



# Virginia Tech Postdoc Essential Skills Series

Leveraging LinkedIn for Career  
Exploration and Networking

Wednesday, August 10<sup>th</sup>, 12-1 PM



RESEARCH AND INNOVATION  
VIRGINIA TECH.

# LinkedIn – Both a personal branding & networking tool



- Powerful platform for networking
- Used heavily in the corporate world
- Can post/share updates/thoughts
- Can link to publications, other media
- Can self-author articles on the platform

## **Did you know?**

There are more than 830 million profiles across 200 countries & regions across the globe

There are 214,000+ Virginia Tech alumni on LinkedIn?

You have FREE access to LinkedIn Learning through Virginia Tech:

<http://linkedinlearning.vt.edu/>

You can practice your responses to common interview questions and receive AI-assisted feedback using their new interview preparation tool

Networking & relationship building make job searches more effective

Most jobs (~70-85%) are never advertised



***YOUR PRESENT JOB SEARCH***

***THE HIDDEN JOB MARKET***



# Key LinkedIn Settings, Tools, and Features To Know

## First, a few settings to keep in mind:

### Settings & Privacy: Visibility of your profile & network

- Profile viewing options:
- *Choose whether you're visible of viewing in private mode*

### Editing your public profile & URL

- Edit your custom URL
- *Personalize the URL for your profile.*
- [linkedin.com/in/XXX](https://www.linkedin.com/in/XXX)

## LinkedIn Alumni Tool

[linkedin.com/alumni](https://www.linkedin.com/alumni)

[linkedin.com/school/virginia-tech/people/](https://www.linkedin.com/school/virginia-tech/people/)

# LinkedIn Alumni Tool – Virginia Tech Alumni

214,444 alumni

Search alumni by title, keyword or company

Start year

1900

End year

2022

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Where they live + Add

196,615 | United States



51,844 | Washington D.C. Metro ...



28,258 | Roanoke, Virginia Area



Where they work + Add

6,330 | Virginia Tech



1,138 | Capital One



884 | Deloitte



Where VT alums live:

- 1) Washington, DC
- 2) Roanoke, VA
- 3) Richmond, VA
- 4) Norfolk, VA
- 5) New York City

Where VT alums work:

- 1) Capital One
- 2) Deloitte
- 3) Amazon
- 4) Microsoft
- 5) Amazon Web Services
- 6) Google

# LinkedIn Alumni Tool – *RECENT* Virginia Tech Alumni

97,568 alumni

Search alumni by title, keyword or company

**Alumni since 2012**

Start year

2012

End year

2022

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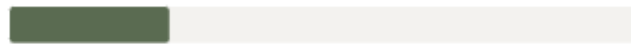
## Where they live

+ Add

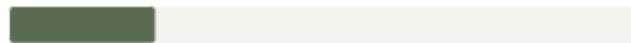
89,201 | United States



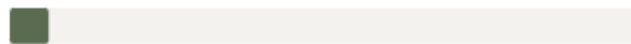
22,726 | Washington D.C. Metro Area



20,696 | Roanoke, Virginia Area



5,543 | Richmond, Virginia Area



3,426 | Norfolk, Virginia Area



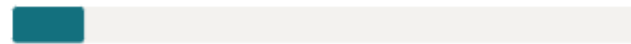
## Where they work

+ Add

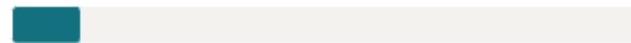
5,313 | Virginia Tech



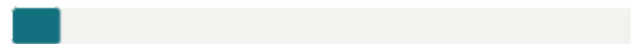
606 | Deloitte



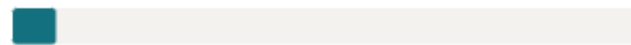
572 | Capital One



403 | Amazon



367 | Booz Allen Hamilton



Where recent VT alums live:

- 1) Washington, DC
- 2) Roanoke, VA
- 3) Richmond, VA
- 4) Norfolk, VA
- 5) New York City

Where recent VT alums work:

- 1) Deloitte
- 2) Capital One
- 3) Amazon
- 4) Booz Allen Hamilton
- 5) Northrop Grumman
- 6) EY

# LinkedIn Alumni Tool – What they do & what they studied

214,444 alumni

Search alumni by title, keyword or company

Start year

1900

End year

2022

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## What they do

29,404 | Engineering



29,191 | Business Development



24,720 | Operations



## Useful filter!!

### What they studied

+ Add

11,773 | Mechanical Engineering



11,251 | Computer Science



10,585 | Business Administration ...



