



& SUA

May 2020

Today's agenda



Thanks for joining today!

10:30	Introduction
10:35	Career Journey & Internship Advice
10:45	Linkedin overview
11:00	Linkedin & Internships
11:05	Student's Guide to Linkedin
11:25	Q&A

ALANA SMITH (EDMUNDS)



Hailed From: Perrysburg, OH

What I work on: Live, Native Video + Images @ LinkedIn!

Obsessed with: My Dog, Harry Potter, Scifi/Fantasy, Coffee, Concerts, Personal Finance, Skincare & Crushing the Patriarchy in style

Must Read: *Invisible Cities* by Italo Calvino, *Shadow of the Wind* by Carlos Ruiz Zafón & *The Night Circus* by Erin Morgenstern

Guiding Words: “Your next role probably doesn’t exist yet.” & “Be the person your dog thinks you are.”

2003 junior after prom with my friend sam

St Rose ‘00, SUA: ‘04, Syracuse ‘08, NYC Since: ‘11

College Journey: '04-08

THE DAILY ORANGE



Career Journey



Morgan Stanley
WEALTH MANAGEMENT



AMERICAN
EXPRESS



Consider each job you take as a stepping stone to what you want next. Always be thinking multiple steps ahead. Play the long game.

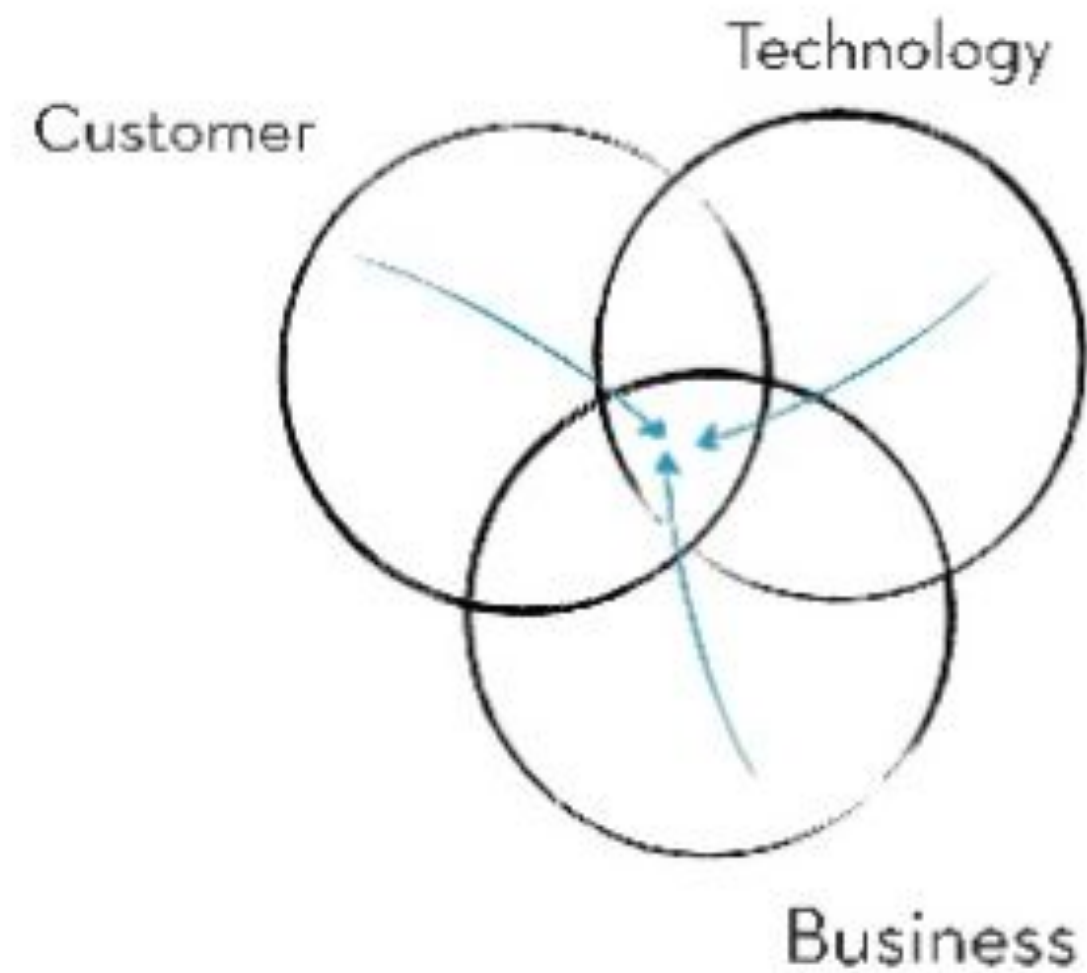
Internships & Work Experience

Internships and work experience that can apply (or help you figure out!) what you want to do will help you on your journey to finding a career you are passionate about!

- There are a lot of opportunities **on-campus** or **near school** that can help you land that prestigious internship.
 - Find them by: 1) Spending time at your Campus Career Center 2) Talk to your professors and TAs 3) **Actually go** to Office Hours 4) Googling a LOT & Keep Asking 5) Be friendly to **EVERYONE** who works at your school 6) Read the campus paper *often* 7) Find a gap and offer to fill it.
- ***@ Syracuse I did these things *on campus* starting my freshman year before a formal internship!***
 - Worked in Undergraduate Research after my professor brought it up to me in office hours (Paid)
 - Worked @ Carrier Dome for a professor who offered me a permanent job after a referral from another teacher (Paid)
 - Volunteered to write for the school paper when I noticed they needed help with Tech Coverage
 - Leadership position in my sorority
- → helped me land interview for coveted (paid) internships my Sophomore and Junior years.
- → led me to have a job offer in hand the Fall of my Senior Year.

Evaluate opportunities by asking yourself: Does this help teach me a skill that would help me in the future? Does this give me an edge or a competitive advantage? Will i walk away having learned something that I can explain to someone in an interview?

What is Product Management?



Product Managers drive the vision, strategy, design, execution and results of their product.

“the role of a product manager is to discover a product that is valuable, usable and feasible.”

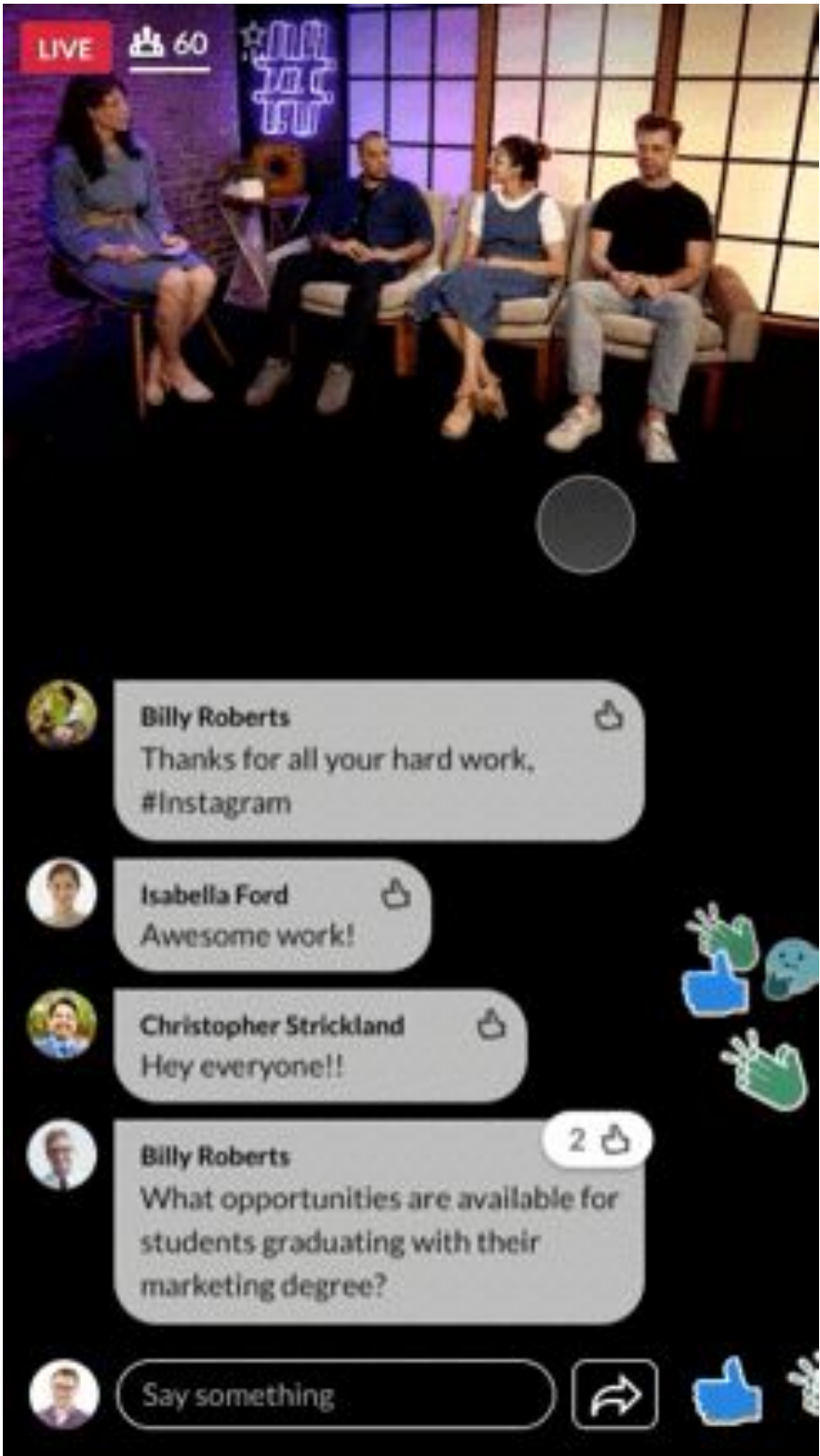
PMs:

- Come from a variety of backgrounds (engineering, design, business, data science, design)
- Lead teams of designers, engineers, data scientists and marketers on a journey to build something that people will use and love

PRO·DUCT MAN·A·GER

(prädikt manijer) n.

