POWER UP YOUR JOB SEARCH AND NETWORKING WITH LINKEDIN

Mary McHale
MICS Career Advisor

Berkeley School of Information
Agenda

• Job Search Strategy
• LinkedIn Search Capabilities
• Networking
Job Search Strategy Includes

- **Job Boards** - Set up your search engines
  - LinkedIn, Indeed, Glassdoor, Industry,

- **Targeted Employers**
  - Similar Companies

- **Hub and Niche opportunities**
  - Angel Lists, Private Equity, Venture Capital Investments

- **Recruiters**
  - Internal and External
Maximizing Your Options

• Outreach
• Social Media-follow, engage
• Request Informational meetings
• Get Leads-Students, Alumni
• Follow up on Past Openings
• Colleagues, Mentors and Advocates
Tips for Successful Networking

- Preparation
- Engaging questions
- Pay attention
- Follow-up items
- Contact information
- Thank You note
- Connect
Why LinkedIn?

The world’s largest professional network

- 756M+ Members worldwide
  Growing at more than two members per second

- 92% Fortune 100 companies use LinkedIn Talent Solutions to hire

- >4M Company pages
Additional Search Features

- #Hashtags
- Content
- Associations
- Events and Conferences
LinkedIn Tools – Expanding Your Reach

Searching:
• People
• Companies
• Universities
• #’s
• Groups

Connecting:
• Your colleagues
• Friends and Family
• Alumni and former classmates

You never know who you might need to know!
The Value of Your Network

- Career path exploration...
  - How did they get to this position?
- Informational Meetings
  - Reality check—what does X job really do?
- Job market outlook and requirements
- Career advice and recommendations for action
- Job leads
- Career “pivot” opportunities
LinkedIn Platform
Growing Your Network – 1\textsuperscript{st} Degree Connections

![LinkedIn 1st Degree Connections](image)
Networking

- Connect with alumni
- Join alumni groups
Networking with Alumni

UC Berkeley School of Information

The School of Information creates knowledge and advances practice wherever people interact with information & technology.

Visit website

1,665 alumni

Search alumni by title, keyword or company

Start year: 1900  End year: 2020

Where they live  + Add  Where they work  + Add
Searching for People – By Alumni | University

The School of Information offers cybersecurity opportunities.

Where they live:
- 80 | United States
- 41 | San Francisco Bay Area
- 5 | Greater Seattle Area
- 3 | Washington D.C. Metro Area
- 2 | Canada

Where they work:
- 5 | UC Berkeley School of Information
- 4 | Center for Long-Term Cybersecurity
- 3 | Google
- 2 | PwC
- 2 | United States Marine Corps
LinkedIn Search Features

**All people filters**

- **Connections**
  - 1st
  - 2nd
  - 3rd+

- **Connections of**
  - Add connection of

- **Locations**
  - Add a location
  - United States
  - San Francisco Bay Area
  - Sacramento, California Area
  - Greater Los Angeles Area
  - Greater Seattle Area

- **Current companies**
  - Add a current company
  - Cure SMA
  - San Ramon Valley Unified School District

- **Past companies**
  - Add a previous company
  - Collegial Services
  - Accenture

- **Industries**
  - Add an industry
  - Information Technology & Services
  - Computer Software

**All people filters**

- First name
- Last name
- Title
- Company
- School
Searching for People – By Job Function

![LinkedIn search filter for CISO](image.com)
Searching for People – By Job Function

LinkedIn search for CISO roles

- **Elwin Wong**
  - 2nd degree
  - Group Vice President & Chief Information Security Officer (CISO) at Ross Stores – President
  - San Francisco Bay Area
  - Current: Group Vice President & Chief Information Security Officer (CISO) at Ross Stores, Inc.
  - Mike Friedel is a shared connection

- **Selim Aissi**
  - 2nd degree
  - SVP and CISO at Ellie Mae | Board Director
  - San Francisco Bay Area
  - Current: Board Member, UC Berkeley CISO Institute, Haas School of Business at University of California...
  - Komud Kalia, Nick Sobersanis, and 3 other shared connections

- **Adrian Ludwig**
  - 2nd degree
  - CISO at Atlassian
  - San Francisco Bay Area
  - Vivek Ahuja and Kirsten Edmark are shared connections

- **Larry Del**
  - 2nd degree
  - CISO Information Security and Privacy
  - Greater Atlanta Area
  - Current: Senior Vice President & CISO at Macy’s Inc
  - Niles Bybel is a shared connection
Searching for People – By Company

About 2,900 results

Mandana Javaheri • 2nd
Global Cybersecurity, Compliance, and Identity Leader
San Francisco Bay Area
Current: Global Director, Cybersecurity Solutions Group, Microsoft at Microsoft

Ann Johnson • 2nd
Corporate Vice President - Cybersecurity Solutions Group
Greater Seattle Area
Current: Vice President - Enterprise & Cybersecurity at Microsoft

Joram Borenstein • 3rd
GM, Cybersecurity Solutions at Microsoft
Greater Boston Area
Publications: “Cyber-Risk Assessments: the Vaccine for Companies in the Fourth Industrial Revolution” – “Cybersecurity due diligence assessment framework for investors who want to include cybersecurity...

