

# Hiring Hacked Using LinkedIn Like a Pro



# Introduction



**Kaitlin O'Neil**

Recruiting Manager  
BISHOP FOX

## About Kaitlin

Recruiting Manager at  
Bishop Fox



Security  
Enthusiast



Yoga Teacher



Science Fiction Reader



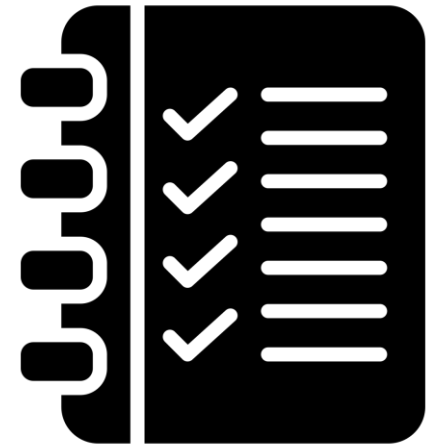
Coffee  
Drinker



PhD Dropout

# Agenda

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



# What Do Recruiters See on LinkedIn?



## LinkedIn Recruiter Search

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

The screenshot shows the LinkedIn Recruiter interface for a project named 'Cactus Con'. The search results are filtered to show 39 results. The first two results are visible:

**Kaitlin O'Neil PHR** - You  
 10 Years People Experience | Bishop Fox Hype Woman  
 Greater Phoenix Area - Computer & Network Security  
 Experience: Recruiting Manager at Bishop Fox - 2021 - Present, Senior Technical Recruiter at Bishop Fox - 2020 - 2021, Technical Recruiter at Bishop Fox - 2018 - 2020  
 Education: University of Washington, Master's Degree - 2012 - 2014, Arizona State University, Bachelor's Degree - 2008 - 2012  
 Contact: koneil9176@gmail.com  
 Spotlights: 3 roles held at company, Company follower, 239 connections, In Greenhouse  
 Activity: 2 views

**Joanna Eberly, PRC, CDR** - 1st  
 ~ Offensive Cyber Security ~  
 Brunswick, Georgia, United States - Staffing and Recruiting  
 Experience: Senior Technical Recruiter at Bishop Fox - 2019 - Present, Senior Recruiter / Account Executive - Information Technology at Randstad Technologies US - 2017 - 2019, Senior Executive Recruiter - Information Technology at AccruePartners - 2016 - 2017  
 Education: The University of Georgia, BS - 2000 - 2005, Glynn Academy and The Bolles School - 1995 - 1999, Frederica Academy  
 Contact: jeberly@bishopfox.com  
 Skills Match: Recruiting  
 Spotlights: Company follower, 603 connections, In Greenhouse  
 Activity: 2 messages, 2 views

A large magnifying glass icon is overlaid on the search results.

# 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

### Spotlights

Open to work (293)

Are more likely to respond (397)

Have company connections (129)

Engaged with talent brand (22)

Past applicants (8)

Internal candidates (0)

# What Do Recruiters See on LinkedIn?



## LinkedIn Recruiter Spotlight

### “Have Company Connections”

- 1<sup>st</sup> Degree Connections of Employees

### “Engaged with Talent Brand”

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

### Spotlights

Open to work (293)

Are more likely to respond (397)

Have company connections (129)

Engaged with talent brand (22)

Past applicants (8)

Internal candidates (0)



# What Do Recruiters See on LinkedIn?

## LinkedIn Recruiter Advanced Filters

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



Candidate details	
+ Spoken languages	+ First names
+ Postal code / Zip code	+ Last names
+ Profile languages	+ Network relationships
+ Recently joined LinkedIn	
Education & experience	
+ Years of experience	+ Fields of study
+ Years in current company	+ Degrees
+ Years in current position	+ Seniority
+ Military veterans	
Company	
+ Current companies	+ Company sizes
+ Past companies	+ Company followers
+ Company types	+ Job functions
Recruiting & candidate activity	
+ Recruiting activity	<input type="checkbox"/> Hide previously viewed
+ All groups	+ Tags
+ Candidate sources	+ Projects
+ In ATS	+ Notes



