

LinkedIn For Humanists: Expanding Your Online Connections To Build A Personal Brand

Dr. Anne Dela Cruz, ASQ CQPM, CCMC, PMP, SCPM
Director, Diversity, Inclusion and Admissions
UCLA Graduate Division
Monday, May 9, 2016

Quick Poll

By show of hands, how many of you consider yourselves as the following:

- Career (industry/function) explorer
- Career (industry/function) enhancer
- Career (industry/function) changer

Agenda



- Why Network?
- Social Network Benefits
- Professional Social Networks
- LinkedIn Best Practices
 - Branding and Marketing (AKA Storytelling)
 - Research
 - Connecting
 - Sharing
- Other Web 2.0 Tools
- How To Get Started, Tips and Resources
- Q&A

Session Goals: During the "LinkedIn for Humanists" workshop, you will learn strategies to create or enhance your LinkedIn profile to be competitive for any career. In particular, the session will focus on crafting a strong summary statement and building out a profile.

What is LinkedIn?

LinkedIn is the world's largest professional network with more than 400 million members in 200 countries and territories around the globe. LinkedIn strives to connect the world's professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates, and insights that help you be great at what you do.¹


Pre-work before May 9th:

1. Create an account.
 - a. https://www.linkedin.com/start/join?trk=whatis_join
2. Start populating your profile.
 - a. Fill in as much information as you feel comfortable. You might start with your education and summary section.
 - b. If you already have an account, review your page to determine areas you would like to work on or build out in the future.
3. In addition to viewing your profile on an electronic device, please also bring a printed copy/screenshot of your LinkedIn page on May 9th.
4. Send any questions you have or would like to be addressed at the session on May 9th to svaldovinos@grad.ucla.edu
5. Optional: Find a profile on LinkedIn of someone in your industry/function that you found to have an informative and professional profile. Print out the profile or save the URL for the session.

How long does it take to make an initial impression when you first meet someone?



Why Network?

Relationship Building + Mutual Benefit  Connections

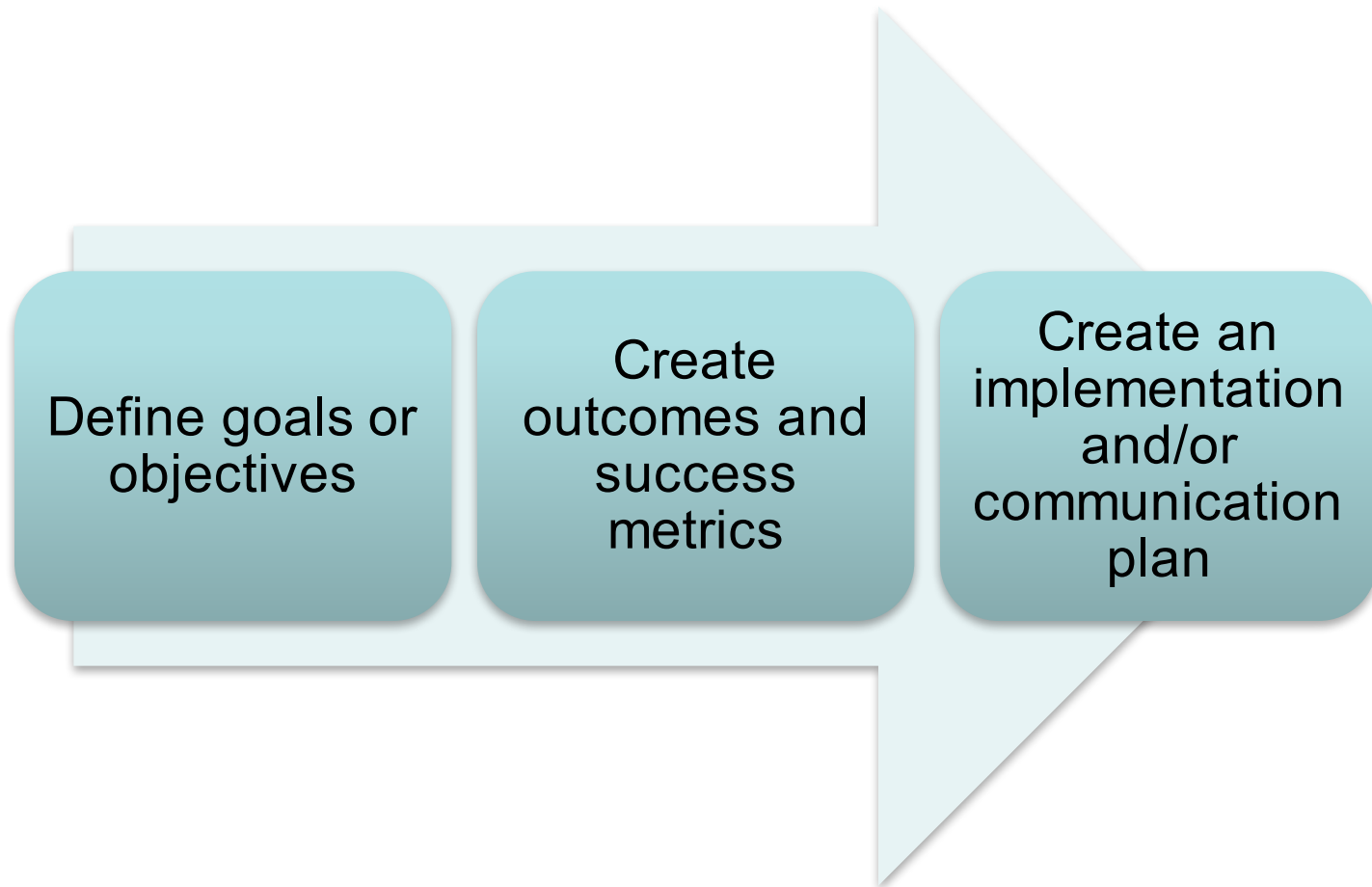
Think: Reciprocity and Knowledge Sharing

Reasons for Networking

- Increase professional knowledge and expertise
- Share information
- Enable key connections and referrals
 - Mentors
 - Collaborators
 - Potential Employers
 - Colleagues
 - Others
- Build your personal brand



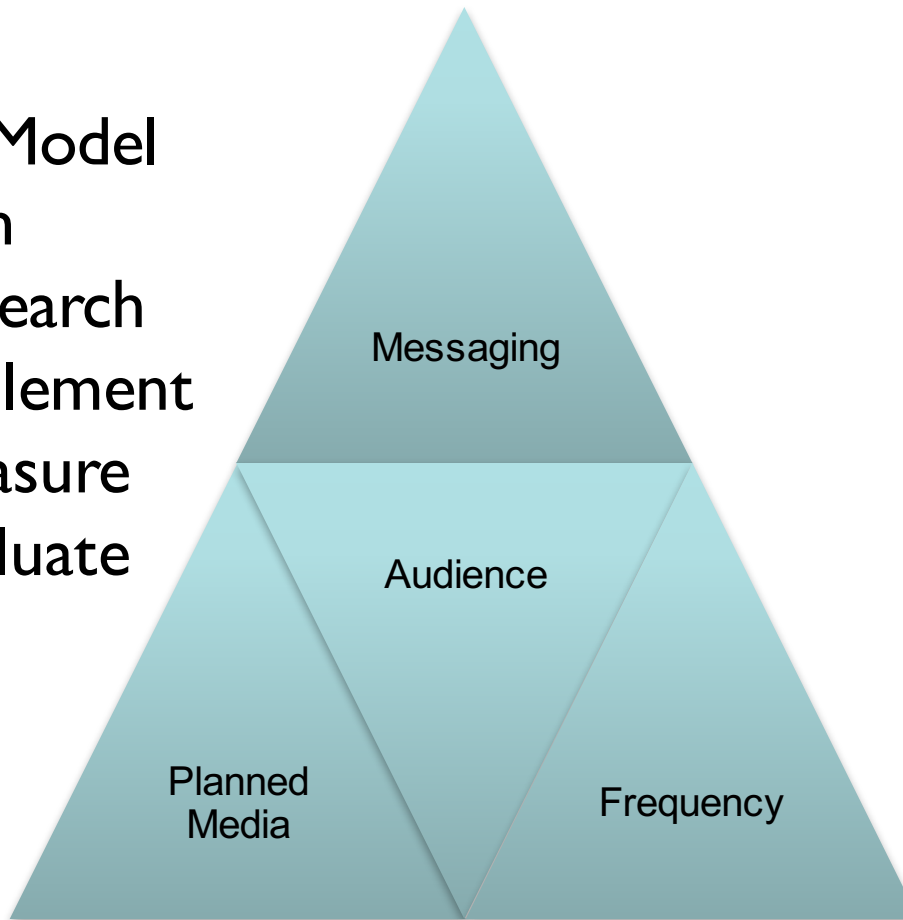
Develop a networking strategy



Communication plan elements must be aligned

PRIME Model

1. **P**lan
2. **R**esearch
3. **I**mplement
4. **M**easure
5. **E**valuate



Five Elements of a Story

Source:

