



principal

Building Community Through Public/Private Partnerships



LinkedIn: linking you with others

Agenda

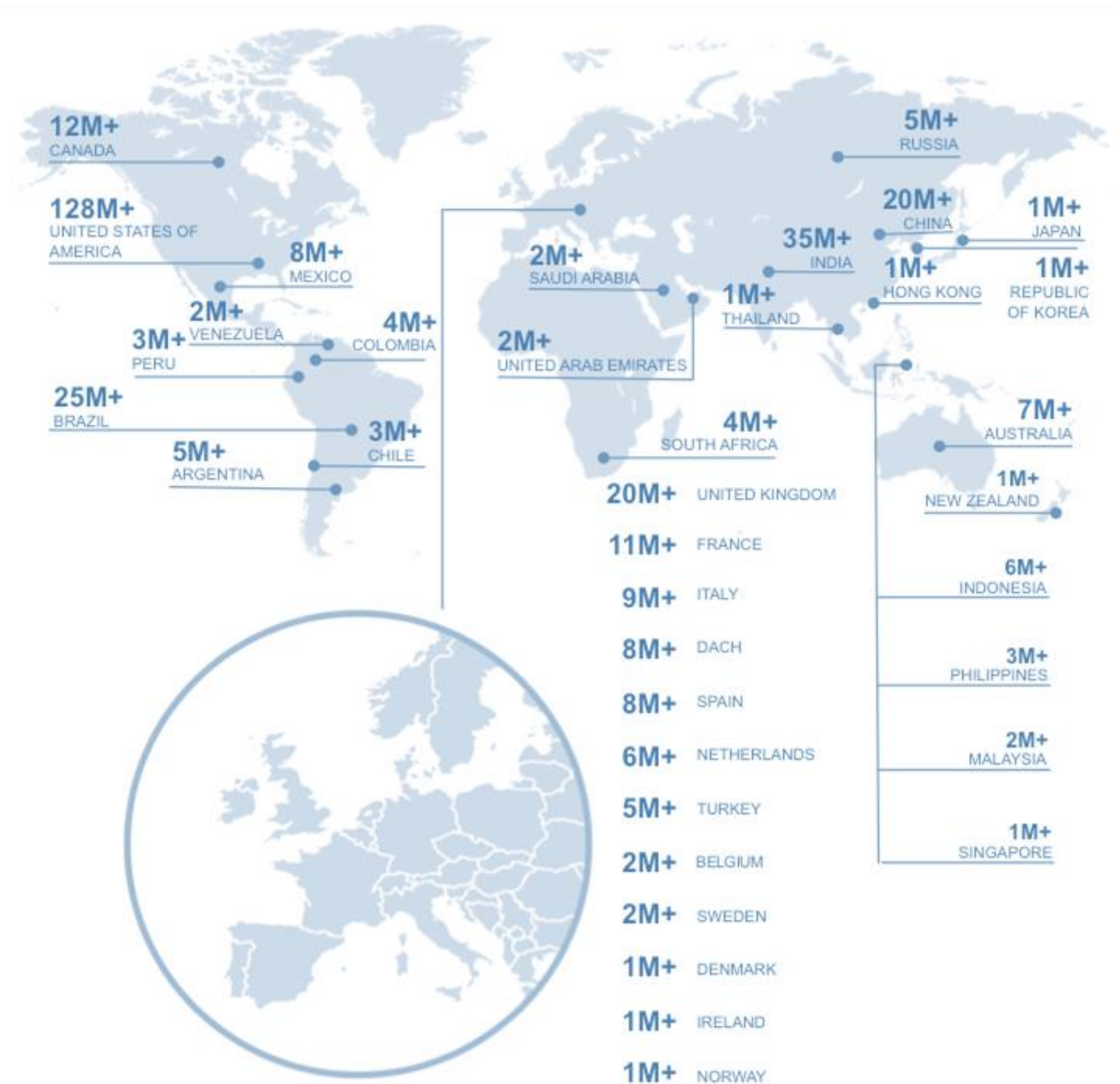
- 1 What & Why LinkedIn?
- 2 Your Professional Brand
- 3 Building a Great Profile
- 4 Publishing Articles
- 5 Growing Your Connections
- 6 Finding Speakers
- 7 News & Groups



What & Why LinkedIn?