# What Do Recruiters See on LinkedIn?



## Incorporate Keywords (everywhere)!



Pro Tip

Search job postings for applicable skills and keywords

**Bishop fox in United States** Set alert

6 results

**Account Executive - Northeast**  
 Bishop Fox  
 Northeast, NY  
🔄 Actively recruiting  
 6 days ago · 3 applicants

**Business Development Representative**  
 Bishop Fox  
 United States (Remote)  
 239 connections work here  
 1 week ago

**Account Executive - South Central**  
 Bishop Fox  
 Arvada, Colorado, United States  
 239 connections work here  
 6 days ago · 1 applicant

**Director of Deal Desk and Sales Operations**  
 Bishop Fox  
 United States (Remote)  
 239 connections work here  
 3 weeks ago

**Senior Red Team Consultant**  
 Bishop Fox  
 United States (Remote)  
 239 connections work here

**Senior Penetration Tester** Apply  Save ⋮

Bishop Fox · United States (Remote)

**Requirements**

Our wants are simple: be good at and, most importantly, love what you do. Here's a list of the skills and experience we're looking for:

- Vulnerability assessments including manual testing to further evaluate the security of applications
- Penetration testing and code review (including DAST and SAST; experience with JAVA and .Net-based environments plus front-end tool familiarity is highly preferred, and/or with Golang or Swift would be even better)
- Understanding security fundamentals and common vulnerabilities (e.g., OWASP Top Ten) in addition to more modern web app and enterprise app vulnerabilities
- 5+ years of application-focused offensive security experience in supporting a variety of engagements with clients from a variety of industries
- 10+ years of professional experience in the IT Field, including several years of client security consulting experience
- Additional experience in IT, security engineering, system and network security, authentication and security protocols, and/or applied cryptography
- Scripting/programming skills (Python, Ruby, Java, JavaScript, etc.)
- Experience with Amazon cloud environments preferred, understanding its major technologies such as IAM, EC2, VPC, EBS, S3, and Lambdas
- Network and web-related protocol knowledge (e.g., TCP/IP, UP, IPSEC, HTTP, HTTPS, routing protocols)
- Federal and industry regulations understanding (PCI, SOX, GLBA, ISO 17799, HIPAA, CA1386)
- Superior communication skills (i.e., written and verbal) - including the ability to work as a mentor on engagements
- Prior experience with software development/engineering with either a full-stack or backend development focus is highly preferred
- OSCP/E, GWAPT, GPEN, or GXPN certifications are helpful, but not a necessity
- Advanced relevant academic training is a definite bonus, i.e., Bachelor's in Computer Science





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**



SELECT YOUR CITY

Greater Phoenix Area, United States

ENTER A JOB

Security Analyst

SORT

Similarity Score (high to low) v

### 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%

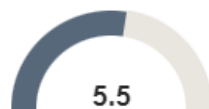
#### Skills Overlap



#### 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

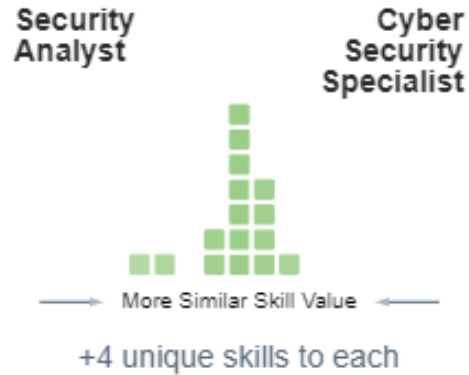
# Career Explorer



## Cyber Security Specialist

Match: 92%

### Skills Overlap



### 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



### 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

# Building Your Profile with a Profile Picture and Background



Professional Headshot



Branded Background with company or industry



Approachable Headshot



Background with Tagline

```
var i = {};  
i.am = 'a front end developer';  
i.usedTo = ['rap', 'produce beats', 'explore subway tunnels', 'drive 18-wheelers', 'be an MTA track worker'];  
i.love = ['God', 'family', 'JavaScript', 'Hip-Hop', 'urban exploration', 'snowboarding', 'meaningful challenges'];  
i.workWith = ['node', 'gulp', 'backbone', 'less', 'handlebars', 'mongoDB', 'postgres', 'photoshop', 'open-minded people'];  
i.aspire = 'to inspire others and change the world';
```

