

LinkedIn Tips & Tricks

Mary McHale
MICS Career Advisor, MICS

Laurie Haskell-Woerner
Senior Career Advisor, MIDS

Berkeley SCHOOL OF
INFORMATION



Your Presenter



Connect with me!

Laurie Haskell-Woerner   (She/Her)

Career Coach, Consultant, Educator

Greater Asheville · [Contact info](#)

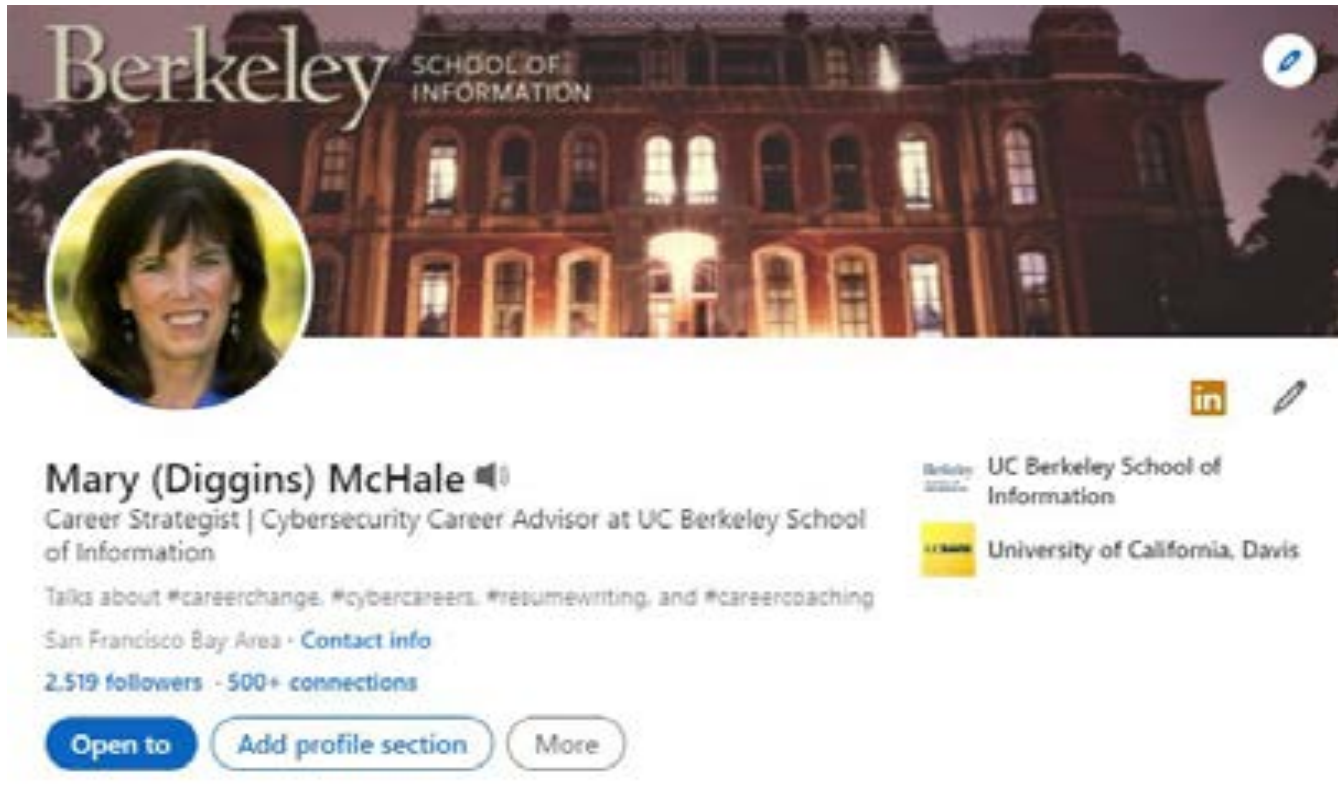
500+ connections




-  UC Berkeley School of Information
-  San Francisco State University

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

Your Presenter



The image shows a LinkedIn profile for Mary (Diggins) McHale. The profile picture is a circular portrait of a woman with dark hair, smiling. The background banner features a photograph of a large, multi-story brick building at night, with the text "Berkeley SCHOOL OF INFORMATION" overlaid. The profile name is "Mary (Diggins) McHale" with a speaker icon. Below the name is the title "Career Strategist | Cybersecurity Career Advisor at UC Berkeley School of Information". The location is "San Francisco Bay Area" and there is a "Contact info" link. The profile has "2,519 followers" and "500+ connections". At the bottom, there are three buttons: "Open to", "Add profile section", and "More". To the right of the profile, there are icons for LinkedIn and a pencil, and two affiliation logos: "UC Berkeley School of Information" and "University of California, Davis".


Mary (Diggins) McHale 


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

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

2,519 followers · 500+ connections

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

 UC Berkeley School of Information

 University of California, Davis

Connect
with me!

Agenda

- 1 Why LinkedIn
- 2 Your Brand on LinkedIn
- 3 Key Profile Components
- 4 Getting Found Hacks
- 5 Researching & Job Searching
- 6 Privacy



Why LinkedIn



Who is on LinkedIn?

