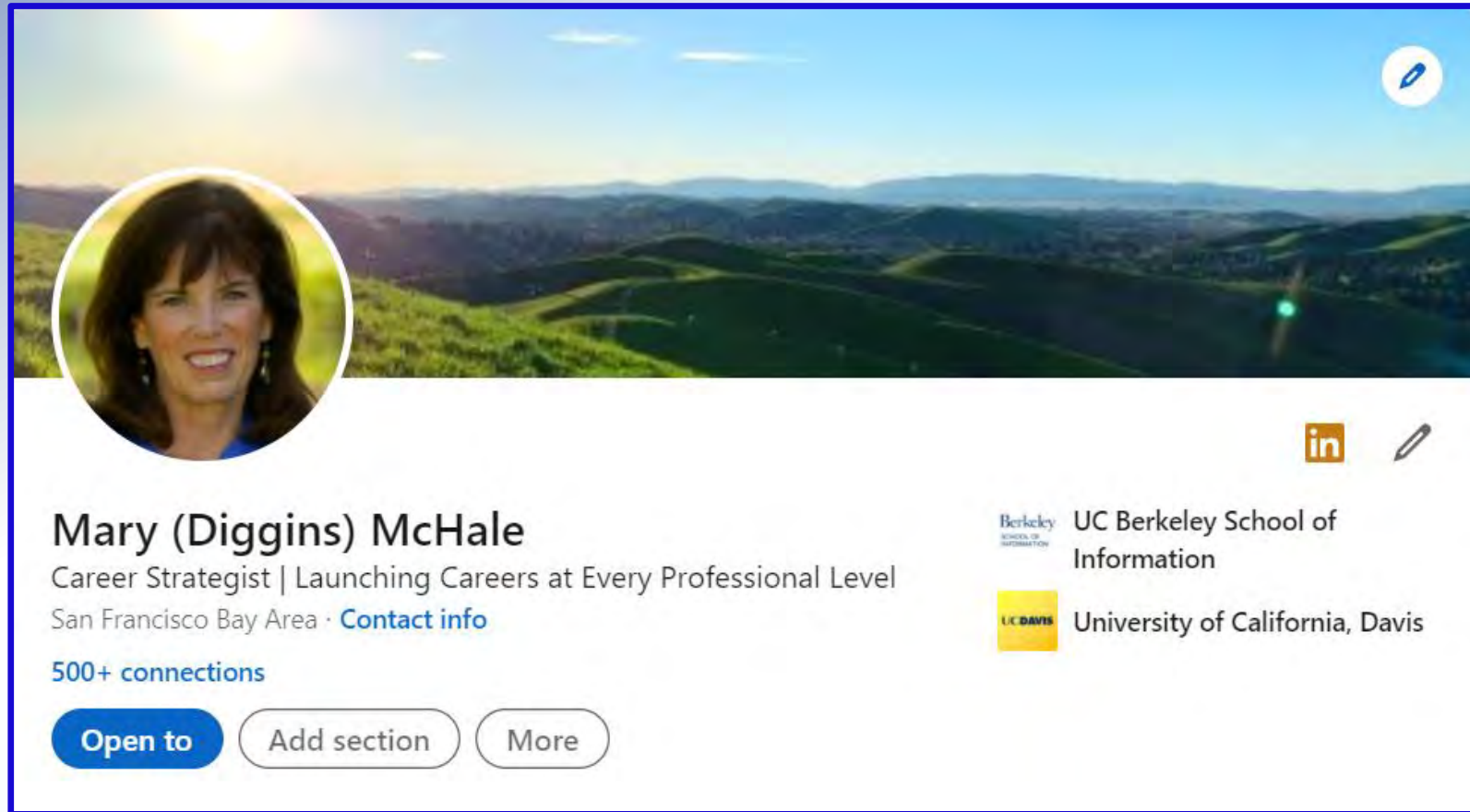


# LinkedIn

## Privacy Tips and Tricks to Get You Noticed!

Mary McHale, M.ED  
MICS Career Advisor



# Your Presenter: Mary McHale, MICS Career Advisor



A screenshot of a LinkedIn profile for Mary (Diggins) McHale. The profile features a circular profile picture of a woman with dark hair and a blue top, set against a background of rolling green hills under a bright sky. The profile name is "Mary (Diggins) McHale" with the title "Career Strategist | Launching Careers at Every Professional Level" and location "San Francisco Bay Area". It shows "500+ connections" and three buttons: "Open to", "Add section", and "More". On the right, there are two affiliation logos: "Berkeley School of Information" and "UC Berkeley School of Information", and "UC Davis" and "University of California, Davis".

**Mary (Diggins) McHale**  
Career Strategist | Launching Careers at Every Professional Level  
San Francisco Bay Area · [Contact info](#)  
500+ connections

[Open to](#) [Add section](#) [More](#)

 UC Berkeley School of Information  
 University of California, Davis

# Agenda

---

- Why LinkedIn?
- Privacy and the Bots
- Brand You!
- Key Profile Components
- Networking

# What is LinkedIn?

## The world's largest professional network

830M+

Members worldwide

Growing at more than two  
members per second

1B Interactions per month



92% Fortune 100  
companies use LinkedIn  
Talent Solutions to hire

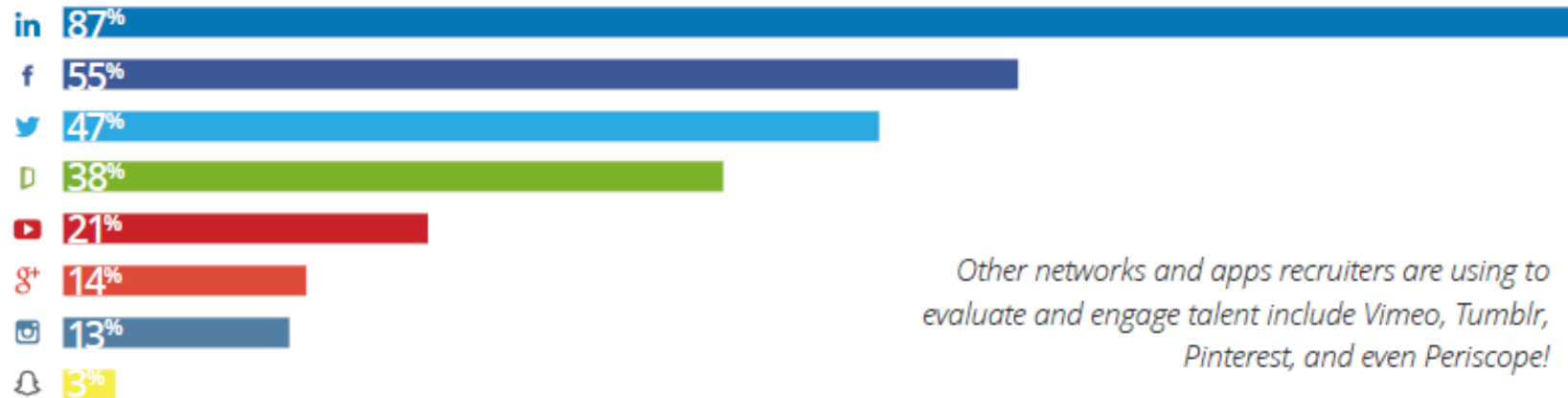


58M  
Company pages

# Hiring Trends

## SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process. 4% aren't sure, but the 92% of recruiters that do use social media cast a wider net than ever:



*Other networks and apps recruiters are using to evaluate and engage talent include Vimeo, Tumblr, Pinterest, and even Periscope!*

Jobvite Recruiter Nation Survey

# Why do I need a LinkedIn Profile?

- Showcase skills
- Build your network
- Potential career opportunities
- More comprehensive than a resume
- Displays engagement
- LinkedIn Learning
- Access LinkedIn





694,163+ Cal Alumni

2,373+ | School

# Privacy on LinkedIn

Mary, you're the boss of your account.

