Hiring Hacked
Using LinkedIn Like a Pro

BISHOPFOX

Presented by: Kaitlin O'Neil

Introduction

Kaitlin O’Neil

Recruiting Manager
BISHOP FOX

About Kaitlin

Recruiting Manager at Bishop Fox

Security Enthusiast

Yoga Teacher

Science Fiction Reader

Coffee Drinker

PhD Dropout

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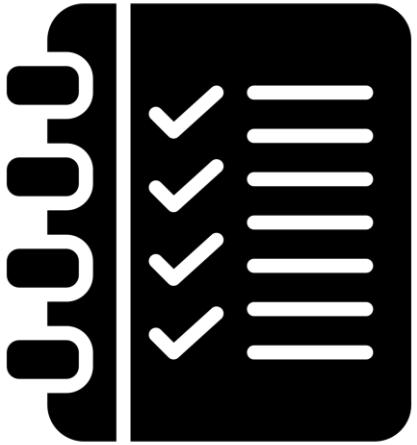
Agenda

- What do Recruiters See on LinkedIn?
  - LinkedIn Recruiter Advanced Features
  - LinkedIn Recruiter Search
  - Spotlights
  - Keywords
- Building a Competitive Profile
  - Career Explorer
- LinkedIn Checklist



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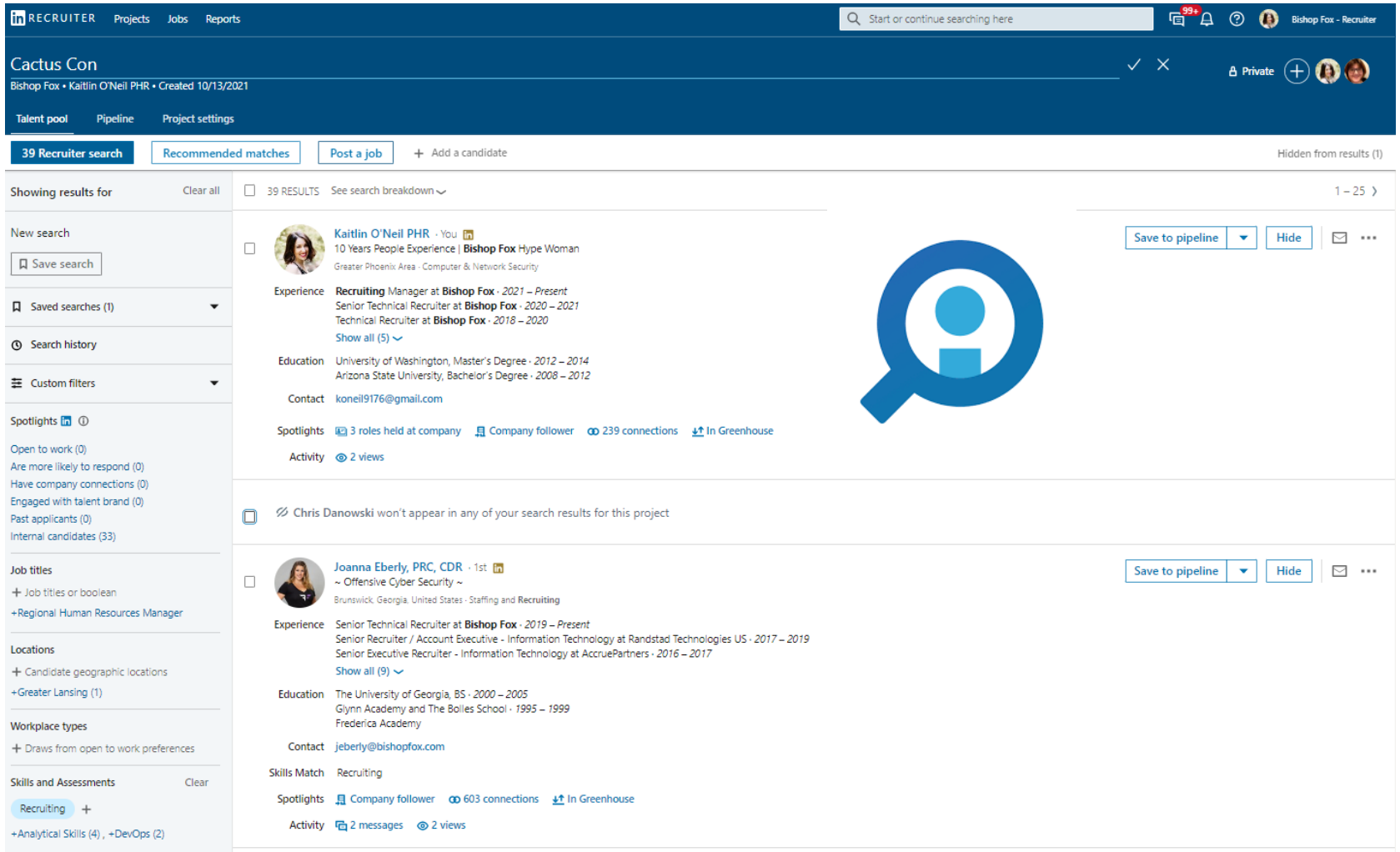
What Do Recruiters See on LinkedIn?

LinkedIn Recruiter Search

- Job Titles
- Locations
- Workplace Types
- Skills and Assessments
- Companies
- Schools
- Industries
- Keywords



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What Do Recruiters See on LinkedIn?

LinkedIn Recruiter Spotlight

"Open to Work"

- Select 'Open to Work' on Your Profile
- Highlight Your Status With a Banner on Your Profile Picture

"Are More Likely to Respond"

- Answer Messages
- Respond to Connection Requests

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What Do Recruiters See on LinkedIn?