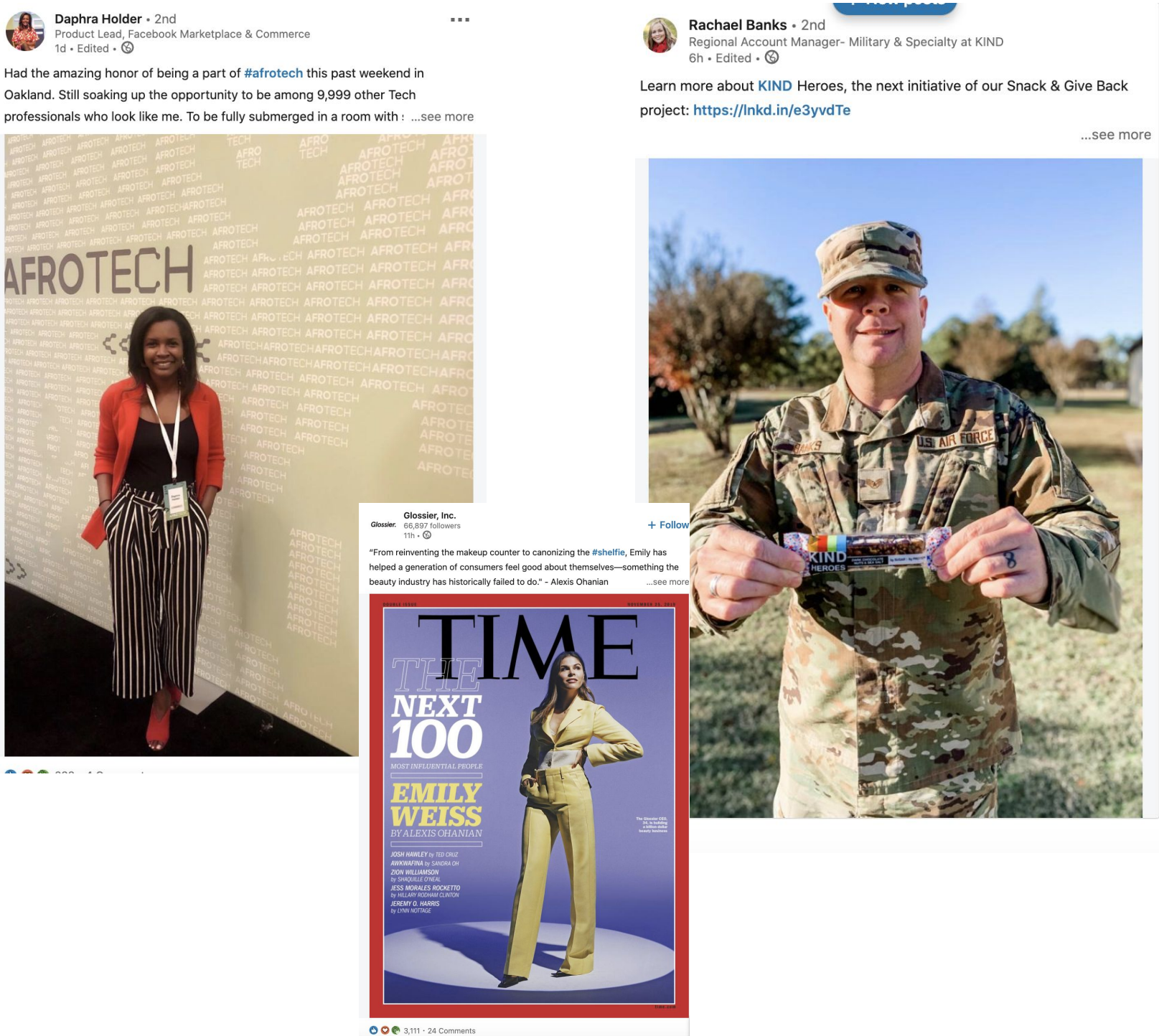
1. **Mini-CEO:** responsible for every aspect of their product. 2. **Defender of the customer:** makes sure that a company builds what someone wants. 3. **Product spearhead:** full responsibility and ownership over the product deliverable. 4. **Jack of all trades:** at the intersection between business, technology and user experience; must be passionate about and familiar with all three.



Linkedin Live



Native Video



Images



OUR MISSION

Connect the world's professionals
to make them more productive
and successful

OUR VALUE PROPOSITION

Connect to opportunity

THE ECONOMIC GRAPH



LinkedIn search results for "internships" in the United States. The search bar shows "internships" and "United States". The results are filtered by "Experience Level" with the following options:

- ☒ Internship (14,643)
- ☐ Entry level (3,369)
- ☐ Associate (4,183)
- ☐ Mid-Senior level (531)
- ☐ Director (229)
- ☐ Executive (30)

The results list several internships, including:

- Intern *** Promoted: Morgan Stanley, Red Bank, NJ, US. 41 connections work here. 3 days ago.
- Operations Intern** Promoted: Dymax Corporation, Torrington, CT, US. 4 days ago.
- 2021 Audit Summer Intern - NYC** Promoted: UHY LLP, Certified Public Accountants, New York City, NY, US. 3 days ago. 17 applicants.
- Intern**: UBS, New York City, NY, US. 3 connections work here. 1 month ago.

The job details for the Morgan Stanley internship are shown on the right:

Job

- 51 applicants
- Full-time
- 10001+ employees
- New York, NY
- 41 connections
- 7 company alumni

Responsibilities

- Gain industry and organizational knowledge through daily business interactions and job assignments.
- Develop business, financial and analytical skills needed for career in global wealth management and financial services.
- Provide marketing and sales support to branches and their teams.
- Perform market research.
- Gain exposure to wealth management business, products, services and clients' financial needs.

Requirements

- High school diploma required. In pursuit of college degree preferable.
- At least 18 years of age.
- Internships are intended to be positions that are for limited duration, with a maximum duration ten months.
- Strong desire to gain further understanding of the global financial markets.

A "Messaging" button is visible at the bottom right of the job details.

Internship opportunities are on linkedin too!
Search, filter & bookmark!

