

Linked





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LinkedIn is a social media platform for your professional self

LinkedIn is the world's largest professional social network

400M+

Members across the globe

WHAT IS LINKEDIN

Social media platform for your professional self



1. People

Define who you are:

- work history
- activities
- Education/qualifications
- Skills

2. Organizations

- Hire new employees
- Marketing
- Defining their services/mission

3. Opportunities

- Jobs
- Volunteer positions
- Internships
- Further education/training
- Networking

HOW LINKEDIN HELPS YOU!

Build Your Brand

Where did you study?
Where did you work?
What are you good at?
What do you aspire to?

Build Your Opportunities

Learn about companies/jobs/people.
Learn about new schools and courses.
Learn career advice and interests.
Learn about your industry.

Build Your Network

Finding opportunities.
Finding mentors.
Finding connections.
Findings new skills and information.



70%

Rejected

Of employers have rejected a job candidate because of information they found about that person online.

80%

Hired

Of employers say that positive online reputation influences their hiring decisions.

**GETTING
STARTED!**

Connect, share ideas, and discover opportunities.



Get started – it's free.

Registration takes less than 2 minutes.

By clicking Join Now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

STARTING A LINKEDIN ACCOUNT

www.linkedin.com

**Make
A
Great
First
Impression**

75%

of hiring managers review LinkedIn profiles before making a hiring decision.

Creating a Profile

Adding your location

First, let's make sure you're recognizable

This will help others recognize you on LinkedIn

Country *

United States

ZIP code (e.g. 94043) *

45662

The people, jobs, and news we show you will be more relevant if you add your location

Next

* Required information

Creating a Profile

Add school: start to end (expected)

Country *
United States

ZIP code (e.g. 94043) *
45662

The people, jobs, and news we show you will be more relevant if you add your location

Are you a student? * Yes No

School or College/University *

Start year * End year (or expected) *

[Next](#) * Required information







Creating a Profile

Verify email and add contacts

The fastest way to grow your network is to import your contacts

Your email address [Continue](#)

Or use one of these:

0
Your connections
[See all](#)

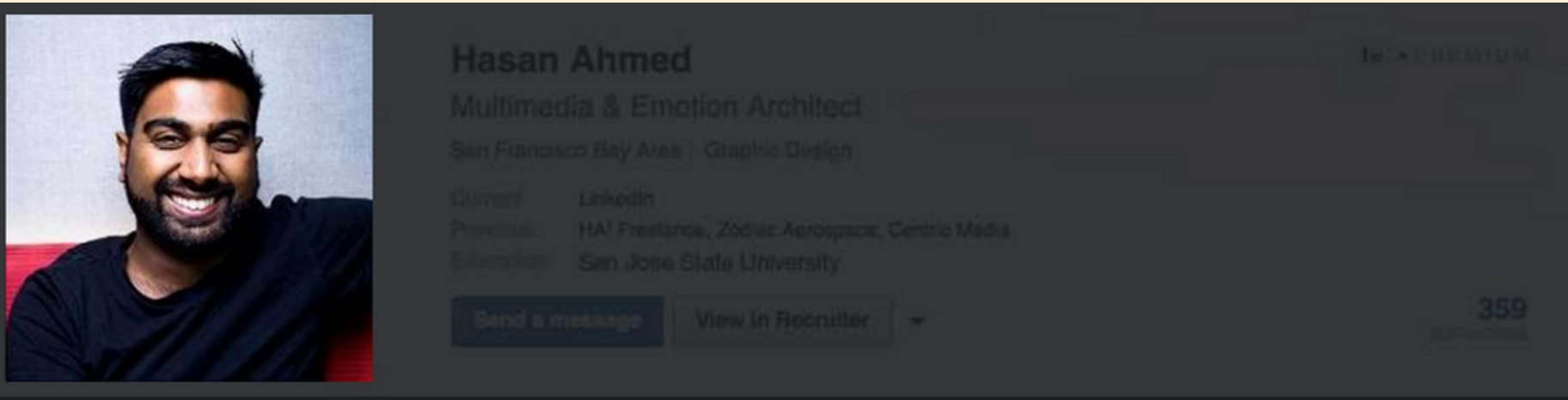
Add personal contacts

Your email address

[Continue](#)

[More options](#)

We'll import your address book to suggest connections. [Learn more](#)



Background

Summary

Ever since I can remember, Art has always been a part of my life... from arts & crafts with my mom, to learning the fundamentals of design at San Jose State. Now, I use that passion as a visual designer to help tell stories. Whether it's through presentations, user experience, or brand/identity development, my sole goal is to meet/exceed client's goals/objectives, while creating an enjoyable, smart, but fun experience for member's and viewers alike.