# LinkedIn Alumni Tool – Apply filters to narrow your search

148 alumni

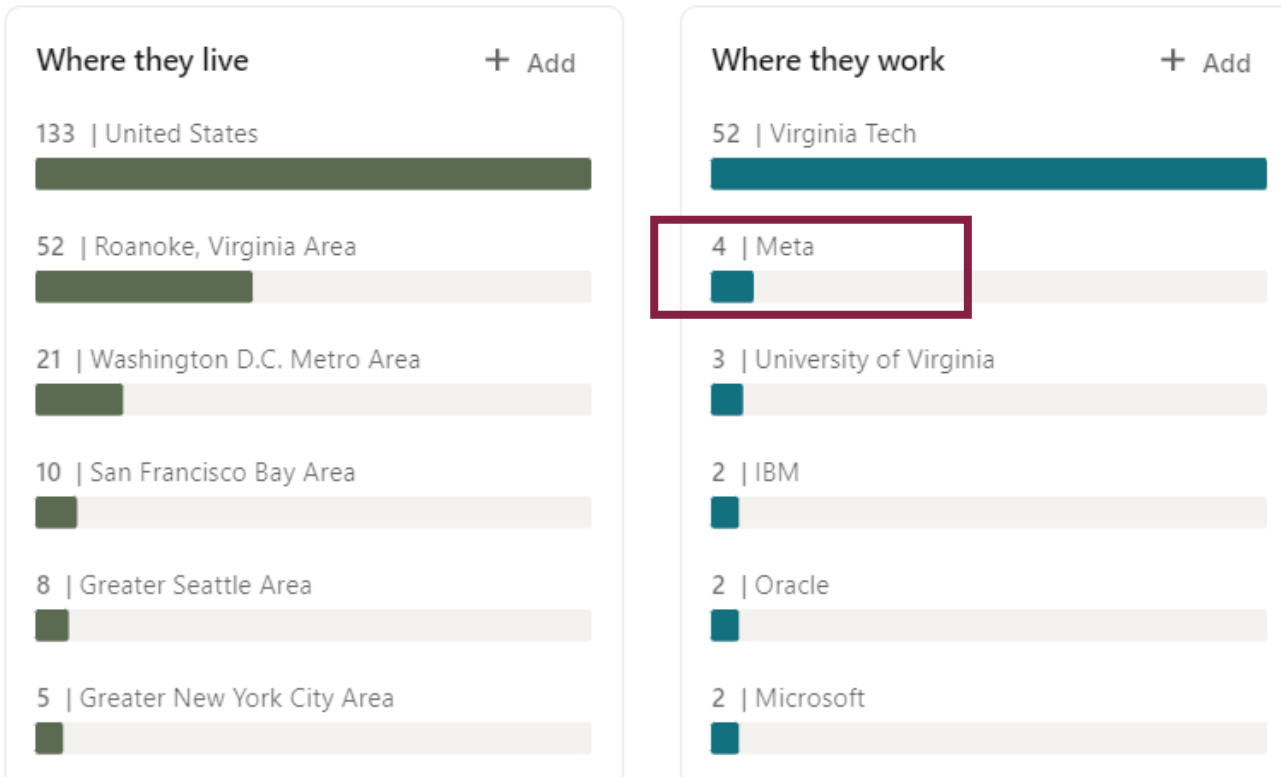
Search alumni by title, keyword or company **PhD**

**Computer Science** × **PhD** × Clear all

Start year  End year

Studied Computer Science since 2012  
+ PhD added to the search field  
+ work at Meta

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Job titles of the 4 working at Meta

- Research Scientist
  - PhD from VT in 2020
- Research Scientist Intern
  - Masters from VT in 2017
  - Pursuing Ph.D. from BU
- Applied Research Scientist
  - PhD from VT in 2017
- Software Engineer
  - Masters from VT in 2014



# LinkedIn Alumni Tool – Apply filters to narrow your search

148 alumni

Search alumni by title, keyword or company **PhD**

Computer Science X

PhD X

Clear all

Studied Computer Science since 2012  
+ PhD added to the search field  
+ work at Meta