2020 Summer Internship - Marketing

Domino's
Ann Arbor, MI, US

4 alumni work here

Intern * Promoted

Morgan Stanley
Washington Court House, OH, US

41 connections work here

Student Intern

The Ohio State University Wexner Medical Center
Columbus, OH, US

13 alumni work here

2 days ago • 6 applicants

News Intern

The E.W. Scripps Company
Cincinnati, OH, US

5 alumni work here

2 weeks ago

Pharmacy Intern - UC Medical Center - Out-Patient Pharmacies-Hoxworth and Holmes

Promoted

UC Health
Cincinnati, OH, US

3 alumni work here

2020 Summer Supply Chain/Engineering Internship

Johnson & Johnson
Cincinnati, OH, US

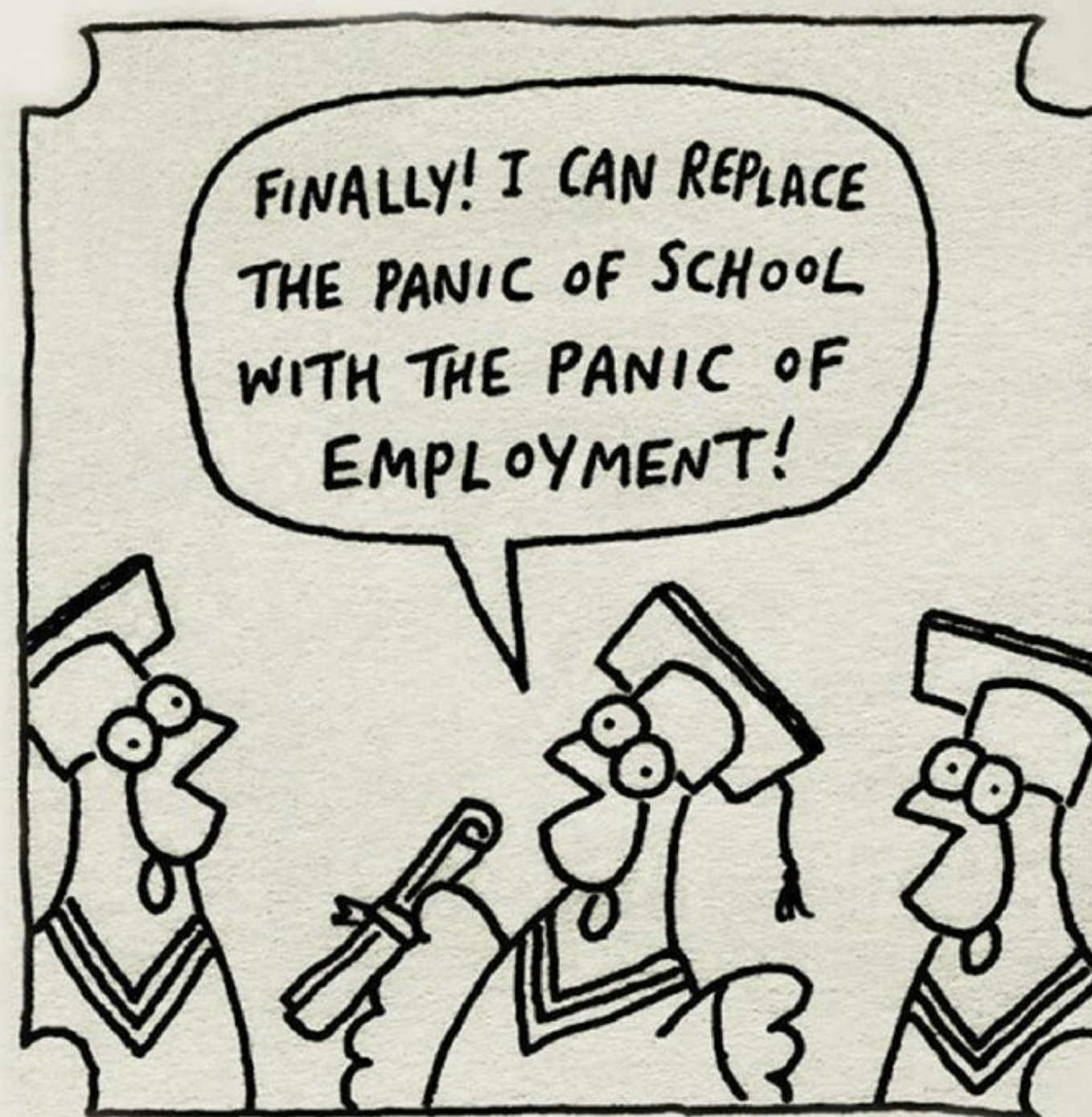
2 connections work here

5 days ago • Easy Apply

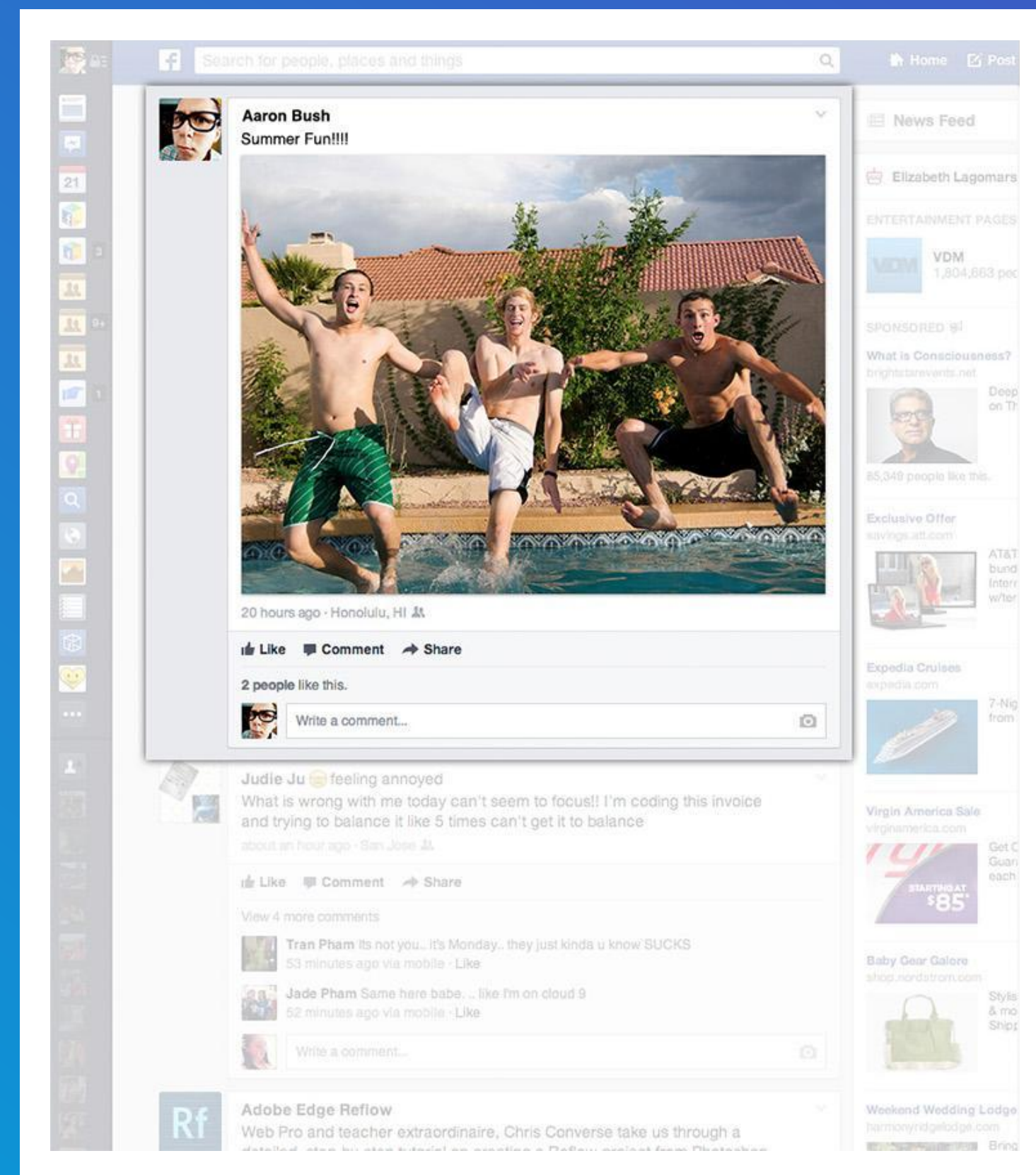


The Student's Guide to LinkedIn

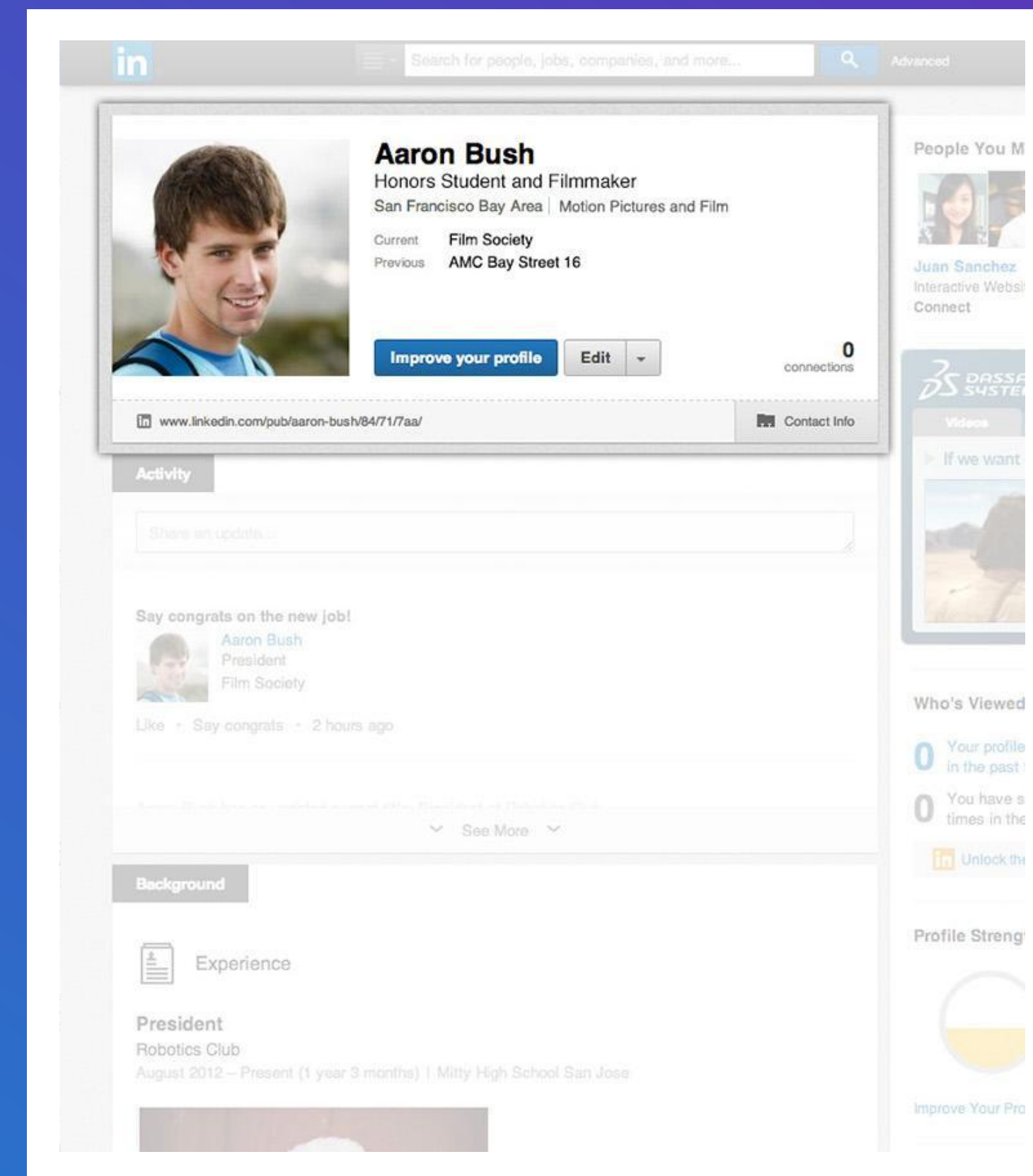
Change can be hard



Luckily there's a place to jumpstart your career



Other
social
networks
are for
your
personal
life



LinkedIn
is for your
professional
life

Donuts on other social media



I like
donuts



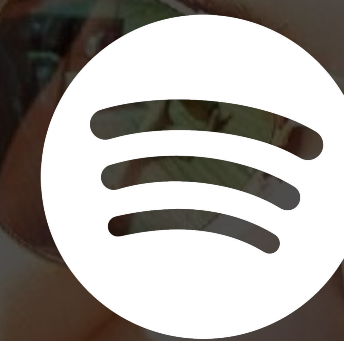
Watch me
eat a
donut



Here's a
cool
photo of
my donut



Here's a
donut
recipe



I'm
listening
to
"Donuts"



Anyone
want a
donut?

Donuts on LinkedIn

1

I hope to operate a donut franchise one day.

2

I'm looking for a job at a donut company.

3

I have three years experience making donuts.

4

My top skills are donut production and sales.

5

Here are 3 recommendations from former donut colleagues.

You can launch your career using LinkedIn



Build your brand



Get an internship
Get Hired!

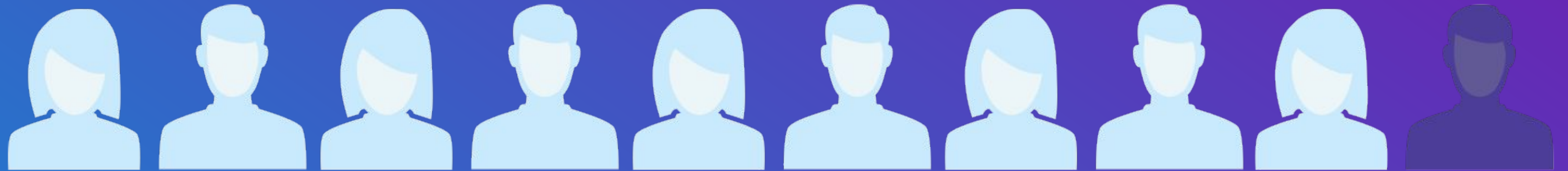


Build your professional brand

Get noticed by your future employers

Get noticed by leaders @ your school!

Network !



