

Linked



Getting Started

Things We'll Cover Today

- A Few Facts About LinkedIn
- Dashboard
- Using Resume Assistant
- Signal (Open Candidates)
- Using Search Alerts
- Connecting with Others
- Tips & Hints

Quick Facts

- 500M LinkedIn users.
- 40% use it daily.
- 70% of LinkedIn users are outside of the US.
- 13% of Millennials (15-34 Years old) use LinkedIn.
- 27% of all internet users use LinkedIn.


More Stats...

- LinkedIn now has **3 million active job listings** on the platform.
- Statistical Analysis and Data Mining are Top skills on LinkedIn.
- There are **5.5 million accountants** on LinkedIn.
- There have been **1 billion endorsements** on LinkedIn.
- The average user has **930 connections**.




Dashboard

Your Dashboard

Private to you

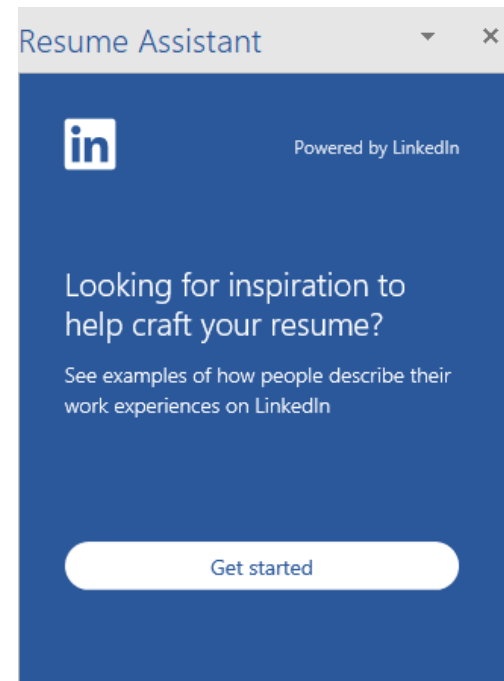
 All Star

89 Who viewed your profile	326 Post views	49 Search appearances
--------------------------------------	--------------------------	---------------------------------

-  **Career interests**
Let recruiters know you're open: Off
Choose the types of opportunities you'd like to be connected with
-  **Career Advice hub**
Give back and help those who can benefit from your experience
-  **Salary insights**
See how your salary compares to others in the community

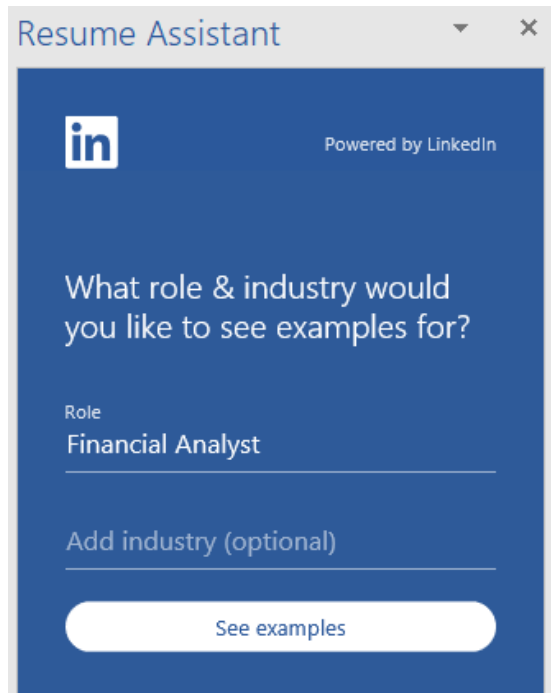
Using Resume Assistant

- Open your resume' in MS Word 2016 or Office365
- Select the Resume Assistant option in the Review ribbon.
- This opens the Assistant pane on the right.



Using Resume Assistant

- This starts the wizard which asks a series of questions to help you by showing examples of professional resumes.



