

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.
- 27% of all internet users use LinkedIn.
- LinkedIn now has **3 million active job listings** on the platform.
- Owned by Microsoft, who paid \$26.2B for it in 2016.

QUICK FACTS

LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of the social traffic was driven by the big three networks, with half of it coming from LinkedIn



STARTING YOUR PROFILE

- Complete your contact information.
- Your job history.
- Add any skills, talents and languages spoken.
- Add any volunteer work.
- Ask for recommendations from connections.
- Upload any relevant documents, presentations, etc.

PROFILE







Mark White

Helping churches carry out the Great Commission by supplying the latest software solutions to ministries & non-profits.

Memphis, Tennessee

Add profile section ▼

More...

-  Ministry Brands
-  Central High School
-  See contact info
-  See connections (500+)

Software consultant for churches, both large and small. Focus on assisting churches to carry out the Great Commission while freeing up both staff and laity to minister. Specialties: Software integration, project management, support services, web design and consultation.

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

PROFILE

Strengthen your profile

[Previous](#) [Next](#)

Let's complete your info for Central High School

This will help us find classmates and alumni you may know



Not now

[Update education](#)

Activity

1,051 followers [Manage followers](#)



Come work with us.

Mark shared this
2 Likes



We're better because of you Josh. Glad we're on the same team!

Mark commented
1 Like



Interesting post on brand movement and awareness.

Mark shared this
3 Likes



To me it's the "prevent overcrowding" part that's interesting. It's why there...

Mark commented

[See all](#)

PROFILE

Experience



Ministry Brands

3 yrs



Director of Product Strategy, Enterprise Division

Feb 2018 – Present · 1 yr 2 mos

Memphis, TN



EVP of Church Management Systems

Apr 2016 – Feb 2018 · 1 yr 11 mos

Greater Memphis Area

Leading the church management initiatives for our brands with a focus on assisting churches grow their ministries in furtherance of the Great Commission.



Creator and Host

Our Memphis History

Jan 2018 – Present · 1 yr 3 mos

Memphis, TN

Creator and host of the Our Memphis History podcast. Check us out on iTunes, Google Play and wherever you get your podcasts.



Director of Business Development

Shelby Systems

May 2003 – Present · 15 yrs 11 mos

PROFILE

Volunteer Experience



Web Consultant/Designer
Shelby County Right To Life
Dec 2012 – Present • 6 yrs 4 mos
Children

Maintaining and updating main website, cultivating mailing lists and social interaction points.