The world's largest professional network
900+ million users worldwide



95% of Fortune 500 use
LinkedIn Talent Solutions
for recruiting



>58 M
company pages



437,000+ students & alumni

www.linkedin.com/school/uc-berkeley/people/

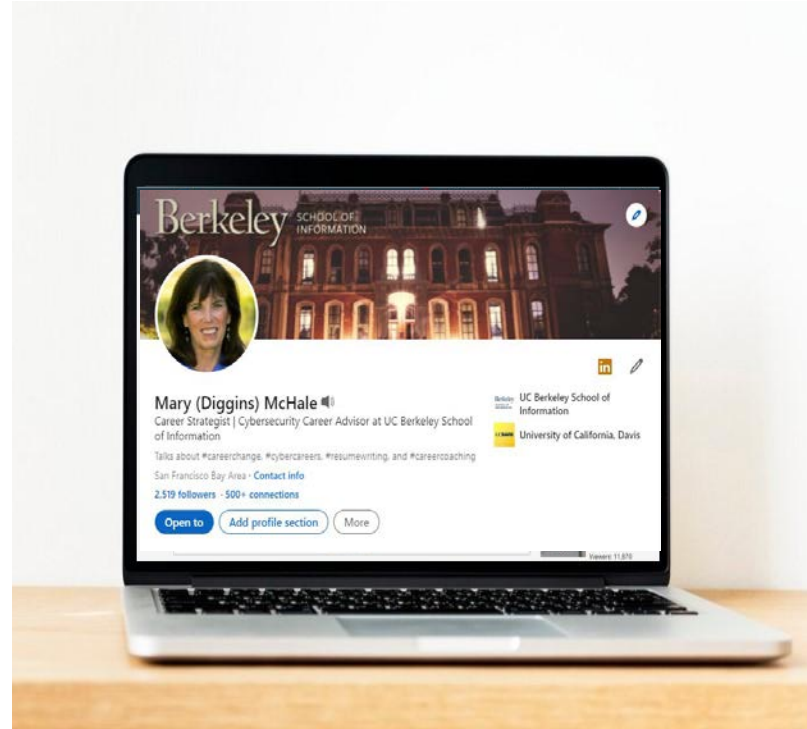


2,500+ students & alumni

www.linkedin.com/school/uc-berkeley-school-of-information/people/

Why do I need a LinkedIn Profile?

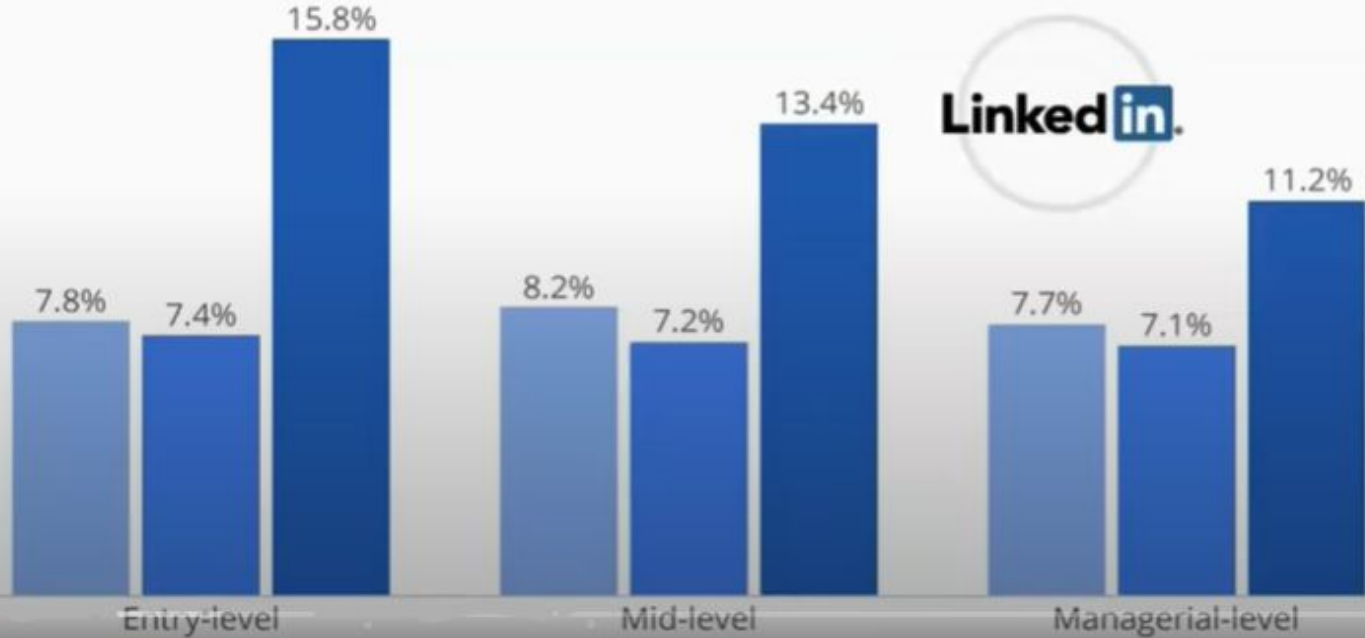
- Showcase skills
- Build your network
- Potential career opportunities
- More comprehensive than a resume
- Displays thought leadership
- Always working for you!



Study: A Comprehensive LinkedIn Profile Boosts Job Chances

Job seeker callback rates by level and state of LinkedIn profile on their resume*

■ No LinkedIn profile ■ Bare-bones LinkedIn ■ Comprehensive LinkedIn



* 7 Black-Belt Level LinkedIn Hacks

Build a Discoverable Focused Profile

HUMAN



21% More Time on Profiles with Images
Headline

Algorithms

$$\mathbf{W}_{\text{new}} = \left[\sum_{n=1}^N (\mathbf{x}_n - \bar{\mathbf{x}}) \mathbb{E}[\mathbf{z}_n]^T \right] \left[\sum_{n=1}^N \mathbb{E}[\mathbf{z}_n \mathbf{z}_n^T] \right]^{-1}$$
$$\sigma_{\text{new}}^2 = \frac{1}{ND} \sum_{n=1}^N \left\{ \|\mathbf{x}_n - \bar{\mathbf{x}}\|^2 - 2\mathbb{E}[\mathbf{z}_n]^T \mathbf{W}_{\text{new}}^T (\mathbf{x}_n - \bar{\mathbf{x}}) \right. \\ \left. + \text{Tr} \left(\mathbb{E}[\mathbf{z}_n \mathbf{z}_n^T] \mathbf{W}_{\text{new}}^T \mathbf{W}_{\text{new}} \right) \right\}.$$

Keywords – 40x

Connections

Your Brand on LinkedIn



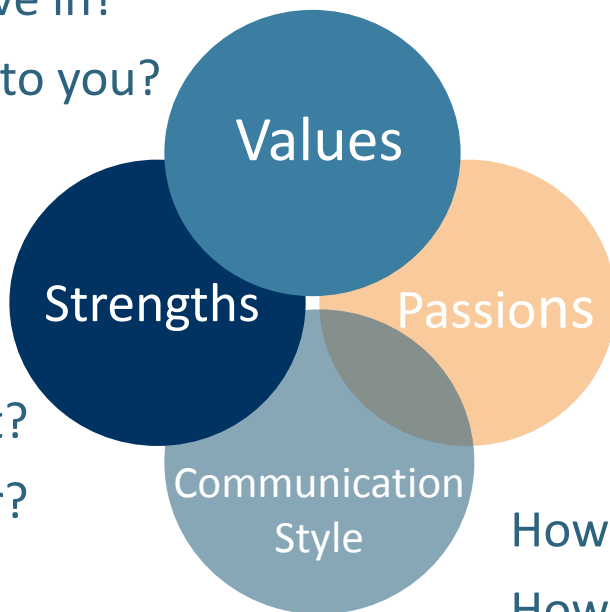
What makes you, YOU?