Aaron Cordova • 1st  
Senior Front End Engineer at Facebook  
Staten Island, New York

Facebook  
General Assembly  
See contact info

## Make Marketing Human

Maria A. Rodriguez (She/Her) · 1st  
Storytelling | Influencer & Creator Marketing | Digital Culture | Comms. and Marketing Director at Open Influence  
Talks about #marketing, #digitalmarketing, and #influencermarketing Los Angeles Metropolitan Area · [Contact info](#)  
2,463 followers · 500+ connections

Open Influence  
University of Southern California

# Building Your Profile with a Headline and Hashtags



Headline is attention-getting



Industry Keywords and Hashtags



Includes Location

**Donna Serdula** (She/Her) · 3rd

Branding For You: Transform Your Future Today 🏰 Brand Agency Owner ■ Author ■ Speaker ■ Podcast Host & Guest ■ LinkedIn Profile Writer

Talks about #careers, #innovation, #leadership, #careerbranding, and #personalbranding

New York City Metropolitan Area · [Contact info](#)

[Branding For You! - Services](#)

43,327 followers · 500+ connections

[+ Follow](#) [Message](#) [More](#)

Vision Board Media

Rosemont College



# Building Your Profile by Indicating 'Open to Work'



Let Recruiters Know You're 'Open to Work'

**Katie Pinney** · 1st Sourced  
Open to Work | Client Management | Trusted Advisor | Recruiting Excellence | Ex-Microsoft  
Washington, District of Columbia, United States · Computer Software

**Experience** University Recruiting Account Manager at Microsoft · 2021 – 2023  
Talent Sourcing Lead- University Recruiting- Hardware Engineering Roles at Microsoft · 2017 – 2021  
University Recruiter- Software Engineering Roles at Microsoft · 2016 – 2017  
[Show all \(9\)](#) ▾

**Education** Seattle University, Master of Education (M.Ed.) · 2012 – 2014  
University of Minnesota, Bachelor of Arts (B.A.) · 2003 – 2007

**Contact** [pinney.kt@gmail.com](mailto:pinney.kt@gmail.com)

**Spotlights** Open to work 117 connections

**Activity** In 1 project 1 view



Let Your Network Know You're 'Open to Work'



**Jung-Hoon Lee** · 1st  
Customer Success at Zoomjax  
Zoomjax · University of Texas at Austin  
Austin, TX · [341 connections](#)

[Message](#) [More...](#)

**Open to work**  
Customer Success and Customer Success Manager roles  
[See all details](#)

**Providing**  
Tax preparation and business consulting  
[See all details](#)

# 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](https://www.linkedin.com/in/kaitlinmoneil)

### 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.

**Kaitlin O'Neil PHR**  
10 Years People Experience | Bishop Fox Hype Woman  
Greater Phoenix Area  
3K followers · 500+ connections

**Bishop Fox**  
**University of Washington**

[Sign in to connect](#)

### About

Bishop Fox is a growing cybersecurity firm that serves as trusted advisors to the Fortune 500, financial institutions, and high-tech startups. Our mission is to build a more secure world and to ensure our clients' peace of mind.

Join the Fox Den! To learn more about the roles we are currently hiring for, head over to <https://www.bishopfox.com/jobs/> or send me a message

### Activity



I will be at CactusCon next Saturday! Hit me up if you want to get coffee or food in glorious Mesa Arizona.  
Liked by Kaitlin O'Neil PHR



We constantly learn from those who enter our personal and professional lives. There are those who teach by

### Edit your custom URL

Personalize the URL for your profile.