Mark Simos • 2nd
Making cybersecurity more sane, organized, fun, and accessible to all • Advise CISOs, Securi...
Tampa/St. Petersburg, Florida Area
Current: Lead Cybersecurity Architect at Microsoft
Using Your Network – 1st Degree Connections

<table>
<thead>
<tr>
<th>Name</th>
<th>Title/Position</th>
<th>Connected</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brad Geesaman</td>
<td>Co-founder at Darkbit.io</td>
<td>2 days</td>
<td>***</td>
</tr>
<tr>
<td>Brandi Gentry-Dunn</td>
<td>Product Designer</td>
<td>3D Modeler</td>
<td>Drafter</td>
</tr>
<tr>
<td>Connor Dowling</td>
<td>Business Development Executive at Darktrace</td>
<td>1 week</td>
<td>***</td>
</tr>
<tr>
<td>Robin Shepherd</td>
<td>Writer - Editor - Filmmaker</td>
<td>1 week</td>
<td>***</td>
</tr>
<tr>
<td>Susan Talwar</td>
<td>Finance, HR, IT, Operations Leadership</td>
<td>Public Relations and Communications</td>
<td>1 week</td>
</tr>
<tr>
<td>Prachi Nayak</td>
<td>Security Analyst</td>
<td>Information Security</td>
<td>Compliance and Risk Assessment</td>
</tr>
<tr>
<td>Daniel Omeh</td>
<td>Sr. Security Engineer</td>
<td>Graduate Student at UC Berkeley School of Information</td>
<td>1 week</td>
</tr>
<tr>
<td>Deepak Dhiman</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Growing Your Network – 2nd Degree Connections

- Alyssa Samia - 1st
  Seeking New Opportunities
  San Francisco Bay Area
  Connections: Cadi Stephenson, Robis Rashwan, and 22 other shared connections

- Richelle Deveau - 2nd
  Partner at McKinsey & Company
  San Francisco Bay Area
  Connections: Steve Wilcox, Steven Tibbetts, and 1 other shared connection

- Natalie Robbins - 1st
  Recruiting Coordinator Lead at Facebook
  San Francisco Bay Area
  Connections: Robin Rashwan, Jamie Bernstein, and 13 other shared connections

- Kelsey Dolby - 2nd
  (We're hiring - message me if you're interested) Marketing at Roblox
  San Francisco, California, United States
  Connections: Ysabel Sullivan and Tiffany Sullivan are shared connections
Connections of Connections Search

LinkedIn search filters include:
- Connections: first, second, third-degree connections
- Connections of: Mary Mc Hale
- Locations: United States, San Francisco Bay Area, India, United Kingdom, Greater New York City Area
- Current companies: Google, Amazon, Microsoft
- Past companies: Add a previous company, IBM
- Industries: Add an industry, Professional Training & Coaching
- Profile language: English, French, Spanish
- Schools: Add a school, Harvard Business School
Growing Your Network – Groups

- Cloud Computing, Cybersecurity, SaaS & Virtualization
  - Group: 540,186 members
  - A group for Cloud Computing, Cyber Security & Virtualization professionals to expand their network of contacts, share ideas and discuss industry-related topics. The group covers VMware, SaaS, IaaS, Cloud...

- TECH NEWSWIRE: IT, Technology, Electronics, Robotics, AI, Cybersecurity, Cloud, Digital - Jobs
  - Group: 69,023 members
  - Computer programming validation software development hardware engineering systems analysis business analysts web IT architecture CAD network security support programmers database-developers microsoft...

- CyberSecurity: Law, Policy, and Technology
  - Group: 13,059 members
  - Effective cybersecurity requires a coordinated multidisciplinary framework that integrates the right balance of law, policy, and technology. This group is open to all committed to securing cyberspace and dedicated to...

- CyberSecurity Community
  - Group: 12,760 members
  - This group focuses on CyberSecurity, threats, vulnerabilities, risks, and countermeasures in commercial and government sectors. Our lives in the cyber space is growing by leaps and bounds, from communication (Wi-Fi...

- Blockchain | Bitcoin | Cryptocurrency | Cybersecurity | Mining | Fintech | Jobs | Master/Mind | Innovation
  - Group: 8,281 members
  - We are a professional resource for blockchain and cryptocurrency entrepreneurs, think tanks, investors, FinTech-evangelists, researchers, developers and other members of the digital ecosystem interested in...

- Women + Cybersecurity = Women’s Society of Cyberjutsu
Find News You Can Use

- Find Influencers
- Find Content
- Join Groups
- Be a Thought Leader
LinkedIn Recruiter Bio Tech Ph.d Search
LinkedIn Recruiter Bio Tech Ph.d Search

![LinkedIn Recruiter Bio Tech Ph.d Search](image-url)
LinkedIn Recruiter Search - Keywords
Your Career IQ

Career IQ:
• Lifelong Need
• Hone Your Skills
• Requires Cultivation
Connect with Me!

Mary (Diggins) McHale • 1st
Career Coach | Launching Careers at Every Professional Level
San Francisco Bay Area

Message  More...
Thank you!