What do you believe in?

What is important to you?

What do you LOVE?

What drives you?



What are you good at?

What are you known for?

How do you interact with the world?

How do you express yourself?

Your Brand on LinkedIn

Profile

Activity*

Connections

Following

Groups

+

= Your Brand



*Activity:

Posts

Comments

Reactions

Reposts

Sends

Key Profile Components



Make Your Profile Work for You

Profile Photo

Clear, well-lit, centered, shows YOU-industry appropriate

NO-party/vacation, selfies, dark/grainy photos

Name Pronunciation

Record via LinkedIn mobile app

Open to Work setting (with or without photo frame)

Select *Share w/ all LinkedIn members* to use photo frame
Select *Share w/ recruiters only* for no photo frame



Background Banner

Supportive of your brand and interesting

Headline

Descriptive, clear, concise and targeted

UC Berkeley School of Information

Your network is here!

Mary (Diggins) McHale

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

Talks about #careerchange, #cybercareers, #resumewriting, and #careercoaching

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

2,519 followers · 500+ connections

Open to

Add profile section

More

Open to work

Career Advisor, Career Development Specialist, Ca...

[Show details](#)

Providing services

Career Development Coaching, Resume Writing, I...

[Show details](#)

Contact Information

Include email, website, github etc

About Section - Engage Audience!

- Who you are as a professional and a person
- Why you do this work
- Tell your story, connect the dots
- Include key skills/areas of expertise, tech skills and certifications
- Use relevant keywords

Featured Section

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



Post

Superhero or Cybersecurity professional? Love this quick rea...



Cybersecurity Calling!
link.medium.com



Post

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



Berkeley SCHOOL OF INFORMATION



Showcase your work visually - a mini portfolio that goes beyond resume • Can include:

- recent LI posts
- Articles
- External media
- Documents
- External URL's

Experience



Cisco

12 yrs 9 mos

- **Director, Cloud Governance and Operations**

Apr 2022 - Feb 2023 · 11 mos

San Jose, California, United States

Responsible for Cisco wide Public Cloud Infrastructure Operations, Governance and Security at scale. Global Process Owner for Software, SaaS and Hybrid Cloud. Delivery of foundation



Product Manager

Google

Apr 2022 - Present · 1 yr 8 mos

San Francisco, California, United States

Google Fi



Experience



Warner Bros. Discovery

1 yr 9 mos

Burbank, CA

- **Data Engineer**

May 2023 - Present · 7 mos

Data systems architecture, pipeline and database design, support for scalable and secure information tracking applications for films and theatrical products.

Skills: Leadership · Project Management · PostgreSQL · Snowflake · R · Software Development · Python (Programming Language)



WBD

Warner Bros. Discovery is a leading global media and entertainment company that creates and distributes the world's...

- Content needs to appeal to people and algorithms!
- Show your value and accomplishments. Only first 2 lines of text show unless *More* is clicked.
- Add white space to make it easy to skim
- Add media for interest and credibility

Education

Education



UC Berkeley School of Information

Master's degree, Information and Cybersecurity

Jan 2022 - Aug 2023

Cryptography for Cyber and Network Security, Beyond the Code: Cybersecurity in Context, Software Security, Network Security, Operating System Security, Privacy Engineering, Web Application Security, Capstone

Skills: Autopsy · Burp Suite · EnCase · Wireshark · Python (Programming Language) · Writing · IT Project Leadership



MICS Immersion 2023

Education



UC Berkeley School of Information

Master's degree, Information Science/Studies

Activities and societies: Career and Alumni Relations Chair

Winner : Dr. James R. Chen Award for Best Capstone Project



Education



UC Berkeley School of Information

Master's degree, Data Science (MIDS)

Jan 2023 - Jan 2025

Coursework: Experiment Design, Probability Theory, Python for Data Science, Data Engineering, Time Series / Panel Data / Categorical Response, Applied Machine Learning, Machine Learning at Scale (Distributed Systems /...


Skills


Skills

Cybersecurity

Endorse

Software Engineering

 Endorsed by 2 colleagues at IBM

 2 endorsements

Endorse

Algorithms

 1 endorsement

Endorse

Skills

Natural Language Generation



Lead Data Scientist at Booz Allen Hamilton



University of California, Berkeley

Endorse

Computer Vision



Sr Engineer at Ellie Mae



University of California, Berkeley



Smart Doorbell Camera

Endorse

Web Content Writing



4 experiences across Insider, Inc. and 2 other companies

User Experience Writing



4 experiences across NSIN - National Security Innovation Network



UC Berkeley School of Information

Web-based Project Management



UX Writer Intern at SoFi



University of California, Berkeley

Courses and Projects

- Adds depth to your profile
- Showcases key skills/experience

Courses

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

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

International Security
 Associated with Colorado State University

[Show all 16 courses →](#)

Projects

Homelab
Oct 2020 - Present

Architected and hardened enterprise infrastructure including a FortiGate Firewall, Type 1 Hypervisor hosting multiple services, network segmentation, SIEM, active directory (AD), NAS, and a Windows Domain Controller.

← Courses

Experiments and Causal Inference
W241
Berkeley Associated with UC Berkeley School of Information

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

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

Projects

2020 Presidential Election Swing State Data Analysis

Nov 2020 - Dec 2020

Berkeley Associated with UC Berkeley School of Information


Show project 

Power of Media


Media Increases Time on Profile 21%


- Featured
- Experience
- Education
- Volunteer




 **Chief Technology Officer**
LucasFilm
Dec 2007 – Mar 2011 · 3 yrs 4 mos

As Chief Technology Officer, on the executive leadership team, Richard oversaw the company's technical operations, and was responsible for development and execution of the technology strategy for Industrial Light & Magic, Skywalker Sound and LucasArts, amongst other high profile businesses within the Lucasfilm groups.