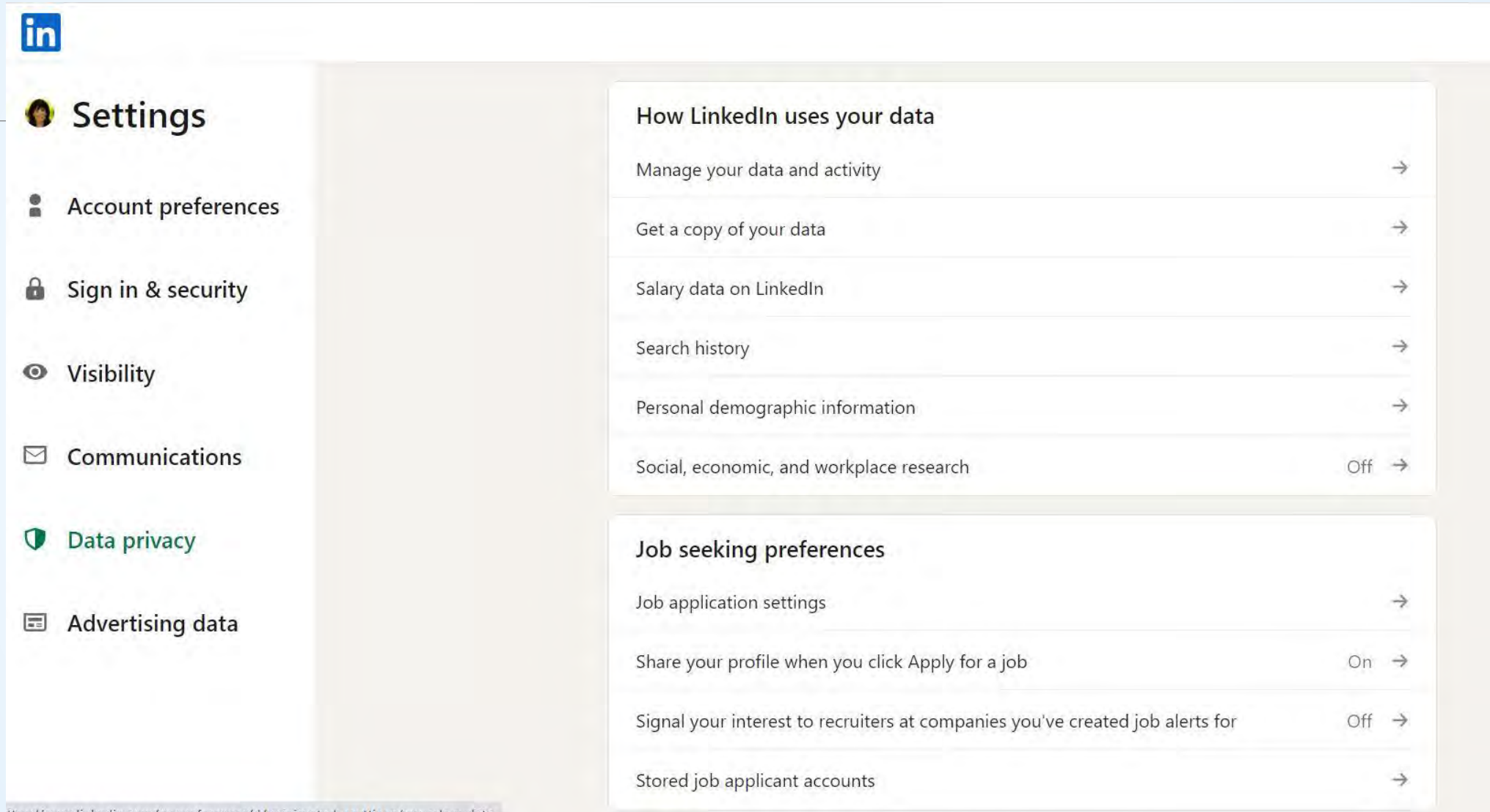


**Mary McHale**   
Career Strategist | Launching Careers at Every Professional Level  
Member since September 4, 2009

1605 connections  
Business Plus

LinkedIn LIVE

# LinkedIn Account Management



The screenshot shows the LinkedIn account settings page. On the left is a navigation menu with the following items: Settings (with a profile icon), Account preferences, Sign in & security, Visibility, Communications, Data privacy (highlighted in green), and Advertising data. The main content area is divided into two sections. The top section is titled 'How LinkedIn uses your data' and contains six items: 'Manage your data and activity' with a right arrow, 'Get a copy of your data' with a right arrow, 'Salary data on LinkedIn' with a right arrow, 'Search history' with a right arrow, 'Personal demographic information' with a right arrow, and 'Social, economic, and workplace research' with 'Off' and a right arrow. The bottom section is titled 'Job seeking preferences' and contains four items: 'Job application settings' with a right arrow, 'Share your profile when you click Apply for a job' with 'On' and a right arrow, 'Signal your interest to recruiters at companies you've created job alerts for' with 'Off' and a right arrow, and 'Stored job applicant accounts' with a right arrow.

<https://www.linkedin.com/my/preferences/rf/unmigrated-ncsettings/my-salary-data>



Account preferences

Sign in & security

Account access

Visibility

Communications

Data privacy

Advertising data

Have questions?

[Visit Help Center](#)

## Account access

Settings to help you keep your account secure

### Email addresses

Add or remove email addresses on your account

[Change](#)

6 email addresses

### Phone numbers

Add a phone number in case you have trouble signing in

[Change](#)

1 phone number

### Change password

Choose a unique password to protect your account

[Change](#)

Last changed: March 28, 2019

### Where you're signed in

See your active sessions, and sign out if you'd like

[Change](#)

10 active sessions

### Devices that remember your password

Review and control the devices that remember your password

[Change](#)

0 devices

[Activate Windows](#)  
[Go to Settings to](#)

### Two-step verification

[Change](#)

# Account Access

**Account preferences**

**Sign in & security**

**Account access**

**Visibility**

**Communications**

**Data privacy**

**Advertising data**

Have questions?  
[Visit Help Center](#)

## Account access

Settings to help you keep your account secure

**Email addresses** **Change**  
Add or remove email addresses on your account 6 email addresses

**Phone numbers** **Change**  
Add a phone number in case you have trouble signing in 1 phone number

**Change password** **Change**  
Choose a unique password to protect your account Last changed: March 28, 2019

**Where you're signed in** **Change**  
See your active sessions, and sign out if you'd like 10 active sessions

**Devices that remember your password** **Change**  
Review and control the devices that remember your password 0 devices  
Activate Windows  
Go to Settings to

**Two-step verification** **Change**

# Profile Visibility and Network

The image shows a screenshot of the LinkedIn account settings page. On the left is a navigation menu with the following items: Account preferences, Sign in & security, Visibility, Visibility of your profile & network (highlighted), Visibility of your LinkedIn activity, Communications, Data privacy, and Advertising data. Below the menu are links for 'Have questions?' and 'Visit Help Center'. The main content area is titled 'Visibility of your profile & network' with the subtitle 'Make your profile and contact info only visible to those you choose'. It contains five settings, each with a 'Change' link: 1. Profile viewing options (set to Private mode), 2. Story viewing options, 3. Edit your public profile, 4. Who can see or download your email address, and 5. Who can see your connections. A yellow box highlights the first three settings. At the bottom right, there is a partially visible 'Change' link for 'Who can see your connections' and a note to 'Activate Win Connections' and 'Go to Settings to'.

Setting	Current Value / Action
Profile viewing options	Private mode (Change)
Story viewing options	(Change)
Edit your public profile	(Change)
Who can see or download your email address	(Change)
Who can see your connections	(Change)

# Profile Visibility

The screenshot shows the LinkedIn 'Visibility of your profile & network' settings page. On the left is a navigation menu with options: Account preferences, Sign in & security, Visibility (highlighted), Visibility of your profile & network (selected), Visibility of your LinkedIn activity, Communications, Data privacy, and Advertising data. At the bottom of the menu is a link to 'Visit Help Center'. The main content area is titled 'Visibility of your profile & network' with the subtitle 'Make your profile and contact info only visible to those you choose'. Below this is the 'Profile viewing options' section, which includes a 'Close' button and a 'Private mode' toggle. The section contains three settings: 'Your name and headline' (set to 'Public'), 'Private profile characteristics' (set to 'Someone at Cure SMA'), and 'Private mode' (set to 'Anonymous LinkedIn Member'). At the bottom right, there are links to 'Activate Windows' and 'Go to Settings to activate Windows'.

**Account preferences**

**Sign in & security**

**Visibility**

**Visibility of your profile & network**

**Visibility of your LinkedIn activity**

**Communications**

**Data privacy**

**Advertising data**

Have questions?  
[Visit Help Center](#)

## Visibility of your profile & network

Make your profile and contact info only visible to those you choose

### Profile viewing options


Choose whether you're visible or viewing in private mode

**Close**


Private mode

Select what others see when you've viewed their profile


#### Your name and headline

 **Mary McHale**  
Career Strategist | Launching Careers at Every Professional Level  
San Francisco Bay Area | Professional Training & Coaching

#### Private profile characteristics

 **Someone at Cure SMA**

#### Private mode

 **Anonymous LinkedIn Member**

**Activate Windows**  
Go to Settings to activate Windows

# Profile Visibility and Network

The image shows a screenshot of the LinkedIn account settings page. On the left is a navigation menu with the following items: Account preferences, Sign in & security, Visibility, Visibility of your profile & network (highlighted), Visibility of your LinkedIn activity, Communications, Data privacy, and Advertising data. The main content area is titled 'Visibility of your profile & network' with the subtitle 'Make your profile and contact info only visible to those you choose'. It contains five settings, each with a 'Change' link: 1. Profile viewing options: 'Choose whether you're visible or viewing in private mode' (Current setting: Private mode). 2. Story viewing options: 'Choose whether you're visible or viewing in private mode'. 3. Edit your public profile: 'Choose how your profile appears to non-logged in members via search'. 4. Who can see or download your email address: 'Choose who can see your email address on your profile and in approved apps or download it in their data export'. 5. Who can see your connections: 'Choose who can see your list of connections'. At the bottom left of the settings area, there is a link for 'Have questions? Visit Help Center'. At the bottom right, there is a partially visible link for 'Activate Win Connections Go to Settings to'.

# Profile Visibility and Network

The screenshot shows the LinkedIn account preferences page. On the left is a navigation menu with the following items: Account preferences, Sign in & security, Visibility, Visibility of your profile & network (highlighted with a green border), Visibility of your LinkedIn activity, Communications, Data privacy, and Advertising data. Below the menu are links for 'Have questions?' and 'Visit Help Center'. The main content area on the right is titled 'Back to LinkedIn' and contains several settings sections, each with a 'Change' button and a current value:

- Who can see your last name**: Choose how you want your name to appear. Current value: Full.
- Representing your organization and interests**: Choose if we show your profile information on other content shown on LinkedIn. Current value: Yes.
- Profile visibility off LinkedIn**: Choose how your profile appears via partners' and other permitted services. Current value: No.
- Manage who can discover your profile from your email address**: Choose who can discover your profile if they haven't connected with you, but have your email address. Current value: Everyone.
- Manage who can discover your profile from your phone number**: Choose who can discover your profile if they have your phone number. Current value: Everyone.
- Blocking**: See your list and make changes if you'd like. Current value: Change.

A yellow rounded rectangle highlights the 'Manage who can discover your profile from your phone number' section.

# People Also Viewed

The screenshot shows the LinkedIn 'Site preferences' page. On the left is a navigation menu with 'Site preferences' highlighted. The main content area lists various settings, with 'People also viewed' and 'Unfollowed' highlighted by a yellow box. A 'Back to LinkedIn' link is in the top right corner.

