and 46 other mutual connections
Message

Joseph Giulianielli · 1st
Test Engineering Leader | Enterprise Quality Storage Area...
Steven Booth, Sekhar Sarukkai, and 35 other mutual connections
Message

Mario Borroto · 1st
Product Security Engineer | Pentester | UC Berkeley...
Jenn Yonemitsu, Bob Duhart Jr., and 19 other mutual connections
Message

Grow with alumni groups

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



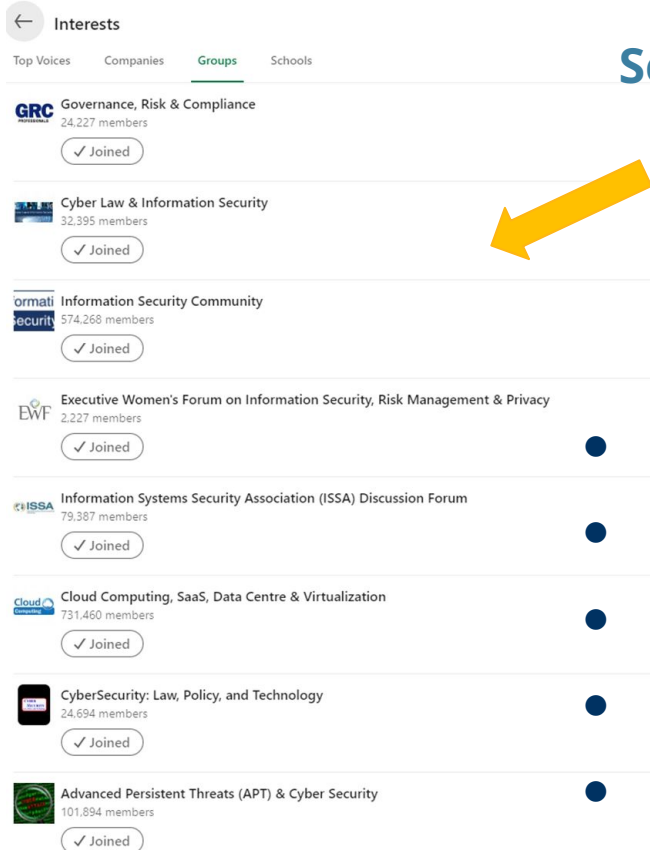
The screenshot shows the LinkedIn search interface for 'UC Berkeley'. The search bar at the top contains 'UC Berkeley' and is circled in yellow. Below the search bar, the 'Groups' filter is selected, and 'All filters' is visible. The search results show 715 results. The first three results are circled in yellow:

- 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...

Other visible results include:

- 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

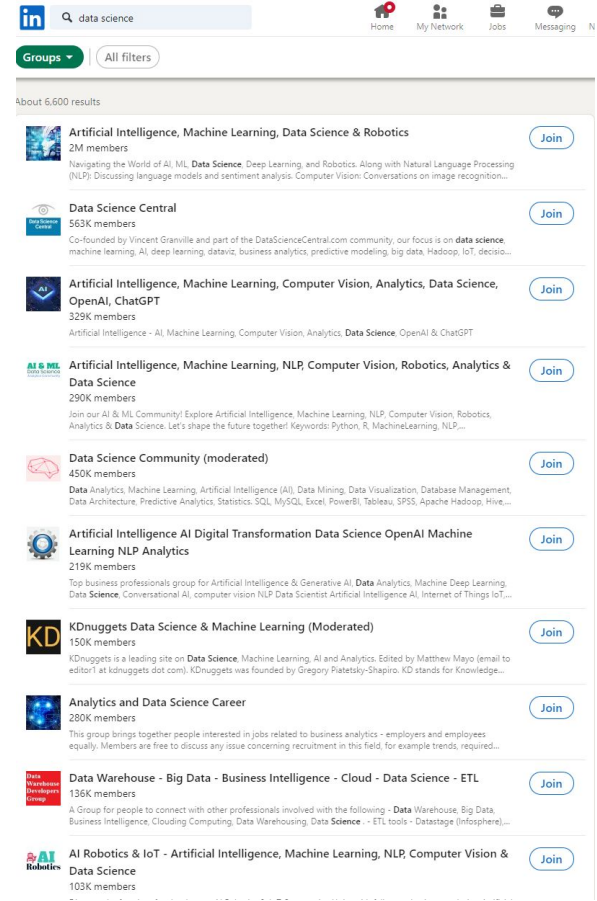
Top Voices Companies **Groups** Schools

- GRC** Governance, Risk & Compliance
24,227 members
✓ Joined
- Cyber Law & Information Security**
32,395 members
✓ Joined
- ormati** 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
- Become 2nd degree
- Raises you in searches



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

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'. The callout box contains two sections: '19 employees work in Greater Asheville' and '3 Connections'. The '19 employees work in Greater Asheville' section shows four profile pictures and a '+15' button, with the text 'Steve, David, Noah, Tami & 15 others' below. The '3 Connections' section shows three profile pictures and the text 'Charlene, Alexander, and Jason' below.