 Keynote speaker for nVidia Developer ...


 X Prize with Peter Diamandis

 **Sr. Director**
Apple Computer
Aug 2001 – Dec 2007 · 6 yrs 5 mos


Enlisted by the CEO to join the company and lead projects to bring newly launched Mac OS X. Managed and grew teams evangelizing development environments. Created a task force to work hand in applications to new Mac OS. Created the internal Tech Marketing drive presentation & demonstration strategies for all Pro Apps ar

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

[see less](#)

 Jony, me & Steve

Featured



0:54 / 2:11:01

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

Other Sections

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

- Relevant
- Recent or Ongoing
- Use org logos

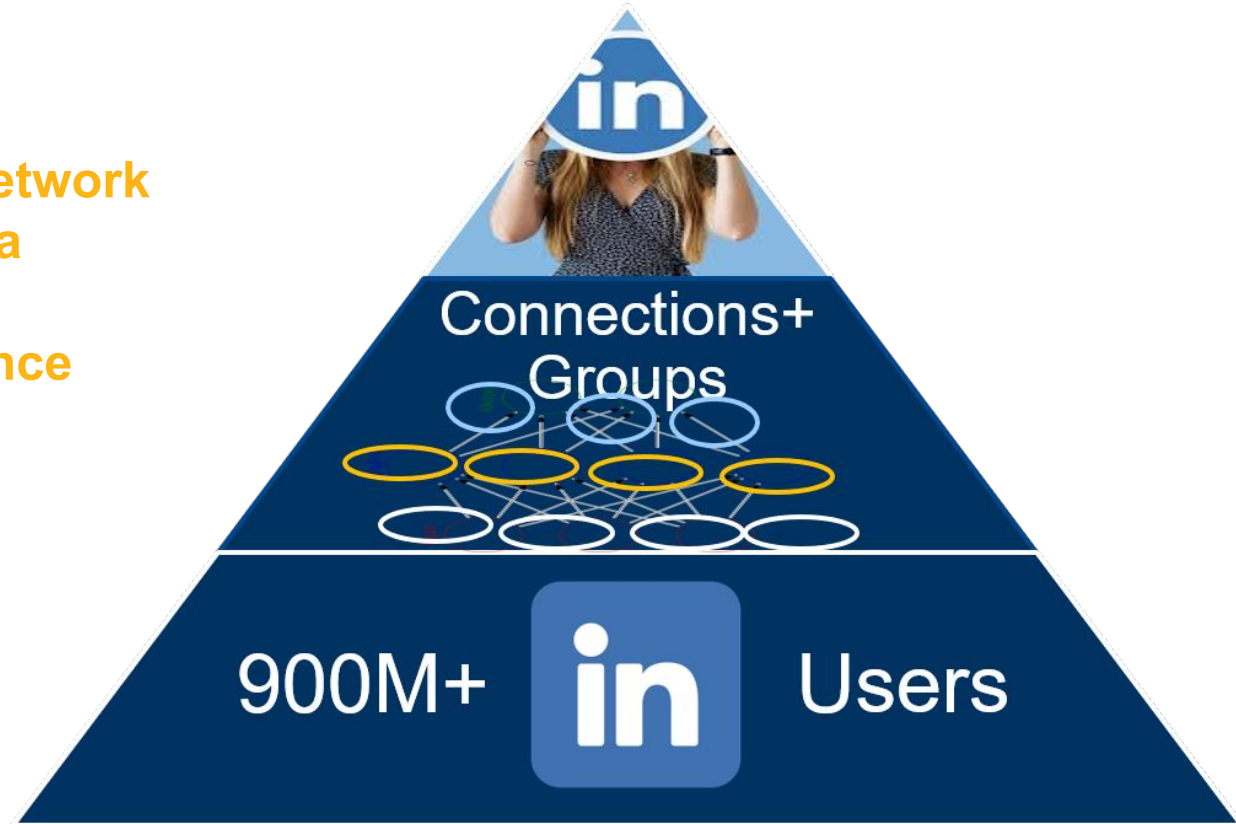


Getting Found Hacks

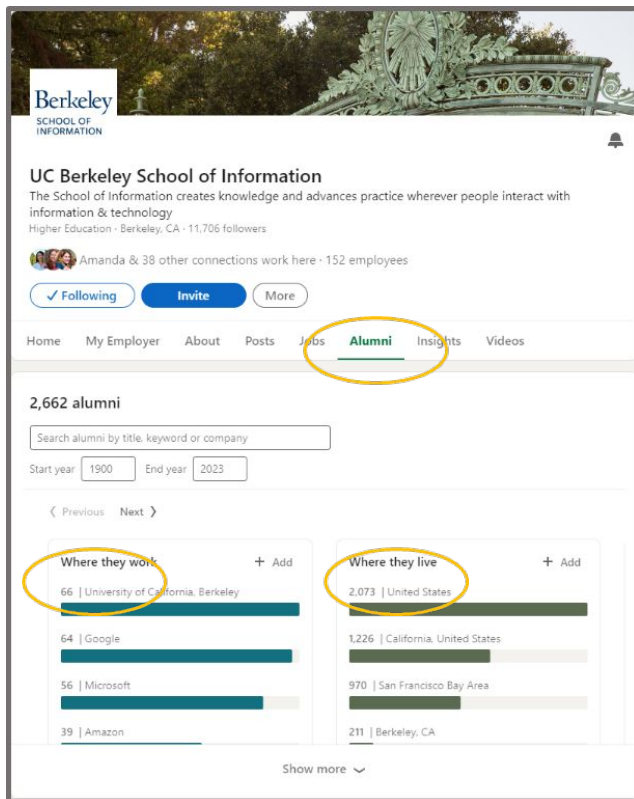
Connections + Groups = NETWORK

Getting Found Hack

Your Network
Makes a
HUGE
Difference



Build Your I School Network



Berkeley
SCHOOL OF INFORMATION

UC Berkeley School of Information
The School of Information creates knowledge and advances practice wherever people interact with information & technology
Higher Education · Berkeley, CA · 11,706 followers