**Account preferences**

- Profile information
- Site preferences**
- Syncing options
- Subscriptions & payments
- Partners & services
- Account management

**Sign in & security**

**Visibility**

**Communications**

**Data privacy**

**Advertising data**

Have questions?  
[Visit Help Center](#)

**Site preferences**  
Manage your LinkedIn experience

**Language** Change  
English

**Content language** Change  
Select a language for translation

**Autoplay videos** Change  
No

**Showing profile photos** Change  
Everyone

**Feed preferences** Change  
Customize your feed

**People also viewed** Change  
No

**Unfollowed** Change  
See who you have unfollowed, and resume following if you'd like

# Time to Get Noticed

**in** Back to LinkedIn

## Visibility of your LinkedIn activity

Make sure your network only sees the activity you choose to show

<b>Manage active status</b>	<b>Change</b>
Choose who can see when you are on LinkedIn	
<b>Share job changes, education changes, and work anniversaries from profile</b>	<b>Change</b>
Choose whether your network is notified	No
<b>Notify connections when you're in the news</b>	<b>Change</b>
Choose whether we notify people in your network that you've been mentioned in an article or blog post	Yes
<b>Mentioned by others</b>	<b>Change</b>
Choose whether other members can mention you	Yes
<b>Followers</b>	<b>Change</b>
Choose who can follow you and see your public updates	Everyone

Account preferences

Sign in & security

Visibility

Visibility of your profile & network

Visibility of your LinkedIn activity

Communications

Data privacy

Advertising data

Have questions?  
[Visit Help Center](#)



# Time to Get Noticed

The image shows a screenshot of the LinkedIn settings page, specifically the 'Visibility of your LinkedIn activity' section. The page is framed by a blue border. In the top left corner is the LinkedIn logo, and in the top right corner is a link that says 'Back to LinkedIn'. On the left side, there is a navigation menu with several categories: 'Account preferences', 'Sign in & security', 'Visibility', 'Communications', 'Data privacy', and 'Advertising data'. The 'Visibility' category is expanded, showing two sub-items: 'Visibility of your profile & network' and 'Visibility of your LinkedIn activity'. The 'Visibility of your LinkedIn activity' item is highlighted with a green vertical bar and a yellow rounded rectangle. The main content area on the right is titled 'Visibility of your LinkedIn activity' and includes a subtitle: 'Make sure your network only sees the activity you choose to show'. Below this, there are several settings sections, each with a 'Change' link on the right. The 'Share job changes, education changes, and work anniversaries from profile' section is highlighted with a yellow rounded rectangle. This section has a subtitle 'Choose whether your network is notified' and a dropdown menu currently set to 'No'. Other sections include 'Manage active status' (with a 'Change' link), 'Notify connections when you're in the news' (with a 'Change' link and a dropdown set to 'Yes'), 'Mentioned by others' (with a 'Change' link and a dropdown set to 'Yes'), and 'Followers' (with a 'Change' link and a dropdown set to 'Everyone'). At the bottom left of the settings page, there is a link that says 'Have questions? Visit Help Center' with an external link icon.

in Back to LinkedIn

## Visibility of your LinkedIn activity

Make sure your network only sees the activity you choose to show

**Manage active status** Change  
Choose who can see when you are on LinkedIn

**Share job changes, education changes, and work anniversaries from profile** Change  
Choose whether your network is notified  
No

**Notify connections when you're in the news** Change  
Choose whether we notify people in your network that you've been mentioned in an article or blog post  
Yes

**Mentioned by others** Change  
Choose whether other members can mention you  
Yes

**Followers** Change  
Choose who can follow you and see your public updates  
Everyone

Account preferences

Sign in & security

Visibility

Visibility of your profile & network

Visibility of your LinkedIn activity

Communications

Data privacy

Advertising data

Have questions?  
[Visit Help Center](#)

# Time to Get Noticed

The screenshot shows the LinkedIn settings page for 'Visibility of your LinkedIn activity'. The left sidebar contains navigation options: Account preferences, Sign in & security, Visibility (with a sub-option 'Visibility of your LinkedIn activity' highlighted), Communications, Data privacy, and Advertising data. The main content area is titled 'Visibility of your LinkedIn activity' and includes a subtitle 'Make sure your network only sees the activity you choose to show'. It lists several settings, each with a 'Change' link and a current status:

Setting	Change Link	Current Status
Manage active status	Change	
Share job changes, education changes, and work anniversaries from profile	Change	No
Notify connections when you're in the news	Change	Yes
Mentioned by others	Change	Yes
Followers	Change	Everyone

At the bottom left of the sidebar, there is a link for 'Visit Help Center'.

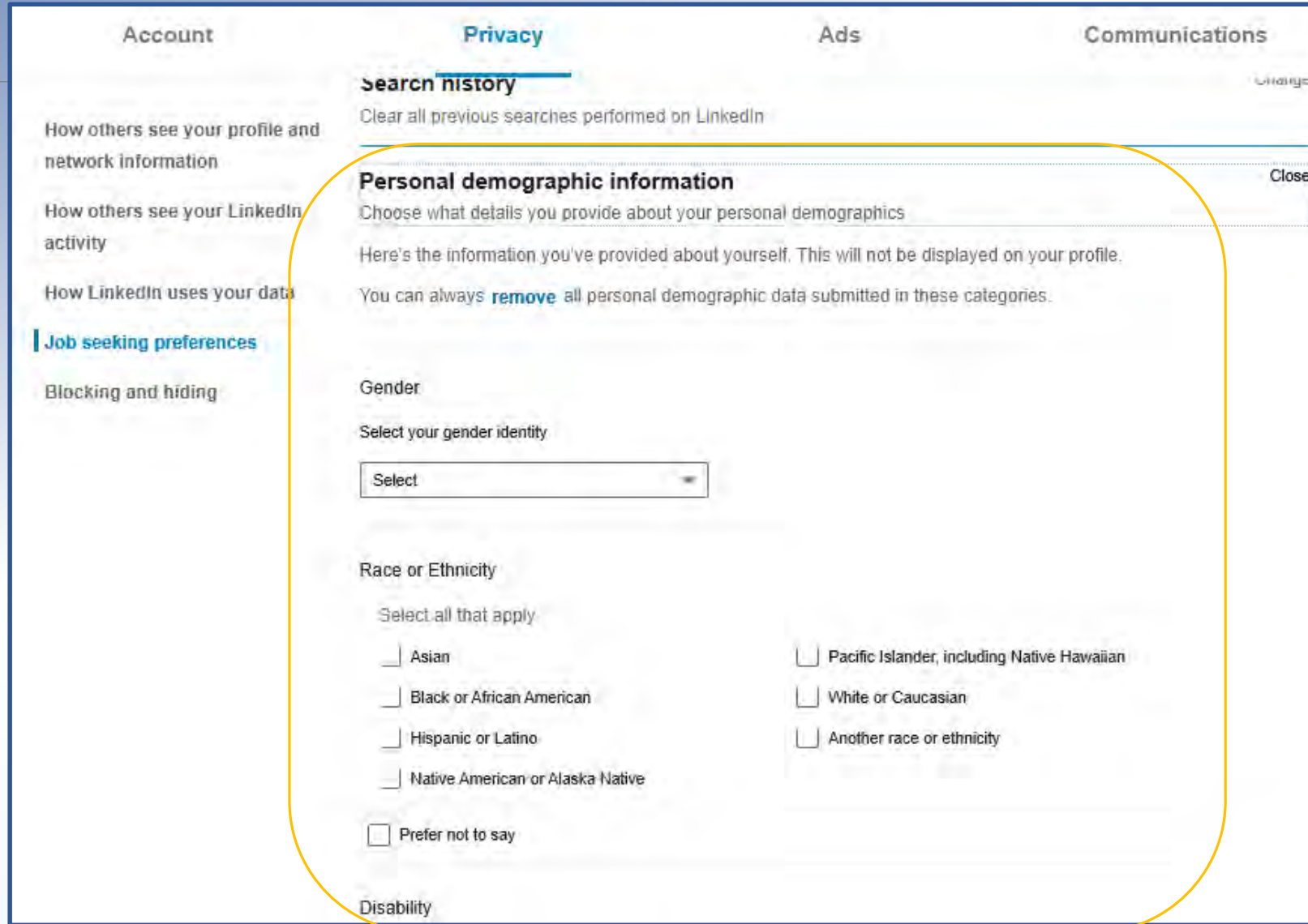
# Data Privacy

The image shows a screenshot of the LinkedIn 'Manage your data and activity' settings page. The left sidebar contains a list of settings categories, with 'Data privacy' highlighted. The main content area lists several data-related settings, each with a 'Change' link. Yellow rounded rectangles are drawn around the following sections:

- Get a copy of your data**: See your options for accessing a copy of your account data, connections, and more.
- Salary data on LinkedIn**: See and delete your salary data.
- Search history**: Clear all previous searches performed on LinkedIn.
- Personal demographic information**: Choose what details you provide about your personal demographics.
- Social, economic, and workplace research**: Choose whether we can make some of your data available to trusted services for policy and academic research.

At the bottom of the sidebar, there is a link: 'Have questions? Visit Help Center' with an external link icon.

# How LinkedIn Uses Your Data



The image shows a screenshot of the LinkedIn Privacy settings page. The page has a navigation bar at the top with four tabs: 'Account', 'Privacy' (which is selected and highlighted in blue), 'Ads', and 'Communications'. Below the navigation bar, there is a sidebar on the left with several menu items: 'How others see your profile and network information', 'How others see your LinkedIn activity', 'How LinkedIn uses your data', 'Job seeking preferences' (highlighted with a blue bar), and 'Blocking and hiding'. The main content area is titled 'Search history' and contains a link to 'Clear all previous searches performed on LinkedIn'. Below this, the 'Personal demographic information' section is highlighted with a yellow rounded rectangle. This section is titled 'Personal demographic information' and has a 'Close' button. It contains the text: 'Choose what details you provide about your personal demographics', 'Here's the information you've provided about yourself. This will not be displayed on your profile.', and 'You can always [remove](#) all personal demographic data submitted in these categories.' Underneath, there are three sections: 'Gender' with a dropdown menu currently set to 'Select'; 'Race or Ethnicity' with a 'Select all that apply' instruction and several checkboxes for 'Asian', 'Black or African American', 'Hispanic or Latino', 'Native American or Alaska Native', 'Pacific Islander, including Native Hawaiian', 'White or Caucasian', and 'Another race or ethnicity'; and 'Disability' with a 'Prefer not to say' checkbox.

# Job Searching Preferences

The screenshot shows the LinkedIn 'Job seeking preferences' settings page. A left-hand navigation menu lists various settings categories, with 'Data privacy' highlighted in blue. The main content area is titled 'Job seeking preferences' and includes a subtitle 'Privacy controls for job seeking activity on LinkedIn'. Below this, several settings are listed, each with a 'Change' link on the right. Yellow callout boxes highlight the following sections:

- Job application settings**: Choose what information LinkedIn saves when you submit a job application. (Change)
- Sharing your profile when you click Apply**: Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply. (Change, Yes)
- Commute preferences**: Set commute times and get job recommendations based on your preferences. (Change)
- Signal your interest to recruiters at companies you've created job alerts for**: This will be applied for companies that you've created job alerts for. (Change, No)
- Stored job applicant accounts**: Match which third-party job applicant accounts are stored on LinkedIn. (Change)

At the bottom right, there is a partially visible 'Activate Win' button and a note: 'Go to Settings to 0 stored accounts'.