Experience

Senior User Experience Designer
LinkedIn
December 2014 – Present (5 months) | Mountain View, California



Contract Designer
KMidori Design & Easy Art Co.
November 2007 – Present (7 years 6 months) | San Francisco Bay Area

User Experience Designer
LinkedIn
December 2012 – December 2014 (2 years 1 month) | Mountain View, California



1 recommendation



ADD A PROFESSIONAL PHOTO

14X

More views with a profile photo than without.

UP CLOSE, SMILING, AND A LIGHT BACKGROUND



NOT



Hasan Ahmed
Business | Marketing | Operations | Intern & Student
San Francisco Bay Area | Graphic Design
359 connections

WRITE A STRONG HEADLINE

Mike Gamson
Passionate about investing in people
Chicago, Illinois | Internet

Reid Hoffman
Entrepreneur. Product Strategist. Investor
San Francisco Bay Area | Internet

Senior User Experience Designer
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User Experience Designer
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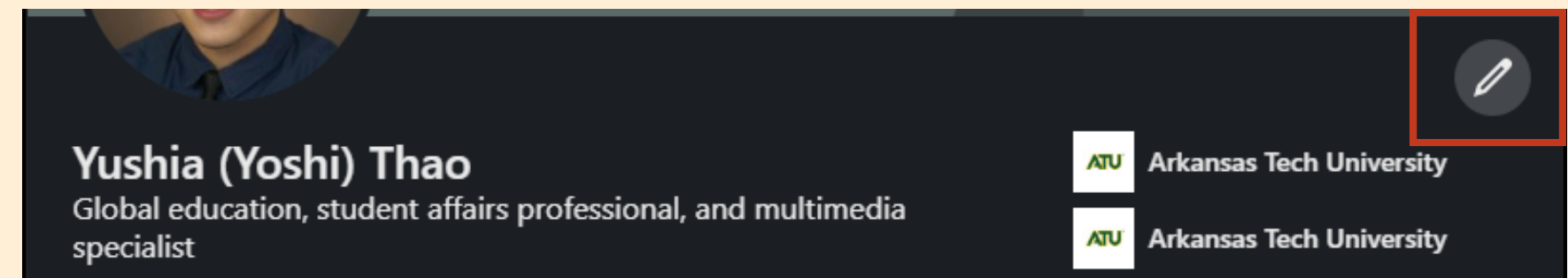
1 recommendation

Explain what you do and/or what you want to do!

Show your passion and interests.

HEADLINE IS YOUR BRAND

- A detailed LinkedIn headline is critical in increasing your “findability,” creating your professional credibility, and motivating your audience to keep reading the rest of your profile.
- In editing mode, simply hover over your current headline, click on the pencil, and update.
- Use key words that effectively identify your expertise, focus, experience.





Experience

People could be looking for someone with your experience.

Add position



Education

Members with a school on their profile get 7 times more profile views.

Add school



Summary

Adding a summary is a quick and easy way to highlight your experience and interests.

Add summary



Skills

Members with skills on their profile get 4 times as many profile views.

Add skills



Language

This can help you find a new job, get a promotion, or transfer overseas.

Add language



Volunteering Experience

1 in 5 managers hired someone because of their volunteer experiences.

Add volunteering experience



THE NEXT SECTIONS

Summary



Summary

Having obtained 9 GCSE's in 2015, I'm now studying my A'Levels in Maths, Physics, Chemistry and English. I'm very interested in science and engineering, and I love understanding how things work - and how they can work better! I intend to go into a career in an engineering discipline, either Mechanical or Aeronautical. I'm looking for work experience or a placement for the summer of 2016.