Resume Assistant

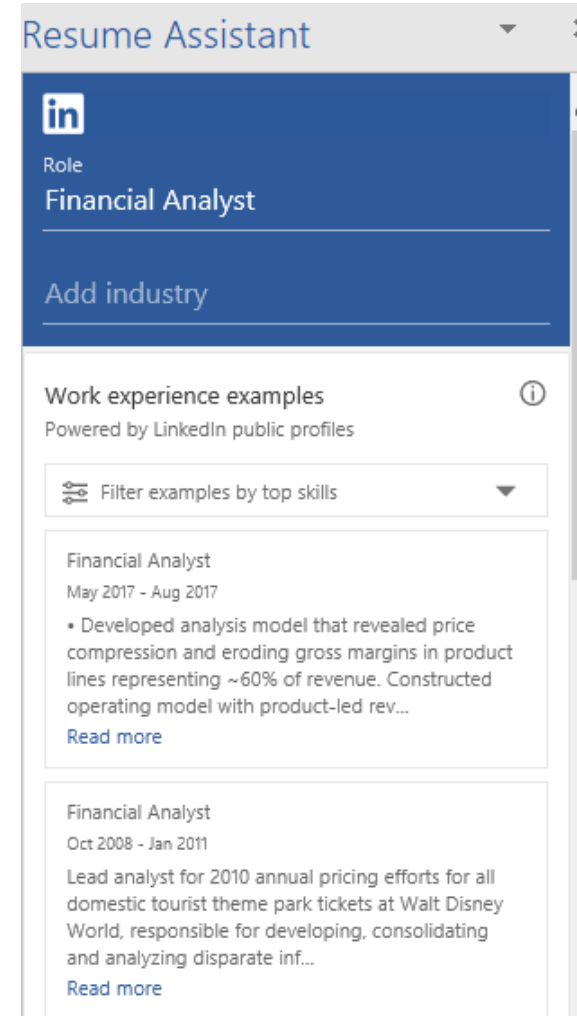
Powered by LinkedIn

What role & industry would you like to see examples for?

Role
Financial Analyst

Add industry (optional)

See examples



Resume Assistant

Role
Financial Analyst

Add industry

Work experience examples
Powered by LinkedIn public profiles

Filter examples by top skills


- Financial Analyst
May 2017 - Aug 2017
 - Developed analysis model that revealed price compression and eroding gross margins in product lines representing ~60% of revenue. Constructed operating model with product-led rev...[Read more](#)
- Financial Analyst
Oct 2008 - Jan 2011
 - Lead analyst for 2010 annual pricing efforts for all domestic tourist theme park tickets at Walt Disney World, responsible for developing, consolidating and analyzing disparate inf...[Read more](#)

Using Resume Assistant


Resume Assistant

Top skills for Financial Analyst ⓘ

Financial Analysis · Financial Reporting ·
Finance · Accounting · Microsoft Excel ·
Financial Accounting · Financial Modeling ·
Analytical Skills · Account Reconciliation ·
Forecasting


 We'd love your feedback on Resume Assistant.
[Give feedback](#)


Articles to help write your resume


 **Don't Use These Words on Your CV or LinkedIn Profile**
Bernard Marr


Resume Assistant

Suggested jobs
Based on your selected role and industry

 United States

 **Financial Analyst**
Hastings Equity Partners, LLC
Baton Rouge, Louisiana Area
The Financial Analyst is responsible for assisting with the financial and operational
⌵

 **Marketing Intelligence/Financial Analyst**
Philips Sleep and Respiratory Care
Pittsburgh, PA, US
To succeed in this role, you should have the following skills and experience. Our mission is
⌵

 **Senior Financial Analyst**
Discover Los Angeles

Open Candidate

For job-seekers, simply turning on your Open Candidates signal makes you **twice as likely to receive relevant messages from recruiters**, and for recruiters, Open Candidates are twice as likely to respond.

Open to opportunities? Let recruiters know.

We take steps to not show recruiters at your company, but can't guarantee complete privacy.



Share your career interests

Help recruiters understand what kind of opportunities you're open to



Stand out in recruiter searches

Recruiters will see your Career interests and your profile marked as "Open to opportunities"



Receive more opportunities

Increase your chances of receiving relevant messages from recruiters

Turn signal on

Not now

Open Candidate

8:08 AM 100%

Jess Williams

Jess Williams
Senior Talent Manager
SunTrust Financial • University of Toronto
San Francisco Bay Area • 500+

Experienced Senior Talent Manager with a demonstrated history of working in the recruiting...