# Data Privacy with Other Applications

The image shows a screenshot of the LinkedIn 'Other applications' settings page. The left sidebar contains navigation links: 'Sign in & security', 'Visibility', 'Communications', 'Data privacy', 'How LinkedIn uses your data', 'Job seeking preferences', and 'Other applications'. The main content area is titled 'Other applications' with the subtitle 'Control how associated accounts can use your data'. It features two sections: 'Permitted services' with a 'Change' link and '0 connected apps' below it, and 'Microsoft Word' with a 'Change' link and a 'No' option below it. Yellow callout boxes highlight the 'Data privacy' link in the sidebar, the 'Permitted services' section, and the 'Microsoft Word' section.

Sign in & security

Visibility

Communications

Data privacy

How LinkedIn uses your data

Job seeking preferences

Other applications

## Other applications

Control how associated accounts can use your data

**Permitted services** [Change](#)

View services you've authorized and manage data sharing

0 connected apps

**Microsoft Word** [Change](#)

Choose whether work experience descriptions from your LinkedIn profile can be shown in Resume Assistant, a feature within Microsoft Word.

No

# Job Searching Preferences

The screenshot shows the LinkedIn 'Job seeking preferences' settings page. The left sidebar contains a menu with the following items: Account preferences, Sign in & security, Visibility, Communications, Data privacy (highlighted with a yellow box), How LinkedIn uses your data, Job seeking preferences (highlighted with a yellow box), Other applications, and Advertising data. The main content area is titled 'Job seeking preferences' with the subtitle 'Privacy controls for job seeking activity on LinkedIn'. It contains several sections, each with a 'Change' button: 'Job application settings' (highlighted with a yellow box), 'Sharing your profile when you click Apply' (highlighted with a yellow box), 'Commute preferences' (highlighted with a yellow box), 'Signal your interest to recruiters at companies you've created job alerts for' (highlighted with a yellow box), and 'Stored job applicant accounts' (highlighted with a yellow box). At the bottom right, there is a partially visible 'Activate Win' button and a note: 'Go to Settings to 0 stored accounts'.

**Account preferences**

**Sign in & security**

**Visibility**

**Communications**

**Data privacy**

How LinkedIn uses your data

**Job seeking preferences**

Other applications

**Advertising data**

Have questions? Visit [Help Center](#)

## Job seeking preferences

Privacy controls for job seeking activity on LinkedIn

### Job application settings Change

Choose what information LinkedIn saves when you submit a job application.

### Sharing your profile when you click Apply Change

Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply. Yes

### Commute preferences Change

Set commute times and get job recommendations based on your preferences.

### Signal your interest to recruiters at companies you've created job alerts for Change

This will be applied for companies that you've created job alerts for. No

### Stored job applicant accounts Change

Match which third-party job applicant accounts are stored on LinkedIn. 0 stored accounts

Activate Win  
Go to Settings to 0 stored accounts

# How LinkedIn Uses Your Data

The screenshot shows the LinkedIn Privacy settings page. The 'Privacy' tab is selected. The left sidebar contains navigation options: Account, Privacy (selected), and Ads. The main content area is divided into sections: 'Mentions or tags by others', 'How LinkedIn uses your data' (highlighted in blue), 'Manage your data and activity', and 'Getting a copy of your data' (highlighted with a yellow rounded rectangle). The 'Getting a copy of your data' section includes a description, two radio button options, and a list of data categories with checkboxes. A 'Request archive' button is at the bottom.

Account Privacy Ads

**Mentions or tags by others**  
Choose whether other members can mention or tag you

How others see your profile and network information

How others see your LinkedIn activity

**How LinkedIn uses your data**

Job seeking preferences

Blocking and hiding

**Manage your data and activity**  
Review the data that you've provided, and make changes if you'd like

**Getting a copy of your data**  
See your options for accessing a copy of your account data, connections, and more

Your LinkedIn data belongs to you, and you can download an archive any time or [view the rich media](#) you have uploaded.

Download larger data archive, including connections, contacts, and your account history. [Learn more](#)

Want something in particular? Select the data files you're most interested in.

<input type="checkbox"/> Articles	<input checked="" type="checkbox"/> Connections
<input checked="" type="checkbox"/> Imported Contacts	<input type="checkbox"/> Messages
<input type="checkbox"/> Invitations	<input checked="" type="checkbox"/> Profile
<input checked="" type="checkbox"/> Recommendations	<input type="checkbox"/> Registration

**Request archive** Your download will be ready in about 10 mins



# How LinkedIn Uses Your Data

The image shows a screenshot of the LinkedIn Privacy settings page. The 'Privacy' tab is selected, and the 'Social, economic and workplace research' setting is highlighted with a yellow rounded rectangle. The setting is currently turned off, indicated by a toggle switch in the 'No' position. The text explains that this setting controls whether data from the user's profile can be shared with trusted services for research purposes. It also notes that the change will take 24 hours to become effective and that the setting does not opt the user out of certain research and data usage.

Account      **Privacy**      Ads      Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

**Job seeking preferences**

Blocking and hiding

**Social, economic and workplace research** Close

Choose whether we can make some of your data available to trusted services for policy and academic research

No

We enable trusted third party partners to use data about you (e.g. data from your LinkedIn profile) for social, economic and workplace research, under controls designed to protect your privacy.

Your change may take 24 hours to become effective and only applies prospectively, to future research projects.

Please note that this setting does not opt you out of:

- the research we do for product development and support and to protect our members and our systems against security threats, fraud and other violations of our terms.
- the use (including for third party research) of de-identified data, such as widely shared characteristics that do not identify you personally.

# Job Seeking Preferences

The screenshot shows the LinkedIn 'Job seeking preferences' settings page. On the left is a navigation menu with categories: Account preferences, Sign in & security, Visibility, Communications, Data privacy, and Advertising data. The 'Data privacy' section is expanded, showing 'How LinkedIn uses your data', 'Job seeking preferences' (highlighted), and 'Other applications'. The main content area is titled 'Job seeking preferences' with the subtitle 'Privacy controls for job seeking activity on LinkedIn'. It contains several settings:

- Job application settings**: 'Choose what information LinkedIn saves when you submit a job application.' with a 'Change' link.
- Sharing your profile when you click Apply**: 'Choose if you want to share your full profile with the job poster when you're taken off LinkedIn after clicking Apply' with a 'Change' link and a 'Yes' radio button selected. A yellow arrow points to the 'Yes' option.
- Commute preferences**: 'Set commute times and get job recommendations based on your preferences' with a 'Change' link.
- Signal your interest to recruiters at companies you've created job alerts for**: 'This will be applied for companies that you've created job alerts for' with a 'Change' link and a 'No' radio button selected. A yellow arrow points to the 'No' option.
- Stored job applicant accounts**: 'Which third-party job applicant accounts are stored on LinkedIn' with a 'Change' link and '0 stored accounts'.

At the bottom left, there is a link: 'Have questions? Visit Help Center'. At the bottom, a URL is partially visible: '...com/psettings/jobs/job-alerts-shared-with-recruiters'.

## 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 | Launching Careers at Every Professional Level  
San Francisco Bay Area · 500+ connections

[Join to Connect](#)

#### Contact Mary for services

Career Development Coaching, Resume Writing, Interview Preparation, Executive Coaching, Public Speakin...

[See all details](#)

- CS Advising
- CS Search & Staffing (Collegial Services)
- University of California, Davis
- Company Website

About

### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/marydigginsmchale](https://www.linkedin.com/in/marydigginsmchale) [✎](#)

### 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 region

Profile Photo

Only 1st-degree connections  
LinkedIn members directly connected to you.

Your network

Use this to edit URL

Use this section to chose what Parts of your Profile are visible

## 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 | Launching Careers at Every Professional Level

San Francisco Bay Area · 500+ connections

[Join to Connect](#)

Contact Mary for services

Career Development Coaching, Resume Writing, Interview Preparation, Executive Coaching, Public Speakin...

[See all details](#)

CS Advising

CS Search & Staffing (Collegial Services)

University of California, Davis

Company Website

## Edit your custom URL

Personalize the URL for your profile.

Public  
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background Photo Show

Headline Show

Websites Show

Summary Show

Articles & Activity Hide

Current Experience Show

Details Show

Past Experience Show

Details Show

Education Show

Details Show

Volunteer Experiences Show

Certifications Show

Honors and Awards Show

Organizations Show

Groups Show

Recommendations Show

Select which parts of your profile can be viewed

You can change this at any time

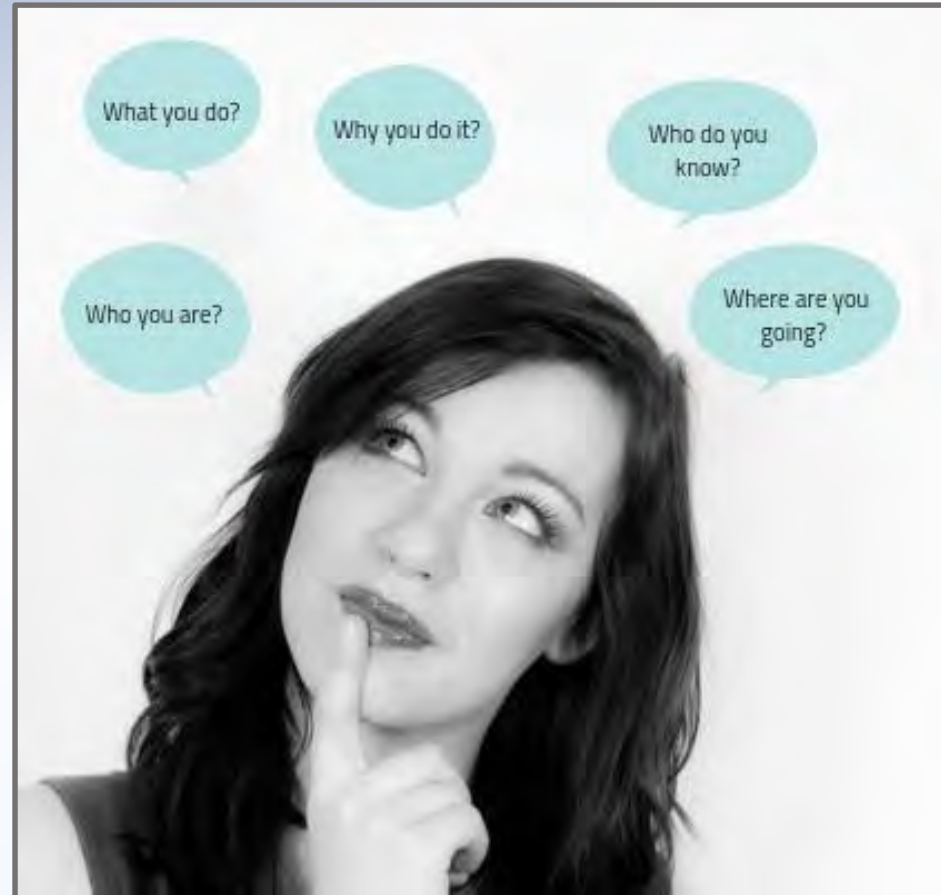


# Curating Your Brand

---

# Communicating Your Brand

---



# 10 Steps to Create Your Brand



# Your Brand

---

On average, how much does a picture increase the chances of a LinkedIn profile being viewed?