**Thomas Lux** · 3rd  
Research Scientist at Meta  
'20 Computer Science

Message



**Arijit (Arren) Ray** · 3rd  
Computer Vision Ph.D. Student, ...  
'17 Computer Engineering

Message



**Dr. Saurav Ghosh** · 2nd  
Applied Research Scientist (Mac...  
'17 Computer Science and Appli...



1 shared connection

Follow



**Haili Dong** · 3rd  
Data Scientist & Software Engin...  
'14 Computer Science & Ap...

Job titles of the 4 working at Meta

- Research Scientist
  - PhD from VT in 2020
- Research Scientist Intern
  - Masters from VT in 2017
  - Pursuing Ph.D. from BU
- Applied Research Scientist
  - PhD from VT in 2017
- Software Engineer
  - Masters from VT in 2014

# Informational Interviews & Career Exploration

## Someone is out there living your future...

By talking with people in careers of potential interest, you get a window into a potential future for you.

**Informational interviews** allow you to, in a way, have a conversation with a future version of you.

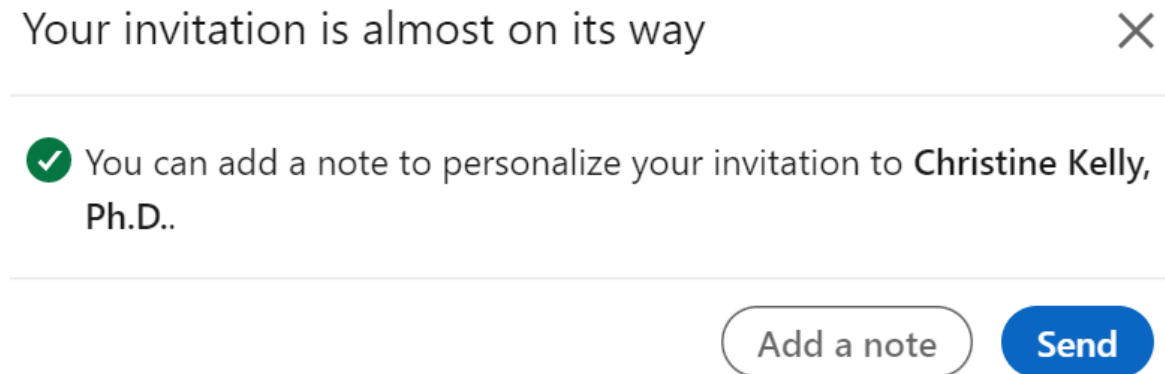
- You can ask questions that matter to you about a career path and focus on your key values and interests.
  - Good work-life balance?
  - High level of autonomy?
  - Work from home?
  - Ability to grow and advance at the organization?
- Leverage LinkedIn Alumni Tool to identify potential contacts