Amanda & 38 other connections work here · 152 employees

Following Invite More

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

2,662 alumni

Search alumni by title, keyword or company

Start year: 1900 End year: 2023

< Previous Next >

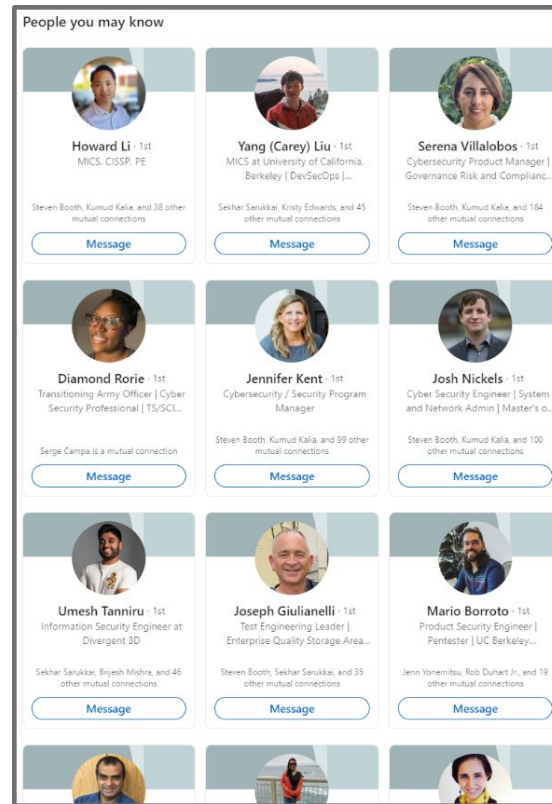
Where they work + Add

- 66 | University of California, Berkeley
- 64 | Google
- 56 | Microsoft
- 39 | Amazon

Where they live + Add

- 2,073 | United States
- 1,226 | California, United States
- 970 | San Francisco Bay Area
- 211 | Berkeley, CA

Show more



People you may know

- Howard Li** · 1st
MICS, CISSP, PE
Steven Booth, Kumud Kalia, and 38 other mutual connections
Message
- Yang (Carey) Liu** · 1st
MICS at University of California, Berkeley | DevSecOps [...]
Sekhar Sarukki, Kristy Edwards, and 45 other mutual connections
Message
- Serena Villalobos** · 1st
Cybersecurity Product Manager | Governance Risk and Compliance
Steven Booth, Kumud Kalia, and 184 other mutual connections
Message
- Diamond Rorie** · 1st
Transitioning Army Officer | Cyber Security Professional | TS/SCL...
Serge Campa is a mutual connection
Message
- Jennifer Kent** · 1st
Cybersecurity / Security Program Manager
Steven Booth, Kumud Kalia, and 99 other mutual connections
Message
- Josh Nickels** · 1st
Cyber Security Engineer | System and Network Admin | Master's o...
Steven Booth, Kumud Kalia, and 100 other mutual connections
Message
- Umesh Tanniru** · 1st
Information Security Engineer at Divergent 3D
Sekhar Sarukki, Brijesh Mishra, and 46 other mutual connections
Message
- Joseph Giulianelli** · 1st
Test Engineering Leader | Enterprise Quality Storage Area...
Steven Booth, Sekhar Sarukki, and 35 other mutual connections
Message
- Mario Borroto** · 1st
Product Security Engineer | Pentester | UC Berkeley...
Jenn Yonemitsu, Rob Duhart Jr., and 19 other mutual connections
Message

Grow with Alumni Groups

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

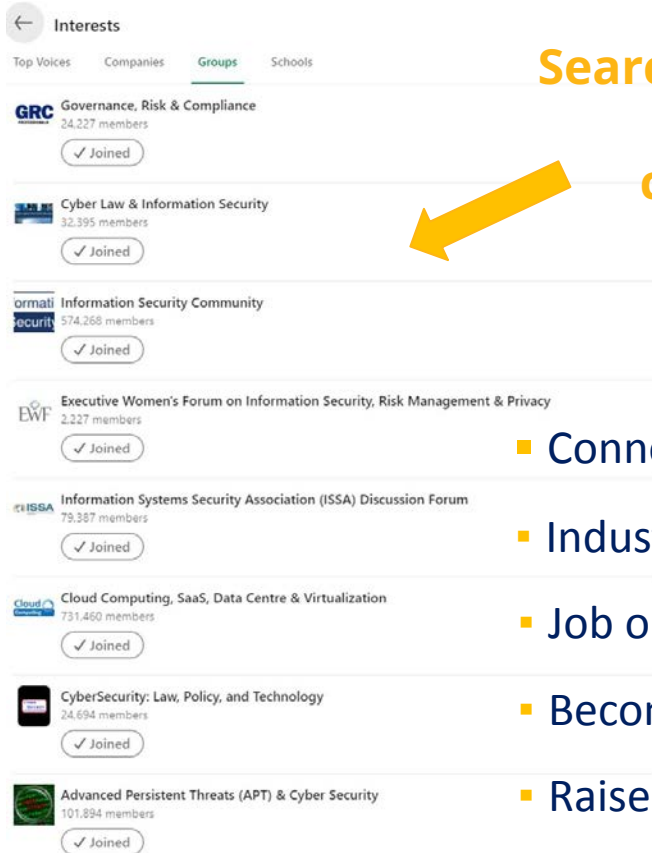
The screenshot shows a LinkedIn search interface. At the top, the LinkedIn logo and a search bar containing "UC Berkeley" are circled in yellow. Below the search bar, there are navigation options: "Groups" (highlighted in green) and "All filters". The search results show 715 results. The first three results are circled in yellow:

- UC Berkeley School of Information**: 1K members. Description: "Students, alumni, faculty, staff, and visiting scholars of the UC Berkeley School of Information. Those affiliated with earlier incarnations of the school (the School of Information Management and Systems, the..."
- UC Berkeley School of Information MICS Alumni, Students | Master of Information and Cybersecurity**: 200 members. Description: "Fostering a strong and supportive community network for UC Berkeley School of Information Master of Information and Cybersecurity (MICS) alumni by facilitating professional exchange of information and..."
- Cal Alumni Association | UC Berkeley**: 54K members. Description: "Since 1872, the Cal Alumni Association (CAA) has been serving alumni and supporting the University of California. We recognize the importance of being able to network with other Cal alumni and CAA members and hope this..."