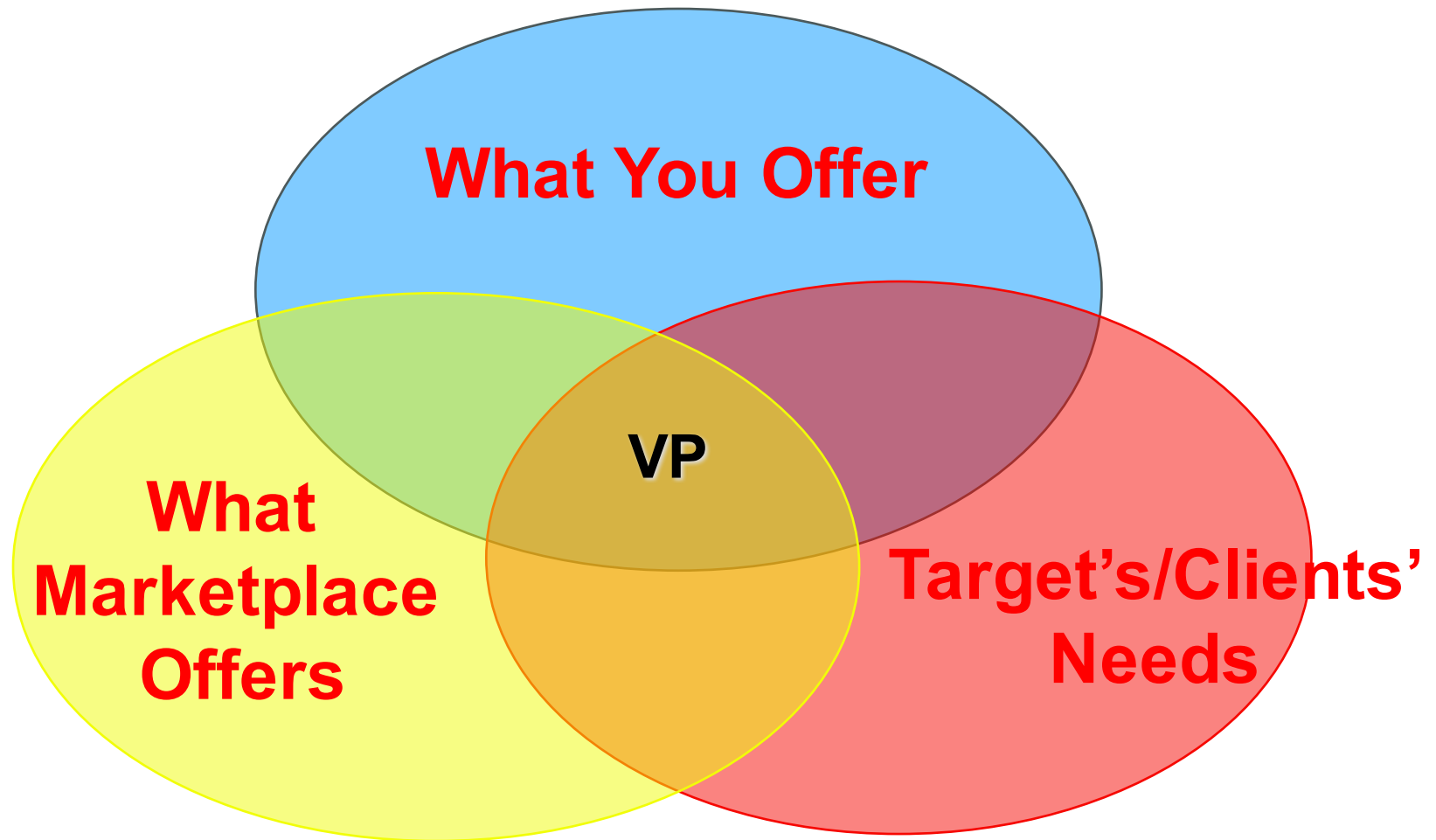
<http://thescriptlab.com/screenwriting/story/development/736-story-five-key-elements#>

1. The story is about somebody (character) with whom we have some empathy.
2. This somebody wants something very badly.
3. This goal is difficult, but possible to do, get, or achieve.
4. The story accomplishes maximum emotional impact and audience connection.
5. And the story comes to a satisfactory ending.

Personal Branding: How do you craft your story?

Marketing Ps	Branding You
Product/Positioning	Self-Assessment, Elevator Pitch, Positioning Statement
Place	Research and Targeting (Industry, Function, etc.)
Packaging	Resume/CV, Cover Letters, Business Cards, Website, Social Media , Personal Image, etc.
Promotion	Networking (In Person and Social Media) and Interviewing
Price	Funding opportunities and value proposition
Plan	Creating your personal marketing plan

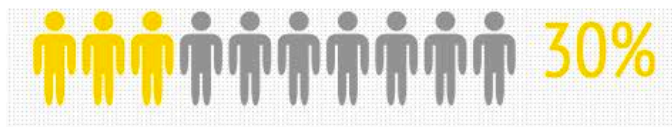
Personal Branding: What is your story?



Know your value proposition (VP)
to understand how to differentiate yourself.

How do we network?

Percent of People Who Are Comfortable Networking

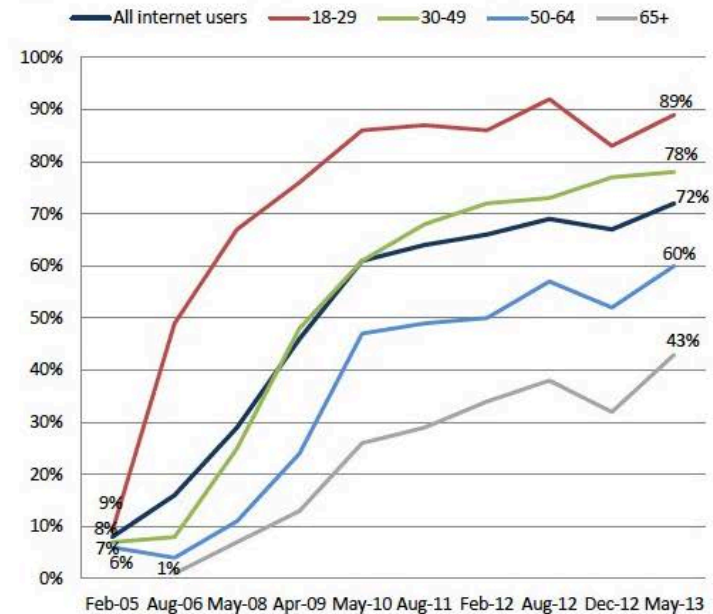


Think about diversity in your networks:

- Online
- In-Person

Percent of internet users using social media

Social networking site use by age group, 2005-2012
% of internet users in each age group who use social networking sites



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

Why Social Network?

- Builds your personal brand globally
- Virtual and accessible 24/7
- Enables you to share information to help others
- Be part of a virtual community, expanding beyond physical boundaries



Social Networks



Instagram



foursquare



Professional Social Networks



Roles in Social Networking

Data
Consumer

- Passive
- Knowledge Acquisition

Data
Contributor

- Active
- Knowledge Sharing

LinkedIn Best Practices

- LinkedIn may be used for
 - **Branding and marketing** yourself
 - **Researching** people, industries, jobs
 - **Connecting** with people and groups
 - **Sharing** information



Refer to the annotated LinkedIn Profile for tips and best practices

Promoting Yourself with LinkedIn

- Your LinkedIn Profile allows you to
 - **Target an audience** in your current or desired field (think about purpose and objective – career search or networking)
 - **Highlight valuable skill sets and actions** (think transferrable skills)
 - **Tell your story** (education and experience progression)

LinkedIn Character Limits



1. Company Name: 100 maximum characters.
2. Professional Headline: 120 character limit.
3. Summary: 2,000 character limit.
4. Specialties: 500 maximum characters.
5. Website Anchor Text: 30 maximum characters.
6. Website URL: 256 maximum characters.
7. Position Title: 100 characters.
8. Position Description: 200 minimum and 2000 maximum characters.
9. Interests: 1,000 Characters
10. Phone number: 25 character limit (Viewable only to 1st degree connections if populated).[link removed]
(Instant message): 25 character limit (Viewable only to 1st degree connections if populated).
11. Address: 1000 character limit (Viewable only to 1st degree connections if populated).
12. Skills: You may add up to 25 skills using 61 characters per skill.
13. LinkedIn Status Update: You can use up to 700 characters unless you want to update your Twitter status at the same time. Twitter® updates are limited to 140 characters. If you go over the 140-character limit, only the first 140 characters will be visible on Twitter.

Note: Information as of 12/2013

<https://community.linkedin.com/questions/4568/maximum-characters-counts-for-2013.html>

Quick Poll

When you were setting up your profile, did you have the following available:

- Resume or CV
- Examples of LinkedIn profiles you thought were good examples
- Job descriptions of positions you are targeting

The image is a screenshot of a LinkedIn profile for Kelly Brown. The profile includes a header with the LinkedIn logo, a search bar, and navigation tabs for Home, Profile, My Network, Jobs, and Interests. Below the header is a banner for 'Job Offers. No resume. - Create your Hired profile for companies to start applying to'. The profile itself features a profile picture of a woman with long brown hair, a name 'Kelly Brown' with a '1st' badge, and a headline 'Assistant Director at University of California Humanities Research Institute'. The location is 'Costa Mesa, California | Program Development'. The 'Current' position is 'University of California Humanities Research Institute', and 'Previous' positions are 'UC Santa Cruz, First Five Alameda County, First Five California'. The education is 'University of California, Santa Cruz'. There are buttons for 'Send a message' and 'Endorse', and a '105 connections' badge. Below the profile is a 'Relationship' section with options for '+', 'Note', 'Reminder', and 'Tag'. It shows a 'Connected' status with a date '3/13/2016' and a timestamp '1 month ago'. At the bottom is a 'See More' link.

TIP: Is this a recent photo?

TIP: See where you are in search results

TIP: Professional Headline should be aligned with profile goal

TIP: People should know whether you want to connect or not

Background



Experience

For each of the experience items, are there key projects and/or accomplishments to briefly highlight?

Assistant Director

University of California Humanities Research Institute

March 2015 – Present (1 year 3 months)



Research Programs Manager

University of California Humanities Research Institute

September 2012 – Present (3 years 9 months)



Graduate Teaching Fellow and Assistant

UC Santa Cruz

September 2004 – June 2011 (6 years 10 months)



Community Grants Associate


First Five Alameda County


March 2003 – August 2004 (1 year 6 months)

California Executive Fellow

First Five California

August 2000 – August 2001 (1 year 1 month) | Sacramento, CA




 Skills


Are the top skills showing aligned with the current or target positions?


Top Skills

Count	Skill	Profile Count
8	Higher Education	8
6	Research	6
5	Program Development	5
5	Event Planning	5
4	Public Speaking	4
3	Program Evaluation	3
3	Grant Writing	3
3	Program Management	3
3	Community Outreach	3




Search for people, jobs, companies, and more...




Education


University of California, Santa Cruz
Doctor of Philosophy (Ph.D.), Literature
2004 – 2011




California State University-Sacramento
MPPA, Public Policy--California Executive Fellow
2000 – 2001




Lewis and Clark College
BA, English
1995 – 1999
Activities and Societies: [Forensics](#)




Are there additional points you want to make about your education entries?