Save

Cancel

Add a summary

Summary

Having obtained 9 GCSE's in 2015, I'm now studying my A'Levels in Maths, Physics, Chemistry and English. I'm very interested in science and engineering, and I love understanding how things work - and how they can work better! I intend to go into a career in an engineering discipline, either Mechanical or Aeronautical. I'm looking for work experience or a placement for the...

Add Media: Document Photo Link Video Presentation

WRITE A COMPELLING SUMMARY

Reference what you have done and what you are doing, but focus on your future and aspirations..

Summary: Your Elevator Pitch

What gets you out of bed in the morning?

What is your dream?

What can people expect when they work with you?

Why do you love your major or organizations?

What do you bring into a room?

COMPELLING SUMMARY

- **Include you're job hunting and contact information.**
- **Provide basic introduction to you.**
- **What are you doing to follow your "passion."**
- **Co-curricular involvement, on campus or within the community.**

I am a Mechanical Engineering student, graduating in May 2025, looking for Full-Time Employment. Please contact me at student123@atu.edu.

I grew up on a 120-acre fruit and vegetable farm in Jonesboro, AR, and am no stranger to hard work. I worked long hours operating machinery to plant, harvest, sort and clean produce and sold all our crops in my family's store – just some of the work I did as the daughter of a self-employed farmer. I had to work just as hard at Arkansas Tech, as it's got a reputation for a demanding and hands-on curriculum, and I'm really proud of my 3.70 GPA. I also added internship experience and campus leadership experience that has helped me develop strong teamwork, project management, communication and leadership skills, that I believe have prepared me to make a valuable contribution to your company. I'm really ready to work hard and exceed your expectations!

In the summer of 2014, I worked at Ford Motor Company as a Design engineering intern where I created an original design for the console mats for the newly designed 2017 Escape. I also worked at John Deere as a manufacturing (operations) engineering intern in the summer of 2013 where I developed a logistics procedure to outsource paint stripping in the seeding factory and coordinated off-site training for 550 employees.

One of the most rewarding experiences I've had at ATU has been my 3 years as a member of the Engineering Program, where I got work on a satellite funded by the US Air Force that will actually be launched into space in 2022. An accomplishment I'm really proud of is that I founded an official student org called Silver Wings (SW). "SW is a national, professional organization dedicated to creating proactive, knowledgeable, and effective civic leaders through community service and education about national defense." I'm now president of a 20 member group, working toward national recognition.

Education

+ Add education



School *

Dates Attended

- ▾ - ▾ Or expected graduation year

Degree

Field of Study

Grade

Activities and Societies

Examples: Alpha Phi Omega, Chamber Chorale, Debate Team

Description

[See examples](#)

Save

Cancel

[Remove this school](#)

Add Media:



Document



Photo



Link



Video



Presentation

Add education

DETAIL YOUR EDUCATION

Adding school will connect you with current ATU students and alumni.

Experience

+ Add position



Company Name *

Title *

Location

Time Period *

Choose... Year - Choose... Year

I currently work here

Description

[See examples](#)