A. 12x

B. 30x

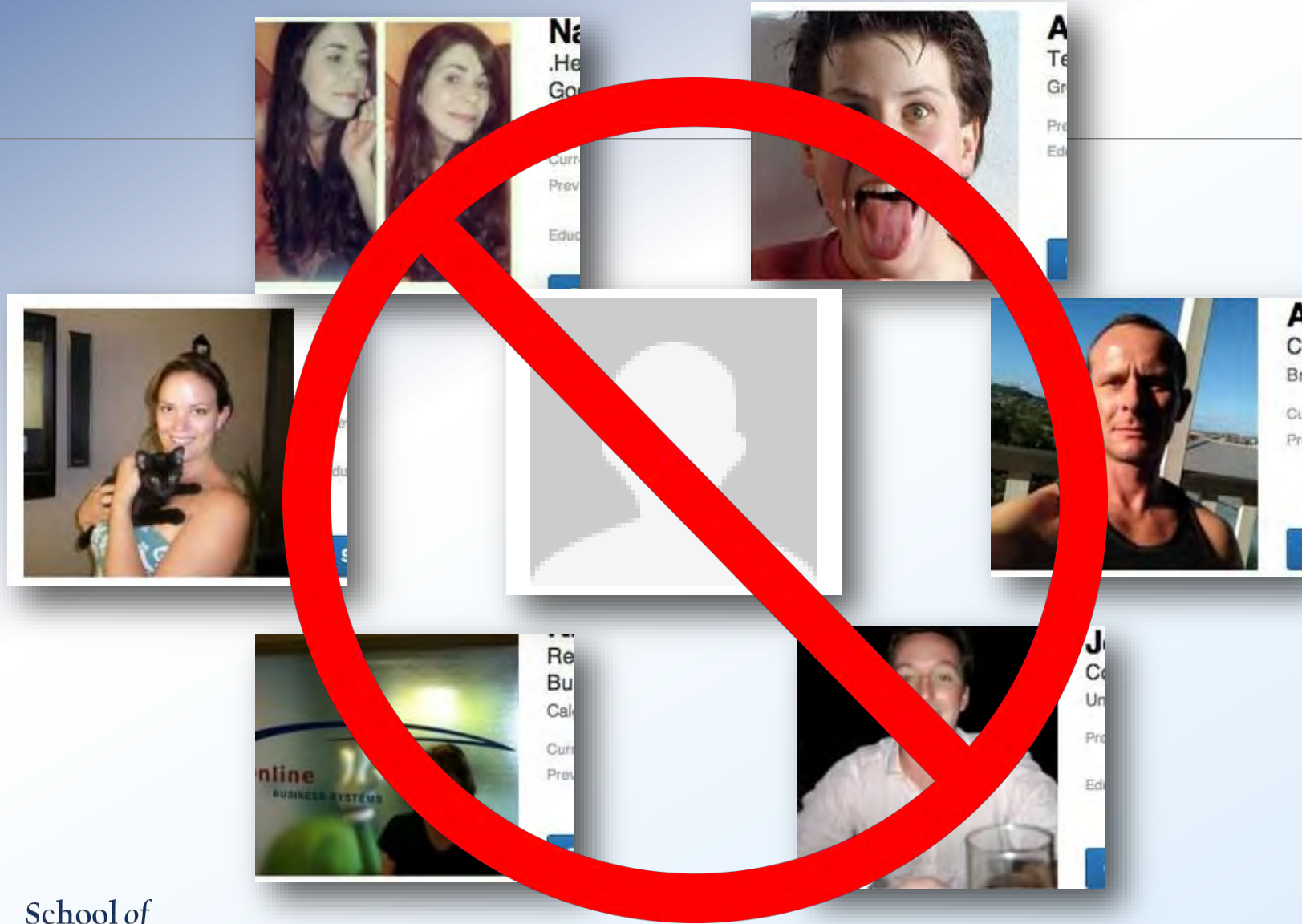
C. 21x

D. 7x





# Keep it Professional



# Photo Guidelines

## ***DO***

- Clear, well-lit
- Professional, industry appropriate
- Headshot that shows YOU

## ***DON'T***

- Grainy, dark
- Party/vacation pic, casual selfie
- Highlight background more than you

# Your Profile is Your Brand

Profile Picture  
Full Name



Headline



Profile picture: A circular photo of David Ng, a man with short dark hair, wearing a white shirt and a patterned tie.

Background picture: A wide panoramic photo of a city skyline at night, featuring a prominent tower with a spire.

Text: David Ng · 1st Sr. Manager, Application Security and Engineering at PwC Fremont, California, United States · 500+ connections · [Contact info](#)

Buttons: Message, More...

Company | School Location: PwC, University of California, Berkeley

Background  
Picture



Company | School  
Location

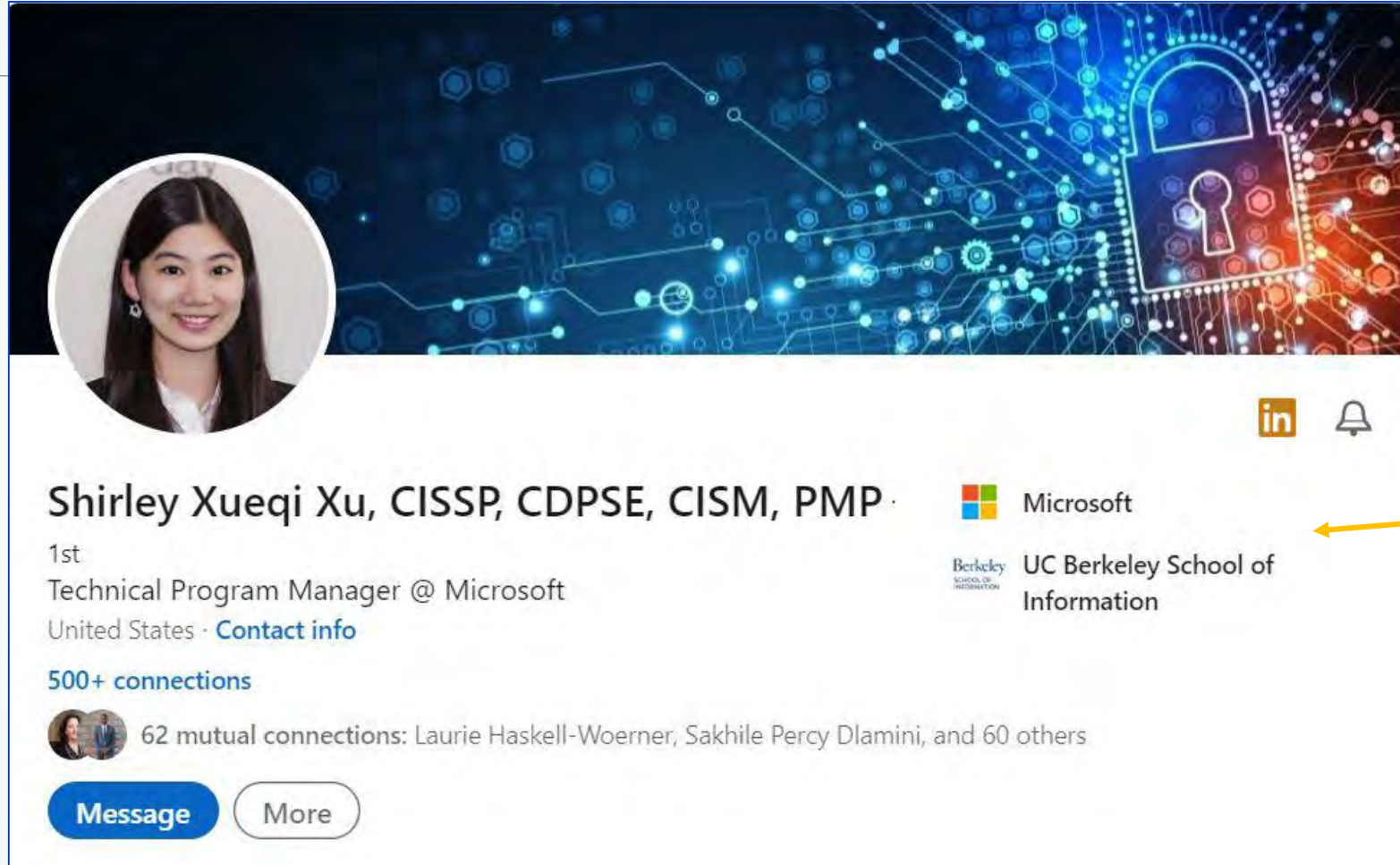


## How to:

- Click *Me* > *View Profile*
- Click pencil to right of profile photo
- Click pencil on background photo

# What does your Brand Say?

Background  
Picture



The image shows a LinkedIn profile for Shirley Xueqi Xu. The profile includes a circular profile picture of a woman with dark hair, a blue background image with a padlock and circuitry, and a headline listing her certifications: CISSP, CDPSE, CISM, and PMP. Her current position is '1st Technical Program Manager @ Microsoft' in the United States. The profile also shows her education at UC Berkeley School of Information and her company affiliation with Microsoft. There are buttons for 'Message' and 'More' at the bottom.