Search for people, jobs, companies, and more...




Groups




UCSC Division of Gr...
146 members
[+ Join](#)

Following



University of Californ...
Higher Education
[+ Follow](#)

Influencers



Janet Napolitano
President at...
[+ Follow](#)

Are there groups or influencers you want to associate yourself to? Think current and future target circles.

Safari File Edit View History Bookmarks Window Help Jason Alba | LinkedIn


https://www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srch...

Search for people, jobs, companies, and more... Advanced 83 255

Home Profile Connections Jobs Interests Business Services Try Premium for free

Diversity Training Video - A full range of Diversity & Respect training DVDs & online video streaming | [Read More »](#)

TIP: Photo: Professional and clean background



TIP: Google yourself

TIP: Professional Headline is effective

Jason Alba 1st

www.JibberJobber.com Organize Your Job Search / Manage Your Career!

Greater Salt Lake City Area | Internet

Current JibberJobber.com - Online Job Search Organizer helping pros in over 100 countries Own Their Career!, Video Game Design & Entrepreneur Class, 51 Alternatives to a Real Job

Previous The National NetWorker, Nuvek, Varsity Contractors

Education Idaho State University

Send a message Endorse 500+ connections

Last Conversation 1 year ago

TIP: People should know how to contact you

Relationship Contact Info partners

+ Note Reminder How you met Tag

51 Alternatives to a Real Job (Kindle version) 1 year ago

I just wanted to let you know that you can now get 51 Alternatives to a Real Job on the Kindle. ...

8/21/2013 via LinkedIn

Ads You May Be Interested In

5-15 Software Dev Offers
Tired of supporting huge old complex systems? Hired makes it easy.

Part-Time MIT EXEC MBA
Mid-Career, 20-month program to Recharge & Refocus your career. Learn More.

Admissions Marketing
Video Is The Most Powerful Tool For Admissions Marketing. Learn More.

People Also Viewed

Mark Beckford
Global Business Development Executive

Paul Mullen
CEO / COO business catalyst driving profitable, market-transforming, market-dominating momentum.

Meg Guiseppi, Executive Resume Master
Executive Resume Writer, Personal Branding Expert for C-suite | Dazzling LinkedIn Profiles | Executive Job Search Author

Finder

Safari File Edit View History Bookmarks Window Help Jason Alba | LinkedIn

https://www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srchtype=NAME_SEARCH


http://www.../thesis.pdf http://www.../guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded FT.com / Bu...ing dec

in Search for people, jobs, companies, and more... Advanced 83 255


Posts

Published by Jason
See more ▶


9,378 followers



When an Entrepreneur Quits and Has to Find a Job
April 28, 2015




Most Ridiculous Way of Getting Laid Off?
April 10, 2015



21 Surprising Ways To Waste Time In Your Job...
April 2, 2015

Background


 Summary

TIP: With 2000 characters, highlight key accomplishments and tell your story


Friday the 13th (January, 2006) was the last day of my job, after getting laid off. I had every intention of landing my next great job, but that didn't happen. I had a miserable, failed job search.

Little did I know a very bright future was around the corner. Since those depressing days I've accomplished a few things, and helped many people in their own job search.


My first accomplishment was to come up with the idea for JibberJobber.com, a website that helps you organize and manage a job search. It is a great complement to LinkedIn, other social tools, and face-to-face networking. Since JibberJobber launched we've been recognized by many as an outstanding resource for job seekers. Many of our clients continue to use JibberJobber after they land their job, or when they start a business.




Paul Copcutt
Personal Brand Architect, Entrepreneur Consultant, Career Hacker, Social Media, Brand Facilitator, Online Reputation,




Håkan Thyr, PMP, CSM
Senior Project Manager at Accruent




Mark Treshock
Vice President of Sales at Exadel



David M. Nesbitt
Director, Business & Trust Operations at Legacy Trust Company



Donna Serdula
Writer of POWERFUL LinkedIn Profiles 🏆 Author ✓ Speaker ✓ LinkedIn® Evangelist ✓ Brand Strategist



William Arruda
Motivational Speaker, Personal Branding Pioneer, Social Branding Consultant, Eternal Optimist

In Common with Jason

16

TIP: Highlight Items via posts

Summary Statements

- Summary statements are like your elevator pitches/positioning statements of your LinkedIn Profile
- The statements may include:
 - Brief introduction/info - something about you
 - Highlight of key accomplishments that are tied to major skills or competency areas
 - Where people can get more information about you
 - How they can connect and/or follow you
 - Your value proposition/what looking to do next

Safari File Edit View History Bookmarks Window Help

Jason Alba | LinkedIn

https://www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&sr...

http://www.../thesis.pdf http://www.../guidelines http://hrw...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded FT.com / Bu...ing dec

in Search for people, jobs, companies, and more... Advanced 83 255

Home Profile Connections Jobs Interests Business Services Try Premium for free

Summary

TIP: Incorporate keywords that can be picked up for SEO

Friday the 13th (January, 2006) was the last day of my job, after getting laid off. I had every intention of landing my next great job, but that didn't happen. I had a miserable, failed job search.

Little did I know a very bright future was around the corner. Since those depressing days I've accomplished a few things, and helped many people in their own job search.

My first accomplishment was to come up with the idea for JibberJobber.com, a website that helps you organize and manage a job search. It is a great complement to LinkedIn, other social tools, and face-to-face networking. Since JibberJobber launched we've been recognized by many as an outstanding resource for job seekers. Many of our clients continue to use JibberJobber after they land their job, or when they start a business.

My next major accomplishment was writing one of the first books on LinkedIn. I'm on LinkedIn – Now What??? is my publisher's best-selling title. This book launched my speaking career and has been called "The bible" on LinkedIn. Some career coaches have made my book required reading for their clients. This is the first in a series of books, both by me and by other authors.

Speaking was my next major accomplishment. I didn't plan on doing public or professional speaking, it just kind of happened. I didn't realize how being an author would lead to this. I've spoken across the U.S., from Seattle to Orlando, from Boston to San Diego. I was delighted to present for an entire day in Istanbul, Turkey. I've spoken at law firms, major company marketing departments, universities, and at many conferences. I've also done hundreds of hours of webinars.

Want to get more out of LinkedIn? Check out my videos: www.jibberjobber.com/videos.php

Get updates: <http://www.linkedin.com/groups?gid=59081> (my Career Management LinkedIn Group)

Specialties: LinkedIn, social networking. Speaking and presentations. Communicating value proposition for professionals and companies. Job search and career expertise, from the job seeker's perspective. Coaching people on career management. Writing books.

LinkedIn Evangelist Brand Strategist

William Arruda
Motivational Speaker, Personal Branding Pioneer, Social Branding Consultant, Eternal Optimist

In Common with Jason

16 Skills & Expertise

2 Groups

People Similar to Jason

Activity

- Utilize the worksheet provided to begin crafting your summary statement which may include (10 minutes)
 - Brief introduction/info - something about you
 - Highlight of key accomplishments that are tied to major skills or competency areas
 - Where people can get more information about you
 - How they can connect and/or follow you
 - Your value proposition/what looking to do next
- Pair up with someone sitting next to you to share what you have and get feedback. Take turns. Each person will have 5 minutes to share their work and to seek feedback.

Poll

What was the experience of creating summary statement like for you?

- Easy
- Hard

Safari File Edit View History Bookmarks Window Help Jason Alba | LinkedIn

www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srchtot=21

http://www....thesis.pdf http://www....guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded FT.com / Bu...ing dec

in Search for people, jobs, companies, and more... Advanced 83 255

Experience **TIP: Include key accomplishments tied to each experience item**

CEO/Founder: JibberJobber.com Update: NOT laid-off: <http://bit.ly/OmTEbU> (April Fools :))

JibberJobber.com - Online Job Search Organizer helping pros in over 100 countries Own Their Career!

September 2006 – Present (8 years 8 months) | Online: helping professionals in over 100 countries network better

I conceptualized JibberJobber in utter frustration during my job search in early 2006.

As a third-class citizen, or as they say, "job seeker," I had either a spiral notebook or a homegrown Excel spreadsheet to help me manage and organize the complexity of an active job search. Neither tool as sufficient, and I really wanted something web-based. So I found a team to help me put it together and the rest is history.

Actually, it's not history. It is RIGHT NOW. I believe everyone is a job seeker, whether they think they are or not. JibberJobber is the tool for you to use, right now, to help you organize and manage your personal and professional relationships.

Designed to help job seekers, it will help you:

- ▶ Manage the relationships in your career
- ▶ Track where you apply
- ▶ Where you want to apply
- ▶ Log your elevator pitches and answers to interview questions
- ▶ ... and much more

The success of a job seeker is usually tied to how much, and how well, they network. JibberJobber is an organizational tool, but more than that, it is a networking tool. It is your personal relationship manager, and it goes with you the rest of your career.

Jump on a user webinar to learn more: <http://www.jibberjobber.com/blog/free-webinar>

People Similar to Jason

Brandon Swenson 3rd
Enterprise SEO, PPC, Content Marketing, So... Connect

Ads You May Be Interested In

LMU Saturday-only EMBA
20-month Executive MBA. Experienced peer group. Schedule your interview!

Online MBA - Org Dev
Accredited, affordable online MBA in Organizational Development. Learn more

Attn: Project Managers
Online Project Mgmt Master's Program. No GMAT/GRE Required. Learn More.

TIP: Get recommendations

TIP: Decide whether images may enhance your profile

Safari File Edit View History Bookmarks Window Help

Jason Alba | LinkedIn

www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srchtotol=21

http://www..../thesis.pdf http://www....guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded FT.com / Bu...ing dec

Search for people, jobs, companies, and more...

Advanced

83 255

Socorro Galusha Luna
★★★★★Helping people find jobs★...
Jason Alba ends his email with, "How can I help you?" He means it! He IS a passionate advocate for job seekers. He has... View ↓

Denise Yarmiak
Health and Medical Device Marketing a...
Jason is one of the most effective career coaches on the circuit. He is practical and authentic, with vision and a sincere... View ↓

56 more recommendations ↓

THE BIG 3
Organize Your Job Search with JibberJobber

Instructor / Owner
Video Game Design & Entrepreneur Class
June 2014 – Present (11 months) | www.VideoGameClass.com (virtual)

I am teaching a video game and entrepreneur class to mostly youth, but also families and adults. The main purpose of the class is to help you make video games and get them to market, so you can create a recurring revenue stream.