ASPIRA
450+
MILLION
MEMBERS



Your Professional Brand



Show
why your
are the
right
Choice

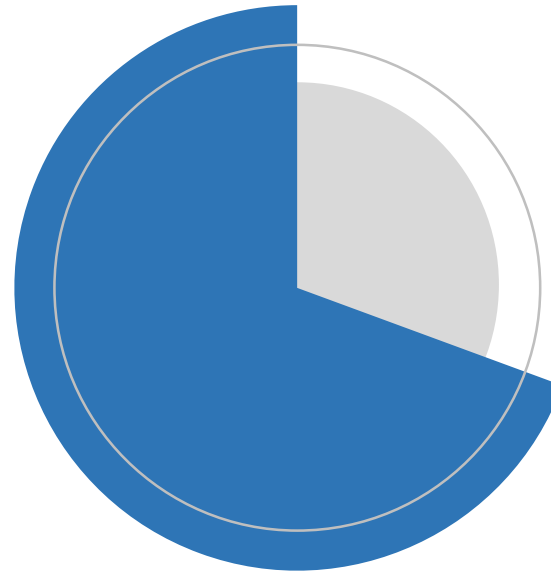




Your online
professional
brand



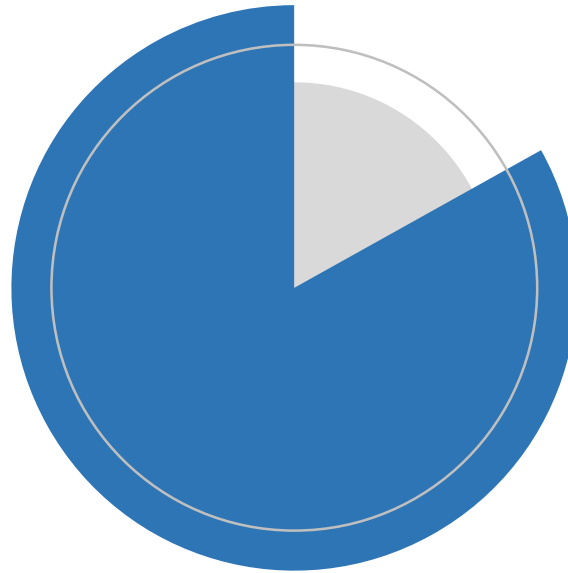
Your online brand



70% of employers
have rejected a job
candidate because of
information they
found about that
person online



Your online brand



85% of employers
say that a **positive**
online reputation
influences their hiring
decisions

Building a Great Profile



Your online brand



Vanessa Leon 1st
Receptionist at LinkedIn
Sunnyvale, California | Internet

Current LinkedIn

Previous Franklin-McKinley School District

Education Santa Teresa High School

Send a message 12 connections

<https://www.linkedin.com/in/vanessa-leon-3b2572122> Contact Info

Relationship

Note | Reminder | Tag

Connected 7 days ago

7/21/2016

See More

Background

Experience

Security Receptionist
LinkedIn
May 2016 – Present (3 months)

Orlando White 1st PREMIUM
Talent Solutions Consultant @ LinkedIn
San Francisco Bay Area | Internet

Current LinkedIn

Previous New Leaders Council, LinkedIn, Office of the Deputy Mayor for Planning and Economic Development, The Executive Office of the Mayor

Education Howard University

Send a message 500+ connections

<https://www.linkedin.com/in/orlandowhite> Contact Info

Relationship

Note | Reminder | Tag

Connected 7 months ago

12/14/2015

See More

Background

Summary

I recognized at an early age the value of education and in having the opportunities and supports to reach my dreams freely. Each child, family and community deserves the same. Part of my personal life mission is to help transform communities through the education, and the development of our most underserved and under-supported youth.

I have had the opportunity to work in environments where resources, opportunities and supports thrived for students and families - and I have seen how the same policies have had different results in the lives of those impacted. I aim to acquire the skills necessary to organize and empower others to advocate and advance policy.