Search “linkedin  
background images  
cybersecurity”

Company


Education




Headline



# Contact Information





Mary (Diggins) McHale 

Career Strategist | Launching Careers at Every Professional Level

San Francisco Bay Area · 500+ connections · [Contact info](#)





[Add profile section](#) [More...](#)

 UC Berkeley School of Information


 University of California, Davis

Mary McHale ✕

Contact Info ✎

-  **Your Profile**  
[linkedin.com/in/marydigginsmhale](https://linkedin.com/in/marydigginsmhale)
-  **Website**  
[csadvising.com](https://csadvising.com) (Company Website)
-  **Phone**  
925-818-2280x117 (Work)
-  **Email**  
[marym@csadvising.com](mailto:marym@csadvising.com)

# Make Your Headline Count




**makes it happen.** ?  
San Francisco Bay Area | Public Relations and Communication

Current University of California, Femme Cartel: Contemporary Curation

Previous UC Berkeley, Conscious Communications, Pro-Me Communications

Education Simmons College




**Communicator & connector at UC Berkeley**  
San Francisco Bay Area | Higher Education

Current University of California Berkeley

Previous University of California Berkeley, Vanderbilt University, Rehability Health Services

Education Western Kentucky University




**Associate** . . . ?  
Washington D.C. Metro Area | Management Consulting

Current Booz Allen Hamilton

Previous University of Maryland, Institute for Systems Rese  
Teclination Consulting, Palo Alto Research Center

Education University of Cambridge, Dept. of Engineering




**Marketing Communications, Brand Strategy, Creative Direction, Event Marketing**  
San Francisco Bay Area | Marketing and Advertising

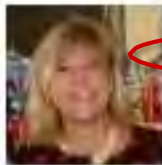
Current Independent Professional

Previous Bon Appetit @Google, University of California, Berkeley, Virtcom Consulting

Education University of Arizona



**Helping teams deliver fast and accurate...** ?



**Dir. of External Relations, UC Berkeley ...**

# Sample Headlines

Cybersecurity Strategist

Cybersecurity Manager

Cybersecurity | Compliance Evangelist

Cybersecurity Technologist

Global Cybersecurity, Compliance, and  
Identity Leader

Cybersecurity Professional - System, Network and  
Security Design – Leader

Chief Information Security Officer | CISO

Senior Director Cybersecurity Engineering, Cybersecurity

Cybersecurity & Data Privacy Champion |  
Graduate Cyber Defense Student |  
Cryptographer

# Compelling Summary

- Interests | Passion
- Engagement
- Visual “Brand”
- Mobile View
- Featured

**About**

Coaching people through change has been the cornerstone of my career.

I love assisting my clients to discover the real value of their skills and capabilities, uncover the impact of their achievements and then demonstrate their worth to transition into new jobs and industries. I'm honored to be one of nine coaches selected by LinkedIn nationally to partner on their new Mock Interviewing Pilot program.

I collaborate with my clients to share their professional stories through resumes, LinkedIn and interview preparation to enable them to transition their careers into exciting new roles and industries.

Areas of Expertise include:


- Mid-Career to Senior Executive Professionals seeking a promotion or a change
- College Students and New Graduates looking for internships and career launch
- Returning to Work Candidates needing assistance on how best to return to the workforce
- Giving my clients the advantage of a proactive, customized job search strategy

Resume Writing | LinkedIn Profile | Job Search Strategy | Career Coaching

**Featured**

Post

Honored and proud to share this great news!




UC Berkeley Named #1 Online Master's in Cybersecurity  
ischool.berkeley.edu • 2 min read

👍❤️👍 20

Post

Superhero or Cybersecurity professional? Love this quick...




Cybersecurity Calling!  
link.medium.com

👍 11

Post

Need great Cybersecurity talent? Employers request the UC...



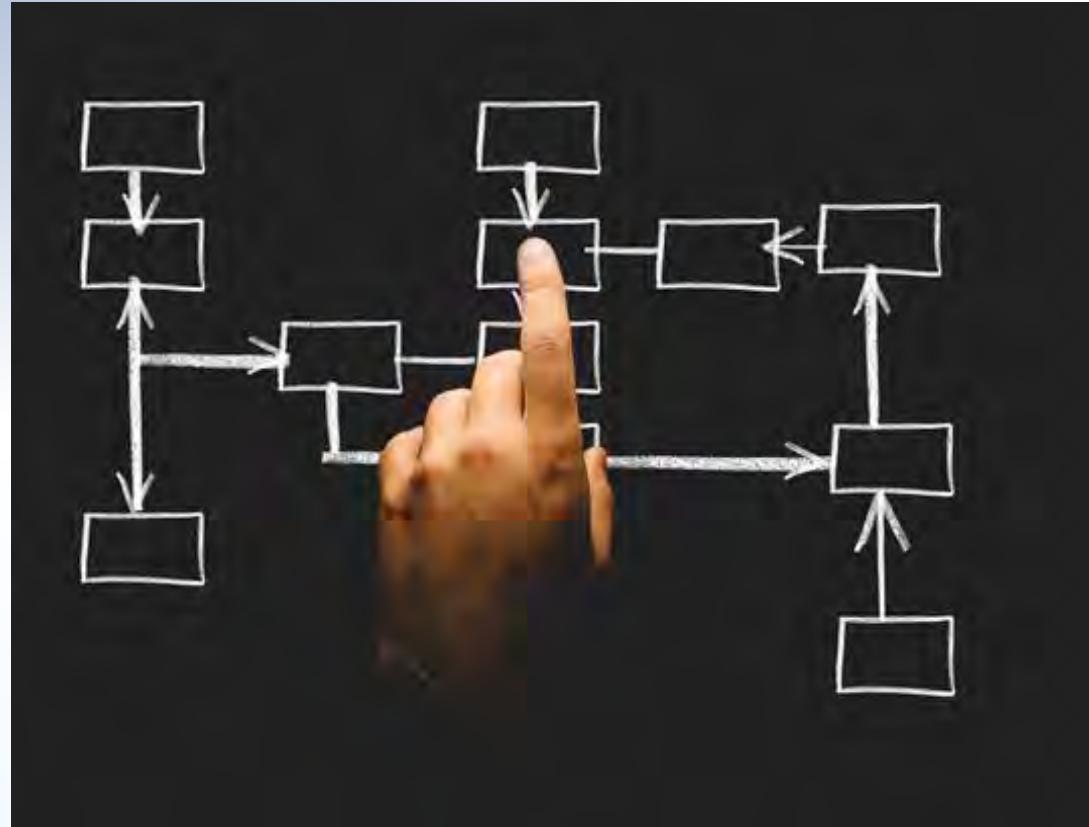
Berkeley SCHOOL OF INFORMATION

👍❤️👍 20



# Experience - What's Your Position?

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# Work Experience


## Experience

**Sr. Manager, Application Security and Engineering**  
PwC  
May 2018 – Present | 1 yr 11 mos  
San Francisco Bay Area

- Leading a team to generate a vision for Application Security and execute against the overall strategy.
- Drive adoption of security solutions and server member firms across the globe.
- Building, deploying, developing teams and/or projects within a function or across functions.
- Mapping long term business requirements to complex security architecture frameworks.
- Engaging with development teams to articulate complex application security risks.
- Engaging throughout the software development lifecycle (SDLC) to identify, track and reduce application security risks across new applications. [...see more](#)

**Graduate Student**  
UC Berkeley School of Information • Part-time  
Aug 2019 – Present | 8 mos  
Berkeley, CA

- Voted by my peers to be the cohort representative of my class.
- Selected as 1 of 3 scholars from the University of California, Berkeley to be a RSA Conference Security Scholar, Sponsored by the School of Information and the research hub, Center for Long-Term Cybersecurity. [...see more](#)



David Ng selected to Represent I School and ...

**Add profile section** ▾ **More...**

- Intro ▾
- Background ▲
  - Work experience (7 positions on your profile) +
  - Education (2 schools on your profile) +
  - Volunteer experience (2 volunteer experiences on your profile) +
- Skills ▾
- Accomplishments ▾
- Additional information ▾

# Power of White Space

## Applications Security Engineer

Full-time

Jul 2013 – Present · 7 yrs 4 mos

Oakland, USA

- Two plus years of experience in AWS – Platform as a Service (PaaS) and Infrastructure as a Service (IaaS), hands on experience with IAM, SES, EC2, S3, VPC.
- Provided advisory to 300+ new users and hands-on support on secured ECM and Citrix environment, assessment, planning, maturity, and sustainment following security guidelines.
- Developed current state enterprise content management technology architecture to legacy and 1500+ new users, gap analysis, and future state technology architecture to address client architecture gaps including scalability, on-premise/cloud, security and GRC compliance.
- Identified ECM and Citrix business needs, requirements management, traceability matrix, functional design, prototyping, process design, testing, piloting, training, and supporting implementations as well as system integration and data conversion.
- Defined content governance including legal compliance/regulations, standards, taxonomies, industry practices, change management.
- Developed, reviewed, analyzed, document current and new ECM process documents including SOPs, templates, plans, manuals, workflows, and other guidance documentation.

# Education

## Education



**UC Berkeley School of Information**

Master of Information and Cybersecurity

2019 - 2020

Activities and societies: Relevant Coursework:

Beyond the Code: Cybersecurity in Context | Cryptography for Cyber and Network Security | Softw ...see more

Lily L. Chang MICS Capstone Award Winner



**The University of British Columbia**

Bachelor of Commerce (B.Com.) with Honours, Combined major business and computer science

2010 - 2015

# Volunteer Experience

## Volunteer Experience



### **Mentor**

California State Polytechnic University-Pomona

Sep 2016 – Present • 3 yrs 7 mos

Mentoring undergraduate students to better prepare them for life after graduation in the Bronco Mentoring Program.