For school students, my other main purpose (not secondary purpose) is to help them appreciate practical application of math and science, as well as learn logic, programming, story-boarding, project management, etc.

You can learn more at www.VideoGameClass.com. Please share this link with anyone who you think might be interested! Classes start in September of 2014.

People Similar to Jason

Brandon Swenson 3rd
Enterprise SEO, PPC, Content Marketing, So... Connect

Ads You May Be Interested In

LMU Saturday-only EMBA
20-month Executive MBA. Experienced peer group. Schedule your interview!

Online MBA - Org Dev
Accredited, affordable online MBA in Organizational Development. Learn more

Attn: Project Managers
Online Project Mgmt Master's Program. No GMAT/GRE Required. Learn More.



Search for people, jobs, companies, and more...



Advanced

83

255



Publications

Career and Job Search Blog Posts - over seven years of writing about networking, personal branding, strategy, tactics and more →

Jason Alba

February 14, 2013

Starting in June of 2006 and blogging almost every business day since then, this is a well-recognized and quoted blog that talks about all-things-career-management. Use the Categories on the left to drill down to the topics you are most interested in, including:

Personal Branding
Job Search Strategies and Tactics
Multiple Revenue Streams
Social Networking
Networking in Person
Job Search... [more](#)

Using LinkedIn: I'm on LinkedIn - Now What??? (the blog) →

Jason Alba

February 13, 2013

This is the blog I started after I wrote the first edition of I'm on LinkedIn - Now What??? Hundreds of posts to help you optimize your LinkedIn experience and get real value out of LinkedIn (and other tools). Great conversation (in the comments of the blog) about current news and upgrades/changes to LinkedIn.

The Jason Alba blog for Entrepreneurs →

Jason Alba

February 12, 2013

When I started to write my third book, 51 Alternatives to a Real Job, and my fourth book, Eight Lunches (for entrepreneurs), I got more serious about writing about entrepreneur stuff. This is where I share not LinkedIn tips, not career management or networking CRM tips, but tips and ideas about being an entrepreneur.

People Similar to Jason



Brandon Swenson 3rd

Enterprise SEO, PPC, Content Marketing, So...
[Connect](#)

Ads You May Be Interested In



LMU Saturday-only EMBA

20-month Executive MBA.
Experienced peer group.
Schedule your interview!



Online MBA - Org Dev

Accredited, affordable online
MBA in Organizational
Development. [Learn more](#)



Attn: Project Managers

Online Project Mgmt Master's
Program. No GMAT/GRE
Required. [Learn More.](#)

TIP: Highlight
Publications,
If any

Safari File Edit View History Bookmarks Window Help Jason Alba | LinkedIn

www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srchtotals=27

Search for people, jobs, companies, and more...

Advanced 83 255

Languages

English
Native or bilingual proficiency

Spanish
Professional working proficiency

Skills

Top Skills

99+	Entrepreneurship	+	
99+	Social Networking	+	
99+	Online Marketing	+	
99+	Social Media	+	
99+	Public Speaking	+	
99+	Networking	+	
99+	Coaching	+ Endorse	
99+	Social Media Marketing	+	
99+	Project Management	+	
99+	SEO	+	

People Similar to Jason

Brandon Swenson 3rd
Enterprise SEO, PPC, Content Marketing, So...
Connect

Ads You May Be Interested In

LMU Saturday-only EMBA
20-month Executive MBA. Experienced peer group. Schedule your interview!

Online MBA - Org Dev
Accredited, affordable online MBA in Organizational Development. Learn more

Attn: Project Managers
Online Project Mgmt Master's Program. No GMAT/GRE Required, Learn More.

TIP: Track Skills and see if connections willing to provide skills endorsements

Jason also knows about...

99+ LinkedIn + 99+ Strategic Planning + 99+ Leadership +

77 Team Building + 86 Start-ups + 76 Blogging + 99+ Training +

74 CRM + 56 Team Leadership + 58 Marketing Strategy +

68 Strategy + 51 Business Development + 85 Management +

42 Web Development + 39 Social Marketing + See 19+ >



Education

Idaho State University

Computer Information Systems (CIS) & MBA, Information Technology
1996 – 2003



Passion for business strategy and marrying real world problems with technology solutions. Loved designing relational databases. Almost got a 4.0 in the MBA program.

Activities and Societies: ACM (not really involved, but was elected VP)

2 recommendations



Jym North

Creating & Managing Peer Advisory Bo...

I am improving my knowledge in all-things social media so that I may soon be accomplished, but well shy of the expertise of... View ↓



Roberta Clark

Owner at RKC Promotional Products

Jason moderated a training/learning session at Social Media Marketing University introducing LinkedIn and it's effectiveness... View ↓

People Similar to Jason



Brandon Swenson 3rd

Enterprise SEO, PPC, Content Marketing, So...
Connect

Ads You May Be Interested In



LMU Saturday-only EMBA

20-month Executive MBA.
Experienced peer group.
Schedule your interview!



Online MBA - Org Dev

Accredited, affordable online
MBA in Organizational
Development. Learn more



Attn: Project Managers

Online Project Mgmt Master's
Program. No GMAT/GRE
Required. Learn More.

TIP: Describe
key details as
tied to
Education

Safari File Edit View History Bookmarks Window Help Jason Alba | LinkedIn

www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srchtot=21

http://www....thesis.pdf http://www....guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded FT.com / Bu...ing dec

in Search for people, jobs, companies, and more... Advanced 83 255


Interests

I am interested in helping people develop their own career management strategy including managing their personal networks effectively, developing and executing a smart personal branding plan, managing multiple and repeated job transitions, etc. I am also interested in helping people manage the relationships they develop through various networking efforts including LinkedIn and other social networks as well as off-line networking events.


Advice for Contacting Jason

✉ Jason@JibberJobber.com

Recommendations Received (100) Given (49)


 Dr. Anne, would you like to recommend Jason?
[Recommend Jason](#)

CEO/Founder: JibberJobber.com Update: NOT laid-off:
<http://bit.ly/OmTEbU> (April Fools :))
JibberJobber.com - Online Job Search Organizer helping pros in over 100 countries Own Their Career!


 **Socorro Galusha Luna**
★★★★★Helping people find jobs★★★★★


“ Jason Alba ends his email with, "How can I help you?" He means it! He IS a passionate advocate for job seekers. He has helped and encouraged me. In turn, I was able to help others who were looking for work. He is never too busy to answer an email, take a phone


People Similar to Jason

 **Brandon Swenson** 3rd
Enterprise SEO, PPC, Content Marketing, So...
Connect

Ads You May Be Interested In

 **LMU Saturday-only EMBA**
20-month Executive MBA.
Experienced peer group.
Schedule your interview!

 **Online MBA - Org Dev**
Accredited, affordable online
MBA in Organizational
Development. Learn more

 **Attn: Project Managers**
Online Project Mgmt Master's
Program. No GMAT/GRE
Required. Learn More.

TIP: See other people like
the person you are looking at

TIP: Look at Connections to see 1) if you have common connections and 2) If you should connect with additional people

Connections

All (500+)

Shared (20)

Jon Lebkowsky 2nd
CEO, Polycot Associates
Connect · 1

Tristan Louis 2nd
Building the future
Connect · 2

Scott Allen 2nd
Scott Allen is a Digital Marketing Strate...
Connect · 2

John Corey 2nd
Launching Property Fortress Education ...
Connect · 2

Nora Femenia, Ph.D. 2nd
I Help Clients Develop Communication ...
Connect · 2

Pam Miller 2nd
Corp. Communications, PR & Marketin...
Connect · 1

Paul Swansen 2nd
Community Co-Manager at Holiday Ret...
Connect · 1

Michael Wolff 2nd
For Awakened Masters I Energy Practiti...
Connect · 3

Rashad Morris 2nd
Treasury Analyst at Equity Office Proper...
Connect · 1

VALERIE PLIS 2nd
► Gallup Certified Strengths Coach ♦ S...
Connect · 3

Next >

People Similar to Jason

Brandon Swenson 3rd
Enterprise SEO, PPC, Content Marketing, So...
Connect

Ads You May Be Interested In

LMU Saturday-only EMBA
20-month Executive MBA.
Experienced peer group.
Schedule your interview!

Online MBA - Org Dev
Accredited, affordable online
MBA in Organizational
Development. Learn more

Attn: Project Managers
Online Project Mgmt Master's
Program. No GMAT/GRE
Required, Learn More.

Safari File Edit View History Bookmarks Window Help Jason Alba | LinkedIn

www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srchtotals=27

Search for people, jobs, companies, and more...

Advanced

83 255

Groups

Linked Strategies
42,946 members
[+ Join](#)

The Value Of a Veteran
16,988 members
[+ Join](#)

The Official Brigham ...
44,263 members
[+ Join](#)

College Recruiting C...
10,533 members
[+ Join](#)

NACE Conference & ...
1,830 members
[+ Join](#)

Next Dimension Car...
121,352 members
[+ Join](#)

Career Thought Lead...
5,486 members
[✓ Member](#)

[See 26 more >](#)

Following

Influencers

Bill Gates
Co-chair, Bill &...
[+ Follow](#)

David Edelman
McKinsey partner...
[+ Follow](#)

Craig Newmark
Founder at...
[+ Follow](#)

Hunter Walk
Partner at Homebrew...
[+ Follow](#)

People Similar to Jason

Brandon Swenson 3rd
Enterprise SEO, PPC, Content Marketing, So...
[Connect](#)

Ads You May Be Interested In

LMU Saturday-only EMBA
20-month Executive MBA.
Experienced peer group.
Schedule your interview!

Online MBA - Org Dev
Accredited, affordable online
MBA in Organizational
Development. [Learn more](#)

Attn: Project Managers
Online Project Mgmt Master's
Program. No GMAT/GRE
Required. [Learn More.](#)

TIP: Review Groups as you may want to join similar groups

TIP: Review Influencers as you may want to follow similar influencers


Safari File Edit View History Bookmarks Window Help Jason Alba | LinkedIn

www.linkedin.com/profile/view?id=5108340&authType=NAME_SEARCH&authToken=VF7P&locale=en_US&srchid=23594881430356545033&srchindex=1&srchtot=21


Search for people, jobs, companies, and more...