9 out of 10

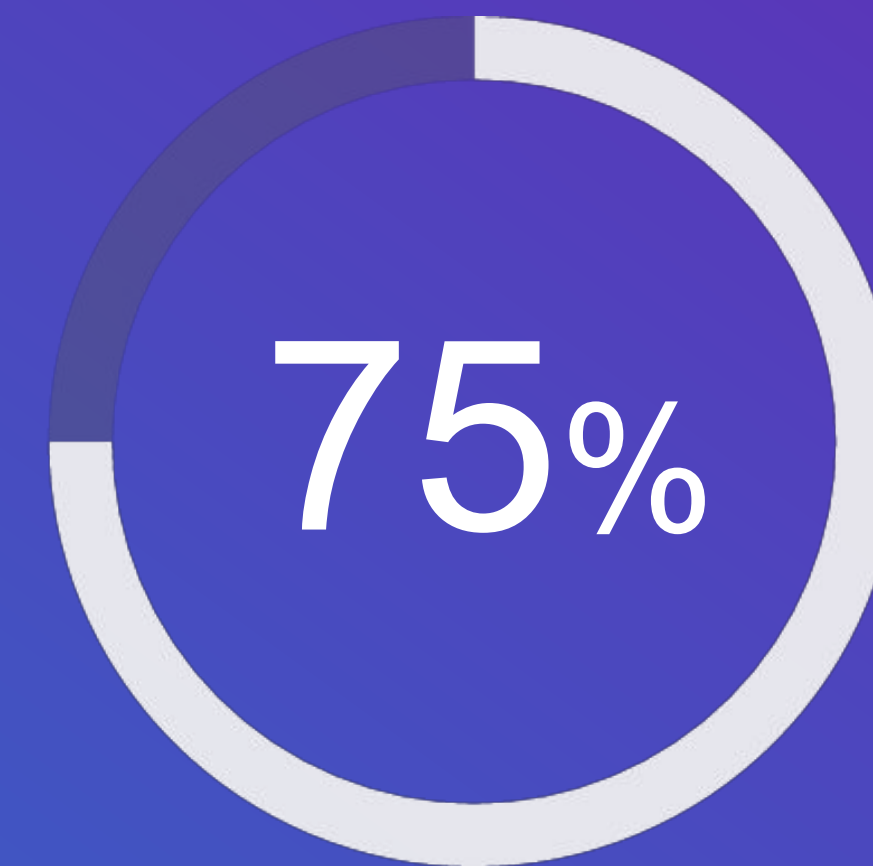
Company recruiters use LinkedIn

So should you

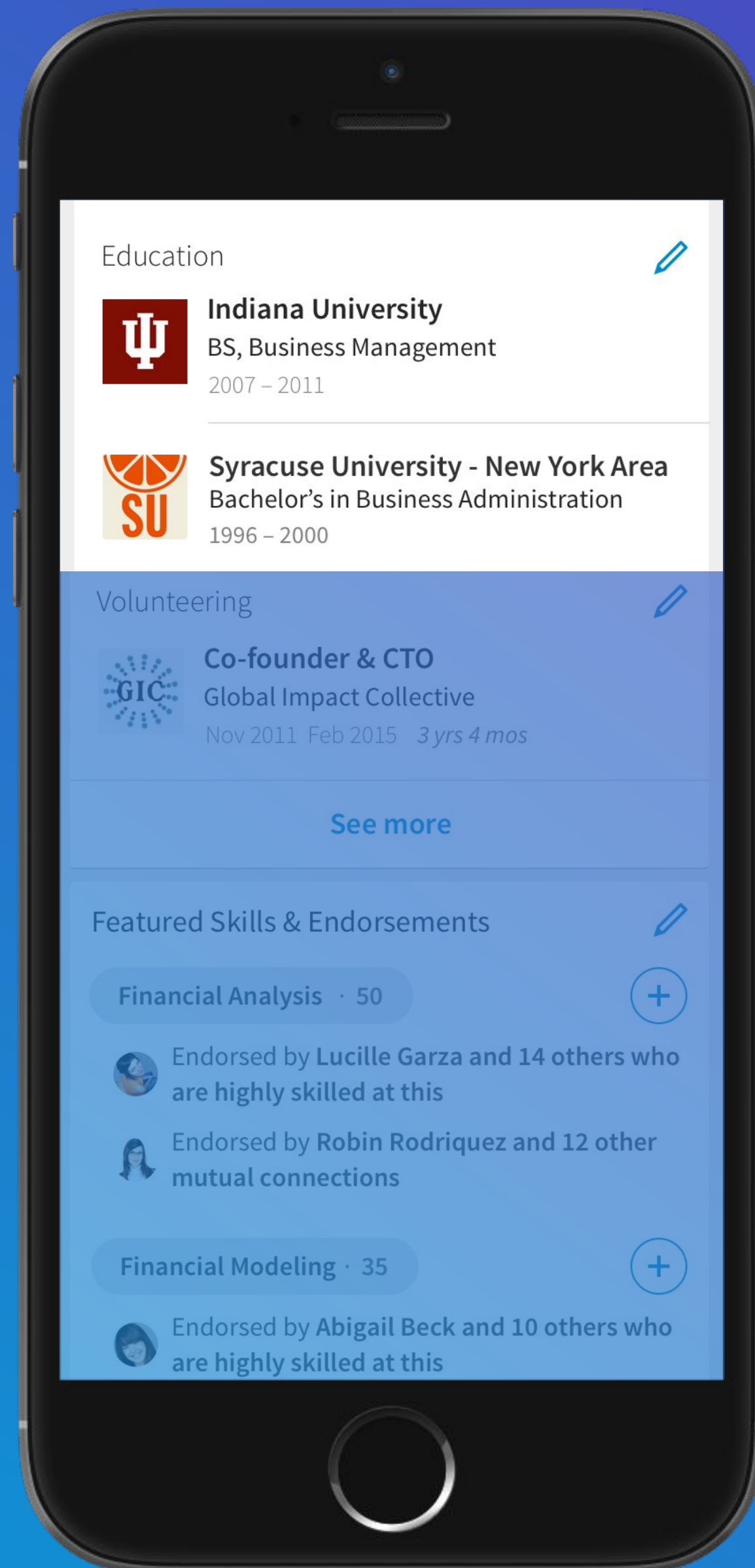
Here's how you can get recruiters' attention

5 must-have profile sections

1. Education
2. Photo
3. Experience
4. Volunteer experience
5. Skills



of hiring managers look at
profiles to learn about candidate



1

Education:
the foundation of your career

10X

Members who list a school
get 10X more views on
average

- ✓ Add your school, major and degree
- ✓ Include clubs you lead and honors you've earned



2

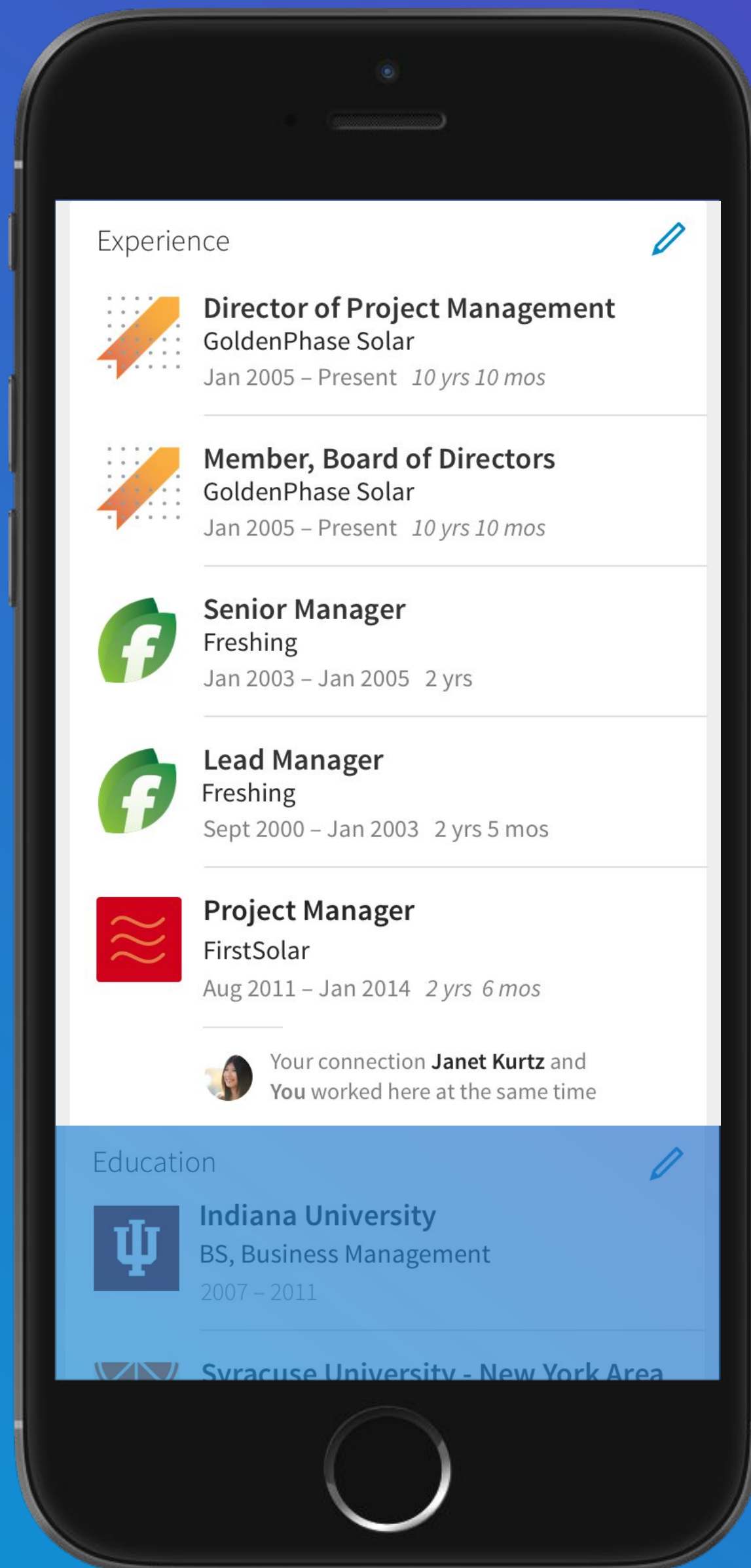
Photo:
where you make your first
impression

21X

Profiles with photos get
21X more views on
average

The shot should be:

- ✓ You alone
 - ✓ From shoulders up, smiling
 - ✓ With a neutral background
- No fancy photographer needed



