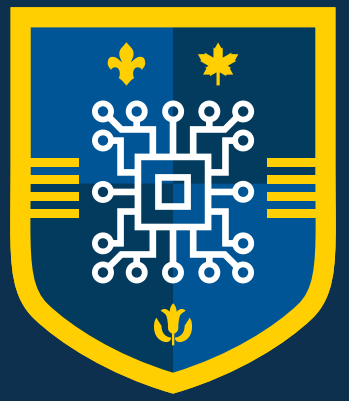

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Improving Your LinkedIn Portfolio

Ways to improve your LinkedIn Profile to attract recruiters. As well how to cold email and network with recruiters from your dream company!

MEET THE PRESENTER

Abdulaziz Khan

Hey guys I am a 4th year student at the Uni. I am currently the Career Advisor for the Computer Science Society. I have completed 2 Internships, one with the Ontario Treasury Board and the second being with a Startup called The Lease Genius

Linkedin.com/in/Abdulaziz-khan/

Improving LinkedIn Profile

- The first step when improving your LinkedIn Profile is to ensure that you have a professional headshot.
- Following that make sure you have anything that recruiters need such as resume/GitHub repo linked within your LinkedIn Profile
- Ensure that you have all the necessary experience and extracurriculars on your profile and if possible add bullet points on what you did while there utilizing keywords!

Improving LinkedIn Profile

- Following that ensure that you use the About in a descriptive manner.
- Talk about who you are and what type of job you are looking for.
- Explain your skills and what makes you a strong candidate.
- Make sure that you are using keywords everywhere you can to grab the attention of the recruiter!

Cold Emailing/Messaging

- Cold Email/Messaging is one of the methods to try to grab the attention of a recruiter from a company and this can be done either through LinkedIn Messaging or by Email!
- When writing a Cold Email/Message your aim is to showcase your skills and experience that pertains to a specific job that the company has posted
- Ensure that the message is well written with no grammar errors and has a kind tone to it!

Cold Emailing/Messaging

- Here is a Template of Cold Message/Email!

Messaging an employee to get referred for a job:

> *Hi Danny,*
>
> *I saw you joined Apple two years ago. How have you enjoyed the work environment in the engineering department since moving over? I'm beginning a job search myself, and Apple is one of the top companies on my list. But I always like to ask first-hand about the work environment at a company.*

Then, if the person responds, you can thank them for the information they shared, exchange one or two more messages, and then ask a question like this:

> *By the way, do you know if the Senior Data Engineer position that's posted on Indeed is within your group? Or do you know who typically does the hiring for that type of role? I was thinking of applying for the position but I didn't want my application to get lost in the shuffle online.*

Networking

- One of the best ways to get referrals or get to know someone that works within a company you want to work at is through networking.
- Networking can be done in multiple ways but I will talk about the 3 most effective ways.
- The first would be through events such as hackathons or career fairs
- The second would be through LinkedIn by searching for recruiters at a specific company
- The third would be through friends/family!

Networking

- When you begin to network look for meaningful connections.
- What I mean by that is when you connect with someone on LinkedIn add a message about why you are connecting with them!
- Another way to network would be through discord servers, the 2 servers I would recommend would be cscareer.dev discord and CS Majors!

Have any questions?

Ask away! We hope you learned something new!

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THANK YOU

FOR JOINING US!

Make sure to tune in next time!