Skills & Endorsements

Add a new skill

Training · 80



Endorsed by Patti Malott and 2 others who are highly skilled at this



Endorsed by 3 of Mark's colleagues at Ministry Brands

Team Building · 60



Endorsed by Pat Hayden and 1 other who is highly skilled at this



Endorsed by 3 of Mark's colleagues at Ministry Brands

Management · 56

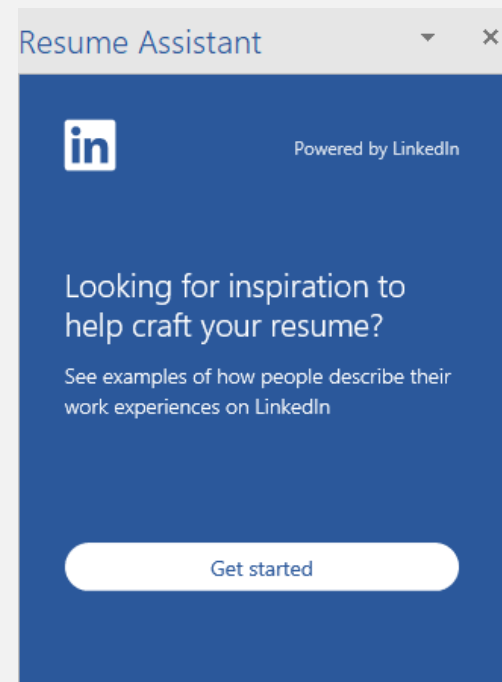


Endorsed by 4 of Mark's colleagues at Ministry Brands

Show more

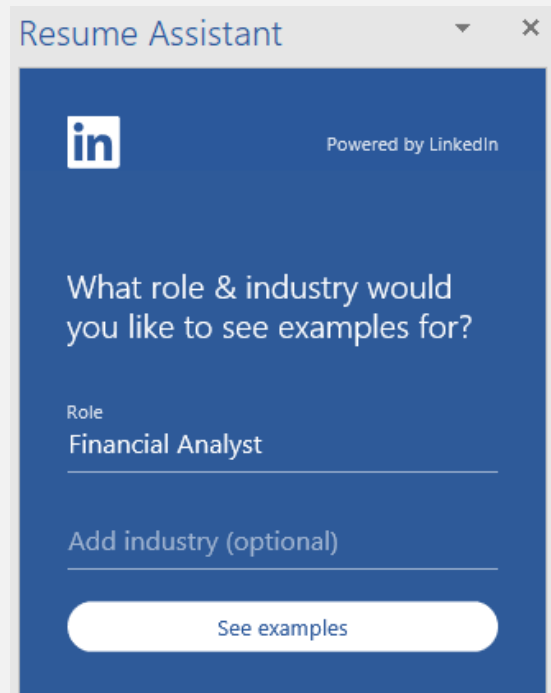
USING RESUME ASSISTANT

- 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

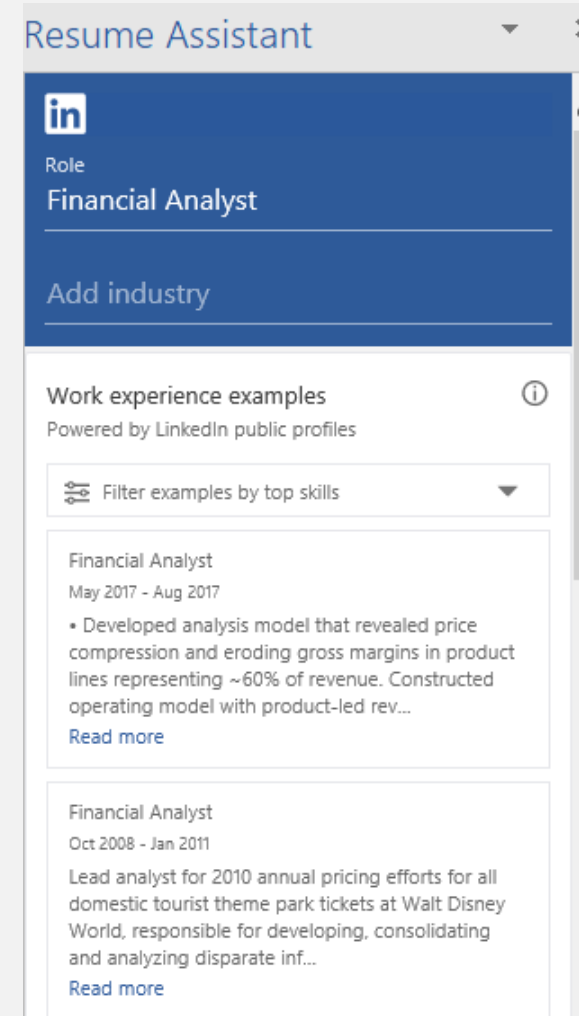
Powered by LinkedIn

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"