Below these are other groups:

- UC Berkeley**: 11K members. Description: "This is a group for friends and Alumni of UC Berkeley."
- UC Berkeley Alumni Group**: 10K members. Description: "This is a networking resource for alumni, students, faculty, and staff of UC Berkeley."
- UC Berkeley Economics**: 5K members. Description: "Alumni, students, faculty, and staff of the Economics Department at the University of California Berkeley."
- UC Berkeley Master of Engineering Program**: 3K members. Description: "The Coleman Fung Institute for Engineering Leadership, launched in January 2010, prepares engineers and scientists — from students to seasoned professionals — with the multidisciplinary skills to lead enterprises of all scales, in..."

Networking Hack-GROUPS!



← Interests

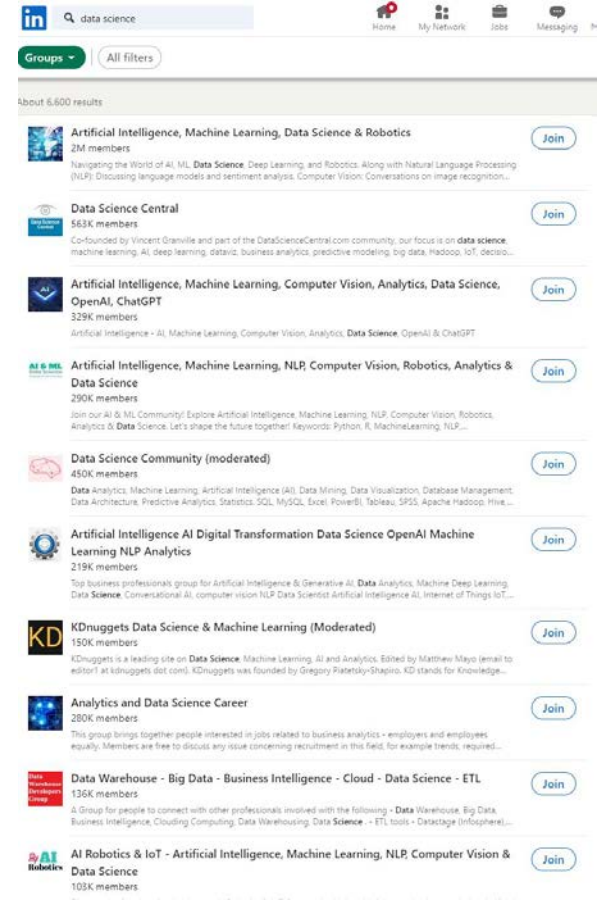
Top Voices Companies **Groups** Schools

- GRC** Governance, Risk & Compliance
24,227 members
✓ Joined
- Cyber Law & Information Security**
32,395 members
✓ Joined
- ormati** Information Security Community
574,268 members
✓ Joined
- EWF** Executive Women's Forum on Information Security, Risk Management & Privacy
2,227 members
✓ Joined
- ISISA** Information Systems Security Association (ISSA) Discussion Forum
79,387 members
✓ Joined
- Cloud** Cloud Computing, SaaS, Data Centre & Virtualization
731,460 members
✓ Joined
- CyberSecurity: Law, Policy, and Technology**
24,694 members
✓ Joined
- Advanced Persistent Threats (APT) & Cyber Security**
101,894 members
✓ Joined

Search by skill/role
or
colleagues



- Connect with leaders
- Industry news updates
- Job opportunities
- Become 2nd degree
- Raises you in searches



in data science

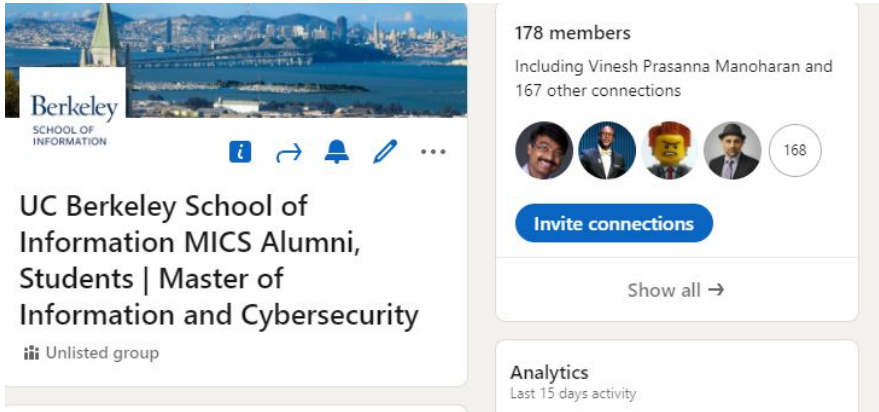
Home My Network Jobs Messaging

Groups All filters

About 6,600 results

- Artificial Intelligence, Machine Learning, Data Science & Robotics**
2M members
Navigating the World of AI, ML, Data Science, Deep Learning, and Robotics. Along with Natural Language Processing (NLP), Discussing language models and sentiment analysis, Computer Vision, Conversations on image recognition...
Join
- Data Science Central**
563K members
Co-founded by Vincent Granville and part of the DataScienceCentral.com community, our focus is on data science, machine learning, AI, deep learning, dataviz, business analytics, predictive modeling, big data, Hadoop, IoT, decisi...
Join
- Artificial Intelligence, Machine Learning, Computer Vision, Analytics, Data Science, OpenAI, ChatGPT**
329K members
Artificial Intelligence • AI, Machine Learning, Computer Vision, Analytics, Data Science, OpenAI & ChatGPT
Join
- Artificial Intelligence, Machine Learning, NLP, Computer Vision, Robotics, Analytics & Data Science**
290K members
Join our AI & ML Community! Explore Artificial Intelligence, Machine Learning, NLP, Computer Vision, Robotics, Analytics & Data Science. Let's shape the future together! Keywords: Python, R, MachineLearning, NLP...
Join
- Data Science Community (moderated)**
450K members
Data Analytics, Machine Learning, Artificial Intelligence (AI), Data Mining, Data Visualization, Database Management, Data Architecture, Predictive Analytics, Statistics, SQL, MySQL, Excel, PowerBI, Tableau, SPSS, Apache Hadoop, Hive...
Join
- Artificial Intelligence AI Digital Transformation Data Science OpenAI Machine Learning NLP Analytics**
219K members
Top business professionals group for Artificial Intelligence & Generative AI, Data Analytics, Machine Deep Learning, Data Science, Conversational AI, computer vision NLP Data Scientist Artificial Intelligence AI, Internet of Things IoT...
Join
- KDnuggets Data Science & Machine Learning (Moderated)**
150K members
KDnuggets is a leading site on Data Science, Machine Learning, AI and Analytics. Edited by Matthew Mayo (email to editor? at kdnuggets dot com). KDnuggets was founded by Gregory Piatetsky-Shapiro. KD stands for Knowledge...
Join
- Analytics and Data Science Career**
280K members
This group brings together people interested in jobs related to business analytics - employers and employees equally. Members are free to discuss any issue concerning recruitment in this field, for example trends, required...
Join
- Data Warehouse - Big Data - Business Intelligence - Cloud - Data Science - ETL**
136K members
A Group for people to connect with other professionals involved with the following - Data Warehouse, Big Data, Business Intelligence, Clouding Computing, Data Warehousing, Data Science - ETL, tools - Datatage (Infosphere)...
Join
- AI Robotics & IoT - Artificial Intelligence, Machine Learning, NLP, Computer Vision & Data Science**
103K members
Join


