

# Linked



## Getting Started

# THINGS WE'LL COVER TODAY

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

## QUICK FACTS

- 610M LinkedIn users.
- 40% use it daily.
- 70% of LinkedIn users are outside of the US.
- 77% of all recruiters use LinkedIn
- Owned by Microsoft, who paid \$26.2B for it in 2016.

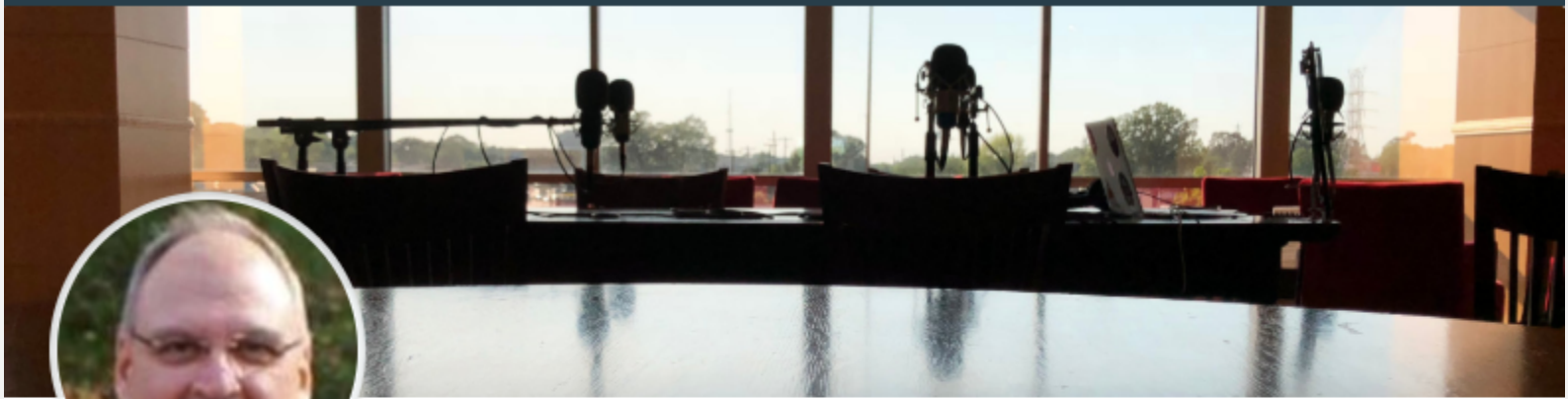
## QUICK FACTS

- LinkedIn now has 200 million open jobs (worldwide) with **3 million new active job listings** each month.
- There are more than 25,000 job openings for **data scientists** in the US alone, and it's one of the most promising job opportunities in the country.
- The sales category lists over 3.6 million jobs worldwide.
- The highest number of jobs comes from the management category, with 4.9 million open positions.

## 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



Add profile section ▼

More...



Mark White

Technologist | Consultant | Podcaster

Memphis, Tennessee · [500+ connections](#) · [Contact info](#)



Self



Central High School

Open to job opportunities

Consultant and Director Of Business Development roles

[See all details](#)




👁 All LinkedIn members

# DASHBOARD

## Your Dashboard

*Private to you*

 All Star

106

Who viewed your profile

147

Post views

38

Search appearances



### Career Advice

Participate in the career advice platform: **On**

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 ▾

# ASSESSMENTS

## Assessments



Quizzes

Results

How it works

[Learn more](#)