At LinkedIn, we believe that expanding economic mobility is the defining issue of our time. Closing the opportunity gap will take innovative, bipartisan, cross-sector solutions grounded in data and collaboration. As a Talent Solutions Consultant, I am gaining the skills necessary to strategically and boldly advocate and push forth policies that will help "create economic opportunity for the entire global workforce."

Education

Howard University
Bachelor's Degree, Political Science, magna cum laude

People Also Viewed

Zach Roberts
Building Relationships To Empower Our Global Workforce

Josh Sperling
Inspiring people to do cool things

Laurel Monroe
LinkedIn | Helping Organizations Leverage the Power of Social Selling

Ryan Fauber
Growth and Engagement Analyst

Clarissa Murra
BLP Associate - Product Operations at LinkedIn

E. James Dionne
Helping Small and Medium Businesses Grow @ LinkedIn



Add a professional photo

14x more profile views with a profile photo than without

LinkedIn Premium interface showing a profile for Sandra Hamish, a Human Resources professional. The profile includes a photo, name, title, location, and a list of connections (208). The background section shows experience as a Human Resources Professional and Recruiter. The right sidebar displays ads and a list of people also viewed.

Sandra Hamish
Human Resources professional
United States | Human Resources

Current: Independent
Previous: ABCD Ltd., Freelance
Education: The Ohio State University

[Accept invitation](#) [Send Sandra InMail](#) [208 connections](#)

[Contact Info](#) www.linkedin.com/pub/sandra-hamish/8b/442/55a

Background

Experience

Human Resources Professional
Independent
2011 – Present (3 years)

- Manage critical relationships with key Advisory Practice leaders and retained search firms to source and recruit executive-level talent.
- Maintain compliance with established recruitment and hiring procedures

Human Resources professional
Independent
January 2011 – Present (3 years 2 months)

Human Resources Focusing on the recruitment of top talent for many different industries including Sales and MRO, Information Technology, Information Security, Financial, Healthcare, Investments, Insurance.

•Specialties: Negotiation, interviewing, employment law, mentoring/training, contract preparation, presentations, government liaison, benefits, research and development

Recruiter
ABCD Ltd

Ads You May Be Interested In

- Data Security Challenges?**
Chat with an iSeries (AS/400) security specialist today!
- Exec BizDev Dashboard**
All Your Data, One Powerful Dashboard. See The Big Picture With Domo.
- Own a Small Business?**
Appear on Google Maps. It's easy, fast & free. Get on the map!

People Also Viewed

- Megan Holds**
Human Resources professional
- Andrea Worrall**
Human Resources professional
- Darren Young**
Human Resources professional
- Chris Witty**
Human Resources professional
- Doyln Lily**
Human Resources professional
- David Wilson**
Human Resources professional
- Adams Maily**
Human Resources professional



Kathy Lee

2nd  PREMIUM

Productivity Tech Expert helping companies boost employee efficiency and grow profits

United States | Internet

Current DoubleSpaces, LLC

Previous PerceptivePath Studio, IBM, Paramount Digital Entertainment

Education Stanford University

Connect



500+
connections

#2

Write an attention grabbing headline.

Explain what it is you do, and/or what you want to do! Show your passion and interests.



Summary

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Write a compelling
Summary.

This is your Elevator Pitch.

- Who are you?
- What do you do?
- What's your dream or passion?

#4

Detail Education.
Enter your
School(s) and
dates.

Ignore "Degree" if
not relevant.



Education

Howard University

Bachelor's Degree, Political Science, magna cum laude

2011 – June 2015



Activities and Societies: Howard University Student Association, The Society of Collegiate Black Men, Community Development Association, NAACP, The College Tribe Program, The Warrior Scholars Program, Students Against Mass Incarceration, National Action Network.

- ▶ 5 organizations
- ▶ 6 honors and awards
- ▶ 19 courses, including:

South County Secondary School

Advanced High School Diploma

2007 – 2011

Activities and Societies: South County Marching Band, Poetry Slam, Symphonic Band, Mock Trial.



President & CEO

Chamber of Commerce Mountain View



January 2009 – September 2015 (6 years 9 months) | Mountain View, CA

Strategic Direction: Jointly with the Board of Directors develops and implements the Chamber's annual vision, strategic direction and operational plans. Continuously assess the organization's goals and makes necessary adjustments.