LinkedIn Recruiter Spotlight

"Have Company Connections"

- 1st Degree Connections of Employees

"Engaged with Talent Brand"

- Follow the Company
- Engage with Company Updates
- Interact with Job Posts

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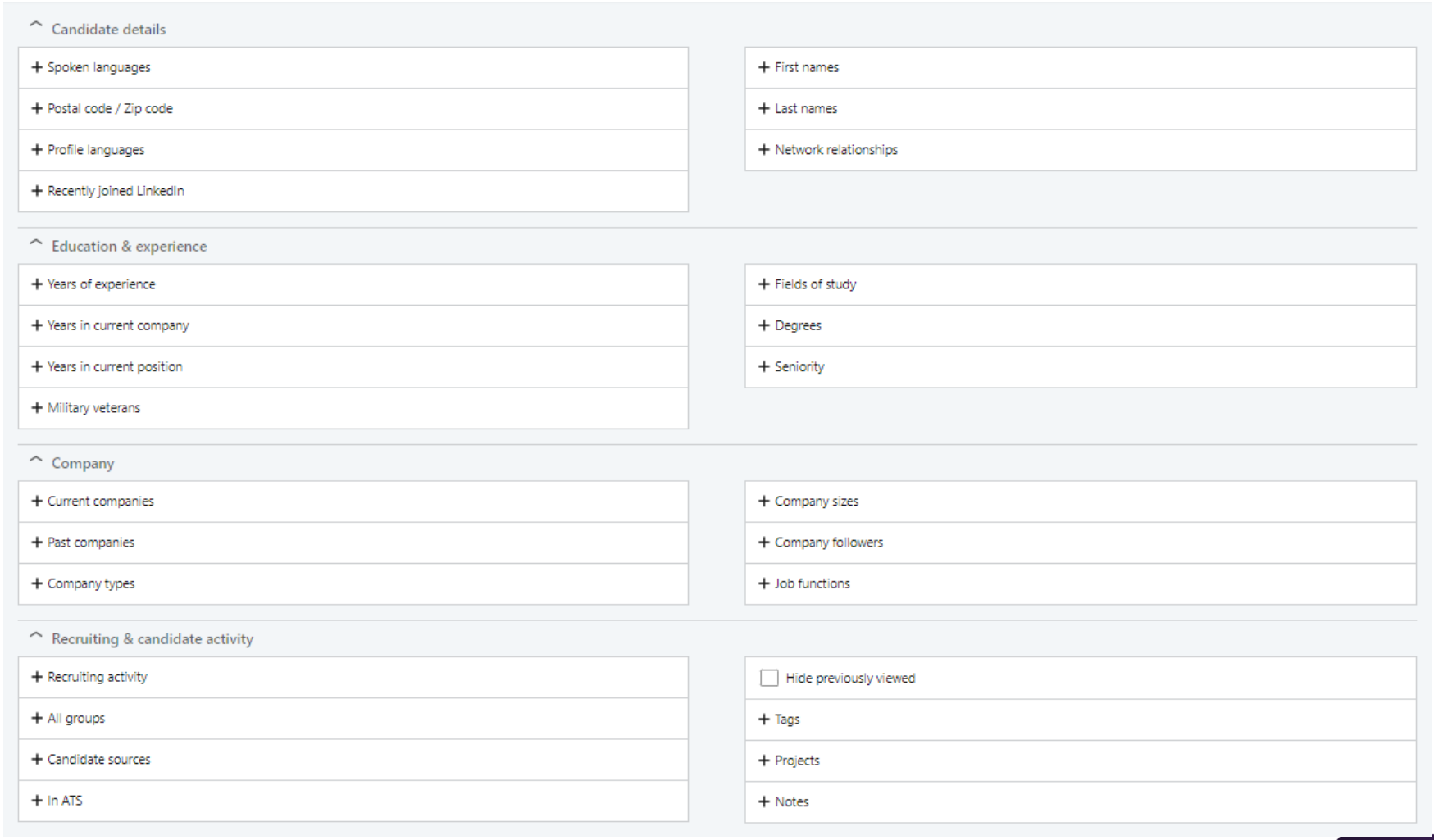
What Do Recruiters See on LinkedIn?

LinkedIn Recruiter Advanced Filters

- Language
- Years of Experience
- Company
- Education
- Location



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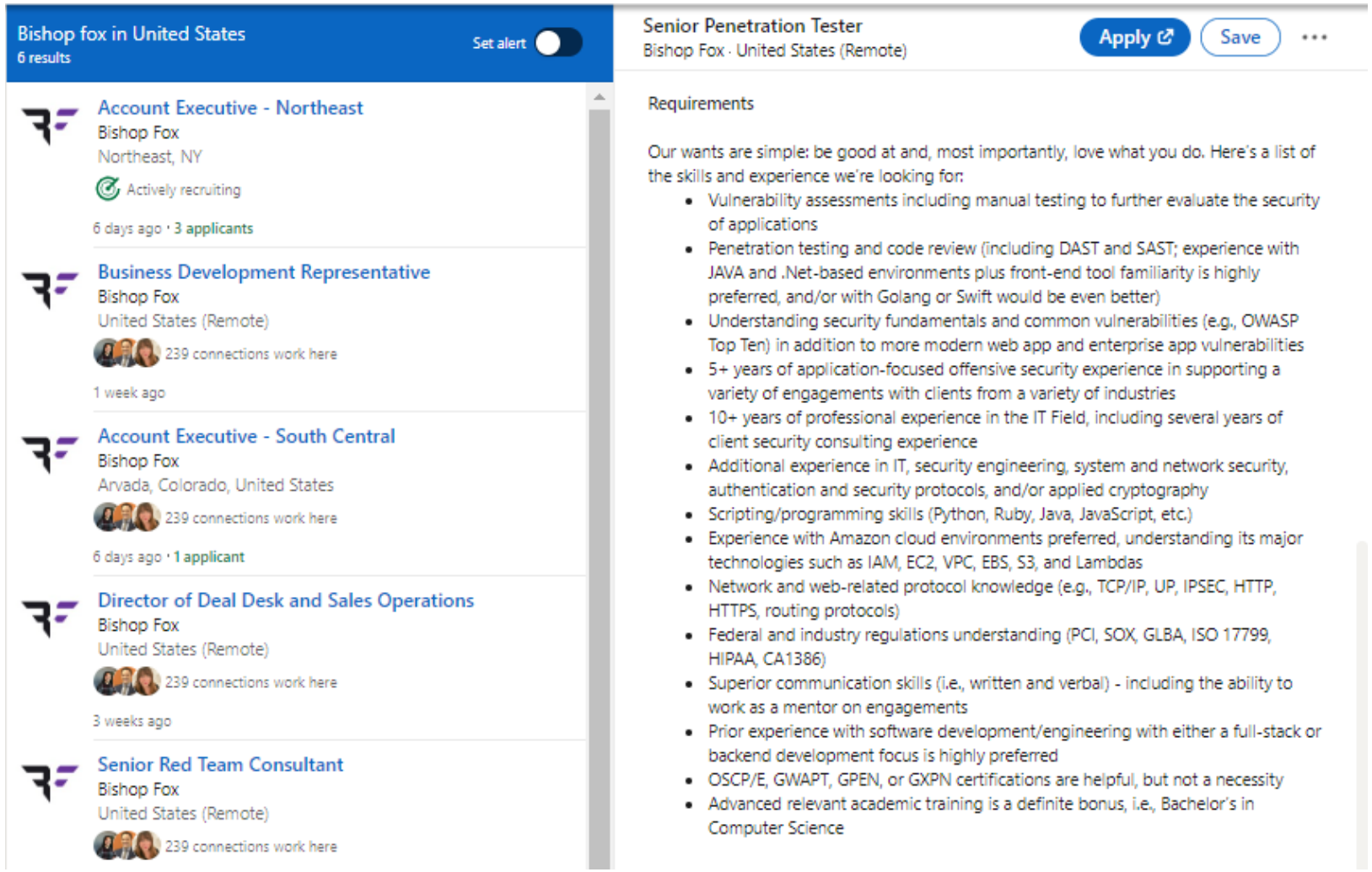
What Do Recruiters See on LinkedIn?