[www.linkedin.com/in/kaitlinmoneil](https://www.linkedin.com/in/kaitlinmoneil)

### Edit Content

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

[Edit contents](#)

### Edit Visibility

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook. [Learn more](#)

Your profile's public visibility

#### Basic (required)

Name, number of connections, and region

#### Profile Photo

Only 1st-degree connections  
LinkedIn members directly connected to you.

Your network  
Your connections, up to three degrees away from you.

All LinkedIn members

Public  
All LinkedIn members on or off LinkedIn. Your content could be visible in search results (Google, Bing, etc.).

Background Photo Show

Headline Show

Summary Show



# 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

**Add skill** ×

Skill\*

Suggested based on your profile ×

- Recruiting
- Leadership
- Staffing Services
- Talent Management
- Change Management
- Social Media
- Human Resources Information Systems (HRIS)
- Analytical Skills
- Employee Training
- Strategic Human Resource Planning

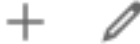
**Save**

# Don't be Shy – Ask For Recommendations!



## Recommendations

Show all pending



Received Given



Diana Luc 陸嘉慧 · 1st

Talent Acquisition Leader | DEI Champion | Changing the workforce one hire at a time  
October 15, 2018, Diana worked with Kaitlin on the same team

I had the pleasure of working with Kaitlin at Samsung Austin Semiconductors where she managed the internship and new grad program as well as recruited for experienced roles. She took on a job that would normally take a team of 5. I truly believe this was possible because of her diligent work ethics, her ability to build relationships with all levels across the organization, and her passion for recruiting and retaini ...see more



Brandon Chin · 1st


Master of Architecture Candidate at USC  
October 4, 2018, Brandon worked with Kaitlin on the same team

In an industry that typically gets over-saturated with volume, numbers, high-demand, and competition, it is difficult to find a recruiter that demonstrates quality and astounding relationship building. As a recruiter, we network, we speak, and we work with 'a lot' of people. Of the several, Kaitlin significantly stands out. She's professional, persistent, has a ridiculous amount of industry knowledge, and was a support system ...see more



# Building Your Profile with Organizations



 **Kaitlin O'Neil PHR**  
10 Years People Experience | Bishop Fox Hype Woman

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### Organizations

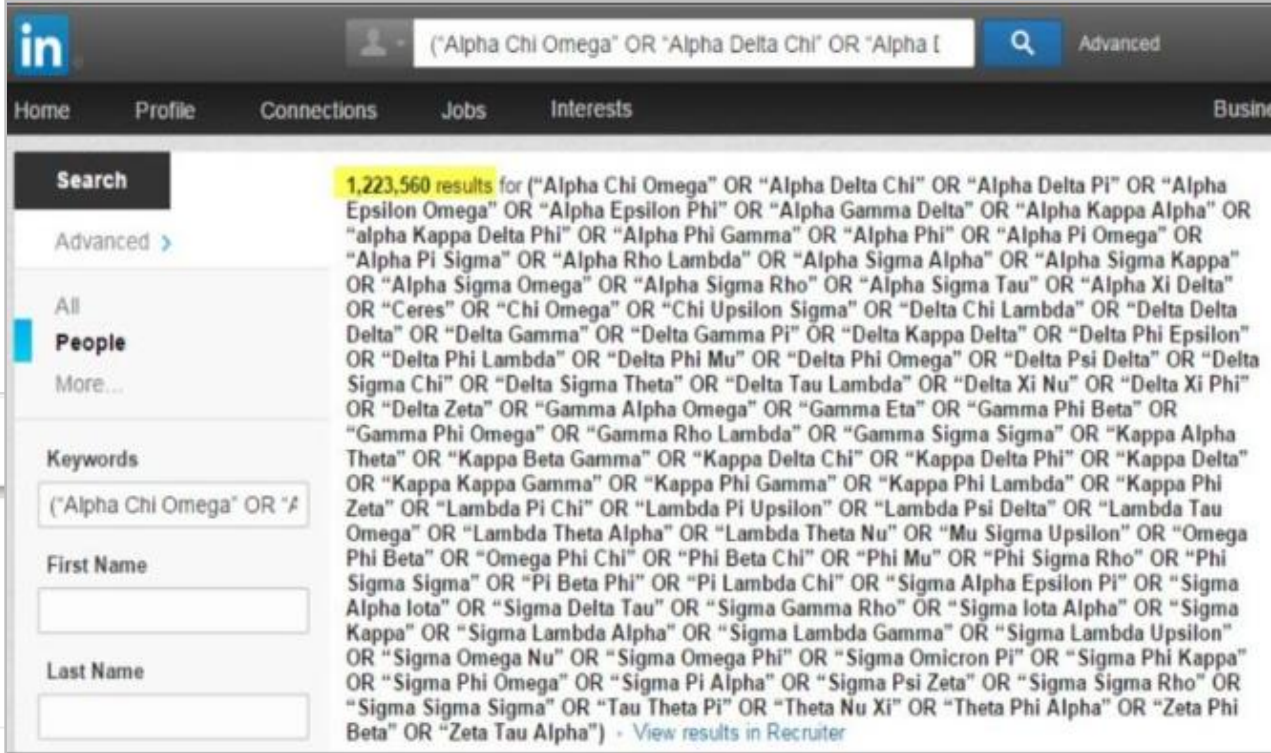
**Women in Cybersecurity**  
Mar 2019 - Present