Your Dashboard
Private to you All-star

152 Profile views	66 Article views	19 Search appearances
----------------------	---------------------	--------------------------

Career interests
Let recruiters know you're open: **On**
Choose the types of opportunities you'd like to be connected with

Home My Network Messaging Notifications Jobs

2:04 PM 67%

Cancel Career interests Save

Let recruiters know you're open
We take steps to not show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Share your career interests
Get surfaced in recruiter searches that match your career interests

Stand out in recruiter searches
Recruiters will see your profile marked as 'Open to new opportunities'








Receive more opportunities
Double your chances of receiving relevant messages from recruiters

Status
Casually looking ▼

Start date
1-3 months ▼


What job titles are you interested in?
[+ Add title](#)

Job Search




Jobs ▾ **Date Posted (1)** ▾ LinkedIn Features ▾ Company ▾ Experience Level ▾ All filters


Showing 103 results Sort by: Relevance ▾ Split View ▾




Financial Analyst
Williams-Sonoma, Inc.
Olive Branch, MS, US
2 weeks ago




Financial Analyst
Vaco
Memphis, Tennessee
1 week ago




Financial Analyst
The Lilly Company
Memphis, Tennessee
1 week ago



Financial Analyst (IT)
AutoZone
Memphis, US-TN
New




Senior Financial Analyst
International Paper
Greater Memphis Area
4 weeks ago



Financial Analyst

Williams-Sonoma, Inc. · Olive Branch, MS, US

Posted 2 weeks ago · 215 views



2 connections can refer you
Get referred to **increase your chances** of landing an interview.


[Ask for a referral](#)

Job description

Position Summary

The Financial Analyst is responsible for financial reporting for a segment of the global supply chain. Among their responsibilities, the Financial Analyst will manage monthly reporting, ad hoc analysis, financial planning and process improvement.