Home Profile Connections Jobs Interests Business Services Try Premium for free


News




Leadership & Manag...
11,529,890 followers
[+ Follow](#)



Technology
7,772,117 followers
[+ Follow](#)




Social Media
5,418,831 followers
[+ Follow](#)




Education
2,481,269 followers
[+ Follow](#)


Companies




Pluralsight
E-Learning
[+ Follow](#)




FullContact Inc.
Computer Software
[+ Follow](#)




BranchOut
Internet
[+ Follow](#)




Simply Hired
Internet
[+ Follow](#)




Constellation
Utilities
[+ Follow](#)



Netflix
Entertainment
[+ Follow](#)




Dell
Information Technology and Services
[+ Follow](#)




[See 9 more >](#)

People Similar to Jason




Brandon Swenson 3rd
Enterprise SEO, PPC, Content Marketing, So...
[Connect](#)


Ads You May Be Interested In



LMU Saturday-only EMBA
20-month Executive MBA.
Experienced peer group.
Schedule your interview!



Online MBA - Org Dev
Accredited, affordable online
MBA in Organizational
Development. [Learn more](#)



Attn: Project Managers
Online Project Mgmt Master's
Program. No GMAT/GRE
Required. [Learn More.](#)

TIP: Review News and Companies as you may want to Follow similar entities

Branding and Marketing Yourself

- Ensure you have a professional photo
- Make sure your professional headline addresses your value proposition
- Pick key accomplishments to highlight in your summary
- Keep position title and information updated
- Provide contact information

Tip: Get feedback from others about your LinkedIn profile.



google



Advanced

83

255



Home

Profile

Connections

Jobs

Interests

Business Services

Try Premium for free

TIP: You can start out with general search and drill down

TIP: General search results in:
-Company
-People

Search

964 results for google

Sort by Relevance

Save search

Advanced

Some search results have been filtered to improve relevance.
[Show all results](#)

Ads

All

People

Jobs

Companies

Groups

Universities

Posts

Inbox

Location

☒ All

☐ United States (964)

☐ San Francisco Bay Area (657)

☐ Greater New York City ... (72)

☐ Greater Seattle Area (30)

☐ Santa Fe, New Mexico ... (17)

+ Add

Company

☒ All

☐ Google (964)

+ Add

Date Posted



Google

Internet

San Francisco Bay Area • 10,001+ employees

2,023 people in your network • Similar

About: Google's mission is to organize the world's... and useful. Since our founding in 1998, Google has...

Follow



Product Marketing Manager, Platform, Google

Apps

Google

Mountain View, CA, USA • Apr 29, 2015

2,004 people in your network • Similar

View



Head of Emerging Partnerships, Google Apps for

Work

Google

Mountain View, CA, USA • Apr 29, 2015

2,004 people in your network • Similar

View



143,115 People results for google



David Curtin 1st

Global Process Manager, Finance Operations at Google



Ivana Tay 1st

Associate Account Strategist at Google



Anna Min 1st

Global Payments Partner Manager



LGBT Business Leadership

Gay Audience Targeting. Gay Ad Network for Mobile, Display, Pre-Roll Ads.



Avg Offer for Devs: 133k

Want to move out of your industry? Work with a new stack? Try Hired today!



5-15 Software Dev Offers

Hitting your cap in career growth? Explore options seamlessly with Hired



google



Advanced



Experience Level



3,115 Groups results for google



Google Android

Very Active: 88 discussions this month • 139,825 members



Google Universe : Jobs, Tools, Trends and Galaxies of Ideas

Active: 47 discussions this month • 85,398 members



Google Analytics

Very Active: 95 discussions this month • 51,739 members

Ads



LGBT Business Leadership

Gay Audience Targeting. Gay Ad Network for Mobile, Display, Pre-Roll Ads.



Avg Offer for Devs: 133k

Want to move out of your industry? Work with a new stack? Try Hired today!



5-15 Software Dev Offers

Hitting your cap in career growth? Explore options seamlessly with Hired



Software Engineer, University Graduate

Google
Los Angeles, CA, USA • Apr 6, 2015

2,004 people in your network • Similar

View

SlideShare results for google

How Google Works

Eric Schmidt 1,093,399

All about Google

Ouriel Ohayon 552,031

Apple Study: 8 easy steps to beat Microsoft (and Google)

Ouriel Ohayon 181,397



Google for Work CRM Technical Architect

Google
Mountain View, CA, USA • Apr 27, 2015

2,004 people in your network • Similar

View

Google for Work Technology Manager, Business

TIP: General search results in:

- Groups
- Jobs

Safari File Edit View History Bookmarks Window Help

Search | LinkedIn

www.linkedin.com/vsearch/f?type=all&keywords=google&orig=GLHD&rsid=&pageKey=nprofile_view_nonself&trkInfo=&search=Search

http://www.../thesis.pdf http://www.../guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded FT.com / Bu...ing dec

in google Advanced 83 255

Home Profile Connections All Jobs Companies Groups Universities Posts Inbox Business Services Try Premium for free

TIP: You can use dropdown to narrow search

Search

Advanced >

All

People
Jobs
Companies
Groups
Universities
Posts
Inbox

Location

☒ All
☐ United States (964)
☐ San Francisco Bay Area (657)
☐ Greater New York City ... (72)
☐ Greater Seattle Area (30)
☐ Santa Fe, New Mexico ... (17)
+ Add

Company

☒ All
☐ Google (964)
+ Add

Date Posted

Sort by **Relevance**

Save search

Ads

LGBT Business Leadership

Gay Audience Targeting. Gay Ad Network for Mobile, Display, Pre-Roll Ads.

Product Marketing Manager, Platform, Google Apps

Google
Mountain View, CA, USA • Apr 29, 2015
2,004 people in your network • Similar

Head of Emerging Partnerships, Google Apps for Work

Google
Mountain View, CA, USA • Apr 29, 2015
2,004 people in your network • Similar

143,115 People results for google

David Curtin 1st
Global Process Manager, Finance Operations at Google

Ivana Tay 1st
Associate Account Strategist at Google

Anna Min 1st
Global Payments Partner Manager

HIRED Avg Offer for Devs: 133k

Want to move out of your industry? Work with a new stack? Try Hired today!

HIRED 5-15 Software Dev Offers

Hitting your cap in career growth? Explore options seamlessly with Hired

Safari File Edit View History Bookmarks Window Help

Google: Overview | LinkedIn

https://www.linkedin.com/company/1441?trk=vsrcp_companies_hero_name&trkInfo=VSRPsearchId%3A23594881430358405516%2CVSRPtargetId%3A1441%2CVSRPcm...


http://www.../thesis.pdf http://www.../guidelines http://hrw...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded FT.com / Bu...ing dec

in Search for people, jobs, companies, and more... Advanced 83 255

Google

3,264,035 followers [Follow](#)

[Home](#) [Careers](#)




Google's mission is to organize the world's information and make it universally accessible and useful.

Since our founding in 1998, Google has grown by leaps and bounds. From offering search in a... [see more](#)


Recent Updates

Google On this Throwback Thursday, we're celebrating the 10th anniversary of the first YouTube video.



Me at the zoo
youtube.com · The first video on YouTube.


How You're Connected



3 first-degree connections
2,285 second-degree connections
62,055 Employees on LinkedIn

[See all](#)


Careers



Interested in Google?
Learn about our company and culture.
1,996 jobs posted

[Learn more](#)

Google Showcase Pages



Google
Internet
10,001+ employees

TIP: Use company page to see who you are connected to, careers, and recent updates


Researching With LinkedIn


- Researching on LinkedIn provides information on:
 - People
 - Companies
 - Groups
 - Jobs


Tip: Start out with a general search and drill down to more details.

How To Research Jobs

- Use your alumni databases to identify individuals in roles of interest to you
- Speak to those in your network to help identify individuals you may want to meet in industry/functions of interest
- Use the “People” search in LinkedIn to identify the career path and education of individuals in positions you are interested in
- Look at LinkedIn to not only see positions of interest but who may be in your network with a connection
- Look at various job boards
- Conduct informational interviews



Advanced
98
285




Robert Lapiner

3rd

Professor of Humanities and Dean Emeritus at New York University, School of Professional Studies
Greater New York City Area | Higher Education


Previous New York University, UCLA
Education Harvard University

[Send Robert InMail](#)

29 connections

<https://www.linkedin.com/in/robert-lapiner-06b98037>

Background





Experience

Professor of Humanities and Dean Emeritus
New York University, School of Professional Studies
September 2013 – Present (2 years 9 months) | 7 East 12th Street, 6th Floor, New York, NY 10003

Associate Vice Chancellor for Global Continuing Education and Professor
New York University
September 2011 – August 2013 (2 years)

Dean and Professor
New York University School of Continuing and Professional Studies
February 2006 – September 2011 (5 years 8 months)

Dean, Continuing Education and UCLA Extension
UCLA
1990 – 2006 (16 years) | Los Angeles

One Question Site Survey

IT TAKES ONLY SECONDS TO ANSWER BELOW

How do you view TIAA?

SELECT ONE ANSWER

☐ Very Favorably

☐ Favorably

☐ Neutral


☐ Unfavorably

☐ Very Unfavorably


[VOTE TO SEE RESULTS](#)

POWERED BY NIELSEN [VIEW PRIVACY POLICY](#)


People Also Viewed




Wenke Thoman
Owner, Industrial Insulation Group, LLC.