3

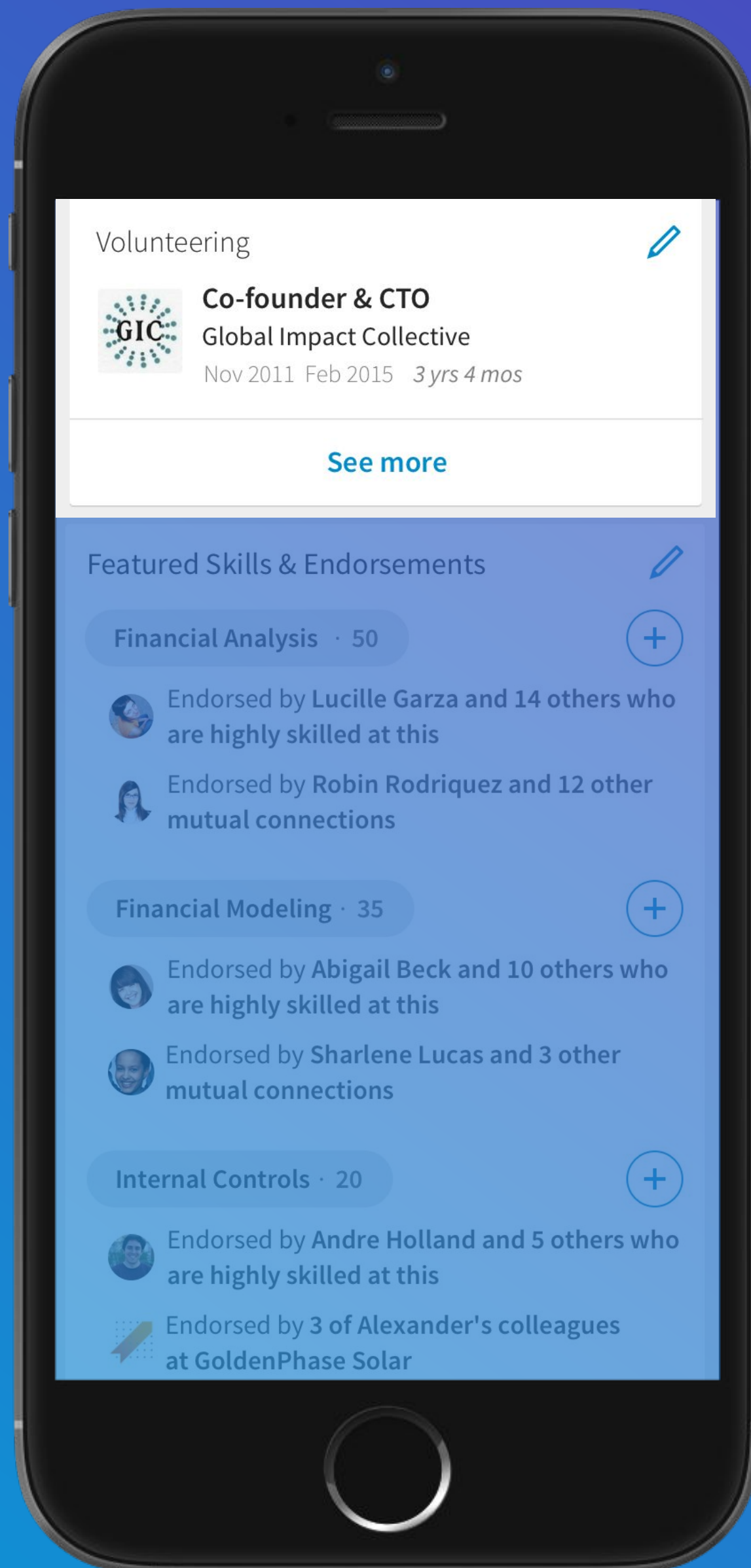
Experience:
show what you've achieved

36X

Profiles with two or more positions are up to 36X more likely to be found by recruiters

List internships, summer jobs, and part-time jobs

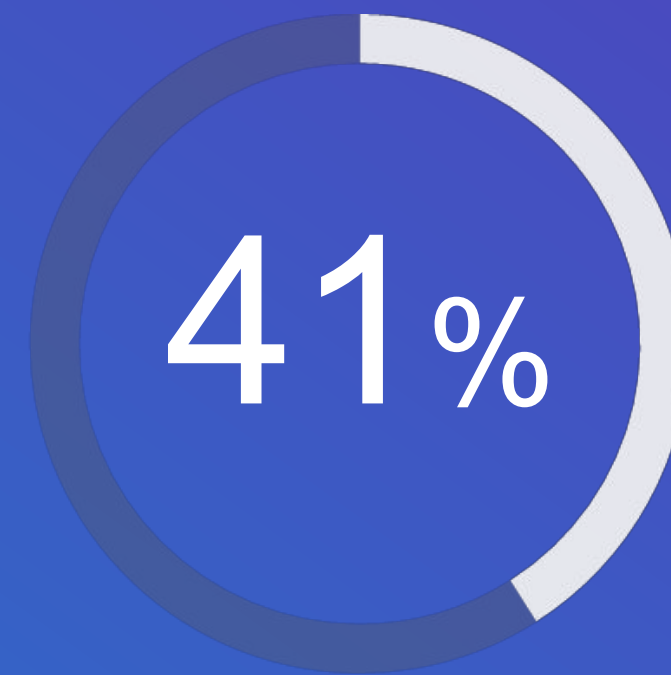
Bonus: describe what you accomplished



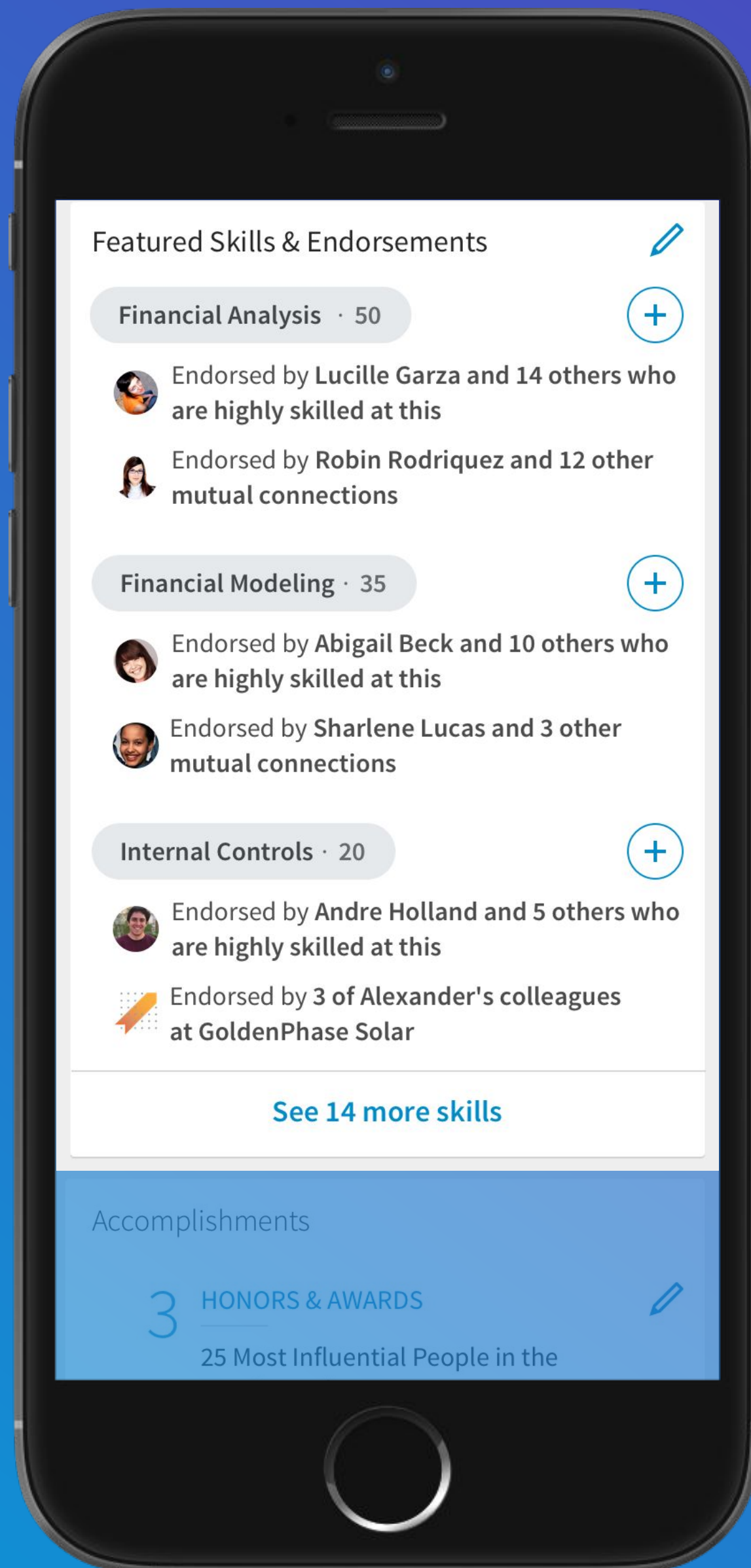
4

Volunteer Experience:

it counts so include it



of hiring managers consider
volunteer experience
equally as valuable as paid
work experience



5

Skills:
raise your ranking in recruiter searches

5+

If you list 5 or more skills, you'll get up to 17X more profile views

- ✓ Speak a second language?
- ✓ Know JAVA programming?
- ✓ Know how to edit videos?

Add top skills you've learned in or outside of school

A woman with curly hair is smiling and looking at her smartphone. She is wearing a dark top and a light-colored jacket. The background is a blurred outdoor setting with trees and a building. A blue gradient overlay covers the entire image, and white text is superimposed on it.