Incorporate Keywords (everywhere)!

Pro Tip

Search job postings for applicable skills and keywords



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LinkedIn scanned the profiles of 31,000 marketers to pin down the most commonly used, and overused, words. These buzz words are:

Strategic
Creative
Specialized
Leadership
Passionate
Experienced
Focused
Enthusiastic
Expert
Track record

Key Words Not Buzz Words

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SELECT YOUR CITY

Greater Phoenix Area, United States

ENTER A JOB

Security Analyst

SORT

Similarity Score (high to low)

Skills for **Security Analyst**

- Information Security
- Cybersecurity
- Network Security
- Security
- Security Information and Event Management (SIEM)
- Vulnerability Assessment
- Incident Response
- Splunk
- Vulnerability Management
- Penetration Testing
- Firewalls
- Active Directory
- Linux
- Vulnerability Scanning
- Networking
- Malware Analysis
- Information Security Management
- Threat & Vulnerability Management
- Application Security

18 job matches in **United States** for **Security Analyst**.

Information Security Analyst

Match: 96%

Skills Overlap

+4 unique skills to each

Skills To Build

- Information Technology
- Security Incident Response
- Payment Card Industry Data Security Standard (PCI DSS)
- Identity & Access Management (IAM)

Popularity

Transitioning to **Information Security Analyst** from **Security Analyst** is common

Find Jobs on LinkedIn

Find Connections on LinkedIn

Career Explorer

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Career Explorer

Cyber Security Specialist

Match: 92%

Skills Overlap

Security Analyst

Cyber Security Specialist

+4 unique skills to each

Skills To Build

Information Assurance

Cyber Defense

Ethical Hacking

Information Technology

Popularity

Transitioning to **Cyber Security Specialist** from **Security Analyst** is common

Find Jobs on LinkedIn

Find Connections on LinkedIn

Information Security Manager

Match: 78%

Skills Overlap

Security Analyst

Information Security Manager

+8 unique skills to each

Skills To Build

Payment Card Industry Data Security Standard (PCI DSS)

ISO 27001

Information Technology

Certified Information Security Manager (CISM)

IT Management

Popularity

Transitioning to **Information Security Manager** from **Security Analyst** may be an untapped opportunity

Find Jobs on LinkedIn

Find Connections on LinkedIn

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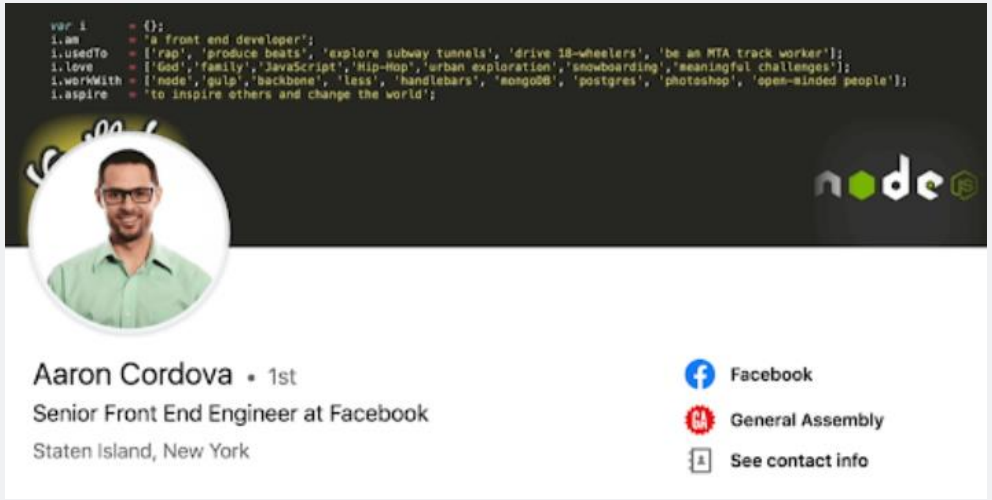
Building Your Profile with a Profile Picture and Background