Financial Management: Recovered Chamber's finances from \$177K deficit in 2010 to increasing revenue 49% over six-year period. Develops & manages \$901K budget.

Business Development: Oversees all revenue generating programs, events and membership initiatives with SMBs, corporations and nonprofits. Hire, train & manage membership sales reps. Create revenue goals, build pricing options and manage sales pipeline. Astute at identifying new growth opportunities.

Community Relations: Implement community relations with broad industry sectors to effectively understand our members' needs and communicate the Chamber's position in order to work collaboratively. Successfully managed Chamber's 2014 Election Campaign platform.

Event Creation & Management: Oversees creation, planning, budgeting and execution of 70+ events. Led from vision to implementation (6) six events generating over \$100K revenue and raised Chamber's brand awareness.

Economic Development: Provide strategic direction and manage Chamber's economic development programs, e.g. Shop Local, Green Biz Mountain View, Holiday Shopping event and Love MV. Partner with City's Economic Development Dept. to attract and retain businesses.

Marketing & Communication: Responsible for the Chamber's brand and messaging that communicates Chamber's value proposition. Manage marketing team including all social media. Create the storyline for the marketing videos and MC events. Manage media relations and serve as the spokesperson for the Chamber.

Advocacy & Public Policy: Identify public policy issues and positions. Advocate on behalf of our members before government. Oversee and moderate City Council endorsement process.

- 4 projects
- 2 organizations
- 3 honors and awards
- 13 recommendations, including:



Detail your work
Experience. Include
summer jobs, part-time
jobs, work experience.

Keep the description
concise - e.g. use
bullets. What did you
achieve, deliver, learn?

TV Host

Silicon Valley Business Show

December 2013 – May 2015 (1 year 6 months) | Mountain View, CA

The Silicon Valley Business focuses on highlighting the innovation and heart of Silicon Valley. Topics include startups, corporate philanthropy, social entrepreneur, housing, transportation and other social issues. The show is taped live the 4th Monday of the month at KMVT15 studios, Silicon Valley's premier community TV station.



Silicon Valley Business - Sustainability in ...



Silicon Valley Business - Hacker Dojo



Silicon Valley Business - ...

Detail your past work experience.

12x more profile views than those without.