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**Day of Security**  
Member · Jan 2019 - Present

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**Association of Asian Studies**  
Sep 2012 - Jun 2014

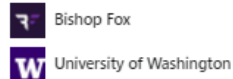


The screenshot shows a LinkedIn search interface. The search bar contains the query: ("Alpha Chi Omega" OR "Alpha Delta Chi" OR "Alpha [unclear]"). The search results show 1,223,560 results for this query. The results list various Greek letter organizations, including Alpha Chi Omega, Alpha Delta Chi, Alpha Delta Pi, Alpha Epsilon Omega, Alpha Epsilon Phi, Alpha Gamma Delta, Alpha Kappa Alpha, Alpha Kappa Delta Phi, Alpha Phi Gamma, Alpha Phi, Alpha Pi Omega, Alpha Pi Sigma, Alpha Rho Lambda, Alpha Sigma Alpha, Alpha Sigma Kappa, Alpha Sigma Omega, Alpha Sigma Rho, Alpha Sigma Tau, Alpha Xi Delta, Ceres, Chi Omega, Chi Upsilon Sigma, Delta Chi Lambda, Delta Delta Delta, Delta Gamma, Delta Gamma Pi, Delta Kappa Delta, Delta Phi Epsilon, Delta Phi Lambda, Delta Phi Mu, Delta Phi Omega, Delta Psi Delta, Delta Sigma Chi, Delta Sigma Theta, Delta Tau Lambda, Delta Xi Nu, Delta Xi Phi, Delta Zeta, Gamma Alpha Omega, Gamma Eta, Gamma Phi Beta, Gamma Phi Omega, Gamma Rho Lambda, Gamma Sigma Sigma, Kappa Alpha Theta, Kappa Beta Gamma, Kappa Delta Chi, Kappa Delta Phi, Kappa Delta, Kappa Kappa Gamma, Kappa Phi Gamma, Kappa Phi Lambda, Kappa Phi Zeta, Lambda Pi Chi, Lambda Pi Upsilon, Lambda Psi Delta, Lambda Tau Omega, Lambda Theta Alpha, Lambda Theta Nu, Mu Sigma Upsilon, Omega Phi Beta, Omega Phi Chi, Phi Beta Chi, Phi Mu, Phi Sigma Rho, Phi Sigma Sigma, Pi Beta Phi, Pi Lambda Chi, Sigma Alpha Epsilon Pi, Sigma Alpha Iota, Sigma Delta Tau, Sigma Gamma Rho, Sigma Iota Alpha, Sigma Kappa, Sigma Lambda Alpha, Sigma Lambda Gamma, Sigma Lambda Upsilon, Sigma Omega Nu, Sigma Omega Phi, Sigma Omicron Pi, Sigma Phi Kappa, Sigma Phi Omega, Sigma Pi Alpha, Sigma Psi Zeta, Sigma Sigma Rho, Sigma Sigma Sigma, Tau Theta Pi, Theta Nu Xi, Theta Phi Alpha, and Zeta Phi Beta. A link to "View results in Recruiter" is visible at the bottom of the results list.