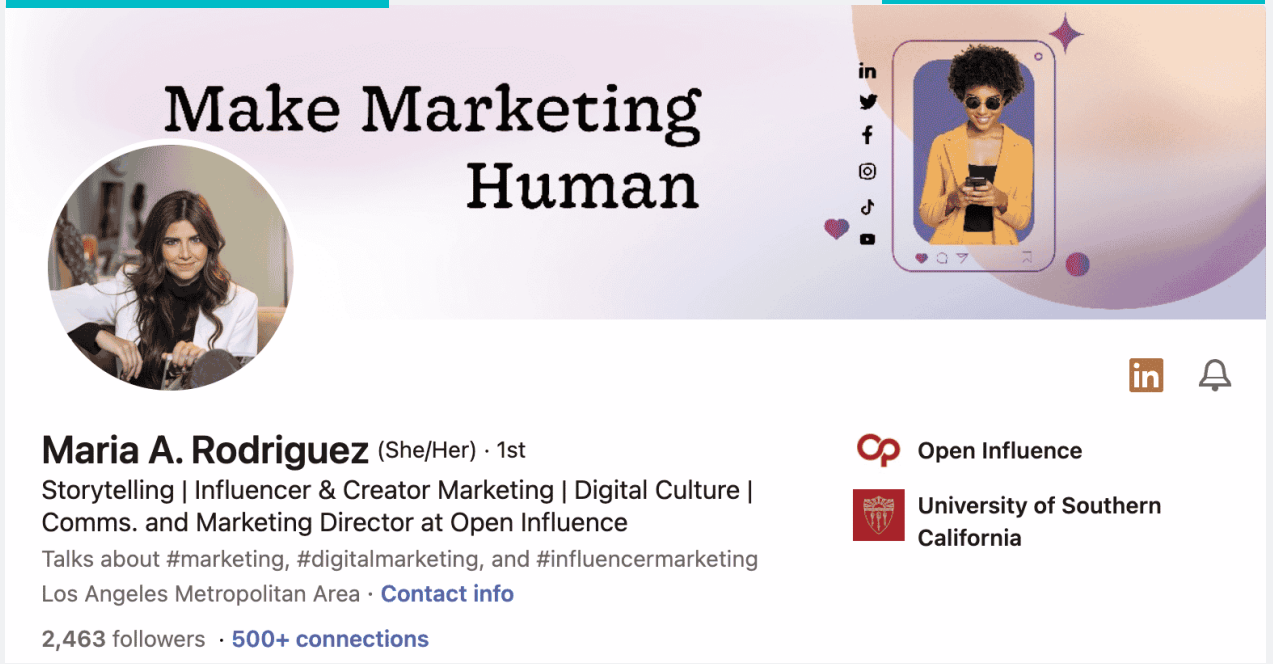
Professional Headshot

Branded Background with company or industry

Approachable Headshot

Background with Tagline





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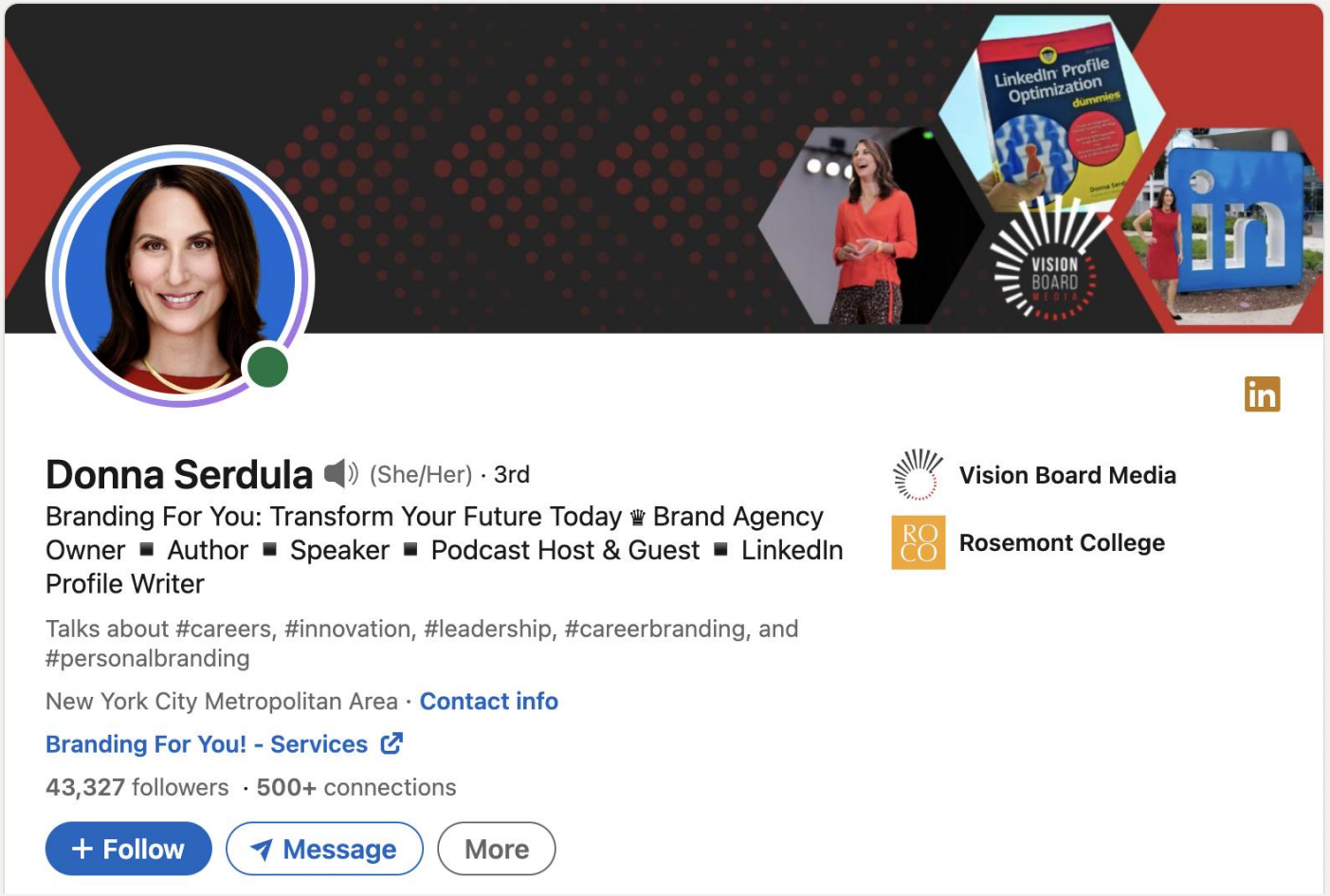
Building Your Profile with a Headline and Hashtags

- Headline is attention-getting
- Industry Keywords and Hashtags
- Includes Location