Get hired

Explore careers & contact people who can help you land that job

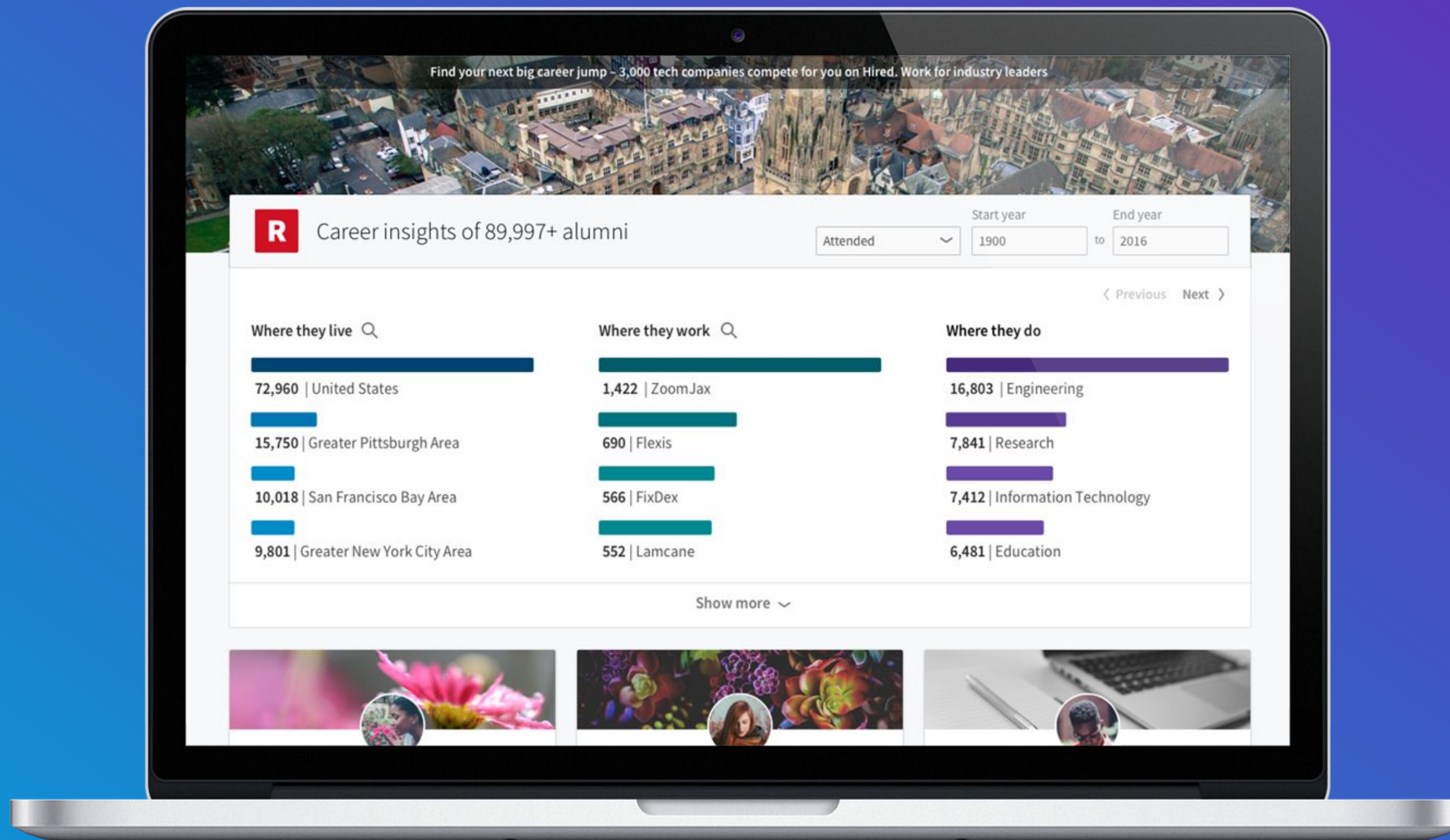
Your to-do list is overwhelming

- ✓ Get good grades
- ✓ Join clubs
- ✓ Have fun
- ✓ Sleep
- ✓ Choose a career
- ✓ Research companies
- ✓ Contact people who can help
- ✓ Search for jobs

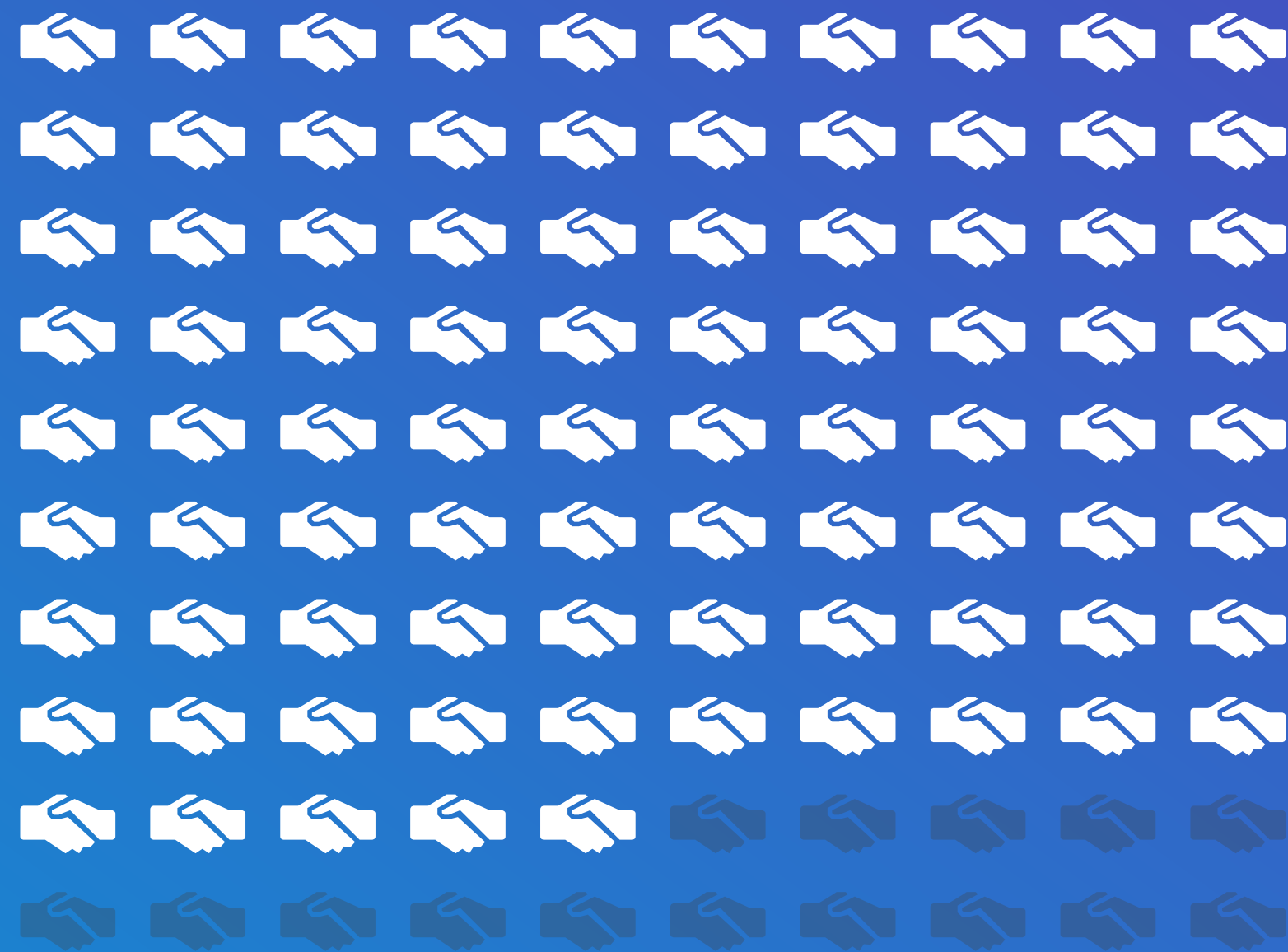
Knowing where to start is half the battle

Start by mapping your future with the Alumni Tool

Find alums who work in jobs, companies, and cities that interest you



Getting a referral is still the best way to find a job



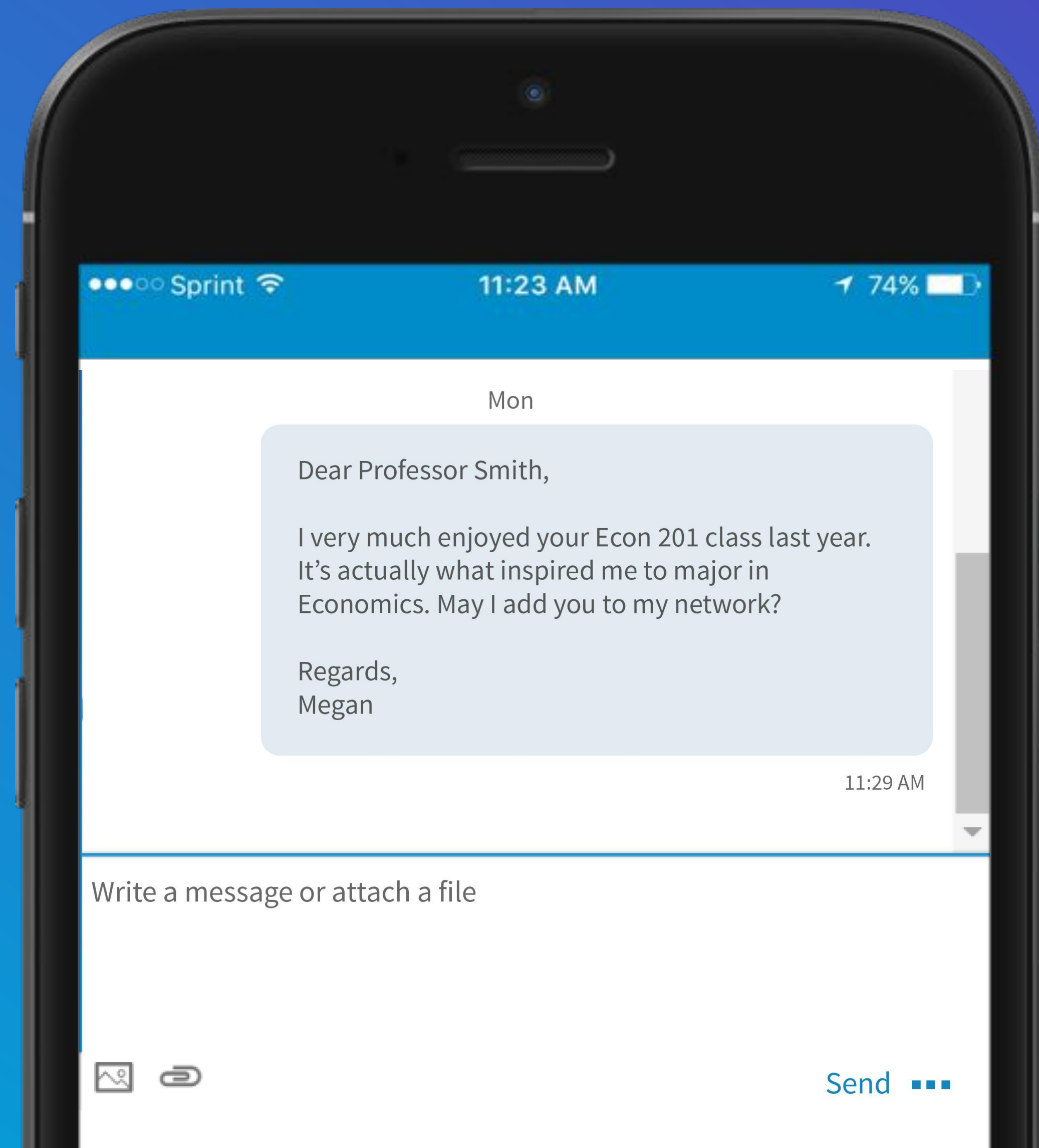
85% of jobs get filled through employee referrals