Take a multiple-choice quiz



Get a badge for your skill



Results are private unless you share them

Recommended quizzes based on your skills

WordPress



All quizzes

.NET Framework



Adobe Acrobat



Adobe Illustrator

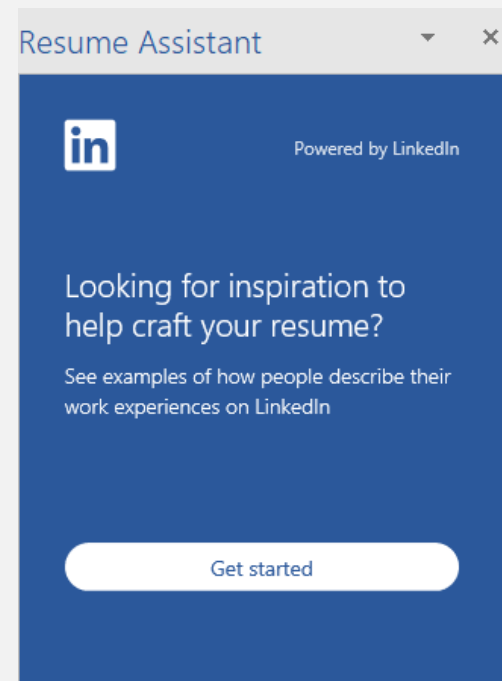


Adobe InDesign



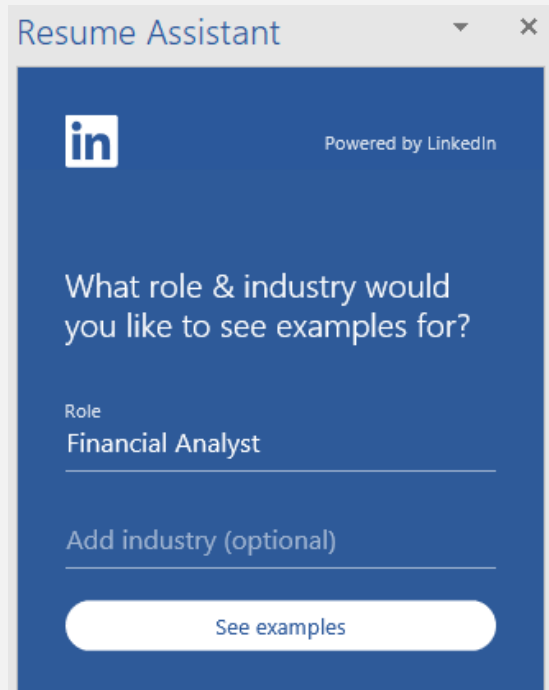
# USING RESUME ASSISTANT

- 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.

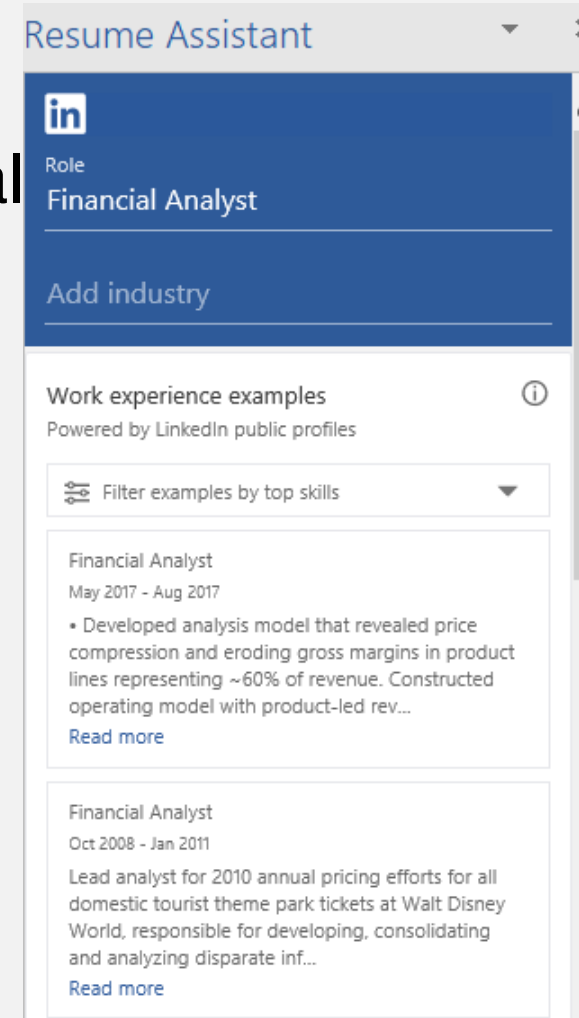


# USING RESUME ASSISTANT

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



The screenshot shows the first step of the Resume Assistant wizard. It has a blue header with the LinkedIn logo and the text "Powered by LinkedIn". The main text asks, "What role & industry would you like to see examples for?". Below this, there is a text input field with "Financial Analyst" entered, preceded by the word "Role". Underneath that is another text input field with "Add industry (optional)" as a placeholder. At the bottom is a white button with the text "See examples".