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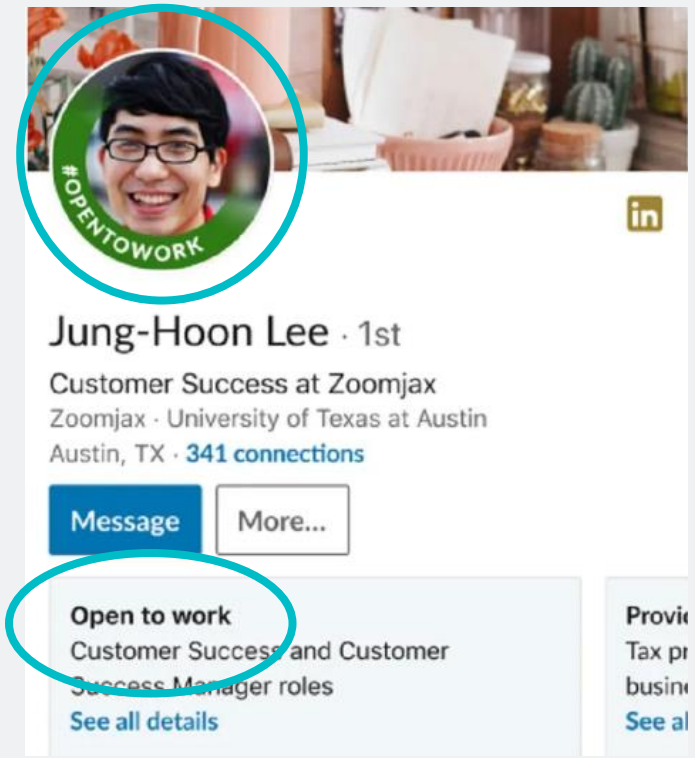
Building Your Profile by Indicating ‘Open to Work’

Let Recruiters Know You’re ‘Open to Work’

Let Your Network Know You’re ‘Open to Work’



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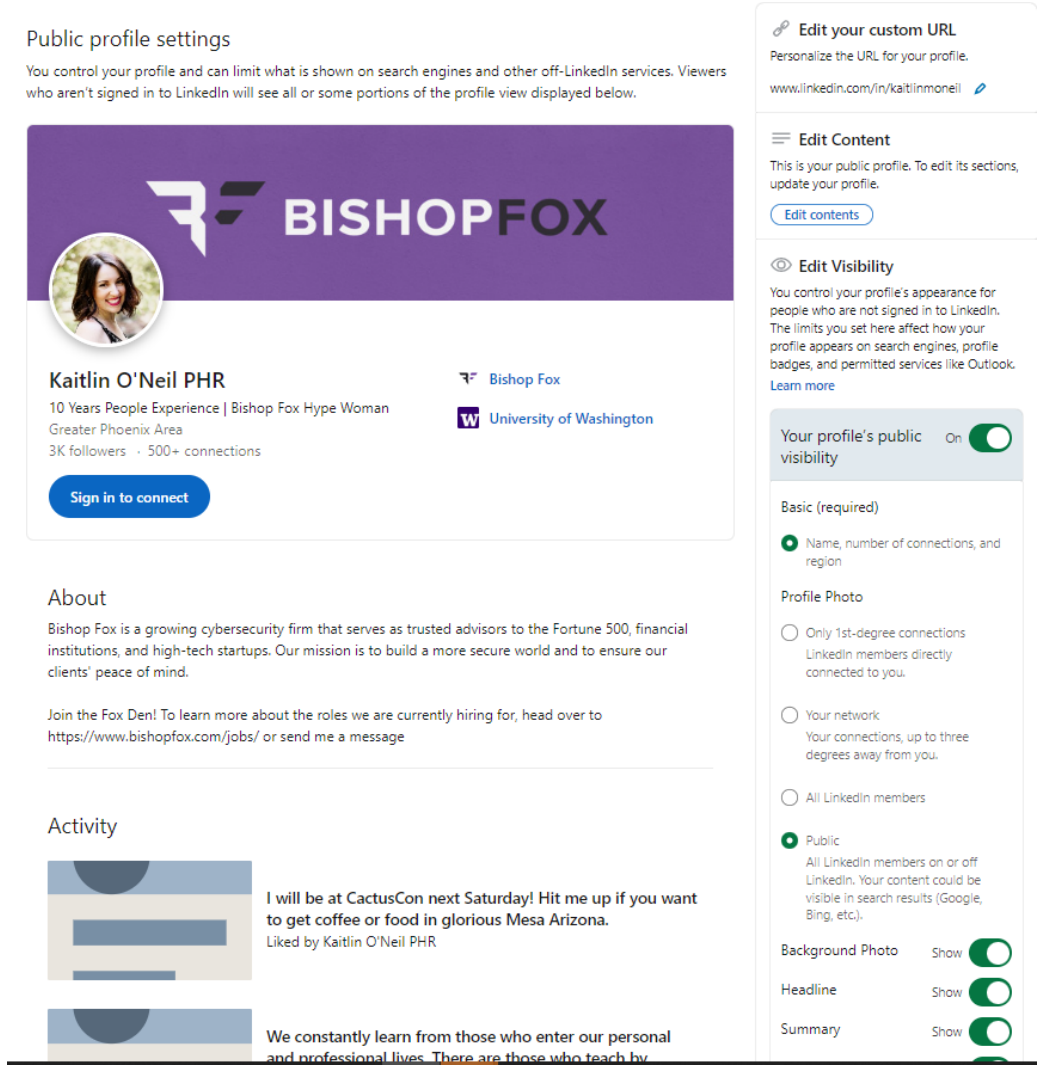
Building Your Profile

Public Profile Settings

- Customize your LinkedIn URL
- Edit Visibility

Edit Your Custom URL and Personalize It for Your Profile
www.linkedin.com/in/kaitlinmoneil



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Building Your Profile by Highlighting Your Skills

Demonstrate transferable skills Beta

Considering a new career? Pick a role, then show your transferable skills through written or video responses for recruiters to consider.