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

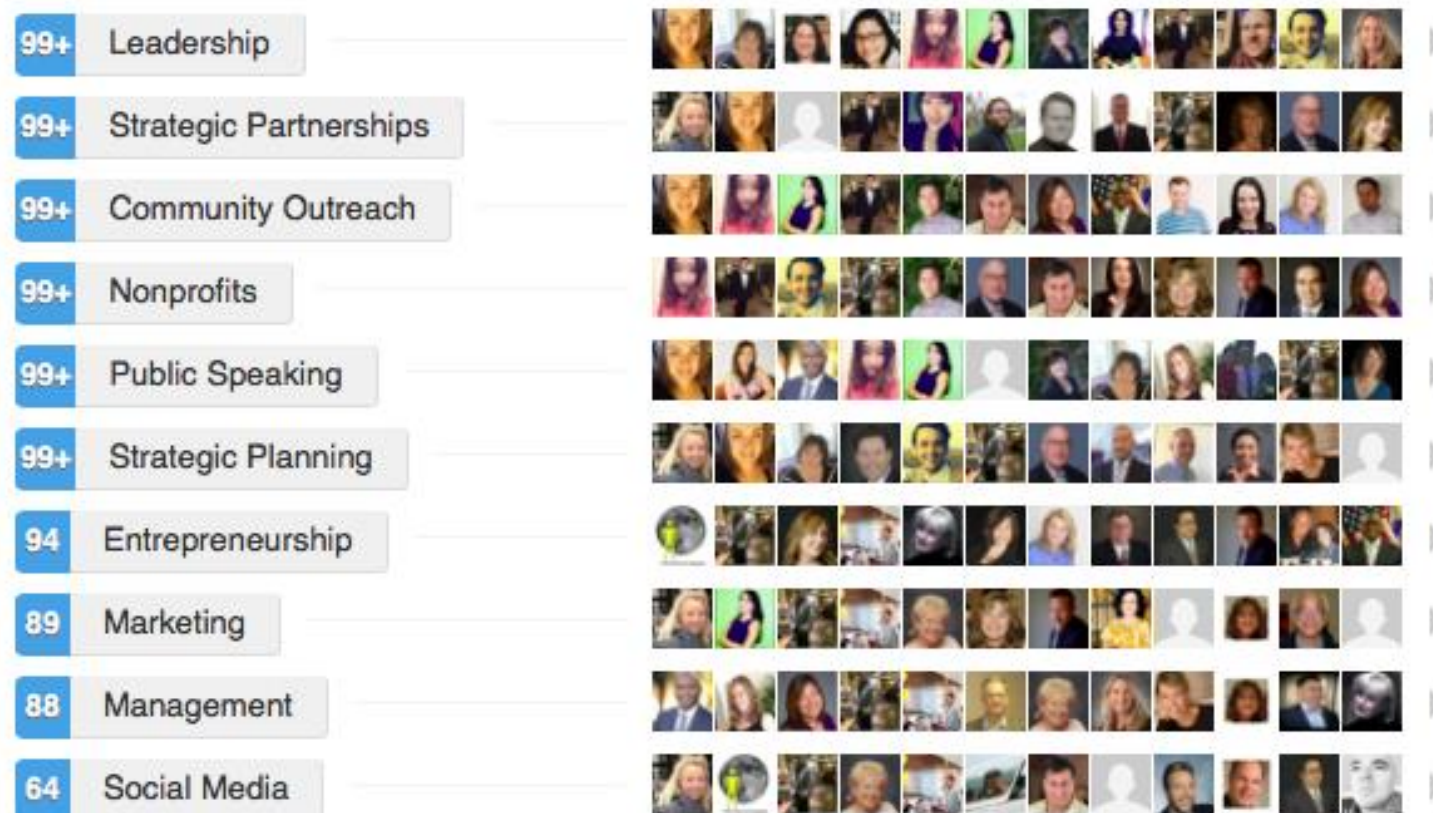
#6

add skills
and get
endorsed

Skills & Endorsements



Top Skills



Include Volunteer Experiences & Causes.

41% of hiring managers consider volunteer experience equally as valuable as professional experience.

#7

Volunteer

+ Add volunteer experience



Mentor

Year Up



February 2016 – Present (6 months) | Education

Year Up helps urban young adults have access to the education, experiences, and guidance required to realize his or her true potential by providing them with the skills, experience, and support that will empower them to reach their potential through professional careers and higher education.

Causes you care about:

Topics and causes that matter to you.

- Children
- Civil Rights and Social Action
- Economic Empowerment
- Education
- Environment
- Health
- Human Rights
- Poverty Alleviation
- Science and Technology
- Social Services

Organizations you support:

What are your favorite organizations?

- Community Services Agency of Mountain View and Los Altos
- Mountain View Police Activities League

Organizations

Association Chamber of Commerce Executives (ACCE)

Board Member

January 2014 – July 2015

ACCE provides professional and career development resources to Chamber professionals.

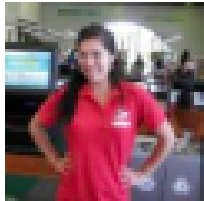


Add your program to
the "Organization"
section

Recommendations

Community Partnerships Manager (Contractor)

LinkedIn



Cheryl Lee

Northside Branch Manager at the Santa Clara City Library

“ Oscar Garcia presented an advanced course on Tips and Strategies for LinkedIn Profiles on Monday, May 23 at Northside Branch Library in Santa Clara. He had a packed crowd of 90 people and received rave reviews among our attendees. Oscar is very approachable and handled audience questions with ease. I received numerous emails asking to have him back at the Library. We are... **more** ”

June 10, 2016, Cheryl was Oscar's client

Ask for Recommendations

Add your language skills



Languages

English

Full professional proficiency

Spanish

Native or bilingual proficiency

Add language

Publishing articles



Thought Leadership-Publishing on LinkedIn

I am a Minority

Published on June 2, 2014 | Featured in: [Editor's Picks](#), [Leadership & Management](#)



Oscar Garcia

Building community through public/private part...