The screenshot shows the results page of the Resume Assistant. It has a blue header with the LinkedIn logo and the text "Powered by LinkedIn". The main text asks, "What role & industry would you like to see examples for?". Below this, there is a text input field with "Financial Analyst" entered, preceded by the word "Role". Underneath that is another text input field with "Add industry (optional)" as a placeholder. At the bottom is a white button with the text "See examples".

# 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"



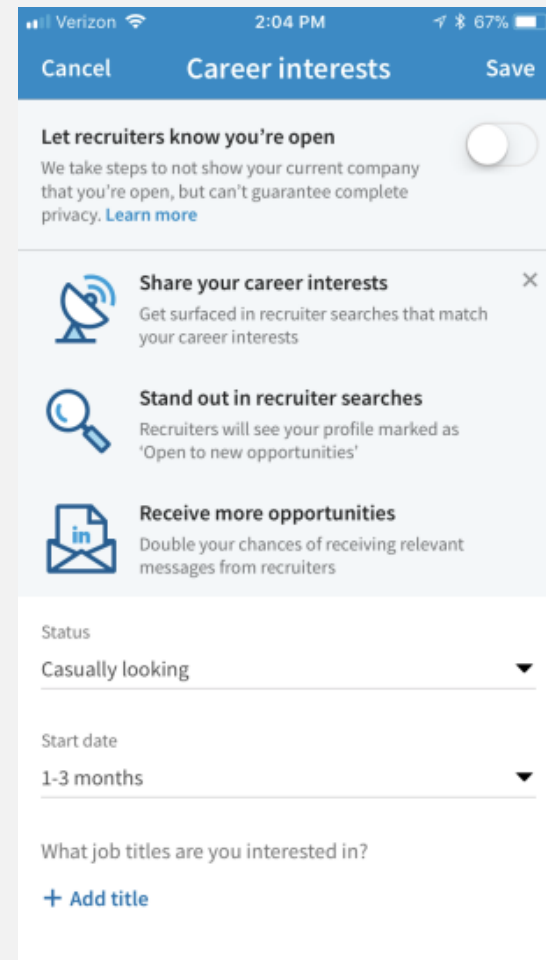
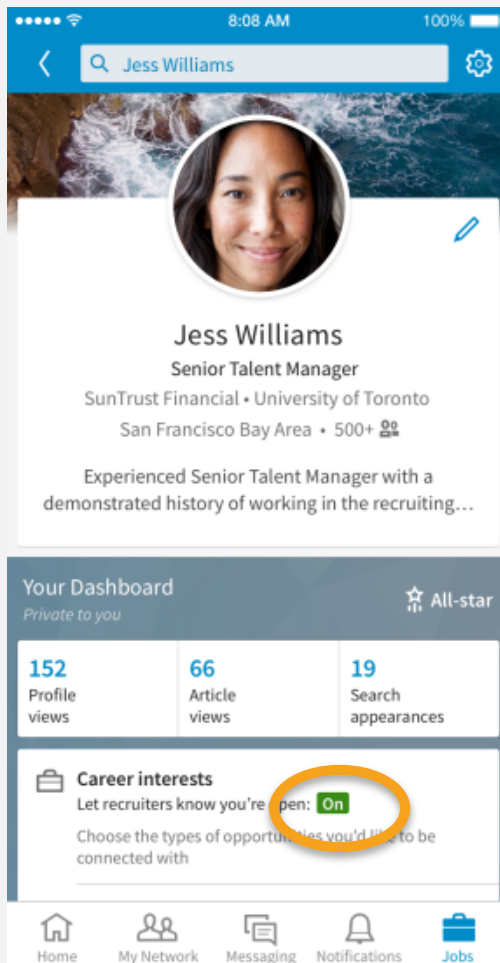
### Receive more opportunities

Increase your chances of receiving relevant messages from recruiters

Turn signal on


Not now

# OPEN CANDIDATE





# JOB SEARCH



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.