Tracy Snyder
Nonprofit Management, Fundraising & Development, International Education



Asya Dinets
Director of Enrichment Programs at One To World



Michael Sperling
Vice President of Academic Affairs at The Culinary Institute of America

TIP: Look at profiles of those whose career paths intrigue you, looking at experience for positions

**TIP: Take a look
at education to
see their path**

**TIP: Look at Honors and
Awards to see if there are
some potential connections**

The screenshot shows a web browser window displaying a LinkedIn profile. The address bar shows the URL: https://www.linkedin.com/in/robert-lapiner-06b980377?authType=name&authToken=w-b6&locale=en_US. The LinkedIn logo is in the top left, and a search bar is in the top right. The profile is for Robert Lapiner. The 'Education' section is highlighted with a yellow background. It lists two institutions: Harvard University and the University of California, Los Angeles (UCLA). The Harvard entry shows a Doctor of Philosophy (Ph.D.) and a Master of Arts (M.A.) in British & American Language and Literature. The UCLA entry shows a Bachelor of Arts (B.A.) in English Language and Literature/Letters, and mentions membership in Phi Beta Kappa. The 'Honors & Awards' section is also visible, listing several awards including the UCLA English Prize, Phi Beta Kappa, Woodrow Wilson Fellow, Harvard Graduate Prize Fellow, Harvard Dexter Fellow, and U.S. State Department Meritorious Honor Award (ex USICA). The 'Groups' section is partially visible at the bottom.

Education

Harvard University
Doctor of Philosophy (Ph.D.), Master of Arts (M.A.), British & American Language and Literature

University of California, Los Angeles
Bachelor of Arts (B.A.), English Language and Literature/Letters
Activities and Societies: [Phi Beta Kappa](#)

Honors & Awards

Additional Honors & Awards

- UCLA English Prize
- Phi Beta Kappa
- Woodrow Wilson Fellow
- Harvard Graduate Prize Fellow
- Harvard Dexter Fellow
- U.S. State Department Meritorious Honor Award (ex USICA)

Groups

Safari File Edit View History Bookmarks Window Help Carlos Grijalva | LinkedIn

Search for people, jobs, companies, and more...

Carlos Grijalva 1st
Professor at UCLA
Greater Los Angeles Area | Higher Education

Current: UCLA Graduate Division
Education: UCLA Department of Psychology/ School of Medicine

Send a message Endorse

Relationship Contact Info

Background

Experience

Associate Dean
UCLA Graduate Division
2006 – Present (9 years) | 1237 Murphy Hall

Professor
UCLA
December 1977 – Present (37 years 5 months)
Psychology and Neuroscience

UCLA

Ads You May Be Interested In

Female HR Directors Only
Apply Now to the National Association of Professional Women. Register Free.

Teach English Worldwide
Teach English to non-native speakers with USC's MA in Teaching online.

Headhunters are searching
You are sought after by headhunters - Join now!

People Also Viewed

M. Belinda Tucker
Vice Provost, Institute of American Cultures at UCLA

Dr. Anne Dela Cruz
Director of Diversity, Inclusion and Admissions (UCLA Graduate Division); promoting the graduate education pipeline

John Bishop
owner at Media-Generation.com

Michelle Schafer
Lead Clinical Supervisor at Didi Hirsch Mental Health Services

Cliff G. Cedeno
Business Affairs/Planning (Entertainment Industry)

View recent activity

- Suggest an update
- Recommend
- Find references
- Share profile
- Save to PDF
- Block or report
- Remove connection

TIP: Look at profiles of those whose career paths intrigue you, looking at experience for positions



Search for people, jobs, companies, and more...



Advanced



Connections

All (278) Shared (62) New (3)



Sam Bersola 2nd
Asst. Vice Provost for Graduate Educati...
Connect · 17



David G. Payne 2nd
VP and COO at Educational Testing Se...
Connect · 4



Paul Weiss 1st
Visiting Scholar at Harvard University



Ellen Stolzenberg, Ph.D. 1st
Assistant Director, CIRP, UCLA Higher ...



Nim Tottenham 2nd
Associate Professor at Columbia Unive...
Connect · 3



Ellen Carpenter 2nd
Professor at UCLA
Connect · 1



Roxanne Neal 2nd
Director at UCLA New Student & Transi...
Connect · 21



Dylan Stafford 1st
UCLA Anderson FEMBA, Assistant Dea...



Nicholas Wisniewski 2nd
Assistant Adjunct Professor (Data Scien...
Connect · 2

People Similar to Carlos



John Richardson 2nd
Professor at UCLA
Connect

Ads You May Be Interested In



Hard Drive Destruction
Compliant - OnSite - Certified
computer hard drive destruction
service.



Avg Offer for Devs: 133k
Software devs are in-demand.
Let 2,000+ tech companies
compete for you.



LMU Saturday-only EMBA
20-month Executive MBA.
Experienced peer group.
Schedule your interview!

Groups



TIP: Look at connections of others who intrigue you

Safari File Edit View History Bookmarks Window Help

Stanford Certified Project Management (SCPM) | LinkedIn

https://www.linkedin.com/groups?viewMembers=&gid=77199&sik=1430398676124&split_page=2

http://www....thesis.pdf http://www....guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded

Search for people, jobs, companies, and more...

Advanced 83 255

Stanford Advanced Project Management

Stanford Certified Project Management (SCPM) 986 members Member

Discussions Promotions Jobs **Members** Search

Members (986) Search

Kent Miller PMP, SCPM 2nd
Manager Manufacturing and Design Engineering at KLA-Tencor, San Francisco Bay Area
Follow Kent · Send message · Connect

Jack Al-Kahwati 2nd
Entrepreneur, San Francisco Bay Area
Follow Jack · Send message · Connect

Susan Bostick 2nd
Vice President at Gartner, Sacramento, California Area
Follow Susan · Send message · Connect

David Stegmiller 2nd
Software Specialist at Stegmiller Architects, Columbus, Ohio Area
Follow David · Send message · Connect

Sandra D. 2nd
Co-Founder and President at CarePal, Greater Los Angeles Area
Follow Sandra · Send message · Connect

Valerie Colber, MBA, PMP, SCPM 2nd
Professor at Diablo Valley Colleg. Bright Ideas and Concepts Project Management

GILD
THE GLOBAL INSTITUTE FOR LEADERSHIP DEVELOPMENT
October 4-9, 2015
Palm Desert, CA
SUCCESSFUL BUSINESSES BEGIN WITH STRONG LEADERSHIP
LEARN MORE
www.linkageinc.com/gild Linkage

TIP: Look at connections of others who intrigue you – acronyms?


Safari File Edit View History Bookmarks Window Help

Valerie Colber, MBA, PMP, SCPM | LinkedIn

https://www.linkedin.com/profile/view?id=5412496&authType=OUT_OF_NETWORK&authToken=2XVw&goback=%2Eanp_77199_1430398676124_2&trk=anetp

http://www....thesis.pdf http://www....guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded

in Search for people, jobs, companies, and more... Advanced 83 255



Valerie Colber, MBA, PMP, SCPM

Professor at Diablo Valley Colleg. Bright Ideas and Concepts Project Management professional development and consulting

San Francisco Bay Area | Management Consulting

Current Bright Ideas and Concepts, Diablo Valley College


Previous Hitachi Data Systems, Las Positas College, Blue Shield

Education Stanford University

[Connect](#) [Send Valerie InMail](#) 256 connections

☆ Contact Info https://www.linkedin.com/pub/valerie-colber-mba-pmp-scpm/1/990/294

Background

 **Summary**

BA Mathematics and Computer Science, University of California at Berkeley


MBA Executive Business Administration, Saint Mary's College


Project Management Institute (PMI) Project Management Professional (PMP) Certification


Stanford University Advanced Project Management (SCPM) Certification


Information Technology professional with over 30 years experience, 20 years of which in project management. College Professor. Computer Science, Computer Information Systems, Project Management, and Advanced Project Management with over 10 years teaching experience.


People Also Viewed

 **John Kennick, PMP**
Project Manager at Chevron

 **Jada Riley, PMP®**
Certified Project Management Professional

 **Bob Burns**
Computer Software Professional

 **Jeanette Peavler**
Instructor at Diablo Valley College

 **Chandrika Amarachinta**
Computer Software Professional

WE INSPIRE

we, the optimists

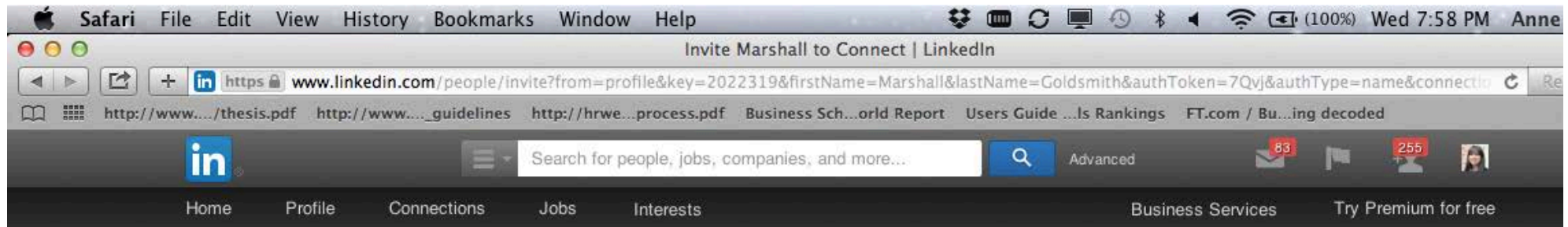
UCLA [LEARN MORE](#)

TIP: Certs
may emerge
in the profile

Connecting With People

- You can connect with people:
 - Directly by adding a connection
 - Through a group
 - Sharing profile
 - InMail Connections

Tip: Don't use the generic message when requesting a connection. Customize it.



[Add Connections](#) [Colleagues](#) [Alumni](#) [People You May Know](#) [View Sent Invitations](#)

Invite Marshall to connect on LinkedIn

How do you know Marshall?

☐ Colleague
☐ Classmate
☐ We've done business together
☐ Friend
☐ Other
☐ I don't know Marshall

Include a personal note: (optional)

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

- Dr. Anne Dela Cruz

Important: Only invite people you know well and who know you. [Find out why.](#)

or [Cancel](#)

TIP: Customize
your personal
note when
requesting a
connection

Safari File Edit View History Bookmarks Window Help

Edit Profile | LinkedIn

https://www.linkedin.com/profile/edit?locale=en_US&trk=profile-preview

http://www.../thesis.pdf http://www.../guidelines http://hrwe...process.pdf Business Sch...orld Report Users Guide ...ls Rankings FT.com / Bu...ing decoded

in Search for people, jobs, companies, and more... Advanced 83 255

This is what your profile looks like to You

Summary

As an education enthusiast, I promote diversity initiatives by implementing strategic enrollment management strategies for the UCLA Graduate Division. I believe in educational access to support the recruitment, admissions, and retention of diverse graduate applicants and students.