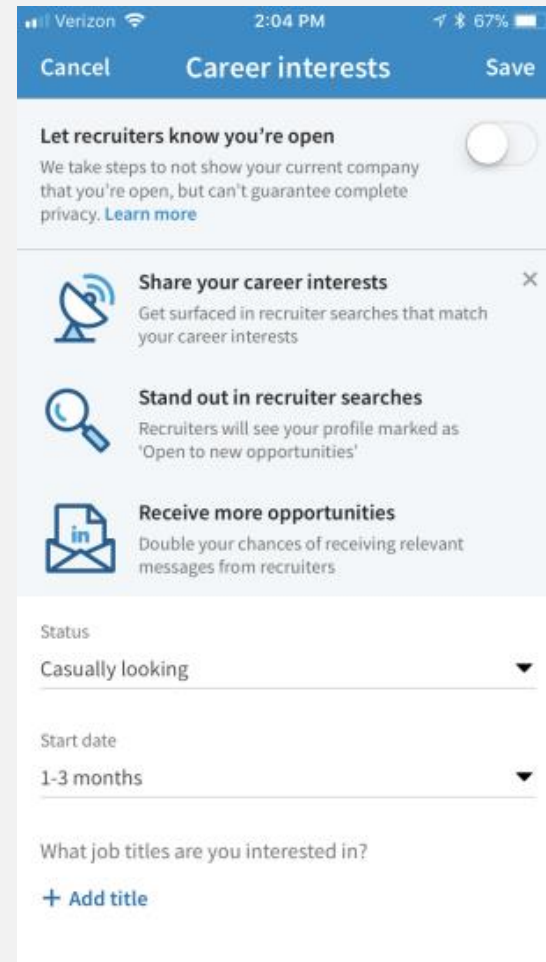
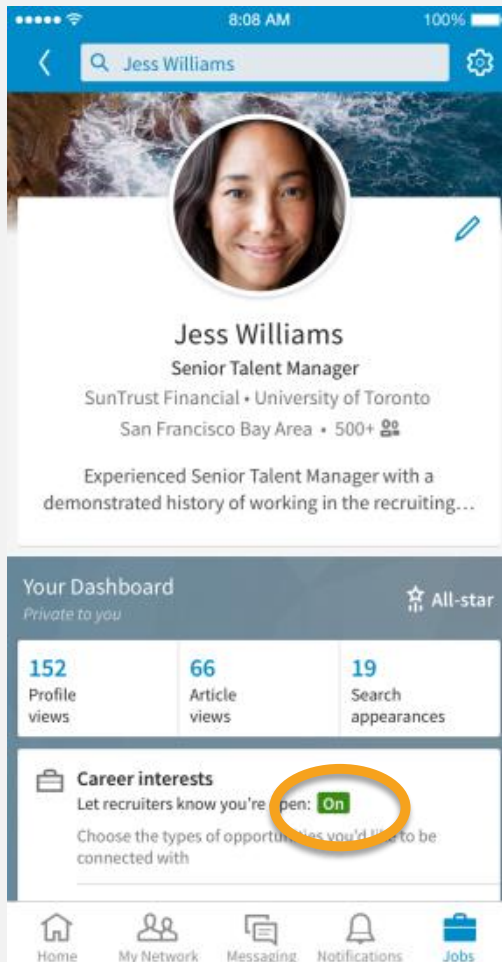
Receive more opportunities

Increase your chances of receiving relevant messages from recruiters

Turn signal on

Not now

OPEN CANDIDATE



JOB SEARCH



Financial Analyst

38119

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

Save

Apply



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.

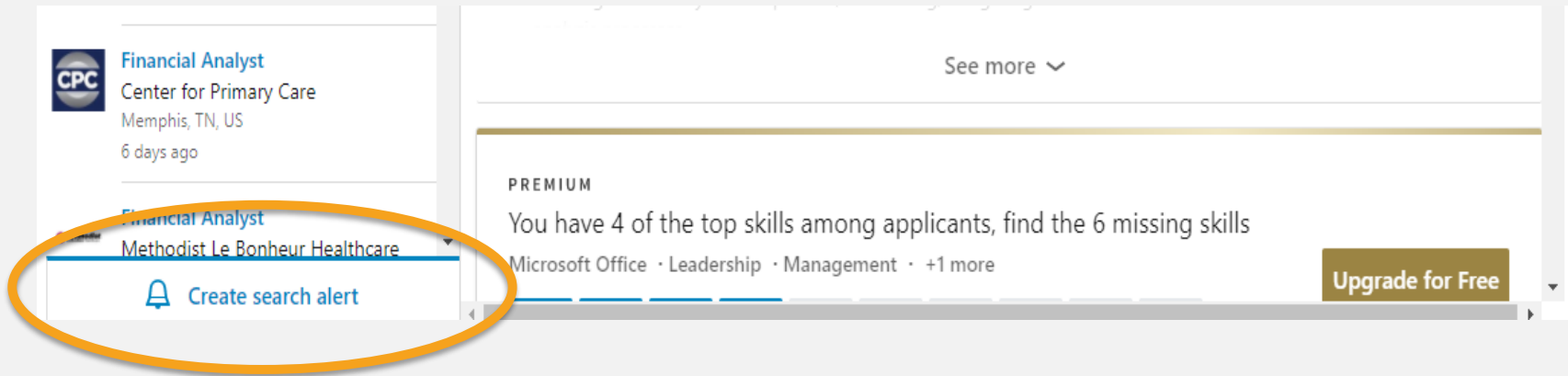
Contact the job poster



Patti Clauss

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.