Save

Cancel

Experience

Check-out

Asda



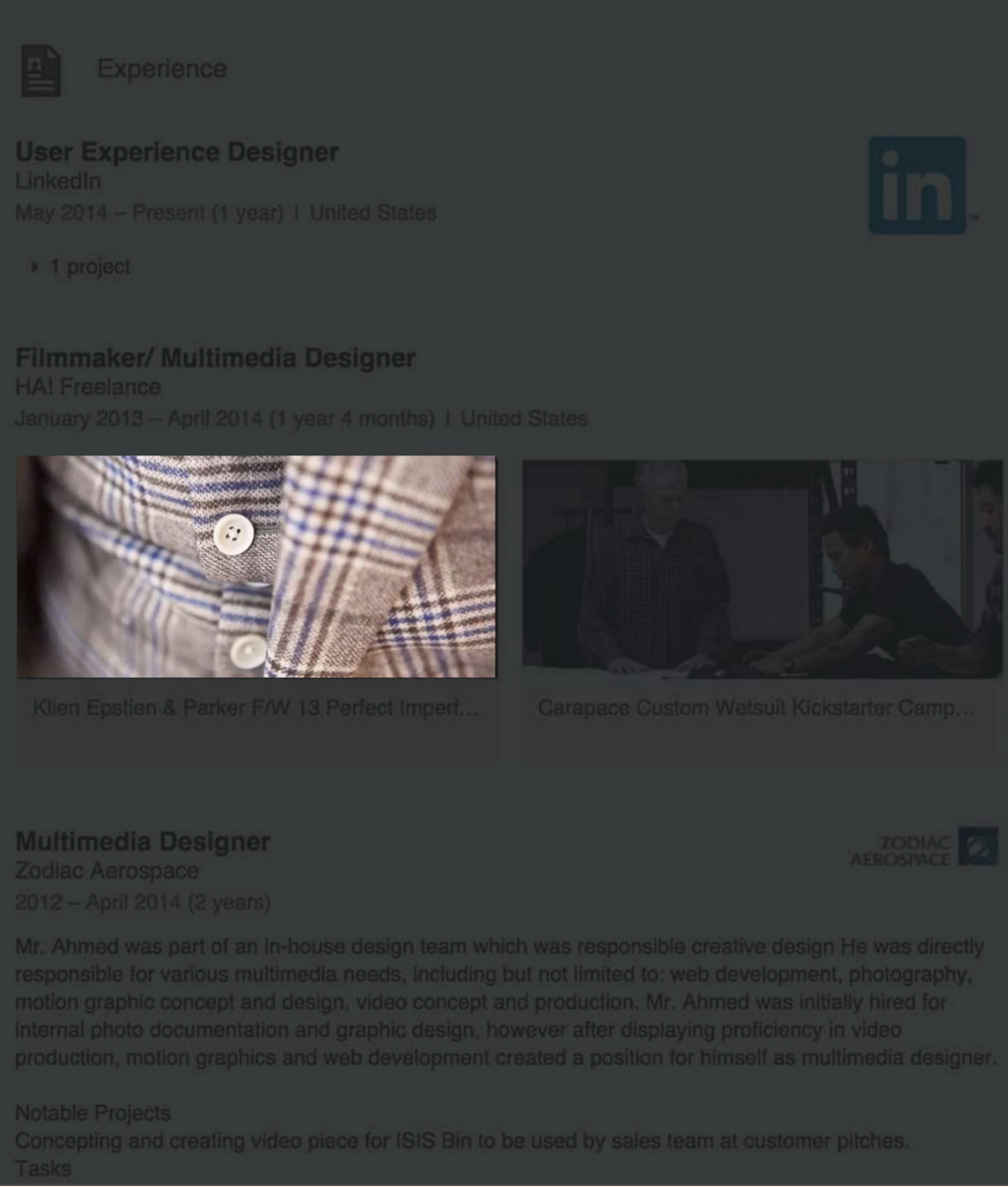
July 2014 – August 2014 (2 months) | Newark

[Add Description](#)