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

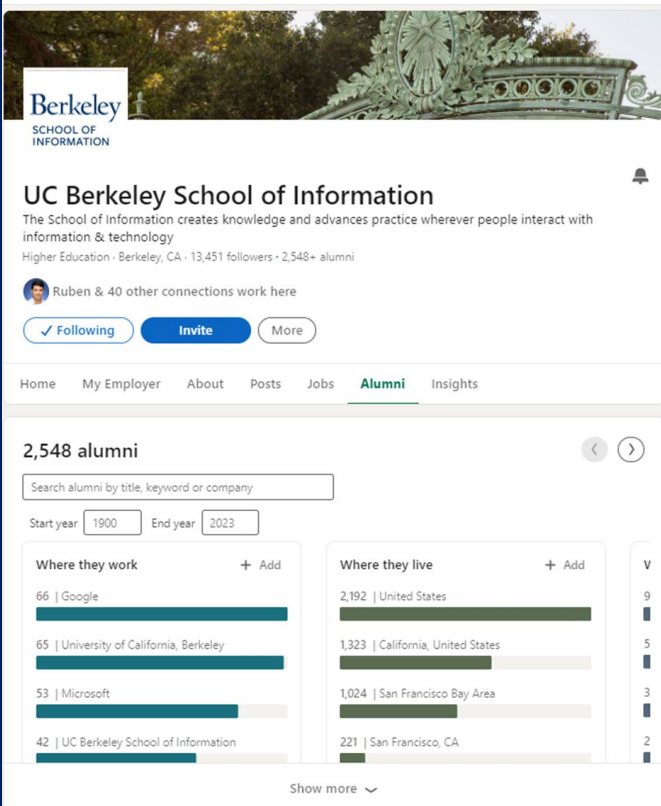
TikTok is the leading destination for short-form mobile video. Our mission is to inspire creativity and bring joy. TikTok has global offices including Los Angeles, New York, London, Paris, Berlin, Dubai, Singapore, Jakarta, Seoul and Tokyo.

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



The screenshot displays the LinkedIn profile for the UC Berkeley School of Information. The profile header includes the school's name and a description: "The School of Information creates knowledge and advances practice wherever people interact with information & technology." It also shows 13,451 followers and 2,548+ alumni. Below the header, there are navigation tabs for Home, My Employer, About, Posts, Jobs, Alumni (selected), and Insights. The main content area is titled "2,548 alumni" and features a search bar and filters for start and end years (1900 to 2023). Two bar charts are visible: "Where they work" and "Where they live".

UC Berkeley School of Information
The School of Information creates knowledge and advances practice wherever people interact with information & technology
Higher Education · Berkeley, CA · 13,451 followers · 2,548+ alumni

Ruben & 40 other connections work here

Following Invite More

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

2,548 alumni

Search alumni by title, keyword or company

Start year: 1900 End year: 2023

Where they work + Add

Company	Count
66 Google	66
65 University of California, Berkeley	65
53 Microsoft	53
42 UC Berkeley School of Information	42

Where they live + Add

Location	Count
2,192 United States	2,192
1,323 California, United States	1,323
1,024 San Francisco Bay Area	1,024
221 San Francisco, CA	221

Show more

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!)

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

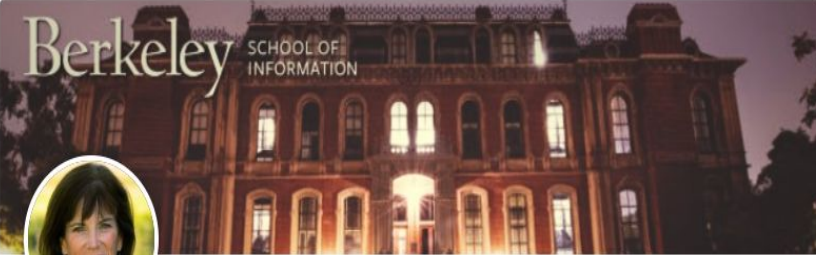

Save to pipeline Hide

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

Salary data on LinkedIn

Search history →

Personal demographic information →

Social, economic, and workplace research 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 →

Career Advising Appointments

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

LinkedIn Profile/Resume/Cover Letter Reviews

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