Create search alert ✕

Financial Analyst in 38119

Receive alert

Daily ▼

Get notified via

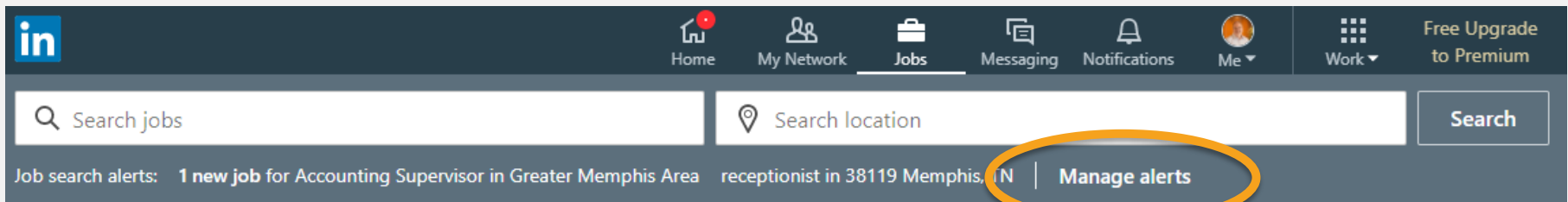
Email

Mobile and desktop notification ⓘ

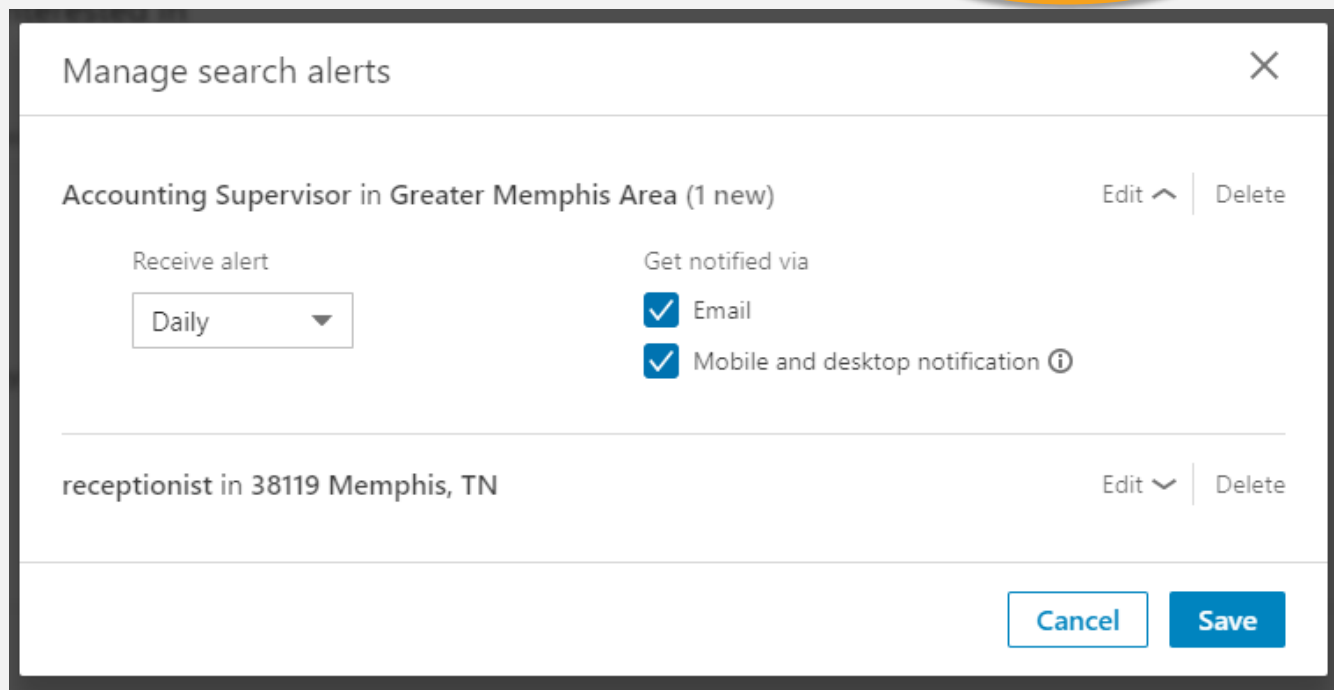
Cancel Save

SEARCH ALERTS

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



The image shows the LinkedIn navigation bar. On the left is the LinkedIn logo. In the center are navigation icons for Home, My Network, Jobs, Messaging, Notifications, and Me. On the right is a 'Work' dropdown menu and a 'Free Upgrade to Premium' button. Below the navigation bar is a search bar with 'Search jobs' and 'Search location' filters, and a 'Search' button. At the bottom of the navigation bar, there is a job search alert: 'Job search alerts: 1 new job for Accounting Supervisor in Greater Memphis Area receptionist in 38119 Memphis, TN'. The 'Manage alerts' link is circled in orange.