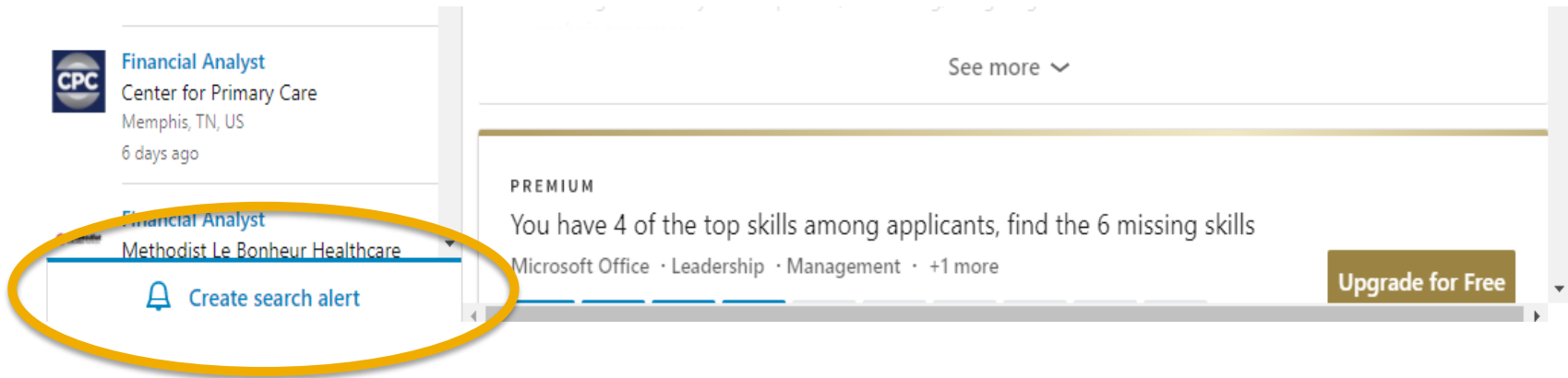
Contact the job poster



Patti Claus

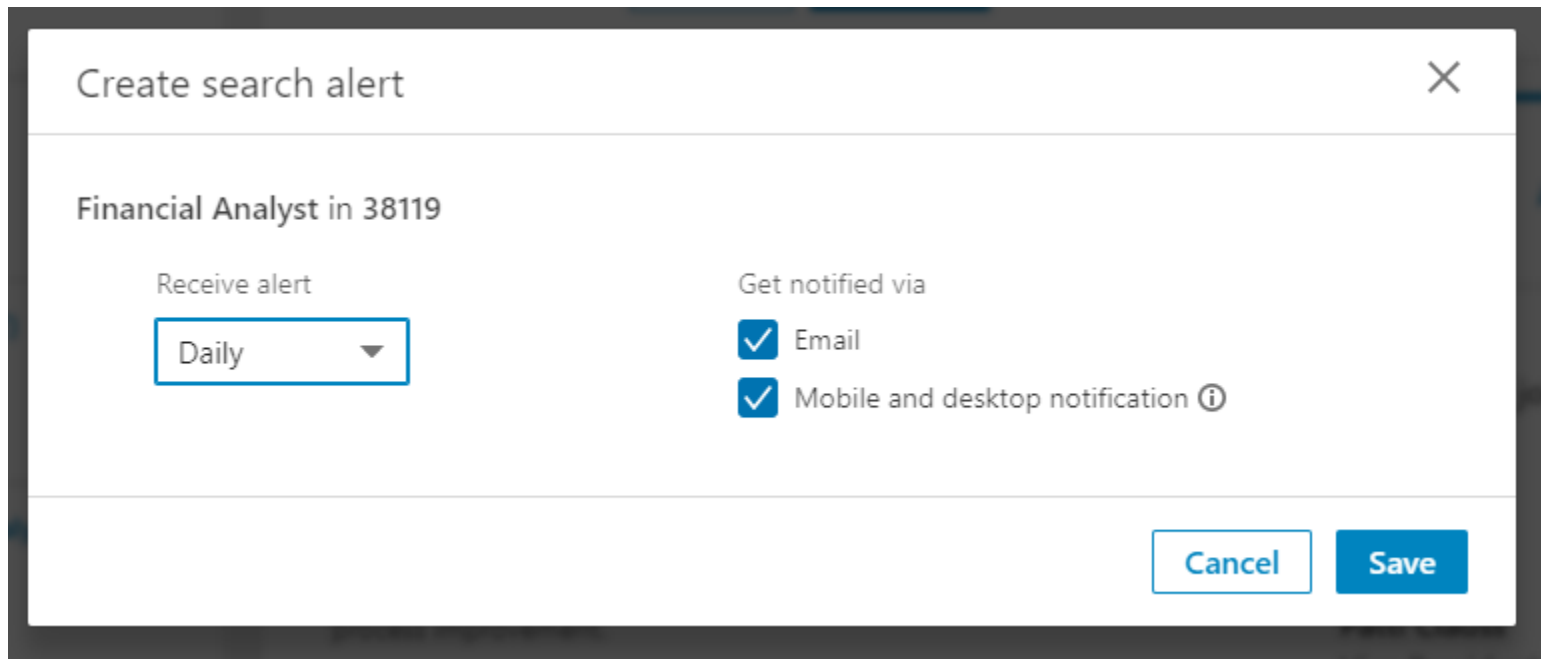
Search Alerts

- Perform a search for your desired results.
- Click Create Search Alert. You may save up to three searches in the free account version.



Search Alerts

- Daily & Weekly are your alert frequencies.
- Email or Mobile and desktop notifications.



The image shows a dialog box titled "Create search alert" with a close button (X) in the top right corner. The main content area displays "Financial Analyst in 38119". Below this, there are two sections: "Receive alert" and "Get notified via". The "Receive alert" section has a dropdown menu currently set to "Daily". The "Get notified via" section has two checked options: "Email" and "Mobile and desktop notification", with an information icon (i) next to the second option. At the bottom right, there are two buttons: "Cancel" and "Save".

