- Utilizing these 2 combined purposes is what will help you use LinkedIn to get a job and boost your opportunity to be seen and heard by employers.

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- LinkedIn does a great job of walking you through the steps of creating and building your profile, but how do you build a professional LinkedIn like we are speaking about?

- Today we are going to look at 2 Bottega grads Linkedin Profiles for reference. Geo Serrano, and Cami Godfrey.

   Geo https://www.linkedin.com/in/geo-serrano/

   Cami: https://www.linkedin.com/in/camigodfrey/

- Put yourself in a recruiter's shoes. What are the first things that stick out to you when you look at these profiles?

- Ordinarily the first things a recruiter notices (or really anyone) are

   1. _____. You want a professional looking profile picture. When I say professional I don't mean it has to be in a suit and tie or anything, I mean it's a simple background, with a high resolution picture, dressed somewhat up. Avoid posting selfies, grainy or cropped pictures, or somewhere with a group of friends or busy

background, i.e., think of a brick wall or fence, a well-

home, etc.

2. The   This should reflect something abo

   personality or bring a desired effect. For example, Geo uses jus

   waves implying a nice calm effect, whereas Cami uses a picture of

   paddle boarders implying she is adventurous and likes the outdoors.

   Same rules apply, avoid grainy pictures, also avoid anything

   unprofessional or busy like your favorite movie or video game.

3. The number of   you have. The algorithm for LinkedIn is

   made specifically for those with 500+ connections to come up first, so

   for best advantage you want to add many people often. As an

   employer, it tells me you care about those you reach out to and put in

   the effort, where if you have 50 then it doesn't feel like you really

   tried. To build connections remember this isn't facebook, you are

   encouraged to add people you don't know. I suggest looking up

   companies you are interested in or desire to work

"I'm a tech student looking for my first opportunity." Say something more like "I'm a junior developer who loves solving problems whether at work or at home…" and elaborate off of that.

- Add all work experience (companies, dates you were there, responsibilities, etc.) This is what tells your journey, how you got to development. On Cami's she goes from "Manager at a burger place, Manager at a theater," to developer at simplenexus. Show your life experience that proves you will have a great professional work ethic.

- Add a list of skills! Start with the tech skills you learn here at Bottega, also use your soft skills such as "exceptional written/verbal communication" or "exceptional work ethic," etc. These are typical skills! Just list until you feel like it is enough. Then, reach out to people who can endorse those skills! They will just click a button and say y

In summary, be sure that you have the following key sections completed at all the tl