The image shows a 'Manage search alerts' dialog box. It has a title bar with a close button (X). The first alert is 'Accounting Supervisor in Greater Memphis Area (1 new)'. It has 'Edit' and 'Delete' options. The 'Receive alert' is set to 'Daily'. The 'Get notified via' options are 'Email' (checked) and 'Mobile and desktop notification' (checked). The second alert is 'receptionist in 38119 Memphis, TN'. It has 'Edit' and 'Delete' options. At the bottom right 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

- Profiles with a picture are 21X more likely to be viewed and get 36X more messages.
- 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.

EDITING YOUR URL




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.



Edit URL

Personalize the URL for your profile

www.linkedin.com/in/marktwhite 

Edit Content

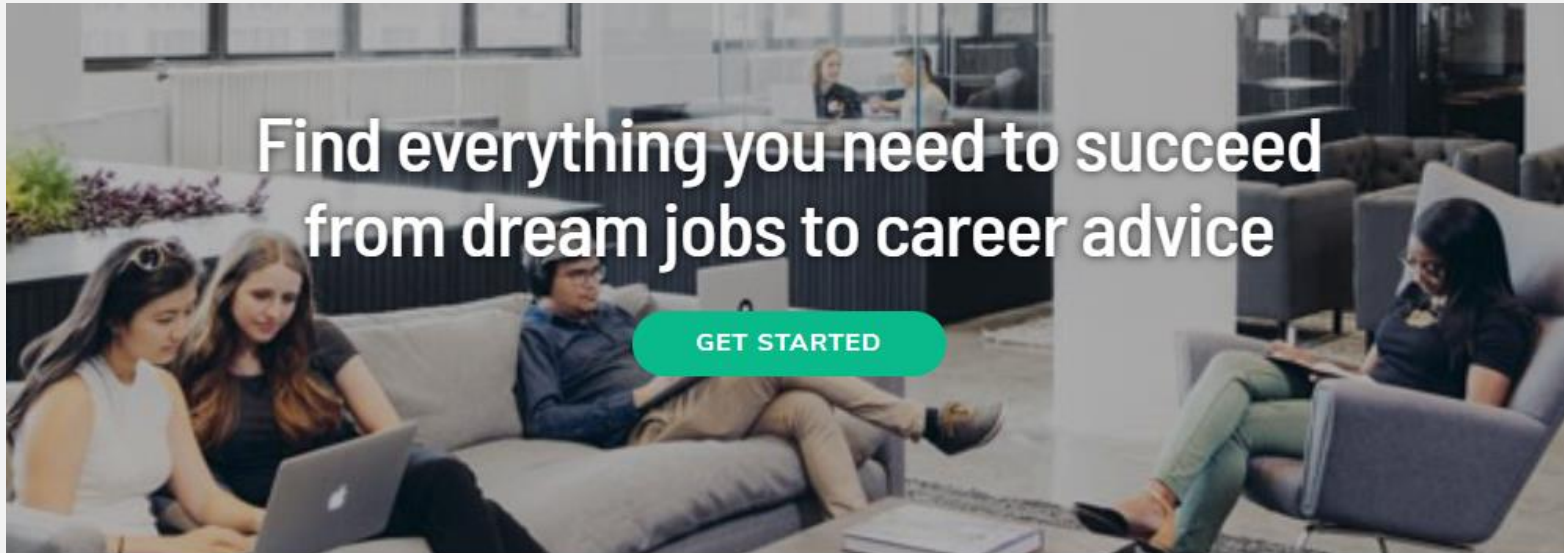
This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

QUESTIONS?

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EXTRA 10%



The Muse

<https://www.themuse.com/>

LINKS

resources.mtwhite.net