#1

The top way companies recruit is through employees referring people they know

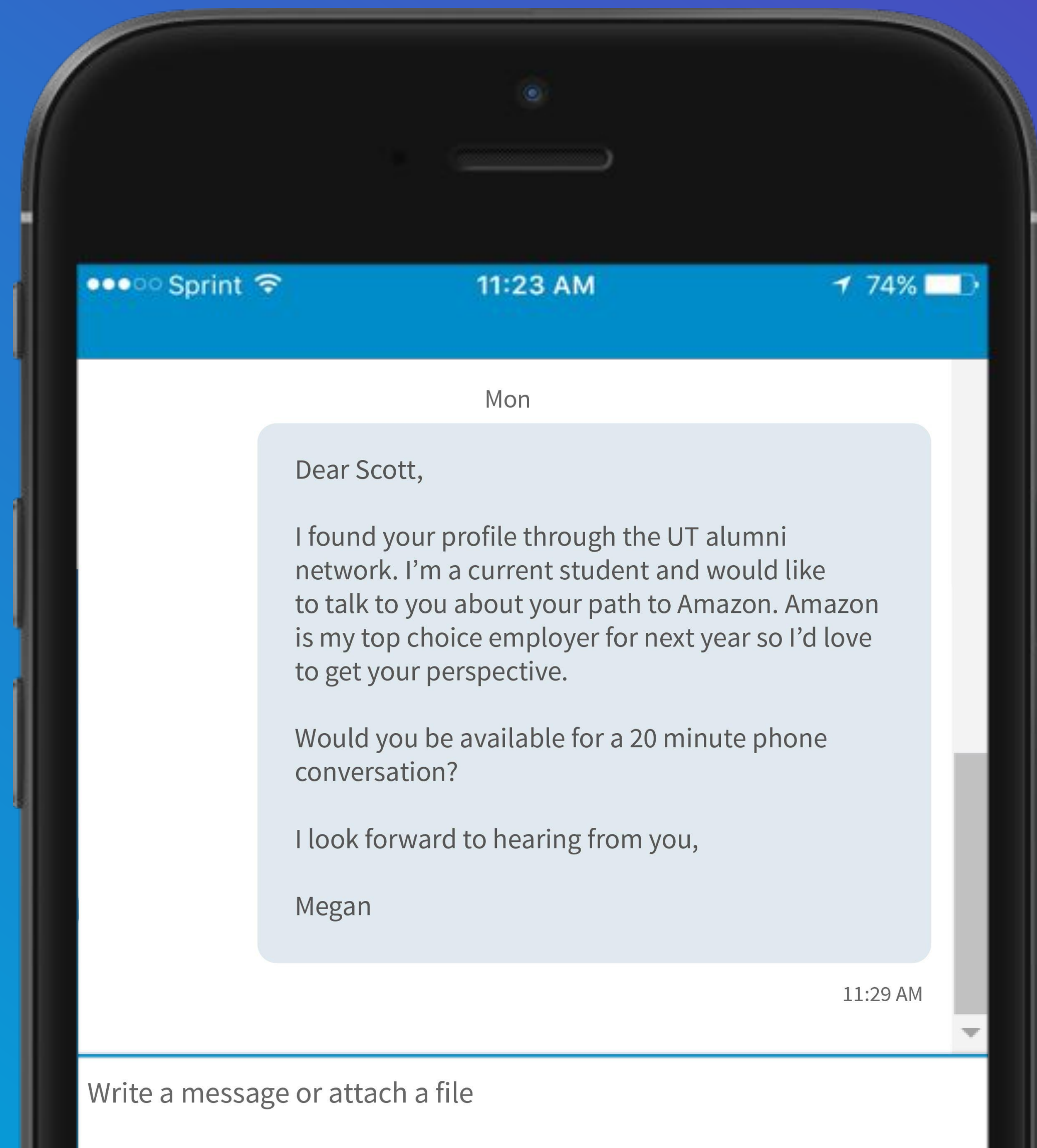
Connect with the people you know



Start with friends, family, classmates, mentors, teachers and professors

Personalize your invitation so people remember who you are

Tap your connections and alumni for help



Why?

- ✓ They work in the jobs or companies that interest you most
- ✓ They can connect you with someone else who does

What to say?

- ✓ Who you are
- ✓ How you came across their profile
- ✓ How they can help you

Learn what's out there by browsing job descriptions

A treasure trove of information

Company
culture

Job description

Freshing was built to help professionals achieve more in their careers, and every day millions of people use our products to make connections, discover opportunities and gain insights. Our global reach means we get to make a direct impact on the world's workforce in ways no other company can. We're much more than a digital resume – we transform lives through innovative products and technology.

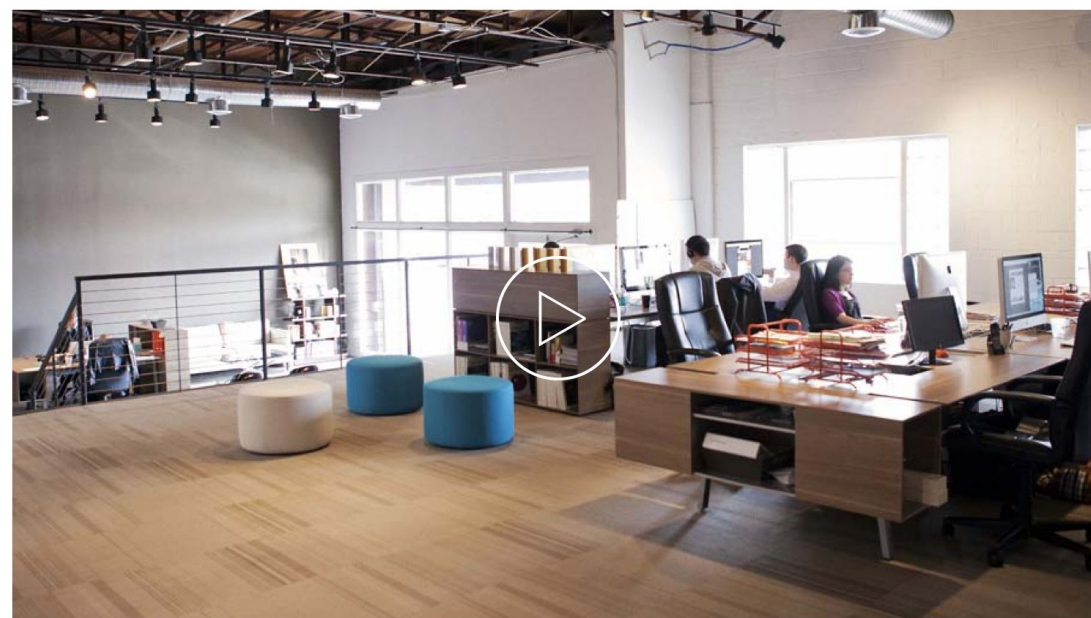
Searching for your dream job? At LinkedIn, we strive to help our employees find passion and purpose. Join us in changing the way the world works.

The work you'll
be doing



Freshing
Non-Profit Organization Management · 1,234,872 followers

Follow



About us

The future is all about what you do next and we're excited to help you get there. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With more than 430 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network on the Internet. The company has a diversified business model with revenue coming from Talent Solutions, Marketing...

Read more

Applicants

• Learn more about the company's hiring trends

You have 8 connections at Freshing



Bob Dean
Software Engineer at Freshing
San Francisco Bay Area

Message



Tom George
Senior UI Engineer at Freshing
San Francisco Bay Area

Message



Jim Jones
Software developer at Freshing
San Francisco Bay Area

Message

See all

Flash Industries

San Francisco Bay Area

3 connections work here

A foot in the
door



Information Technology Internship - Durham, NC, Summer 2020

The Clorox Company · Durham, NC, US

Posted 2 days ago · 90 views

Save

Apply

<https://www.linkedin.com/jobs/view/1841560067>



RESEARCH & DEVELOPMENT- EMERGING LEADERS – 2021 INTERNSHIP (FRESHMAN)

Promoted

Procter & Gamble
Cincinnati, OH, US



2 connections work here

3 weeks ago

<https://www.linkedin.com/jobs/view/1794157880>



Create alert for this search

Get notified when new jobs become available.

Off



Let's Look at some examples - internships currently posted on linkedin!



Souls Grown Deep Foundation Curatorial Intern (Paid)

Toledo Museum of Art
Toledo, OH, US



1 connection works here

1 month ago · 11 applicants

<https://www.linkedin.com/jobs/view/1799027365>



Investment Banking Internship

Brown Gibbons Lang & Company
Cleveland, OH, US



2 alumni work here

2 months ago

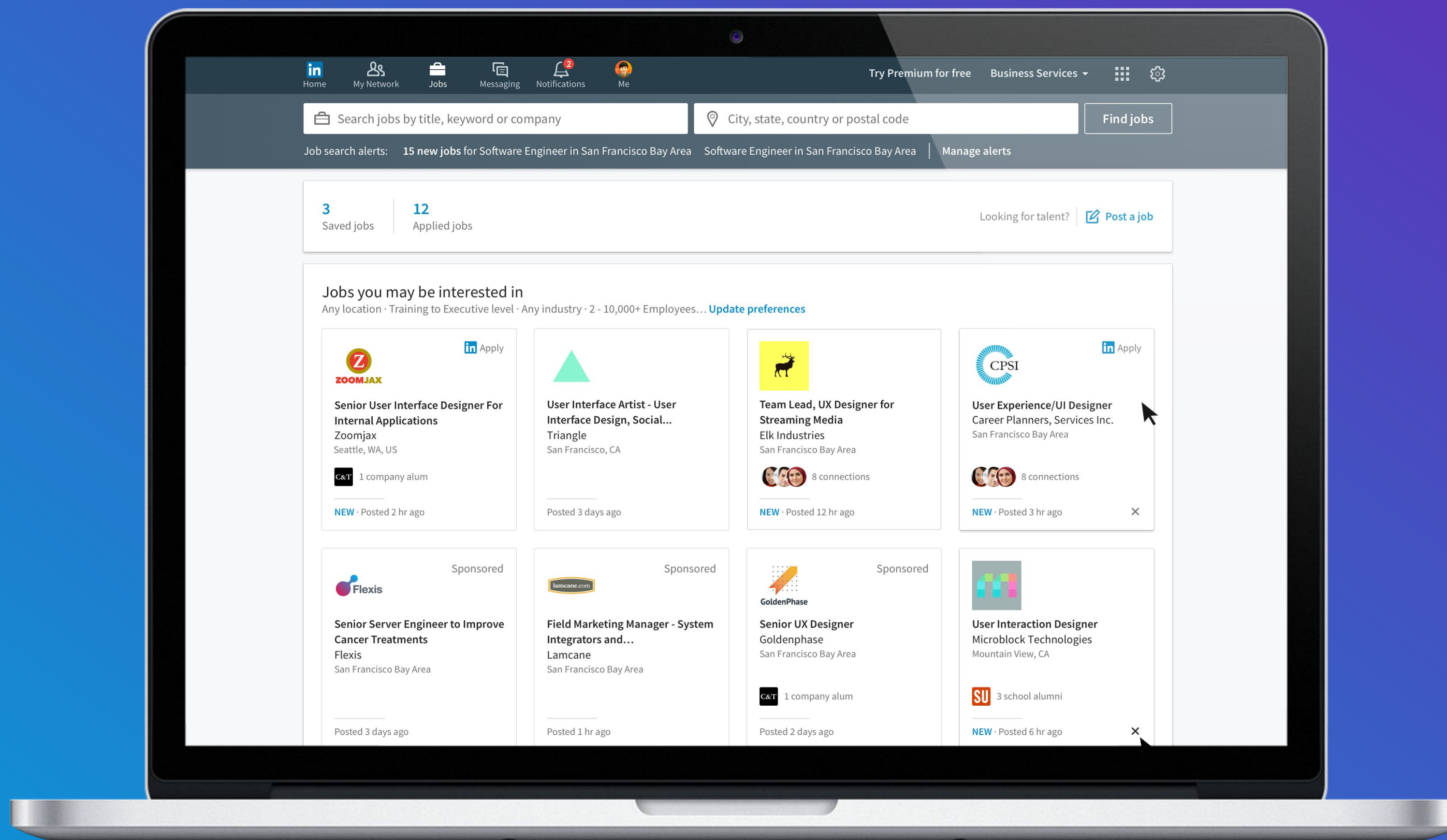
<https://www.linkedin.com/jobs/view/1737798159>

Internship Tips.