Create search alert ✕

Financial Analyst in 38119

Receive alert

Daily ▼

Get notified via

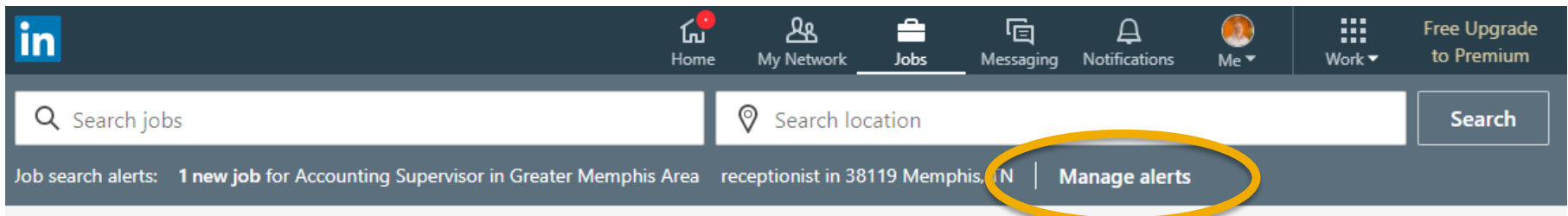
Email

Mobile and desktop notification ⓘ

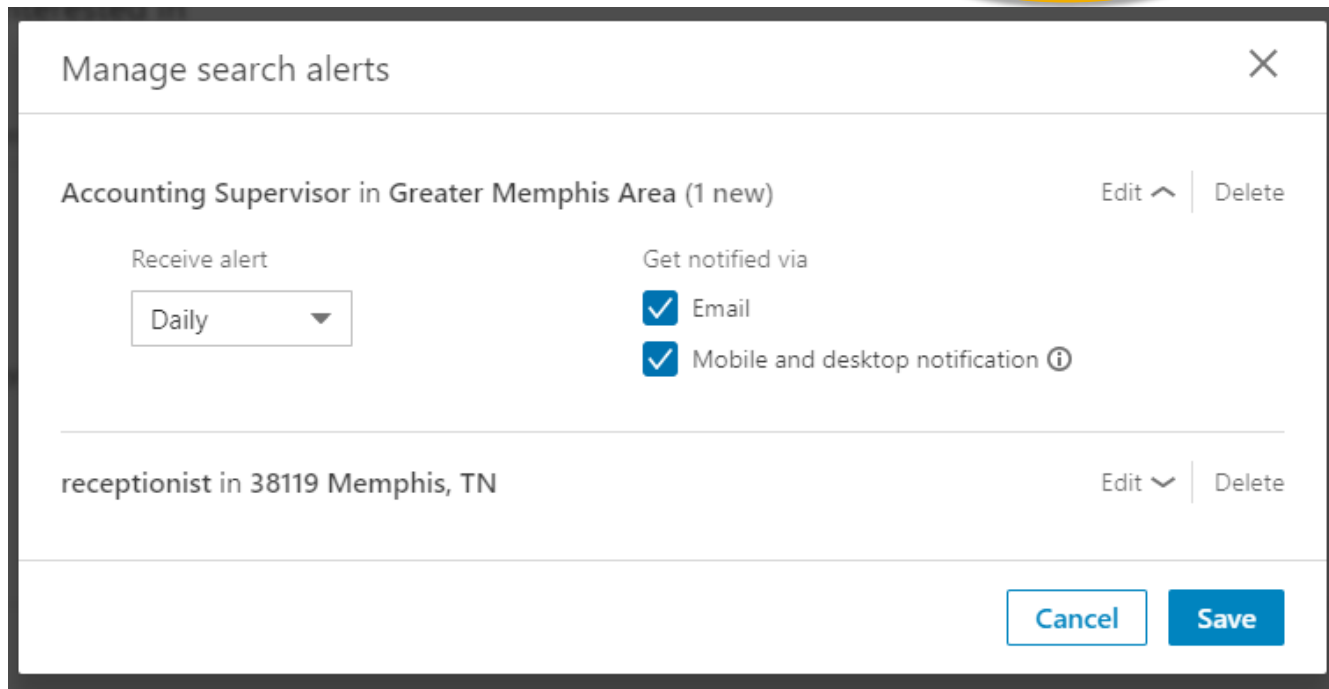
Cancel Save

Search Alerts

- Managing Search Alerts can be done from the link at the top of the page.



The image shows the LinkedIn Jobs navigation bar. It includes the LinkedIn logo, navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me, and a 'Free Upgrade to Premium' button. Below the navigation bar is a search bar with 'Search jobs' and 'Search location' fields, and a 'Search' button. At the bottom of the navigation bar, there is a notification: 'Job search alerts: 1 new job for Accounting Supervisor in Greater Memphis Area receptionist in 38119 Memphis, TN | **Manage alerts**'. The 'Manage alerts' link is circled in yellow.



The image shows a 'Manage search alerts' dialog box. It has a title bar with a close button (X). The dialog lists two job alerts:

- Accounting Supervisor in Greater Memphis Area (1 new)** (with 'Edit ^' and 'Delete' options)
 - Receive alert: Daily (dropdown menu)
 - Get notified via:
 - Email
 - Mobile and desktop notification ⓘ
- receptionist in 38119 Memphis, TN** (with 'Edit v' and 'Delete' options)

At the bottom right of the dialog are 'Cancel' and 'Save' buttons.

Connecting with Others

- Be prudent with connecting. **
- Personalize the LinkedIn request message.
- When you accept a connection request you can personalize the acceptance.
- Say please and thank you.
- Respond quickly to requests.

Tips

- Use a professional picture. Profiles with a picture are 14X more likely to be viewed.
- Add your LinkedIn profile URL to your personal email signature.
- Make changes to your profile every 3-4 days to keep your profile in the timeline. Recruiters notice this.
- Add each role at your last few jobs, it's ok to have overlapping dates at the same company.

Tips

- Join groups related to your field.
- Participate. Your profile is 5X more likely to be viewed if you are active in groups, discussions, etc.
- Reorder your profile by dragging the most important sections to the top.
- Use LinkedIn Premium if absolutely necessary.

Questions?

??

Extra 10%

Seth Godin
sethgodin.com



Simon Sinek
startwithwhy.com

Links

resources.mtwhite.net