Human Resources (HR)
Roles: HR Generalist, Sourcer

Sales
Roles: Sales Development Representative, Business Development Representative

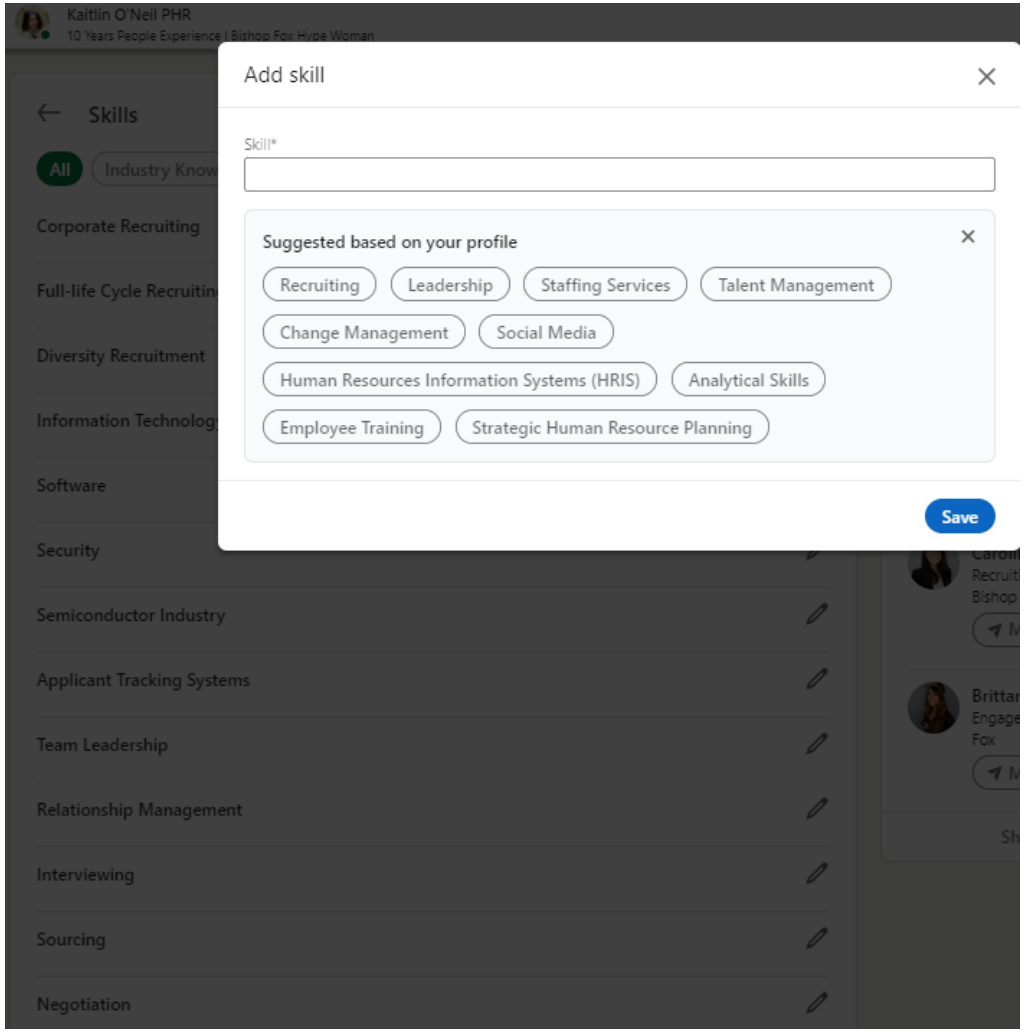
Marketing
Roles: Marketing Specialist, Marketing Coordinator

Project Management
Roles: Associate Project Manager, Non-Technical Project Manager

Take Skill Assessments

Answer 15 multiple choice questions, score in the top 30%, and earn a skill badge.

Skill Assessments
For skills like Microsoft Excel, Python, SQL



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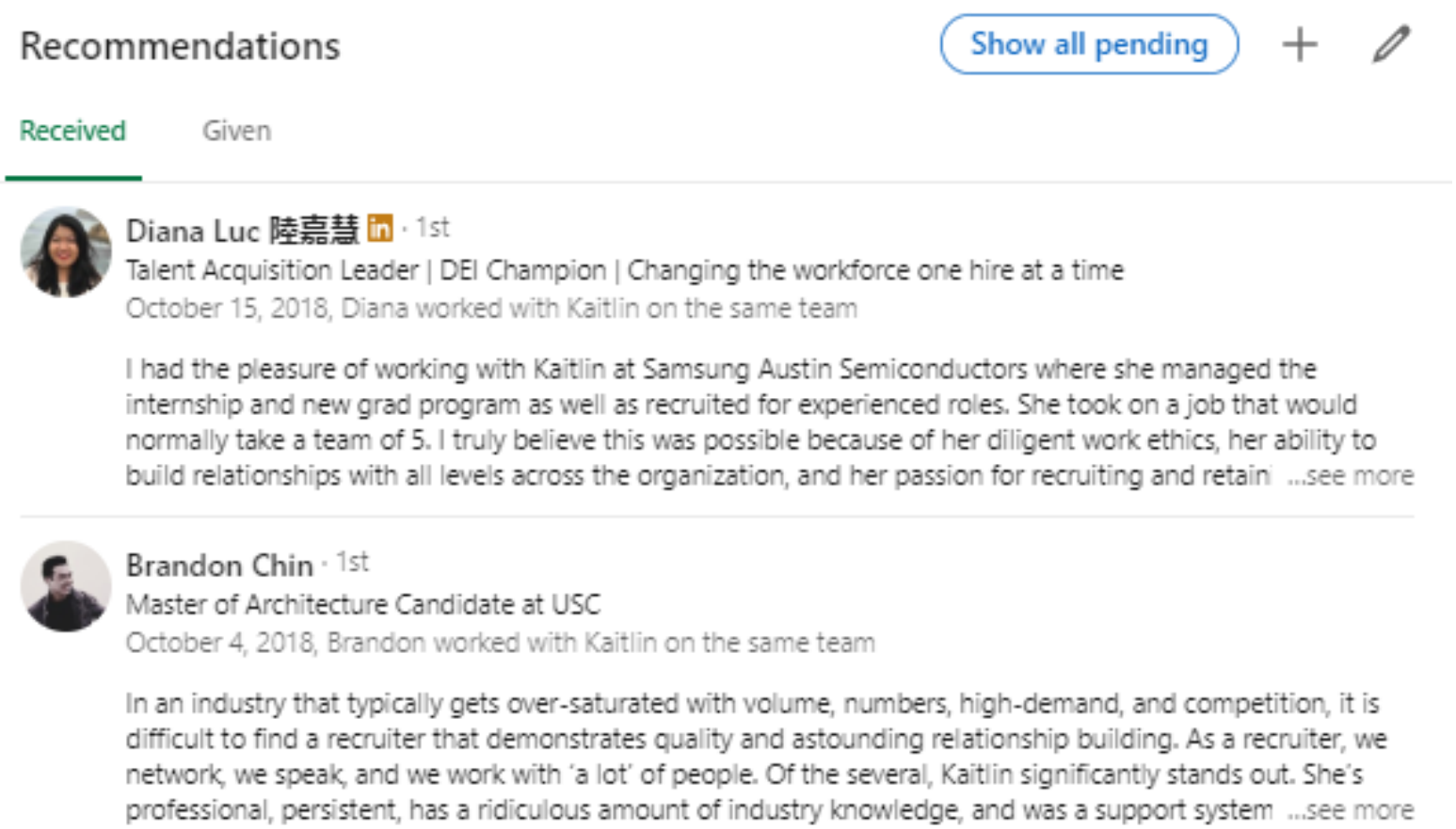
Don’t be Shy – Ask For Recommendations!