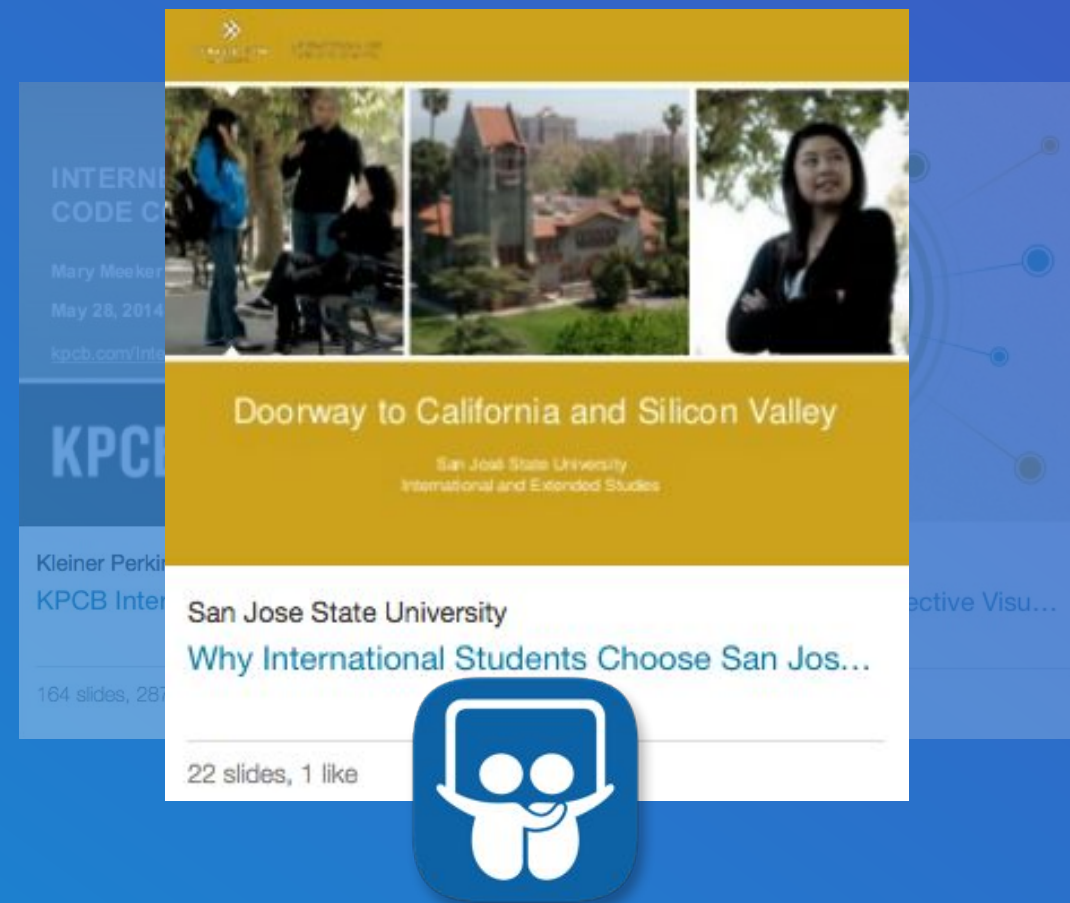
- It's **never too early** to start looking.
- Every internship has different requirements (*some are juniors only, others have no requirements*)
- Set up searches so you can bookmark the types of internships that set out to you
- When you find some standout companies and roles, make a list of the skills they are looking for and look for opportunities and classes that will build those skills.

Set up job alerts to stay in the know

Be the first to hear about new jobs that match what you want

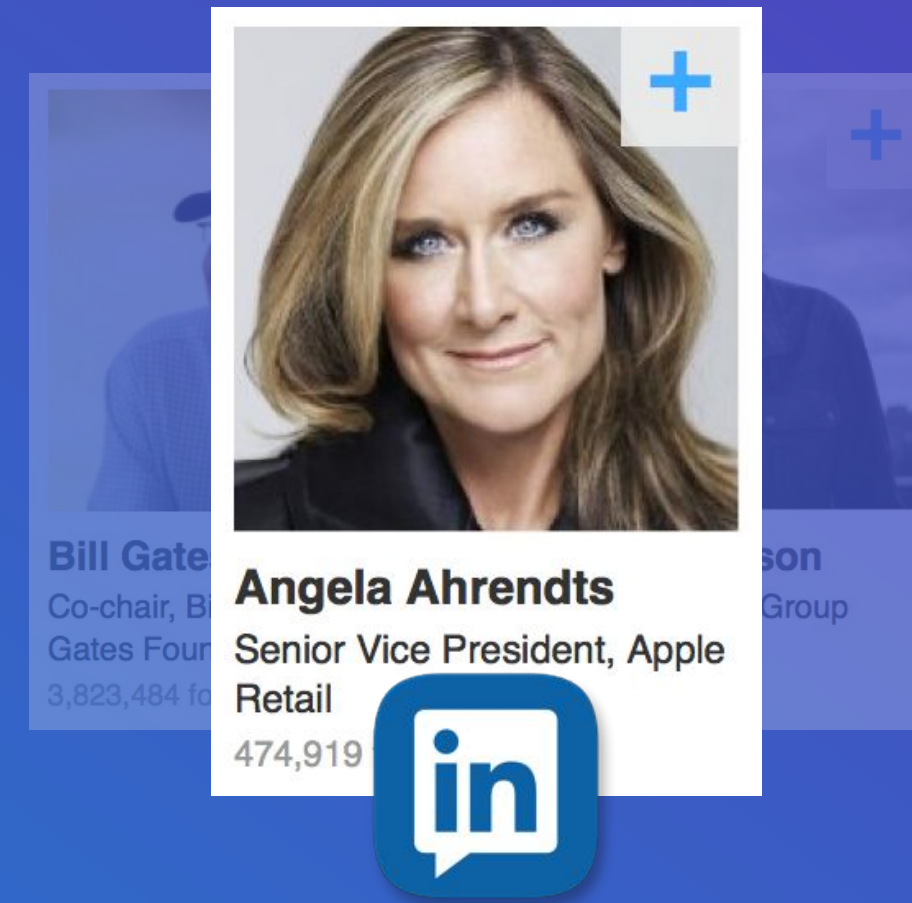


Get the inside scoop to prepare for interviews



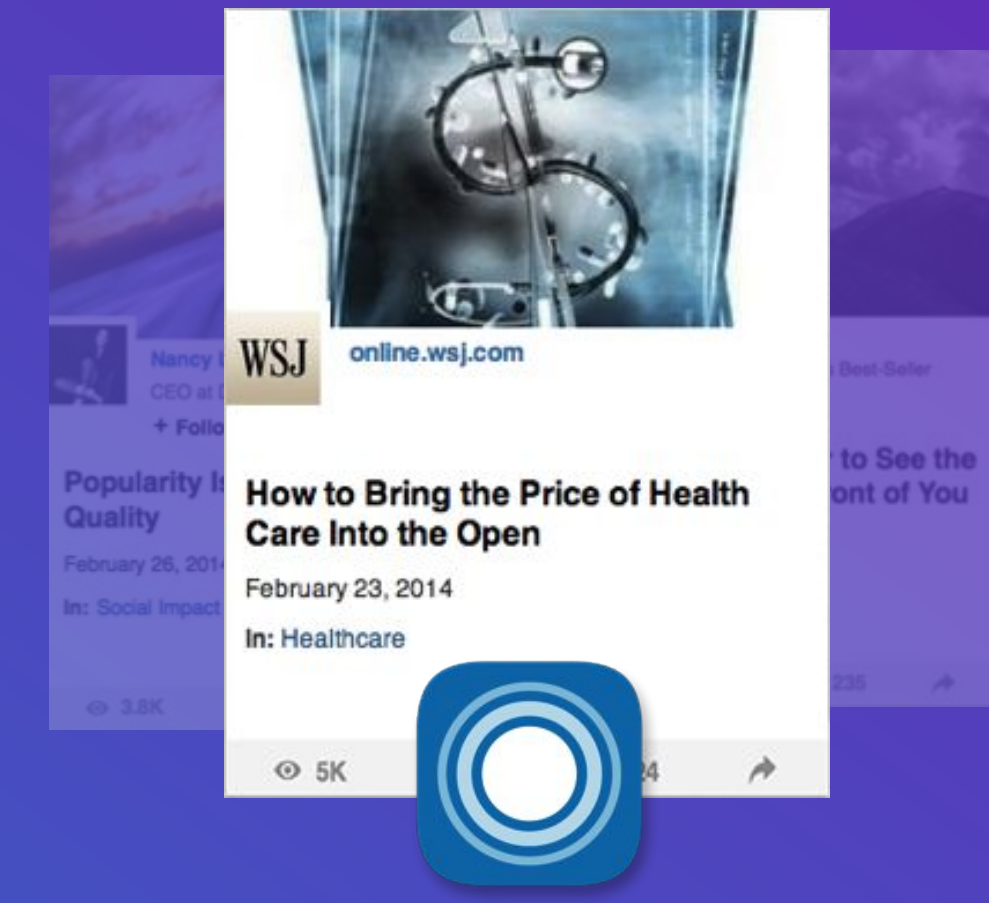
Follow Companies

Be in the know on employers you want to work for



Follow Influencers

Learn from leaders you admire and the big guns in industries you're interested in



Follow Industries

Become an expert by staying on top of trends and news

YouTube Tutorials

[Linkedin Tips for Students](#) [Youtube]



Your dream job is closer than you think