**Learn more about:**

career exploration, informational interviews

# Connecting & Messaging on LinkedIn

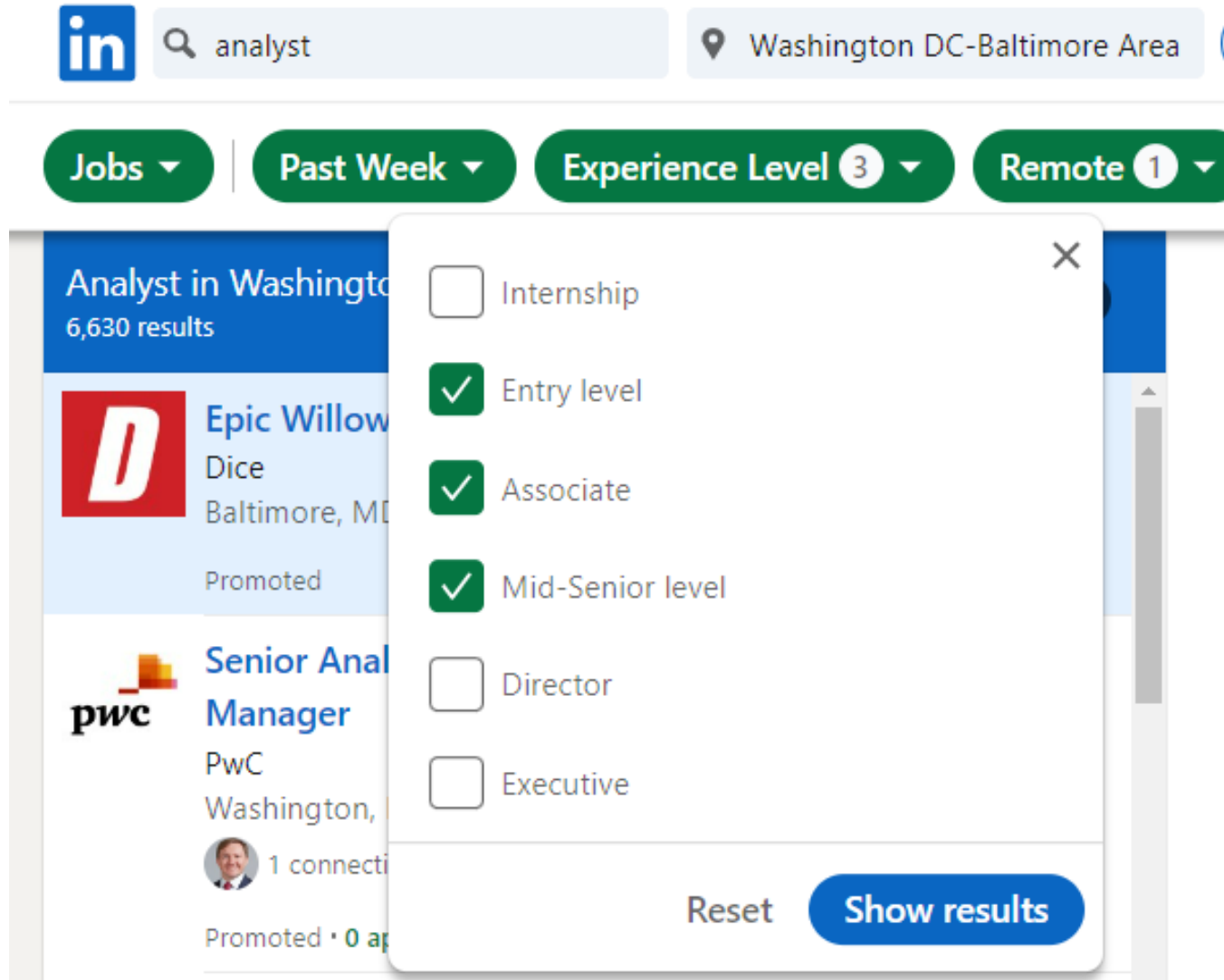
- When requesting to connect with someone on LinkedIn, always add a message/note contextualizing why you are reaching out to connect. You have a 300 character limit in these messages. So keep it brief and to the point!
- The desktop-based site will allow you to add a note after hitting connect.
- When using the LinkedIn app, click on the “...” when on the individual’s profile and choose “Personalize invite” to access the note/message function when you send your connection request.



- **You can access a 1<sup>st</sup> degree connection’s email (if they provided one in the platform) from the “contact info” link at the top of their profile.**
- **If you are a member of a LinkedIn group, you can message anyone in the group without being connected with them prior! So, find relevant groups to join!!**
  - *This is a helpful feature even if you pay for LinkedIn Premium as you only have 5 InMail credits per month*

# Leveraging LinkedIn to See Who Is Hiring & Desired Skills

- [See this LinkedIn Help article for more on searching for jobs on LinkedIn](#)



The screenshot shows the LinkedIn search interface. The search bar contains 'analyst' and the location is set to 'Washington DC-Baltimore Area'. Below the search bar are filters for 'Jobs', 'Past Week', 'Experience Level' (3), and 'Remote' (1). A filter menu is open, showing options for 'Experience Level' with checkboxes for 'Internship', 'Entry level', 'Associate', 'Mid-Senior level', 'Director', and 'Executive'. The 'Entry level', 'Associate', and 'Mid-Senior level' options are checked. The menu also includes 'Reset' and 'Show results' buttons. In the background, job listings are visible, including one from 'Epic Willow Dice' in Baltimore, MD, and another from 'pwc' for a 'Senior Analyst Manager' in Washington, DC.

Can filter by:

- Job title
- Location
- When job was posted
- Experience level
- Whether opportunity is on-site, remote, hybrid
- Company

If we filter by Booz Allen Hamilton (4<sup>th</sup> largest employer of recent VT grads), We find 17 job postings

# Leveraging LinkedIn to See Who Is Hiring & Desired Skills

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Job Number: R0147517

Life Science Consultant, Mid

Key Role:

Apply expert understanding of public health or life science expertise to provide analytical support for the design, development, and implementation of programs and policies. Apply basic principles, theories, and concepts to develop innovative solutions to problems of moderate scope and complexity. Communicate quickly and effectively with government staff. Work independently with some guidance and may review or guide activities of more junior employees. This position is open to remote delivery anywhere within the U.S., to include the District of Columbia.