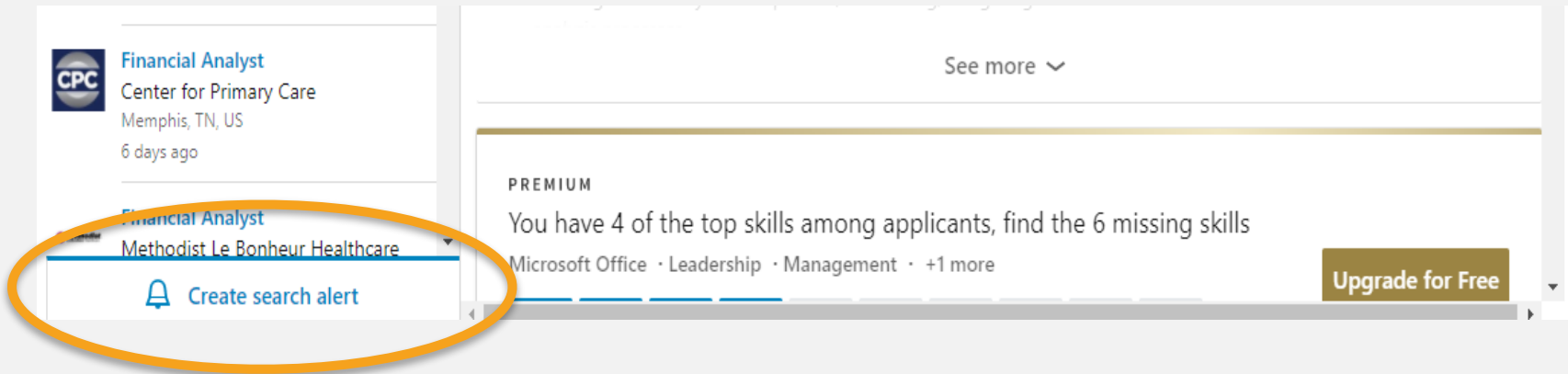
[Ask for a referral](#)