Add Media: Document Photo Link Video Presentation

DETAIL YOUR EXPERIENCE

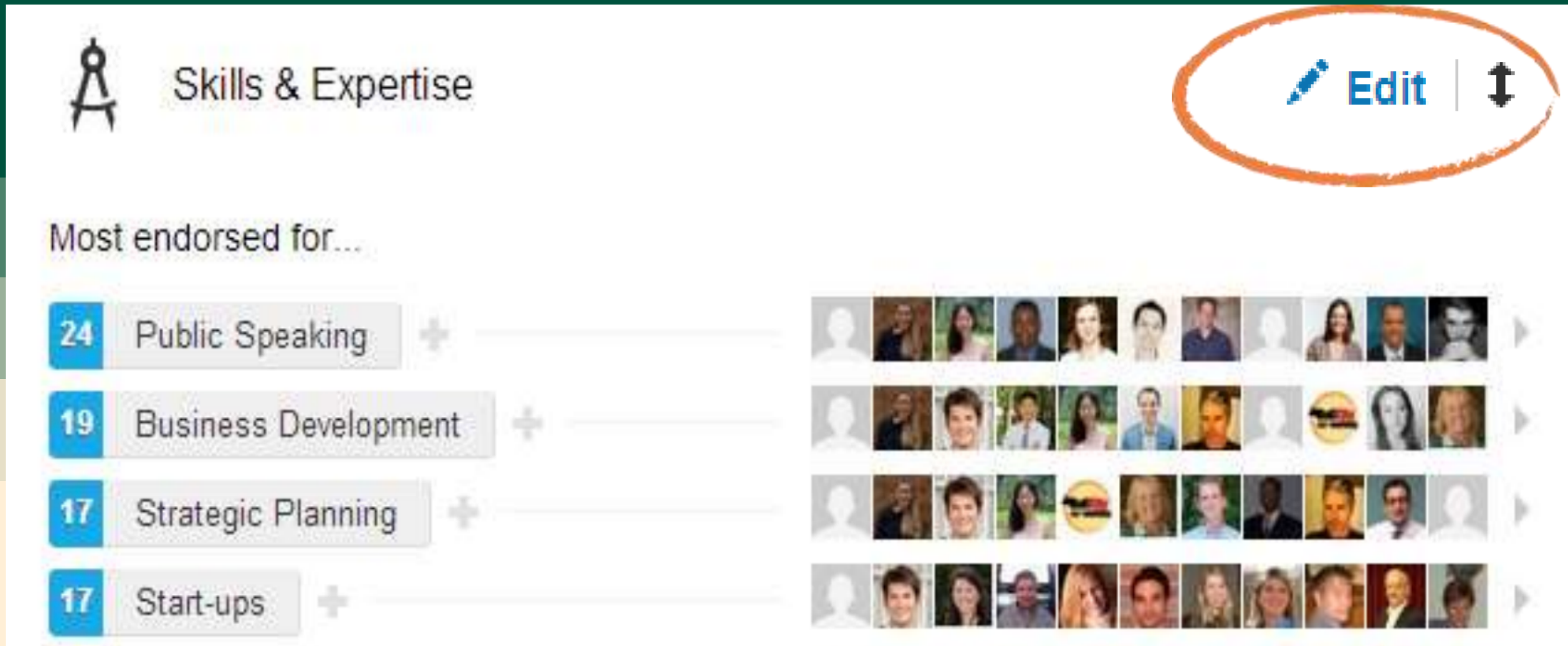
- Include summer jobs, part-time jobs, and work experience.
- Keep the description short and informative.
- Answer what did you achieve, deliver, learn?






DETAIL YOUR EXPERIENCE









- Add examples of your work in photos presentations & videos.
- Give a dynamic, visually appealing representation of your professional story.

ADD SKILLS & ENDORSEMENTS



 Skills & Expertise  **Edit** | 

Most endorsed for...

- 24** Public Speaking  
- 19** Business Development  
- 17** Strategic Planning  
- 17** Start-ups  

DETAIL YOUR SKILLS

- **What are your areas of expertise? Add at least 5 skills.**
- **Adding skills and expertise helps your profile appear in searches!**
- **If you endorse other people, they are more likely to endorse you in return!**





Designer

East Palo Alto Charter School

2007 – Present (8 years) | Education

I've worked on a variety of design projects for EPACS, from identity systems, to apparel, to posters for fundraising.

Board Member; Co-Chair, Marketing & Communications Committee

LinkedIn for Good for Employees

January 2015 | Economic Empowerment

Shaping stories and experiences that inspire LinkedIn employees to engage with opportunities for social impact.

<https://linkedinforgood.linkedin.com/>

Opportunities Hasan is looking for:

- Joining a nonprofit board
- Skills-based volunteering (pro bono consulting)

Causes Hasan cares about:

- Children
- Education
- Environment
- Health
- Science and Technology

Organizations Hasan supports:

- [Sierra Club](#)

DETAIL YOUR VOLUNTEERING AND CAUSES

41%

of Hiring Managers consider
volunteer experience highly valuable

Ask for recommendations that add credibility and flavor



Vicki Davis

Teacher, Blogger - Cool Cat Teacher Blog, Keynote speaker, Co-Founder Flat Classroom Projects

“ Beth is my de facto, "go to" person for nonprofit and social media advice. She has given me ideas for fundraising and has also encouraged and supported the work we've done with the Flat Classroom project. I highly recommend Beth as a resource and as a person who gives so much to all non profits around the world as evidenced by the awards and recognition that she has... **more**

July 22, 2009, Vicki was with another company when working with Beth at bethkanter.org

Tips for getting strong recommendations:



Ask former professors, colleagues, clients



Remind them of your past projects and accomplishments



Recommendations should showcase a diverse set of skills & strengths

ADD YOUR RESUME/WEBSITE

- Add Profile Section
- Click Recommended
- Click Add featured
- Click the "+" Sign
- Add media/ Add Link
- Copy and Past your Website
- Click on your Resume
(MAKE SURE IT IS IN PDF FILE)

Open to

Add profile section

More

Add to profile



Core



Recommended



Completing these sections will increase your credibility and give you access to more opportunities

Add featured

Add licenses & certifications

Add projects

Add courses

Add recommendations

Additional



← Featured



**ONCE
YOUR
PROFILE
IS MADE,
USE IT!**



USING YOUR PROFILE

- **Connect with people you know.**
- **Connect with fellow ATU alumni.**
- **Connect using messages.**





Search millions of job postings

The screenshot shows the LinkedIn job search interface. At the top, there are filter buttons for 'Jobs', 'Date posted', 'Experience level', 'Salary', 'Company', and 'On-site/remote'. Below the filters, the search results are displayed for 'engineer in Arkansas, United States' with 7,809 results. The first result is 'Assistant Engineer (Rogers, AR)' by Blew & Associates, P.A. in Rogers, AR (Hybrid), with a salary range of \$65K/yr - \$90K/yr and 401(k) benefit. The second result is 'Plant Engineer' by Ash Grove Cement Company in Foreman, AR (On-site), with 6 benefits. The third result is 'Electrical Engineer' by Expleo Group in Little Rock, AR (On-site), with 'Actively recruiting' status. The fourth result is 'Air Quality Engineer' by SLR Consulting in Charlotte, AR (On-site), with 401(k) and +1 benefit. The fifth result is 'Support Engineer - Creative Studios' by Bungie in United States (Remote). On the right side, the details for the 'Assistant Engineer (Rogers, AR)' job are shown, including the company name, location, salary range, employee count, and a description of the role. There are 'Easy Apply' and 'Save' buttons for this job.

- Click on jobs

- Filter by keyword, title, company, location, function, industry, years of experience, and date posted.

- Save a search result to get email alerts for new job postings.

Network insights into the company

- See if any connections work there
- See if ATU alumni work there
- See if your background matches

When We Build Our Communities... We Build Our Bank!
My100Bank.com | A Home BancShares Company | Member FDIC

Centennial Bank
Banking · Conway, AR · 6,876 followers · 1,328 employees

Randy & 1 other connection follow this page

+ Follow Visit website More

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About

Centennial Bank, a Home BancShares Company, is a customer focused bank that provides a broad range of commercial and retail banking and related financial services to businesses, investors, individuals and municipalities. We have locations in Arkansas, Florida, Alabama, New York and Texas. Member F... see more

Show all details →

Page posts

Centennial Bank 6,876 followers 1d · 🌐

Centennial Bank 6,876 followers 2d · 🌐

Centennial Bank
Banking · Conway, AR · 6,876 followers · 1,328 employees

Randy & 1 other connection follow this page

+ Follow Visit website More

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Create job alert for Centennial Bank Create job alert

Centennial Bank has 4 job openings - find the one for you.

Job title or keyword Search

Recently posted jobs

BSA Case Investigations Manager
Centennial Bank
Conway, AR
Be an early applicant
6 days ago

Director of IT Strategy & Control
Centennial Bank
Conway, AR
Be an early applicant
6 days ago

Teller
Centennial Bank
Lynn Haven, FL
Be an early applicant
6 days ago

Show all jobs →

Home About Posts Jobs **People**

1,328 employees

Search employees by title, keyword or school

Where they live	Where they studied
1,303 United States	117 University of Central Arkansas
728 Arkansas, United States	80 Arkansas State University
471 Little Rock Metropolitan Area	40 University of Arkansas
413 Florida, United States	34 Arkansas Tech University

Show more ▾

**Now is time to make it
happen!**



Thank You!



Kyla Stewart
Employer Relations Coordinator
kstewart20@atu.edu



Kristen Merritt Beck
Assistant Dean
kbeck12@atu.edu



Yushia "Yoshi" Thao
Career Counselor
ythao1@atu.edu



Visit our Website