Basic Qualifications:

- 2+ years of experience in a public health setting
- 2+ years of experience with federal or public health organizations and programs
- Experience with completing individual tasks effectively
- Experience with working in a team environment
- Knowledge of data analytics tools, including SAS, R, Python, or Tableau

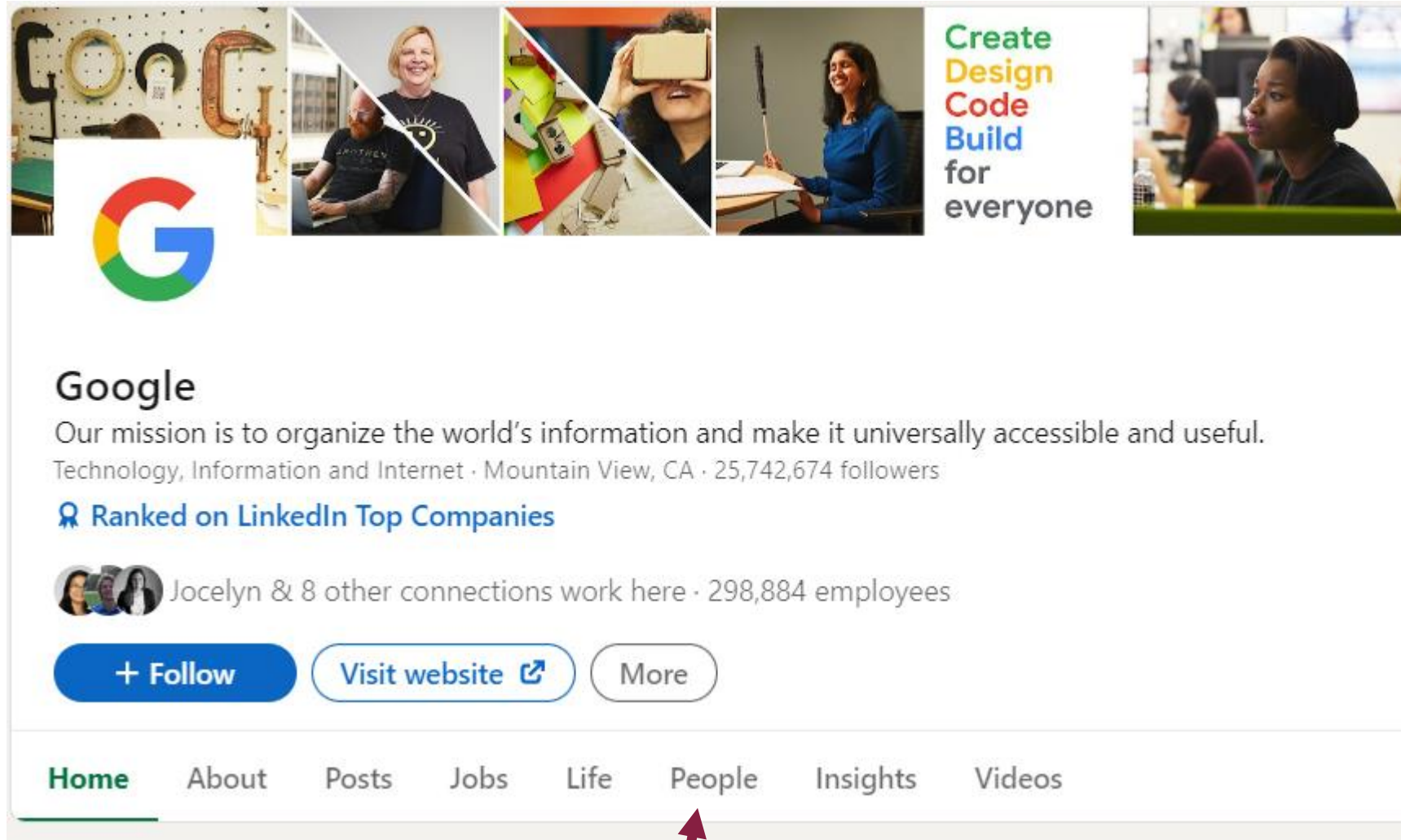
Can filter by:

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# Research Employers on LinkedIn



**Google**

Our mission is to organize the world's information and make it universally accessible and useful.  
Technology, Information and Internet · Mountain View, CA · 25,742,674 followers

[Ranked on LinkedIn Top Companies](#)

Jocelyn & 8 other connections work here · 298,884 employees

[+ Follow](#) [Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [Life](#) [People](#) [Insights](#) [Videos](#)

The People tab will bring up search filters similar to the alumni tool

# Research Employers on LinkedIn – See Open Jobs

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People

Insights

Videos



Create job alert for Google

Get notified when Google posts new jobs that match your interest.