I began my career in financial services (including private banking and private wealth)....

Add Media: Document Photo Link Video Presentation

Experience

Director of Diversity, Inclusion and Graduate Admissions

UCLA

July 2012 – Present (2 years 10 months) | Los Angeles, California

I strategize diversity outreach, recruitment, and retention efforts as well as implement URM graduate enrollment management efforts at UCLA. I lead a team that collaborates with the various UCLA departments including Graduate Division, Student Affairs, as well as faculty and staff within academic departments to promote outreach and diversity initiatives. Our team utilizes a customer relationship management (CRM) system to create email marketing campaigns and to track recruitment and graduate campus tour activity.

Unlock the full list with LinkedIn Premium

Notify your network?

Yes, publish an update to my network about my profile changes. **Yes**

TIP: If a media link might be helpful, assess first

Safari File Edit View History Bookmarks Window Help

Project Management Institute – Los Angeles Chapter | LinkedIn

https://www.linkedin.com/grp/home?gid=127394

Search for people, jobs, companies, and more...

Advanced

83 255

Purnima Vaidyanathan MBA SAP HCM Consultant, Mentor Program Director and I...

Announcing new PMI-LA Mentor Program LinkedIn Group (exclusively for PMI-LA Members)

Grow your career with PMI-LA Mentor Programs

Enroll in the PMI-LA Mentor Program and join the growing community of mentors and mentees in the PMI Los Angeles chapter. This year, we are announcing the availability of PMI... [more](#)

Comment (2) • Like (3) • Follow • Report spam 17 days ago

Barbara L Thurston, Farhan Aslam and Carolyn Hedgepeth (949) 862-6114 like this

Barbara L Thurston

Purnima, thank you for starting this group. I was a volunteer mentor for 2013-2014 and it was a meaningful and worthwhile experience.

Like (0) • Reply privately • Report spam 16 days ago

Purnima Vaidyanathan MBA

We had a great kickoff event yesterday with mentors/mentees coming in from different industries – Entertainment, IT, Construction, Logistics etc. Thanks for those who could make the event.

I see a growing interest among people to enhance their PM knowledge and apply PM skills to address their real challenges. The number of mentees and mentors are growing – a good sign for the mentor program. The open conversation between mentors and mentees around expectations was very helpful in shaping up the program.

The kick-off event is just the beginning and the PMI-LA Mentor Program team is there to help you develop your PM skills and grow in your career. If you are still wondering whether to enroll or not, please use this great opportunity to participate in this program to get maximum benefit.

TIP: Take part in group discussions to obtain info, show expertise, and share info

Sharing Information on LinkedIn

- Adding rich content to your profile pages
- Participating in group discussions
- Responding and liking home feed items and interests

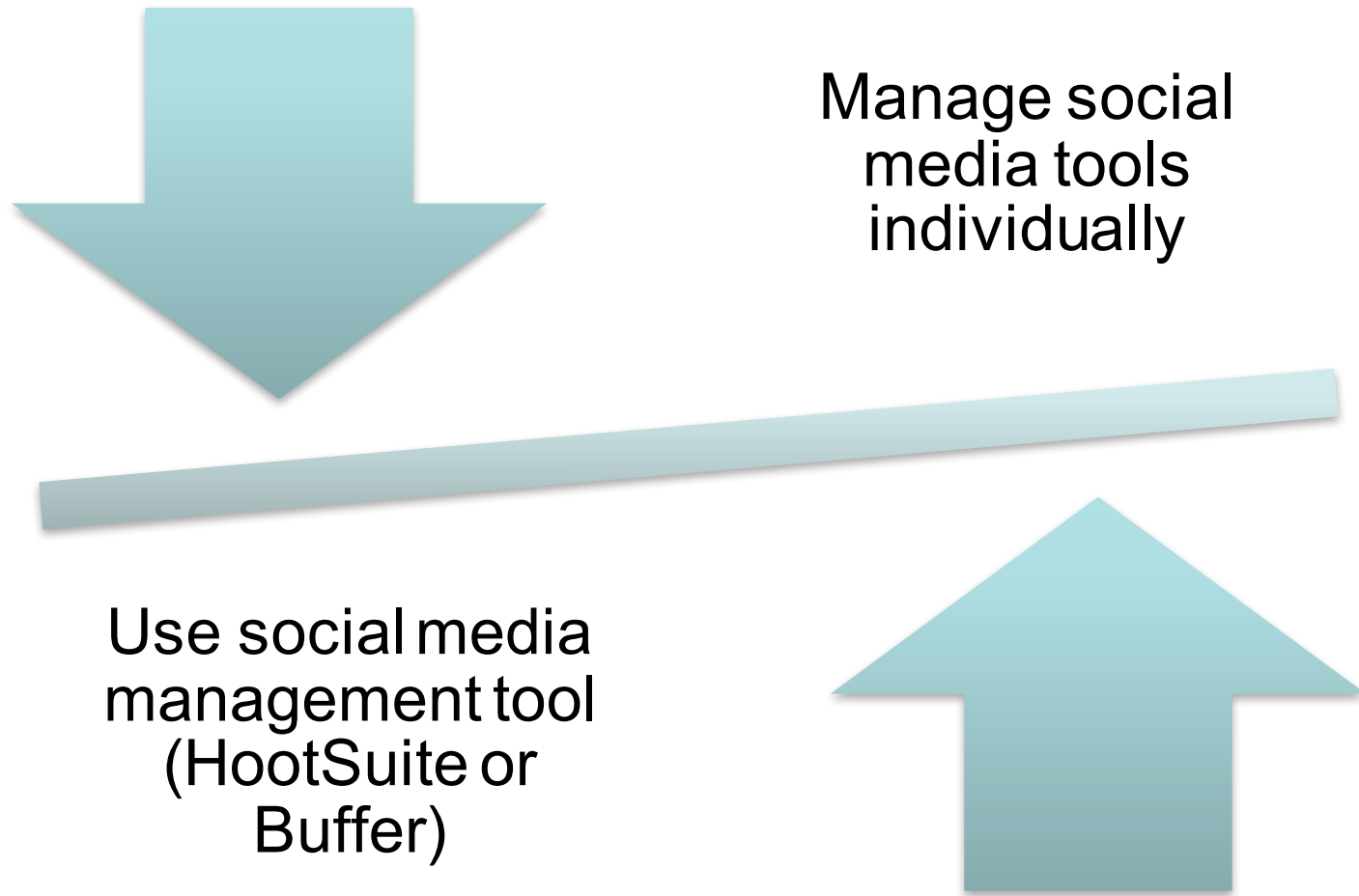
Tip: How would you like to highlight your expertise? Use that framework to determine how you will engage online.

Accomplishment Statement Refresher

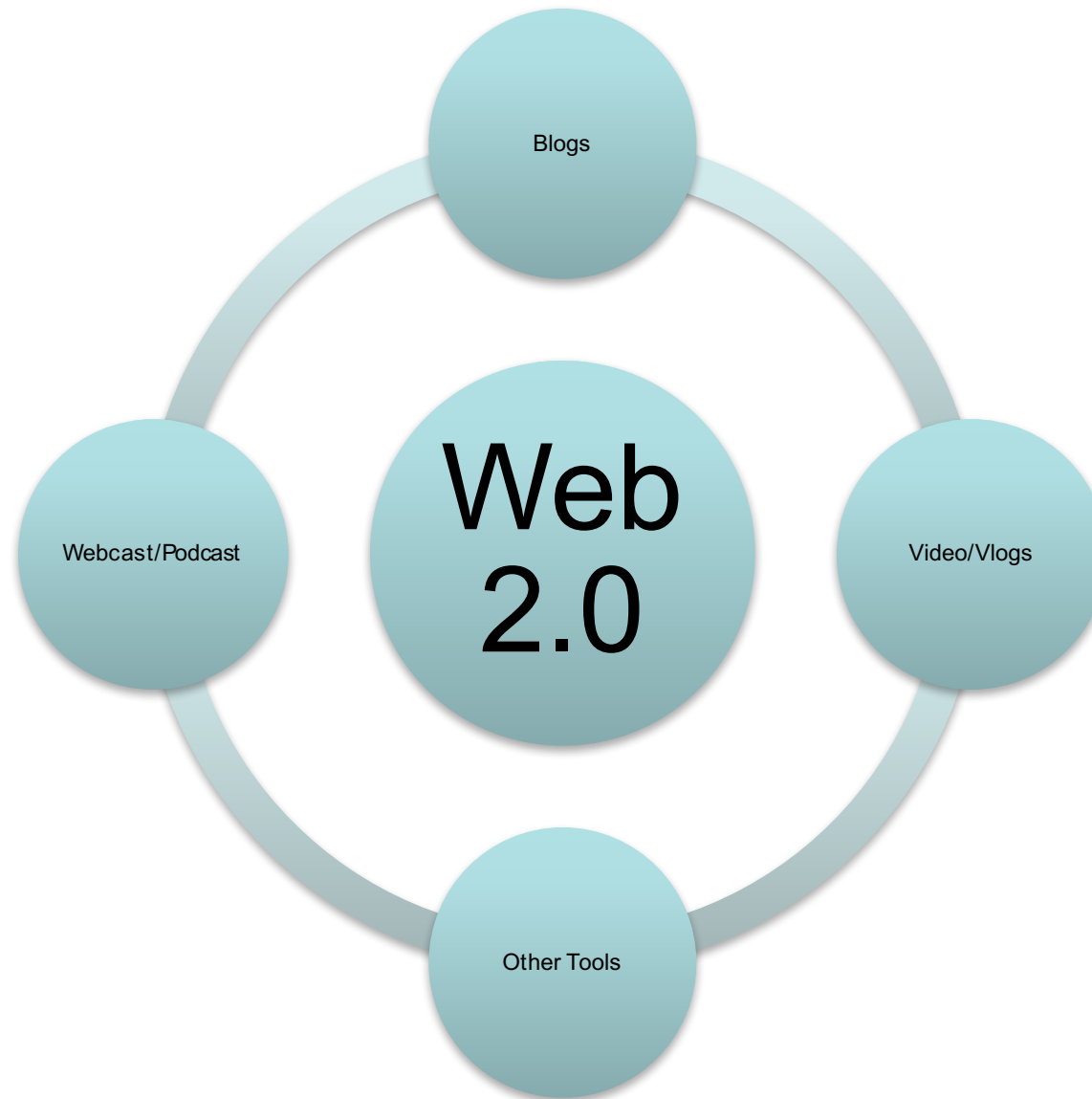
Situation + Action + Result + Metric = Accomplishment

Component	Question
Situation or Problem	What is the situation or problem?
Action	What action did I take? Why was my involvement relevant?
Result	What was the result and why does it matter?
Metrics	Do I have any metrics to support the result or to demonstrate impact?