# LINKEDIN HACKED Resume Builder



**Kaitlin O'Neil PHR**  
10 Years People Experience | Bishop Fox Hype Woman  
Greater Phoenix Area · [Contact info](#)  
500+ connections



[Open to](#) [Add profile section](#) [More](#)

Showcase services you offer so you and your network can see them. [Get started](#)

- Send profile in a message
- Save to PDF
- Build a resume
- About this profile

**Analytics**  
Private to you

## Select a resume

Get insights for formatting issues, keywords, and more.

Supported upload formats: SMB max in .DOCX or .PDF

**Resume-Kaitlin-O'Neil-PHR**  
Edited on January 28, 2023 at 8:45 AM

[Create from profile](#) [Upload resume](#)

**Kaitlin O'Neil PHR**  
Greater Phoenix Area

[koneil9176@gmail.com](mailto:koneil9176@gmail.com)

[linkedin.com/in/kaitlinmoneil](https://www.linkedin.com/in/kaitlinmoneil)

## Summary

Bishop Fox is a growing cybersecurity firm that serves as trusted advisors to the Fortune 500, financial institutions, and high-tech startups. Our mission is to build a more secure world and to ensure our clients' peace of mind.

Join the Fox Den! To learn more about the roles we are currently hiring for, head over to <https://www.bishopfox.com/jobs/> or send me a message

## Experience

### Recruiting Manager

Bishop Fox  
Apr 2021 – Present (1 yr 10 mos)  
• Manage a team of domestic and international recruiting professionals while also maintaining a full requisition load, serving as a player/coach.  
• Oversee strategic workforce planning, partnering with business leaders to develop job descriptions, career paths, and hiring forecasts.  
• Lead D&I recruiting efforts by organizing conference participation, job board postings, and sourcing strategies.

### Senior Technical Recruiter

Bishop Fox  
Apr 2020 – Apr 2021 (1 yr 1 mo)  
• Full life cycle recruiter owning technical and operations roles in IT, Customer Success, Sales, Marketing, Finance and Accounting, Human Resources, and more.  
• University Recruiting and Relations Manager, designing college hiring program to address technical talent shortages

### Technical Recruiter

Bishop Fox  
Mar 2018 – Mar 2020 (2 yrs 1 mo)  
• Full life cycle recruiter owning technical and operations roles in Customer Success, Marketing, and IT.  
• Recruiting thought leadership and brand ambassador, coordinating blog posts, conference participation and community outreach.

For the desired job title of:  
**Recruiting Manager**

Found in your resume

- Recruiting
- Human Resources (HR)
- Hiring
- Finance
- Screening Resumes
- Engineering
- Leadership

Suggested keywords

- Sourcing
- Talent Management
- Technical Recruiting
- Employee Relations
- Executive Search
- Performance Management
- Contract Recruitment
- Screening
- Applicant Tracking Systems
- Customer Relationship Management (CRM)
- Internet Recruiting
- Onboarding
- Temporary Placement
- IT Recruitment

We recommend only including these keywords in the context of your experience. Do not list them without qualification, or if you do not actually have this experience.

## Formatting check

LinkedIn resumes are formatted to be compatible with the typical resume screening software used by recruiters.

# 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.



# Thank You.

KAITLIN O'NEIL , RECRUITING MANAGER

## Start Defending Forward.

[BISHOPFOX.COM](https://www.bishopfox.com)

[@kaitlin\\_neil](https://twitter.com/kaitlin_neil)





- <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/>