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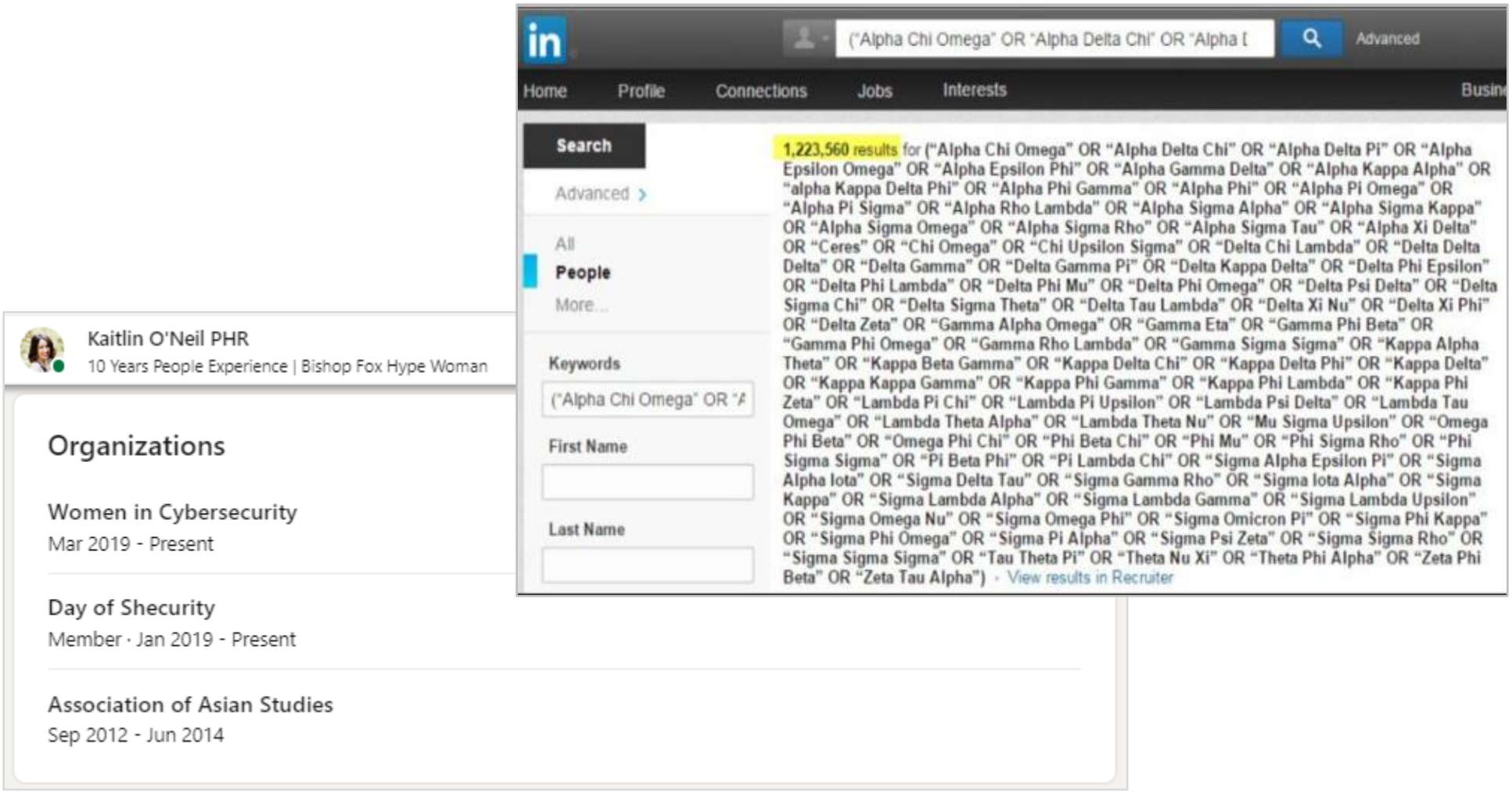
Building Your Profile with Organizations