“Your Network is Your Net worth”



The screenshot shows a LinkedIn group page. At the top left is the Berkeley School of Information logo and a banner image of the Berkeley campus. The group name is "UC Berkeley School of Information MICS Alumni, Students | Master of Information and Cybersecurity" and it is marked as an "Unlisted group". The page shows 178 members, including Vinesh Prasanna Manoharan and 167 other connections. There are four profile pictures of members and a "168" icon. A blue "Invite connections" button is visible. Below the button is a "Show all" link with a right arrow. At the bottom, there is an "Analytics" section indicating "Last 15 days activity".

- I Schoolers + Undergrad
- Colleagues and Coworkers
- Family and Friends

This is an Unlisted Group so Request to join here or ping me
<https://www.linkedin.co/groups/13944455/>

 UC Berkeley School of Information MICS Alumni, Students | Master of Information and Cybersecurity
174 members



View from LinkedIn Recruiter

Search history and alerts

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

3,266 total candidates

1,120 are more likely to respond

731 open to new opportunities

12 past applicants

731 candidates View search insights 1 - 25

Henry Le ^{3rd} 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 ^{3rd} 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. ^{3rd} Save to a project ...
Student at Stanford University
Stanford, California • Computer Software

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

Researching & Job Searching



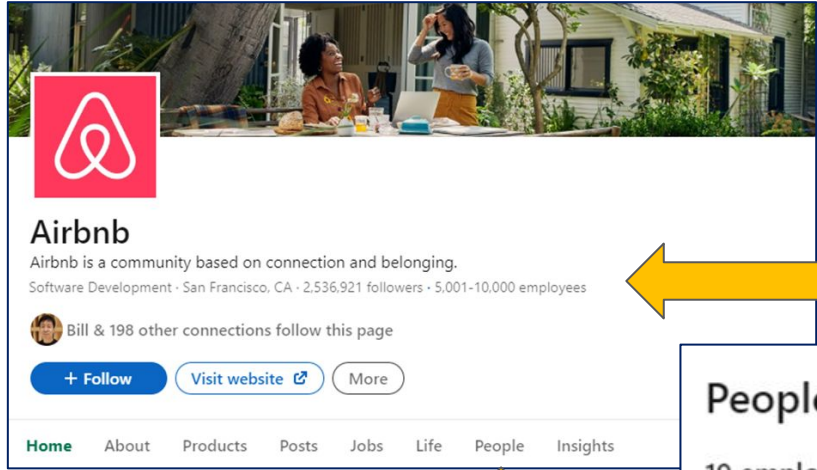
Research: Your Feed



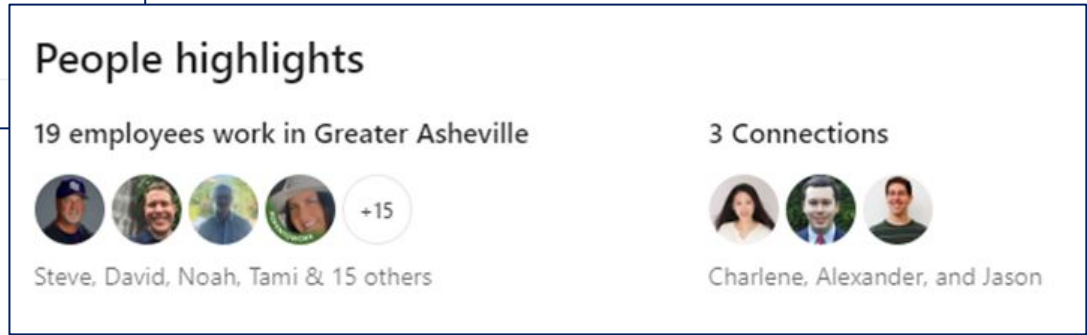
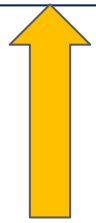
- Connect with people you know and trust
- Follow people you want to hear from but don't know personally (“Top Voices”)
- Follow companies & their leaders
- Follow hashtags
- Comment, react, and share posts

Source: LinkedIn Official Blog Customize Your LinkedIn Feed to Help You Accomplish Your Goals

Research: Company Pages



The image shows the top portion of the Airbnb company page. It features a large banner image of two women sitting at a table outdoors. Below the banner is the Airbnb logo (a red square with a white 'A' shape) and the company name 'Airbnb'. The bio states: 'Airbnb is a community based on connection and belonging. Software Development · San Francisco, CA · 2,536,921 followers · 5,001-10,000 employees'. Below the bio, it says 'Bill & 198 other connections follow this page' and provides buttons for '+ Follow', 'Visit website', and 'More'. At the bottom of this section is a navigation menu with links: Home, About, Products, Posts, Jobs, Life, People, and Insights.




The 'People highlights' section is enclosed in a blue-bordered box. It has a title 'People highlights' and two main categories. The first category is '19 employees work in Greater Asheville', which includes four circular profile pictures of employees and a '+15' button. Below the pictures is the text 'Steve, David, Noah, Tami & 15 others'. The second category is '3 Connections', which includes three circular profile pictures of individuals. Below the pictures is the text 'Charlene, Alexander, and Jason'.