448



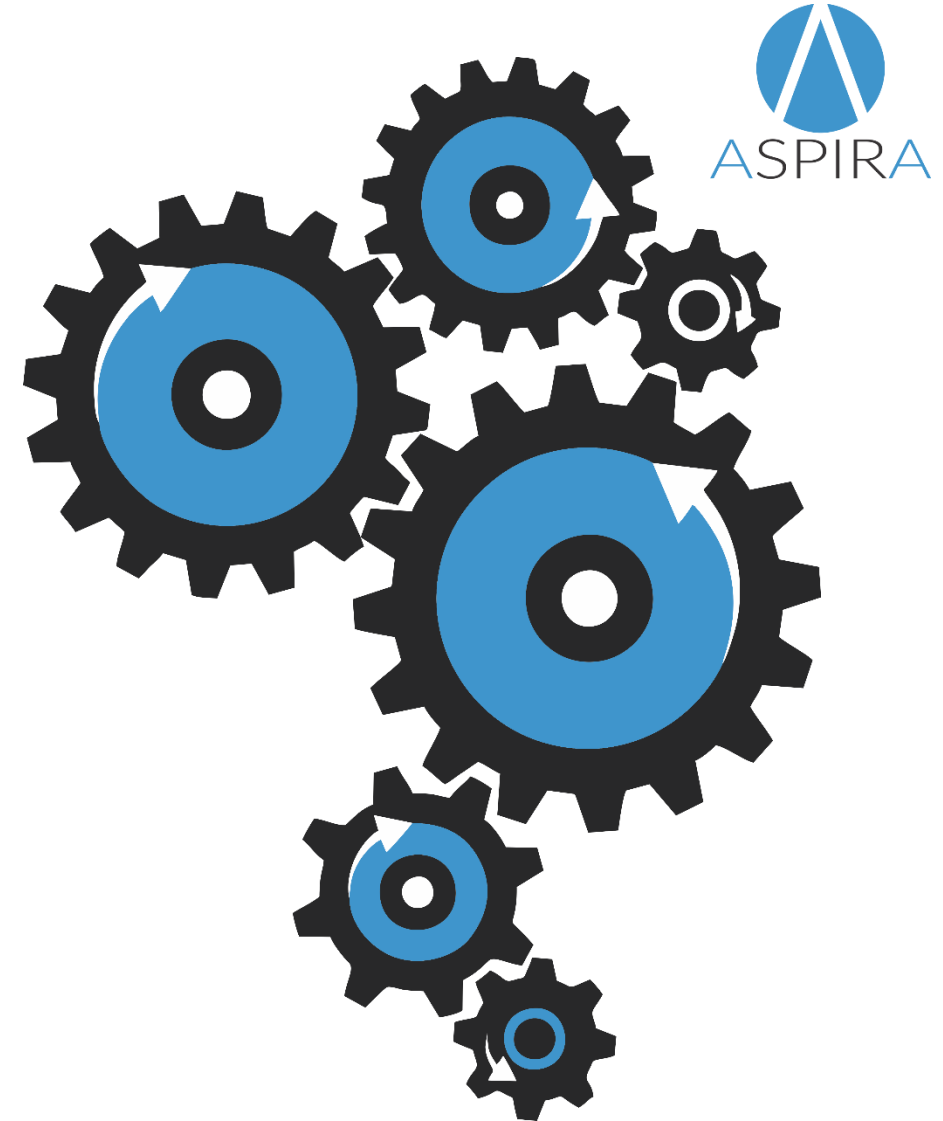
88



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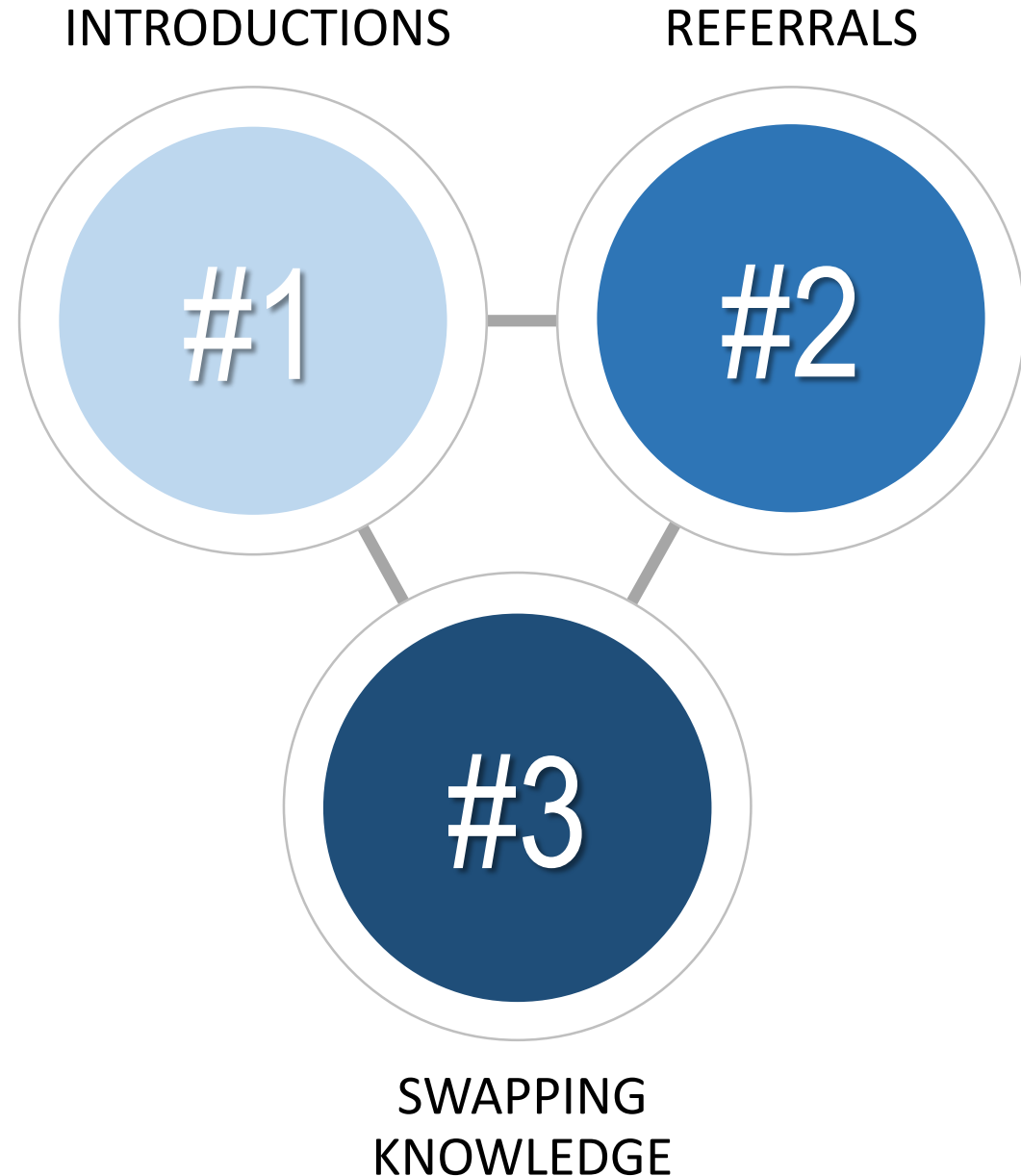
When our Founding Fathers wrote the immortal words in the Declaration of Independence that all men and women are guaranteed the inalienable rights of life, liberty and the pursuit of happiness, history shows that our country has been called many times to defend its ideals. Each time, brave and selfless men and women have answered the rallying call to keep these guarantees from expiring. I am humbled by the sense of duty, honor and love for country that our service men and women embody. I am grateful for the courageous and



Growing Your Connections



Your network
can point you
in the right
direction, and
help you reach
your goals
through





When to Connect with a New Contact



Connect with new
people RIGHT AFTER
you meet them to
grow your network &
stay in touch.



It's not just about
them but also about
who THEY know.



Hello Sarah,

I trust this invite finds you in the best of health. Thank you for sharing your article "Networking Advice From a Pro". Its interesting. I'd like to add you to my professional network on LinkedIn. Lets stay connected.

Sincerely yours,

- Aneel Mitra

Accept

View Profile



Personalized Invitations

Finding speakers



News & groups





Questions & Answers