Create job alert

Google has 8,456 job openings - find the one for you.

 UX Researcher


Search


**Led to 195 results**


# Research Employers on LinkedIn – See Open Jobs


## Senior Quantitative UX Researcher, Google Cloud


Google · Sunnyvale, CA 5 days ago · 3 applicants

 Full-time · Mid-Senior level

 10,001+ employees · Technology, Information and Internet

 9 connections · 500 school alumni

 Actively recruiting

Apply 

Save

Note: Google's hybrid workplace includes remote and in-office roles. By applying to this position you will have an opportunity to share your preferred working location from the following:

In-office locations: Seattle, WA, USA; Kirkland, WA, USA; New York, NY, USA; San Francisco, CA, USA; Sunnyvale, CA, USA; Atlanta, GA, USA; Boulder, CO, USA; Nashville, TN, USA; Pittsburgh, PA, USA; Chicago, IL, USA; Washington D.C., DC, USA.

Remote location(s): United States.

Minimum qualifications:

- Bachelor's degree in Human-Computer Interaction, Cognitive Science, Statistics, Psychology, Anthropology, related field, or equivalent practical experience.
- 5 years of experience in an applied research setting, or similar.
- Experience in programming languages used for data manipulation and computational statistics (Python, R, MATLAB, C++, Java, Go), and with SQL.
- Product research experience in an applied research setting.



Preferred qualifications:

- Master's or PhD degree in Human-Computer Interaction, Cognitive Science, Statistics, Psychology, Anthropology, or related field.
- 5 years of experience conducting UX research on products and working with executive leadership (e.g., Director level and above).
- 3 years of experience managing projects, and working in a large, matrixed organization.
- Excellent command of research questions within a given domain, and of technical tools for the analysis of data within that field.
- Proficiency in programming computational and statistical algorithms for large data sets.
- Demonstrated expertise in descriptive, inferential, and multivariate statistics, including t-test and ANOVA, and experimental design.

### About The Job

At Google, we follow a simple but vital premise: "Focus on the user and all else will follow." Quantitative User Experience Researchers make this possible.

Google User Experience (UX) is made up of multi-disciplinary teams of UX Designers, Researchers, Writers, Content Strategists, Program Managers, and Engineers who care deeply about the people who use our products. The UX team plays an integral part in gathering insights about the attitudes, emotions, needs, and behaviors of people who use our products to inspire and inform design. We collaborate closely with each other and with engineering and product management to create industry-leading products that deliver value for the people who use them, and for Google's businesses.

As a Quantitative User Experience Researcher (Quant UXR), you'll help inform your team of UXers, product managers, and engineers about user needs. You'll play a critical role in creating useful, usable, and delightful products. You'll work with stakeholders across functions and levels and have impact at all stages of product development.

# Homework

- Grow your LinkedIn network!
  - Consider importing your address book contacts to allow LinkedIn to automate connection invites
  - Info on importing your mobile address book and syncing phone contacts using the LinkedIn app
- Why? 1<sup>st</sup> Degree connections can help introduce you to individuals you find via Alumni or other search features if they are connected with that individual
- Identify LinkedIn groups you may want to join and leverage them to reach out to individuals doing work you are interested in learning more about
- Find a job description and save it to your computer
  - What are the qualifications the employer is looking for in a candidate?
  - What skills or experiences could you pursue to make yourself more competitive for a job like this?





# Additional Readings & Resources

- **Join our VT Postdocs Past & Present LinkedIn Group!**
  - [bit.ly/VT-postdoc-linkedin-group](https://bit.ly/VT-postdoc-linkedin-group)
- **LinkedIn Help**
- **Craft a LinkedIn profile video**
- **Record your name pronunciation in your profile**
- **Set up job search updates/alerts in your account**
- **Open to work feature: Let recruiters know you are looking for opportunities**
- **LinkedIn Guys - former employees share tips**
- **Crafting an effective LinkedIn presence**





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