How To Manage Social Media Accounts



Other Web 2.0 Media Tools

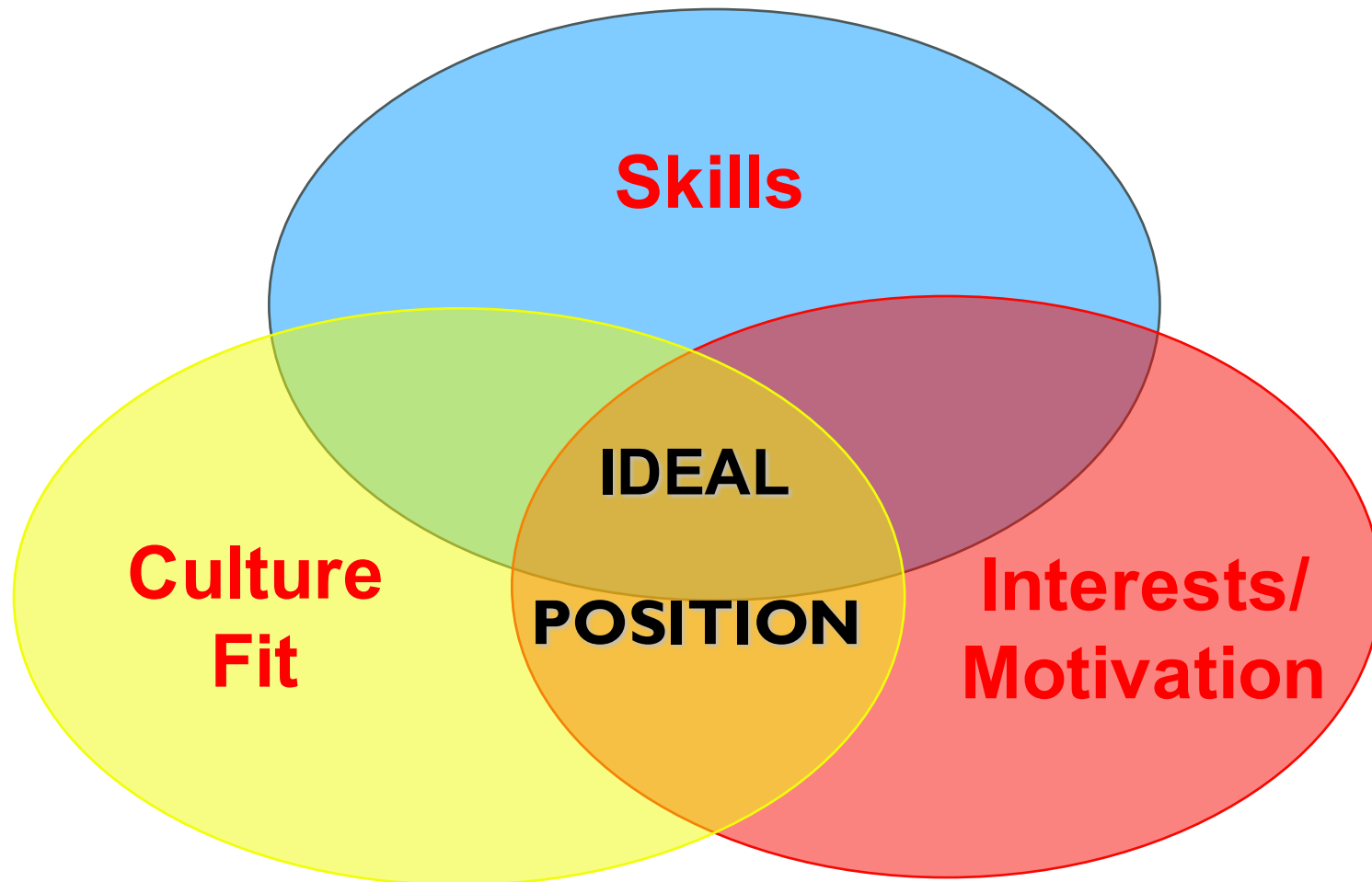


How To Get Started with Social Networking

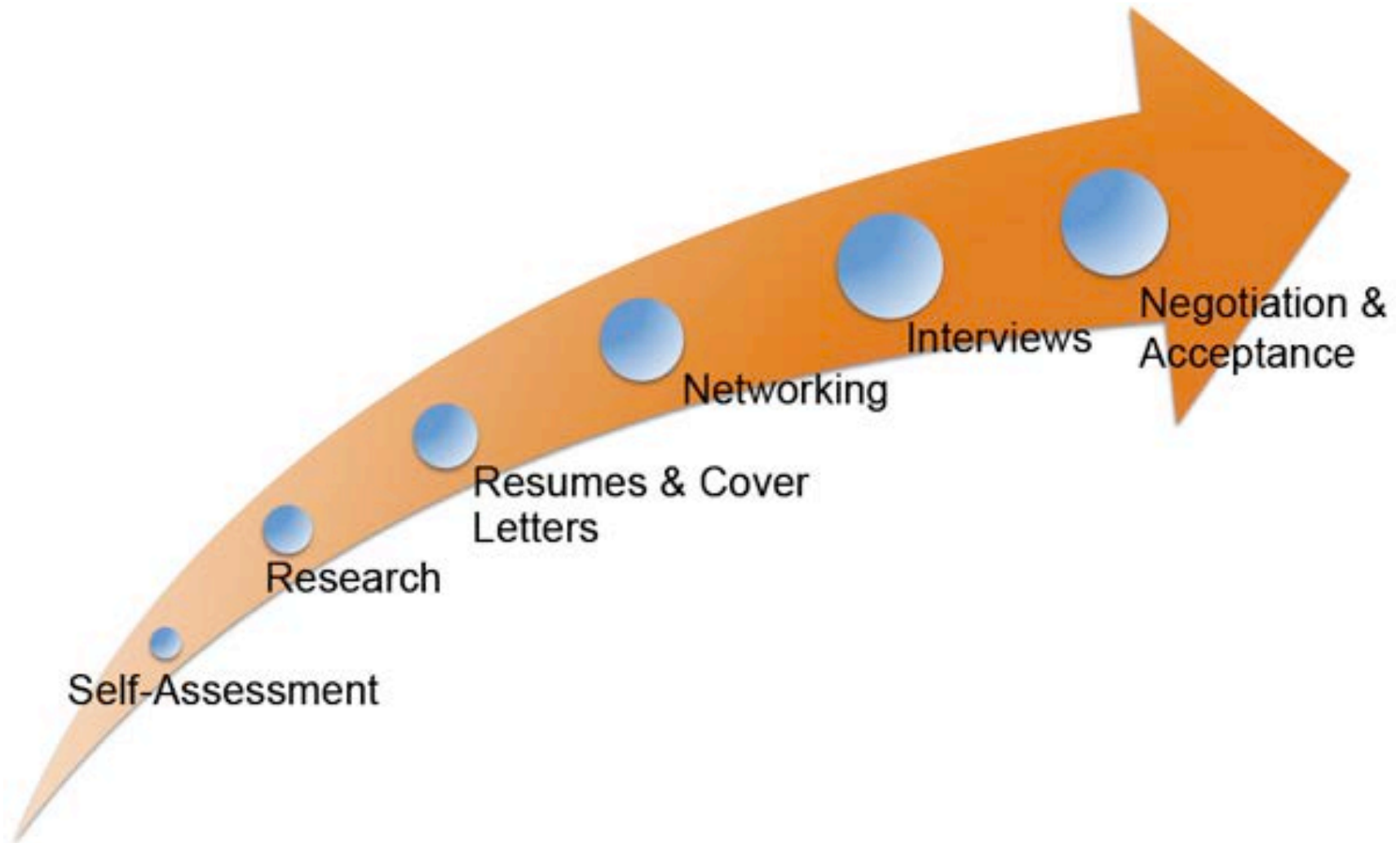
- Search for yourself online and see the results
- Consider your personal branding
- Create a networking strategy (to include social networking)
- Create a LinkedIn profile, if you haven't already done so
- Start by contributing content online
 - LinkedIn Groups
 - Blog responses
 - Amazon book reviews
- Make sure your social media presence is portrays you in a positive way



Job Search Overview



Job Search Overview



Herminia Ibarra's Summed Up Three Steps To Career Switching

- Step 1: Experiment and take action
- Step 2: Create a network
- Step 3: Build your story

Note: Other major categories are career explorers and career enhancers

Think of the entire package

- Your package can include your business cards, CV, cover letter, social media presence, and other “marketing” pieces
- Review your social media accounts – does the content or photos show what you want
- Email addresses – Be professional!
- Join professional organizations/groups and get involved
- Build your network and manage relationships



Networking Resources

- Books:
 - *What Color Is Your Parachute?* by Richard N. Bolles
 - *Job Search Magic* by Susan Whitcomb
 - *I'm On Linked In – Now What?* by Jason Alba
 - *Real World Communications Strategies at Work* by Cindy Chernow
 - *Never Eat Alone* by Keith Ferrazzi
- Websites:
 - Ask The Headhunter with Nick Corcodilos:
<http://www.asktheheadhunter.com/>
 - UCLA Career Center: <http://career.ucla.edu/>
 - Higher Ed Jobs: <http://www.higheredjobs.com/>
 - Socalherc: http://www.hercjobs.org/southern_california/

Q&A

Post-Session Announcements

- LinkedIn Photo Booth available