**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 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

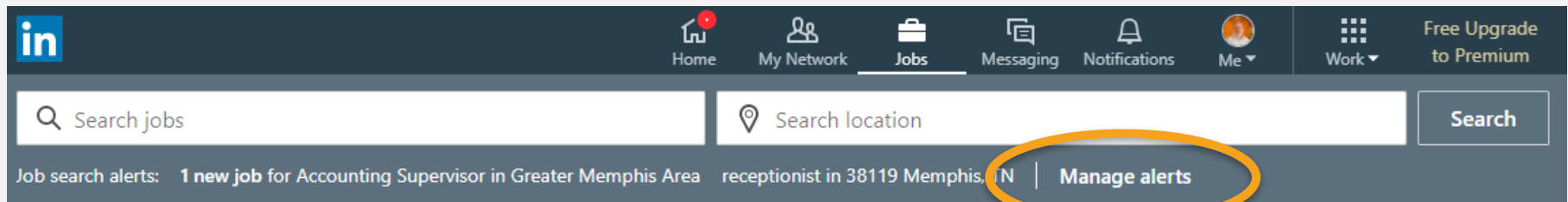
☒ Mobile and desktop notification ⓘ

Cancel

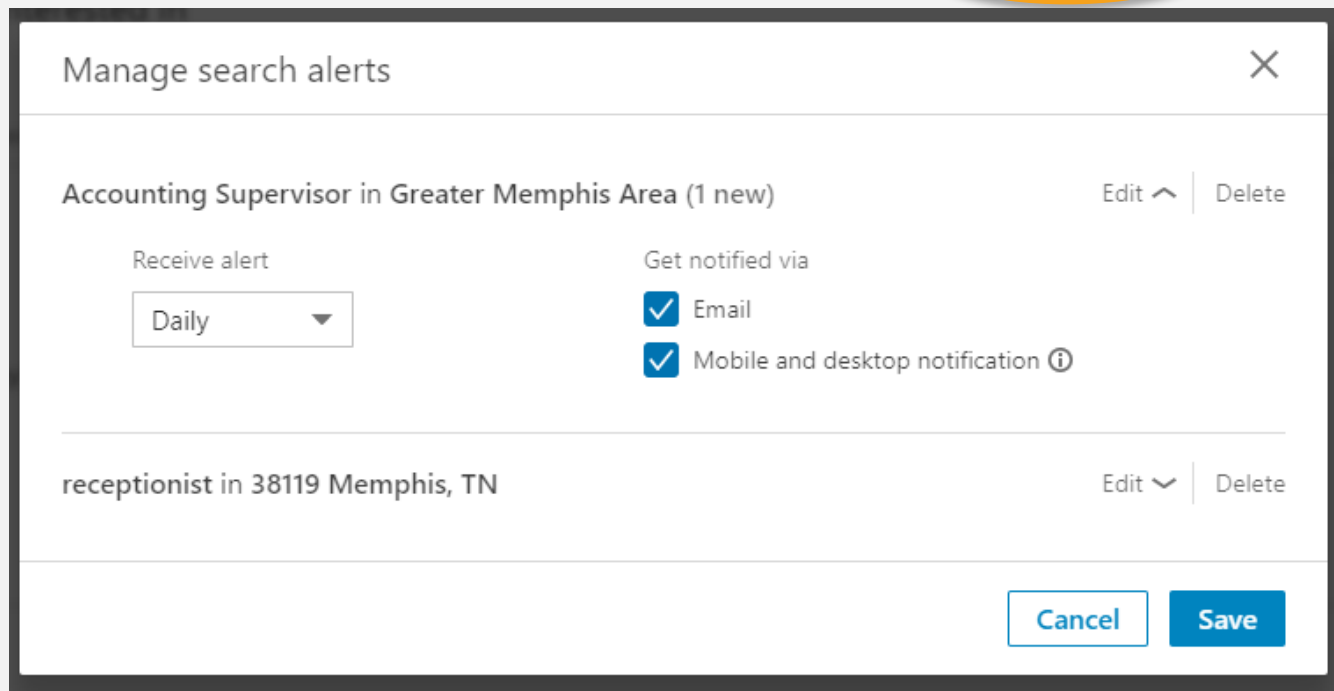
Save

# SEARCH ALERTS

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



The image shows the LinkedIn Jobs navigation bar. It includes the LinkedIn logo, navigation links 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 job search alert notification: 'Job search alerts: 1 new job for Accounting Supervisor in Greater Memphis Area receptionist in 38119 Memphis, TN'. The 'Manage alerts' link is highlighted with an orange circle.



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

Manage search alerts

Accounting Supervisor in Greater Memphis Area (1 new) Edit ^ Delete

Receive alert

Daily

Get notified via

☒ Email

☒ Mobile and desktop notification ⓘ

receptionist in 38119 Memphis, TN Edit v Delete

Cancel Save

## CONNECTING WITH OTHERS

- Be prudent with connecting. \*\*
- Personalize the LinkedIn request message.
- Respond quickly to requests.
- Say please and thank you.