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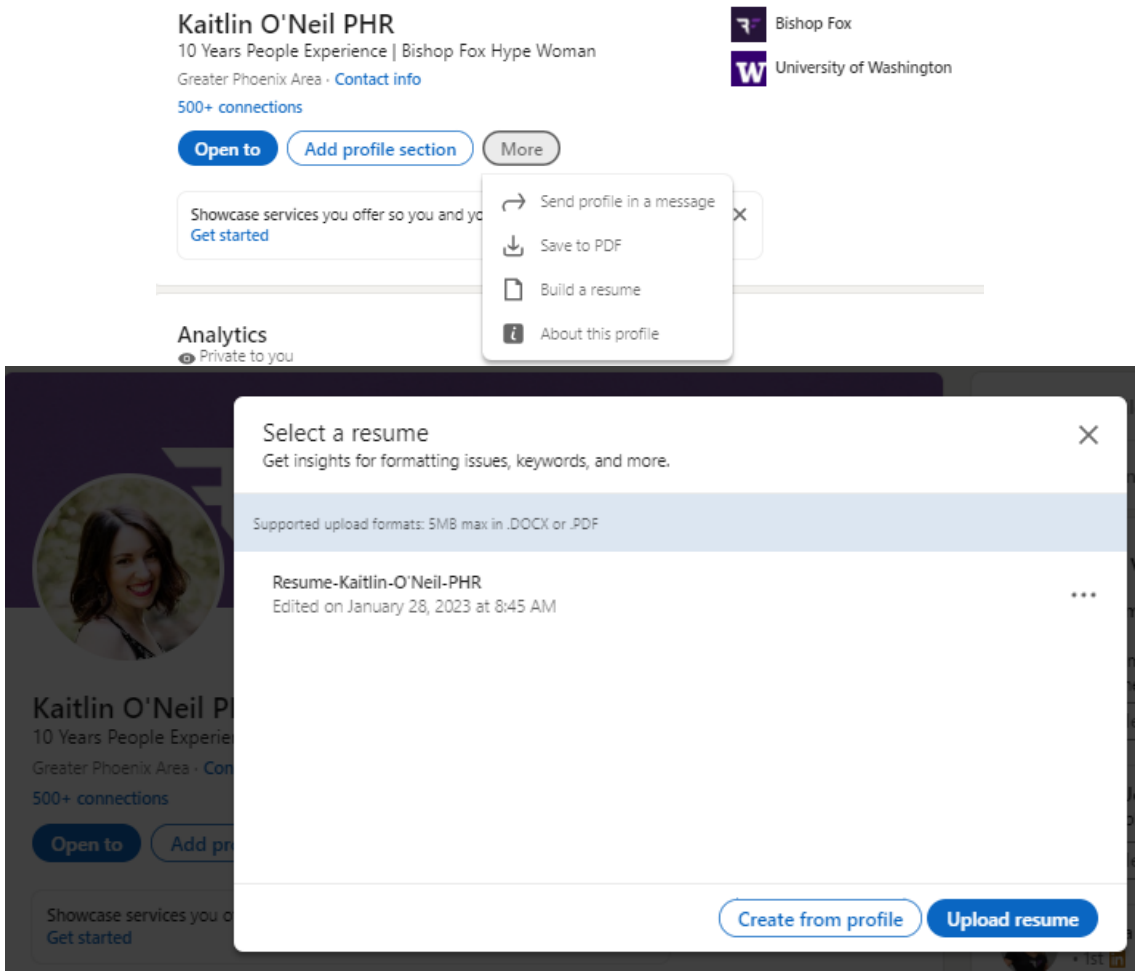
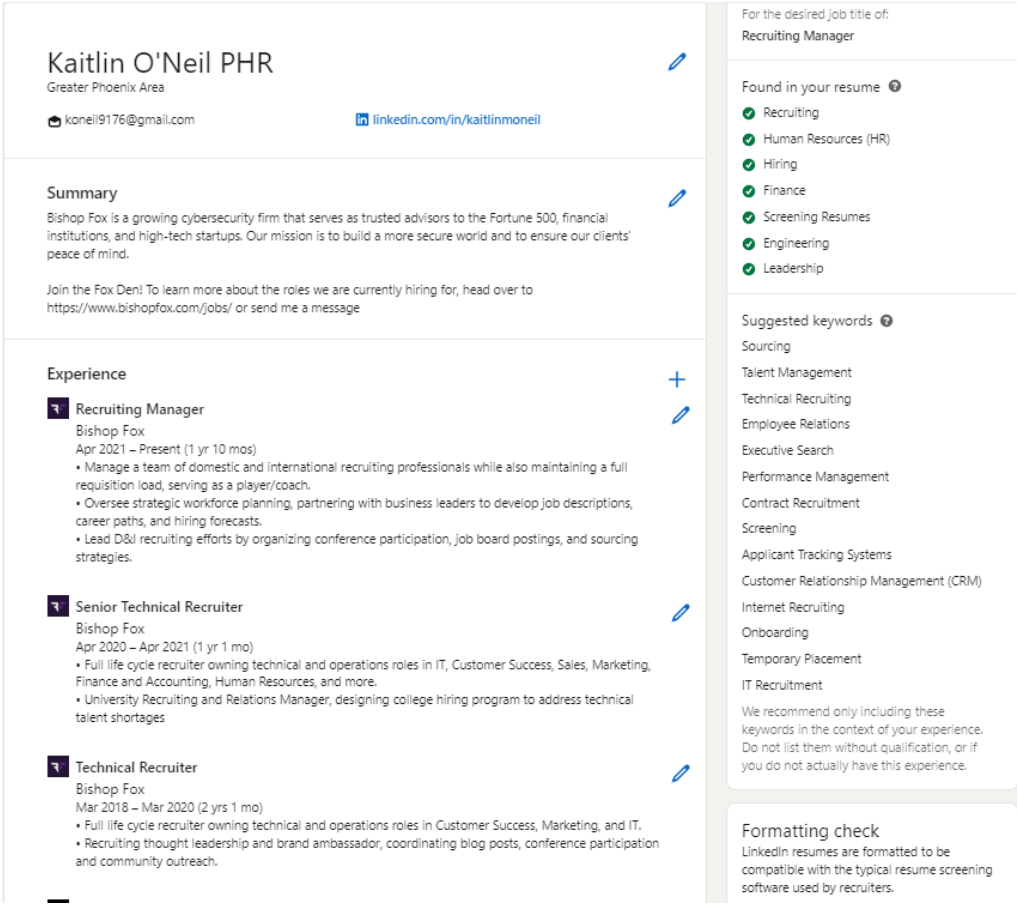
Resume Builder





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LinkedIn Profile Checklist

- **Headline:** Clearly outline who you are and what you do.
- **Cover photo:** Connect to your brand and includes additional offering messages.
- **Headshot:** Keep it authentic, keep it professional.
- **Open to Work**: Turn it on, or keep it off, just don't forget about it!
- **About me:** Share more details about what makes you tick, your business offerings, and what you can add to a potential employer or client. Don't forget to add some keywords for those recruiter searches!
- **Work history:** List out your work accomplishments with specific outcomes and impacts.
- **Skills:** Use all 50 and keep them updated and organized.
- **Recommendations:** Get your colleagues and even your clients to endorse your skills and work.
- **Featured content**: Showcase your best work with this "mini portfolio."
- **Awards & certifications:** Go ahead and brag.
- **Interests:** Follow the companies and influencers that bring you closer to your dream job.

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Thank You.

KAITLIN O'NEIL , RECRUITING MANAGER

Start Defending Forward.

BISHOPFOX.COM

@kaitlin_neil

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Resources

- https://foundr.com/articles/social-media/linkedin-tips
- https://www.thedrum.com/news/2017/01/30/linkedin-reveals-the-10-most-overused-marketing-buzzwords-cvs-and-profiles
- https://www.linkedin.com/business/sales/blog/profile-best-practices/17-steps-to-a-better-linkedin-profile-in-2017
- https://dripify.io/how-to-write-an-effective-linkedin-headline/

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