### **PTA Executive Board Member for Vallejo Mill Elementary School**

Fremont Unified School District

Aug 2019 – Present • 8 mos

Education

# Skills & Endorsements


## Skills & Endorsements Add a new skill

**Career Development Coaching** · 16  
★★★★ Endorsed by 3 of Mary's colleagues at CS Advising

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**Job Search Strategies** · 11  
★★★★ Endorsed by 3 of Mary's colleagues at CS Advising

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**Resume Writing** · 21  
 Endorsed by Robin Reshwan, CPRW, who is highly skilled at this  
★★★★ Endorsed by 3 of Mary's colleagues at CS Advising


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### Industry Knowledge


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<b>Strategic Planning</b> · 31	<b>Business Development</b> · 30
<b>Program Management</b> · 13	<b>Marketing Strategy</b> · 7
<b>Event Planning</b> · 3	<b>Nonprofits</b> · 4
<b>Healthcare</b> · 3	<b>Market Research</b> · 4
<b>Human Resources</b> · 12	


# Recommendations



**Mary (Diggins) McHale**  
Career Coach | Launching Careers at Every Professional Level


Recommendations Ask for a recommendation 

Received (29) Given (0)




**Jorge Benavides**  
Senior Vice President |  
Bridging Talent and  
Technologies  
March 19, 2020. Jorge was a client  
of Mary's

Mary is an amazing professional and is one of the best advisers I've ever had the pleasure of working with. She is exceptionally skilled at identifying the strengths of her clients and articulating those capabilities in a clear and effective way. Mary's support not only resulted in an exponential increase in responses to my ... [See more](#)




**Jasmine Gregory**  
Incoming TERM at LiveRamp  
February 12, 2020. Jasmine was a  
client of Mary's

I owe Mary so much after working with her for the past three years. Since sophomore year, I have been preparing for interviews with Mary. Without fail, at the end of each application cycle I have had multiple offers to choose from because of Mary's help and expertise. I am graduating in May, and have secured m... [See more](#)



**Kristie Weber**  
Internal Compliance Director  
at Intermedia  
December 4, 2019. Kristie was a  
client of Mary's

I had never had professional help with my resume or LinkedIn profile before, but decided to seek it out as I was looking to make a career shift. After several proposals and phone screens, I selected Mary. She really dove in and was able to get me to look at my career and experience in a whole new light. I wo... [See more](#)



**Aaron Diggins**  
Seeking opportunities in  
sourcing, management, data  
driven analysis, supply chain  
and operations  
November 13, 2019. Aaron was a  
client of Mary's

Working with Mary and CSA was an eye opener. Despite being in the work force for a decade, I hadn't had to start a job hunt cold. When we started our call, it quickly became apparent just how complex a journey this would be, and how beneficial it would be to have such a wealth of experience to help. She gave gre... [See more](#)

# Accomplishments

- Publications
- Certifications
- Patents
- Courses
- Projects
- Honors & Awards
- Test Scores
- Languages
- Organizations

## Accomplishments

- 8 Honors & Awards** ▼  
Graduation Honors • Linguistics Departmental Citation • Outstanding Performance Citation for Japanese • Academic Honor Society Member • Bridging Scholarship Recipient • Duttenhaver Scholarship Recipient • UCEAP Promise Award Recipient • Dean's Honor List
- 2 Languages** ▼  
English • Japanese
- 2 Organizations** ▼  
"Jishin" Japanese Dance Group • UC Davis Japanese American Student Society
- 2 Projects** ▼  
Japanese American Community Empowerment Summit • The Past is Present for Japanese Americans
- 1 Certification** ▼  
JLPT Japanese Language Proficiency Test 日本語能力試験 N1

## Interests



# Projects

- Adds depth to your profile
- Showcase key experiences
- Link to other Creator(s)

## 3 Projects

### Professional Development Speaker and Workshop Facilitator

Sep 2014 – Present

Frequent presenter on a variety of career and professional development topics for Stanford University Alumni Association; St. Mary's College of California/School of Economics and Business Administration; University of California, Davis Alumni Association; University of California, Berkeley/Haas School of Business Alumni Association; University of Pacific/School of Business; Society of Professional Engineers; Bio-medical Engineers Society; National Charity League; Net Impact.

### US News - Career Blogger

Jun 2013 – Present

I write about career tips and issues facing college students, new graduates, business professionals and the companies that hire them in the Money/Career section for US News and World Report.

Other creator



[See project](#)

### Cal Aggie Alumni Association - In the Know Magazine

Aug 2012 – Present

I am a regular contributor to the University of California, Davis Alumni Association's (CAAA) on-line magazine for parents - In the Know.

Other creator



[See project](#)

# Activity and Content

The screenshot shows a LinkedIn profile for Mary (Diggins) McHale, a Career Strategist. The profile includes a header with her name, title, and a blue 'Add profile section' button. Below the header is the 'Activity' section, which shows a list of posts she has shared or commented on. The first post is about a Covid-19 challenge, the second is about a free advice call, the third is about economic warnings, and the fourth is about team work. Each post includes a thumbnail image, a title, and engagement metrics like reactions and comments.

**Mary (Diggins) McHale**  
Career Strategist | Launching Careers at Every Professional Level

[Add profile section](#)


**Activity** [See all](#)

1,599 followers [Manage followers](#)

- It's been suggested the Covid-19 challenge is a time for us to be the next ...**  
Mary shared this  
19 Reactions • 1 Comment
- Spring Into Action! Click the following link to schedule a FREE Advice Call: ...**  
Mary shared this  
1 Reaction
- Economists warn 2nd quarter contraction will rival 'steepest in history' - Phoenix ...**  
Mary shared this  
1 Reaction
- Amazing work by your teams to complete 30 days of work in 2 to ...**  
Mary commented

>1% Post or Publish Content  
Use this to show thought leadership and visibility

# Power of Media




### 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 at

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

[see less](#)

Jony, me & Steve

## Featured



Variety Magazine  
Top Ten Innovators to Watch



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



Engineering Student at University of California, Davis

See contact info

See connections (101)

My double majoring in Aerospace and Mechanical Engineering. My internship at the Jet Propulsion Laboratory has fueled my drive to work in the aerospace industry. I have gained additional internship experience while I complete my degree.

Resume:

# The View from LinkedIn Recruiter

The screenshot shows the LinkedIn Recruiter interface. At the top, there are four summary statistics: '3,266 total candidates', '1,120 are more likely to respond', '731 open to new opportunities', and '12 past applicants'. The numbers 3,266 and 731 are circled in yellow. Below these are search filters for job titles, locations (San Francisco Bay Area), skills (Research, Data Analysis, etc.), and companies. The main results area shows three candidate profiles: Henry Le, Deborah Yang, and Jesse C., each with a 'Save to a project' button and a 'Filter' button for contractors.

Search history and alerts

3,266 total candidates

1,120 are more likely to respond

731 open to new opportunities

12 past applicants

Showing results for

Custom filters

Job titles

+ Job titles or boolean

+ Associate, + Product Manager,

Locations

San Francisco Bay Area +

+ Greater Los Angeles Area (729),

Include: Current only

Skills

Research Data Analysis

Microsoft Office Microsoft Excel

Leadership Public Speaking SQL

Analytical Skills

Python (Programming Language)

Java +

+ Project Management (137),

Companies

+ Companies or boolean

+ Google, + Apple, + Amazon, + Microsoft,

Employment type

731 candidates View search insights 1 - 25

Henry Le <sup>3rd</sup> Save to a project ...

Currently seeking full-time opportunities

San Francisco Bay Area • Computer Software

Past Software Engineer & Technical Writer Intern at IBM 2017 - 2017

Student Software Engineer at University of California, Davis 2015 - 2017

More

Education University of California, Davis 2013 - 2018

Open to new opportunities

Deborah Yang <sup>3rd</sup> Save to a project ...

UC Berkeley Computer Science Graduate

San Francisco Bay Area • Computer Software

Past Software Engineering Intern, Production Tools and Stability Team at Box 2017 - 2017

Undergraduate Researcher at UC Berkeley Electrical Engineering & Computer Sciences (EECS) 2016 - 2017

More

Education University of California, Berkeley 2014 - 2018

Open to new opportunities

Looking for contractors? Filter for candidates who are more likely to be interested in contract work. Filter

Jesse C. <sup>3rd</sup> Save to a project ...

Student at Stanford University

Stanford, California • Computer Software

Past Peer Advisor - Student Activities and Leadership at Stanford University 2016 - 2017