## TIPS

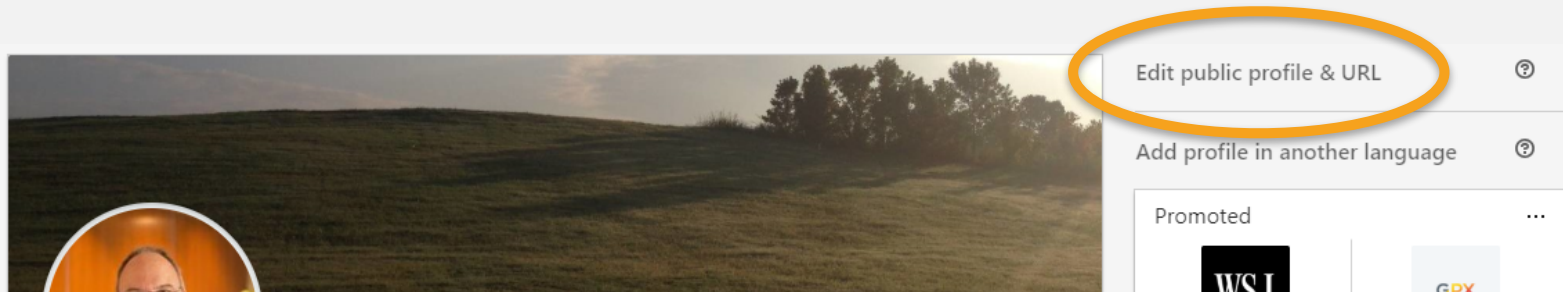
- Profiles with a picture are 21X more likely to be viewed and get 36X more messages.
- Add your LinkedIn profile URL to your personal email signature.
- Make changes to your profile every 3-4 days to keep your profile in the timeline. Recruiters notice this.
- Add each role at your last few jobs, it's 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](https://www.linkedin.com/in/marktwhite) 

### Edit Content

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

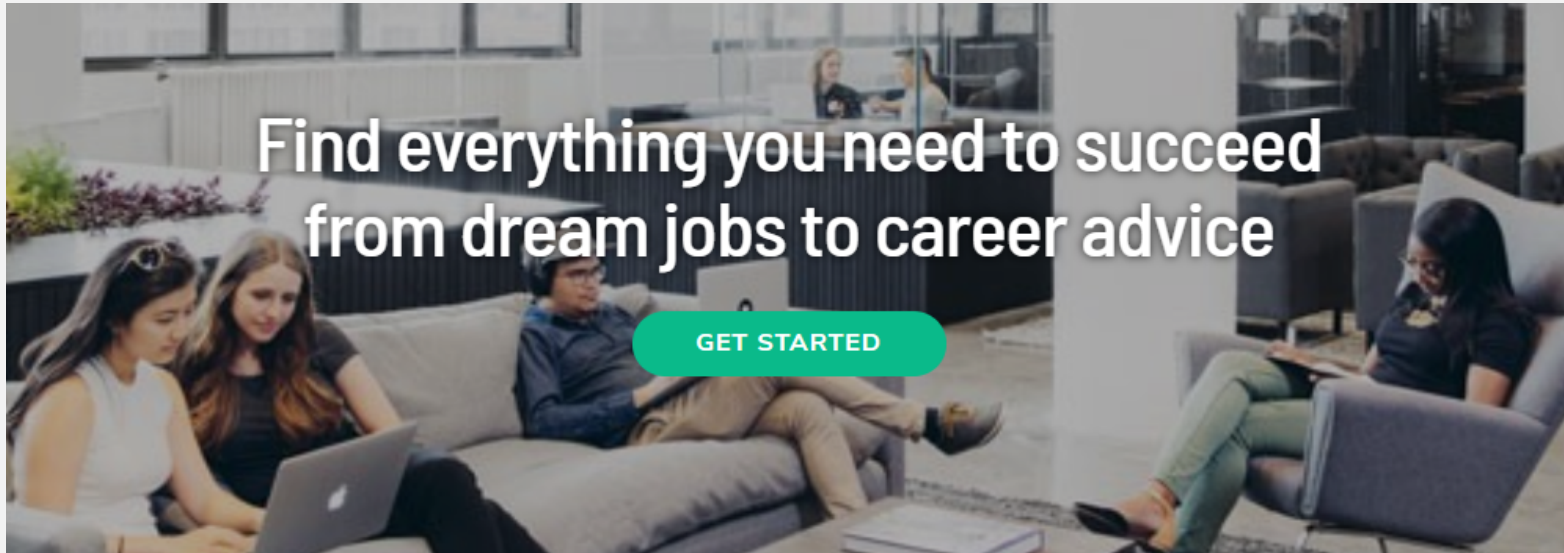
[Edit contents](#)



QUESTIONS?

??

EXTRA 10%



The Muse

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

LINKS

**[theResourcesSite.com](http://theResourcesSite.com)**