Research: Company Pages

Page posts

Airbnb
2,536,922 followers
5d · 🌐

Today we announced the Airbnb 2023 Winter Release, which includes: ...see more




Airbnb 2023 Winter Release
airbnb.com · 1 min read

👍❤️🗨️ 1,105 · 42 comments · 121 reposts

Like Comment Repost Send

Airbnb
2,536,922 followers
6d · 🌐

While guests were making friendship bracelets and strutting their best silver outfits, Hosts or ...see more



The \$100 million 'shero' summer effect
news.airbnb.com · 3 min read


👍❤️🗨️ 157 · 4 comments · 12 reposts

Like Comment Repost

• ○ ○ ○ ○


Show all posts →


Life at Airbnb



See life at Airbnb →

Recent job openings

 **Community Growth Manager (Co-Hosting)**
San Francisco, CA

 **Community Growth & Experience Lead**
United States

Show all jobs →

Research: Company Pages

Affiliated pages



Airbnb Host Community

Software Development
Showcase page

+ Follow



Airbnb for Work

Hospitality
Showcase page



Prajakta & 1 other connection
follow this page

+ Follow



Luxury Retreats

Travel Arrangements
Subsidiary



Prajakta & 1 other connection
follow this page

+ Follow

Show all →

Pages people also viewed



Spotify

Musicians
3,688,787 followers



James & 155 other connections
follow this page

+ Follow



Netflix

Entertainment Providers
9,991,975 followers



Pratibha & 238 other
connections follow this page

+ Follow



Booking.com

Software Development
898,257 followers



Rudy & 8 other connections
follow this page

+ Follow



Show all →

Research: Company Pages - Premium Insights


PREMIUM

Insights on Airbnb

11 recent senior management hires
Including Jeannie Larsen, CAMS and 10 others

   +8

▲ 18%
Total headcount growth
6 months

 **2 years**
Median tenure

[Show all Premium insights →](#)

Job Searching



My jobs



Preferences



Demonstrate skills



Interview prep



Premium resume insights



Job seeker guidance



Application settings

Recommended for you

Based on your profile and search history

PREMIUM

Jobs where you'd be a top applicant

Based on your chances of hearing back

Suggested job searches

Still Hiring

Jobs you may have missed

Hybrid opportunities

Because you expressed interest in hybrid work

Remote opportunities


Because you expressed interest in remote work


More jobs for you


Based on your profile and search history


Job Searching - Referrals

data scientist in United States
144,172 results Set alert

 **Part-Time Cyber Research Assistant**
Oak Ridge National Laboratory
Oak Ridge, TN (On-site)
Actively recruiting
Promoted · 7 applicants


 **Data Scientist**
TECHEXPO Top Secret
Chantilly, VA (On-site)
Promoted


 **Knoxville Data Science Tutor**
Varsity Tutors, a Nerdy Company
Knoxville, TN (On-site)
4 school alumni work here
Promoted · 0 applicants


 **Data Scientist - TikTok Privacy**
TikTok
Seattle, WA
\$136K/yr - \$228K/yr · Medical, 401(k), +1 benefit
3 connections work here
Promoted


Data Scientist - TikTok Privacy


TikTok · Seattle, WA · 2 weeks ago · Over 50 applicants

 \$136,000/yr - \$228,000/yr · Full-time

 10,001+ employees · Entertainment Providers

 3 connections work here · 100 school alumni work here

 Skills: Data Science, Pattern Recognition, +8 more

 View verifications related to this job post. [Show all](#)

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About the job

Responsibilities

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

Why Join Us

Creation is the core of TikTok's purpose. Our platform is built to help imagination. This is doubly true of the teams that make TikTok possible. Together, we inspire creativity and bring joy - a mission we all believe in and aim to achieve.

Job Searching - Referrals

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 · 13,451 followers · 2,546+ alumni

Ruben & 40 other connections work here

Following Invite More

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

2,548 alumni

Search alumni by title, keyword or company

Start year: 1900 End year: 2023

Where they work	+ Add	Where they live	+ Add
66 Google		2,192 United States	9
65 University of California, Berkeley		1,323 California, United States	5
53 Microsoft		1,024 San Francisco Bay Area	3
42 UC Berkeley School of Information		221 San Francisco, CA	2

Show more

Job Searching - Key Takeaways

- Optimize your profile toward your target job
- Max out the Skills section with relevant skills (up to 50!)
- Turn on *Open to Work* settings for recruiters only; update your work preferences
- Search your network for referrals (2nd degree connections!)

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

Profile Settings and Privacy

Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



Mary McHale
Career Strategist | Cybersecurity Career Advisor at UC Berkeley School of Information
San Francisco Bay Area
3K followers · 500+ connections

[Sign in to follow](#)

UC Berkeley School of Information
University of California, Davis

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/marydigginsmch... 

Use this to edit URL

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


Basic (required)

Name, number of connections, and

Use this section to choose what parts of your Profile are visible

Settings and Privacy

Settings


 Account preferences

 Sign in & security

 **Visibility**

 Data privacy

 Advertising data

 Notifications

Visibility of your profile & network

Profile viewing options Private mode →

Edit your public profile →

Who can see or download your email address →

Connections On →

Who can see members you follow Anyone on LinkedIn →

Who can see your last name →

Representing your organizations and interests On →

Profile discovery and visibility off LinkedIn →

Profile discovery using email address Anyone on LinkedIn →

Profile discovery using phone number Everyone →

Blocking →

Visibility of your LinkedIn activity

Manage active status No one →

Share profile updates with your network Off →

Notify connections when you're in the news On →

← Back

Profile viewing

Select what others see when you've viewed their profile

Your name and headline



Mary McHale
Career Strategist | Cybersecurity Career Advisor at UC Berkeley School of Information
San Francisco Bay Area | Professional Training and Coaching

Private profile characteristics



Business Strategist at Cure SMA

✓ Private mode



You will be in complete private mode

Settings



Settings



Account preferences



Sign in & security



Visibility



Data privacy

How LinkedIn uses your data

Manage your data and activity

Get a copy of your data

Salary data on LinkedIn

Search history →

Personal demographic information →

Social, economic, and workplace research Off →

Job seeking preferences

Job application settings →

Share your profile when you click Apply for a job On →

Signal your interest to recruiters at companies you've created job alerts for Off →

Stored job applicant accounts →

Other applications

Permitted services →

Microsoft Word Off →

Career Advising Appointments

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

LinkedIn Profile/Resume/Cover Letter Reviews

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