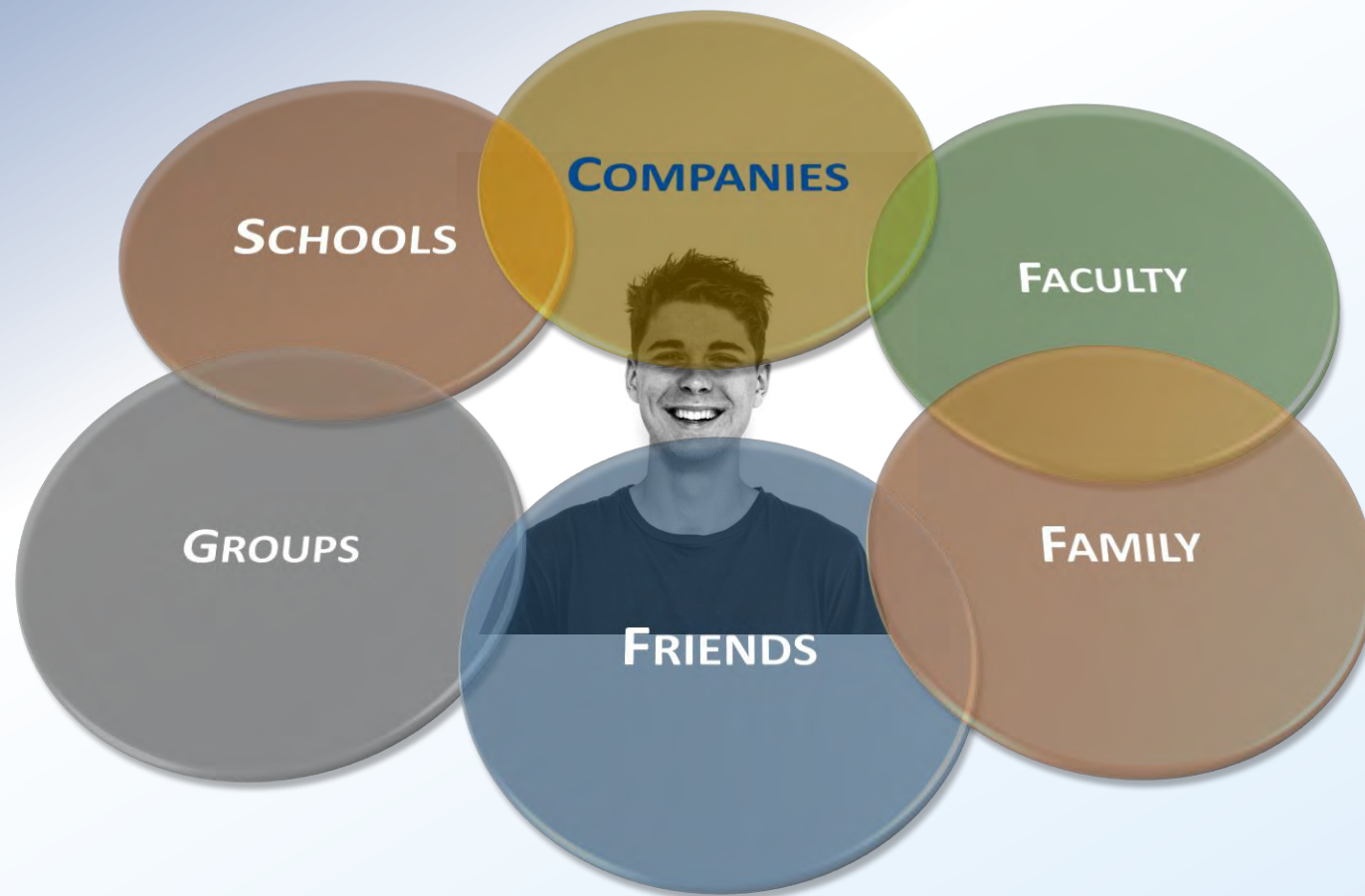
# Common Profile Issues

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- No customized profile URL
- Headline not targeted to desired career or role
- No Summary or Summary not targeted
- No projects
- Not maximizing Groups, Influencers, Content
- Lack of endorsements and recommendations

# Growing Your Network

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# Searching By Alumni or University

**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 · 9,795 followers

Shanti & 35 other connections work here · 146 employees

**2,373 alumni**

Search alumni by title, keyword or company

Start year: 1900 End year: 2022

◀ Previous Next ▶

**Where they live** + Add

- 1,934 | United States
- 879 | San Francisco Bay Area

**Where they work** + Add

- 67 | Google
- 45 | Microsoft

<p><b>Dr. Amit Elazari</b> · 2nd Director, Global Cybersecurity Policy at Intel Corporation</p> <p>4 shared connections</p> <p>Connect</p>	<p><b>Ankit Bansal</b> · 2nd UC Berkeley   Cybersecurity   Artificial Intelligence</p> <p>'20 Focus: Deep Learning (G...)</p> <p>3 shared connections</p> <p>Connect</p>	<p><b>Ankeet Shankar</b> CyberSecurity and Privacy</p> <p>'18 Data Science and CyberS...</p> <p>2 shared connections</p> <p>Connect</p>	<p><b>Dimitrios Hytiroglou</b> · 2nd Product Management, Cybersecurity, Tech Policy</p> <p>'19</p> <p>3 shared connections</p> <p>Connect</p>
<p><b>J.M. Porup</b> · 2nd cybersecurity &amp;&amp; national security reporter. (persona...)</p> <p>'19 Master of Information &amp;...</p> <p>3 shared connections</p> <p>Connect</p>	<p><b>Nick Merrill</b> · 2nd Director, Daylight Lab at the UC Berkeley Center for Lon...</p> <p>'18</p> <p>3 shared connections</p> <p>Connect</p>	<p><b>Vimochan Cheetham</b> · 1st Cybersecurity    IAM Professional</p> <p>'21 Cybersecurity</p> <p>2 shared connections</p> <p>Message</p>	<p><b>Daren Childers</b> · 1st Cybersecurity Professional - System, Network and Security</p> <p>'19</p> <p>4 shared connections</p> <p>Message</p>
<p><b>Thyne Boonmark</b> · 2nd Data Science   Cybersecurity   Master's Student at UC ...</p> <p>'21 Information Managemen...</p> <p>1 shared connection</p>	<p><b>Michael Steckler</b> · 2nd Incoming Cyber Risk Consultant at Deloitte</p> <p>'20 Information and Data Sci...</p> <p>6 shared connections</p>	<p><b>John Slater</b> · 3rd Cybersecurity Architect/Integrator at The...</p> <p>'22 Data Science</p>	<p><b>Corey Turner</b> · 3rd Network &amp; Systems Administrator   ...</p> <p>'22 Information and Cyberse...</p>

# Alumni Network

- Connect with alumni
- Join alumni groups
- Best Networking Opportunities

**UC Berkeley School of Information**  
1.2K members  
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 School of Library and...

**UC Berkeley School of Information MICS Alumni, Students | Master of Information and Cybersecurity**  
129 members  
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 knowledge.

**Cal Alumni Association | UC Berkeley**  
52.2K members  
Since 1872, the Cal Alumni Association (CAA) has been serving alumni and supporting the University of California. We recognize the importance of being able to network with other Cal alumni and CAA members and hope this...

**UC Berkeley**  
11.1K members  
This is a group for friends and Alumni of **UC Berkeley**.

**UC Berkeley Alumni Group**  
9.3K members  
This is a networking resource for alumni, students, faculty, and staff of **UC Berkeley**.

**UC Berkeley Economics**  
5.4K members  
Alumni, students, faculty, and staff of the Economics Department at the University of California, Berkeley.



# Resources

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- [LinkedIn Etiquette: 20 Do's & Don'ts](#) (LinkedIn blog)
- [Professional Photos on LinkedIn are Worth A Thousand Opportunities](#) (LinkedIn blog)
- [5 Steps to Improve Your LinkedIn Profile in Minutes](#) (LinkedIn blog)
- [How to Increase Your LinkedIn Profile Views by 300%](#) (Career Contessa)
- [Top 100 Big Data Experts to Follow](#) (KDNuggets)
- [50 Information Security Influencers You Should be Following](#) (Digital Guardian)

# More Assistance?

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## **Career Advising Appointments**

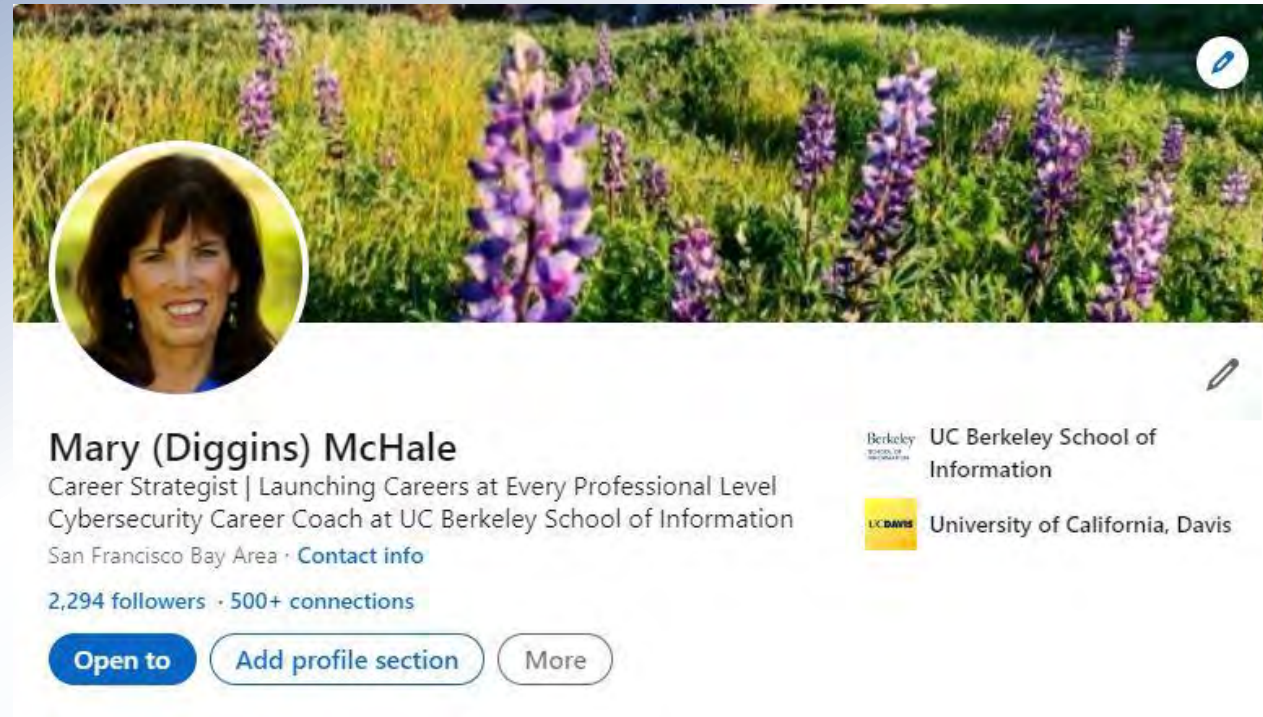
<https://www.ischool.berkeley.edu/careers/students/advising>

## **LinkedIn Profile Reviews**

<https://www.ischool.berkeley.edu/careers/students/resumereview>

# Questions?

Connect with me!



A LinkedIn profile card for Mary (Diggins) McHale. The background image shows a field of purple lupines. The profile picture is a circular portrait of a woman with dark hair. The text on the card includes her name, title as Career Strategist and Cybersecurity Career Coach at UC Berkeley School of Information, location in the San Francisco Bay Area, and statistics of 2,294 followers and 500+ connections. It also features three buttons: 'Open to', 'Add profile section', and 'More'. On the right side, there are two affiliation logos: UC Berkeley School of Information and University of California, Davis.

**Mary (Diggins) McHale**  
Career Strategist | Launching Careers at Every Professional Level  
Cybersecurity Career Coach at UC Berkeley School of Information  
San Francisco Bay Area · [Contact info](#)  
2,294 followers · 500+ connections

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

Berkeley UC Berkeley School of Information  
UC DAVIS University of California, Davis

[marymchale@ischool.berkeley.edu](mailto:marymchale@ischool.berkeley.edu)

Thank you!