

Seminario di orientamento al lavoro



Università Politecnica delle Marche

9 ottobre 2014

Relatore: dott.ssa *Sonia Anania*



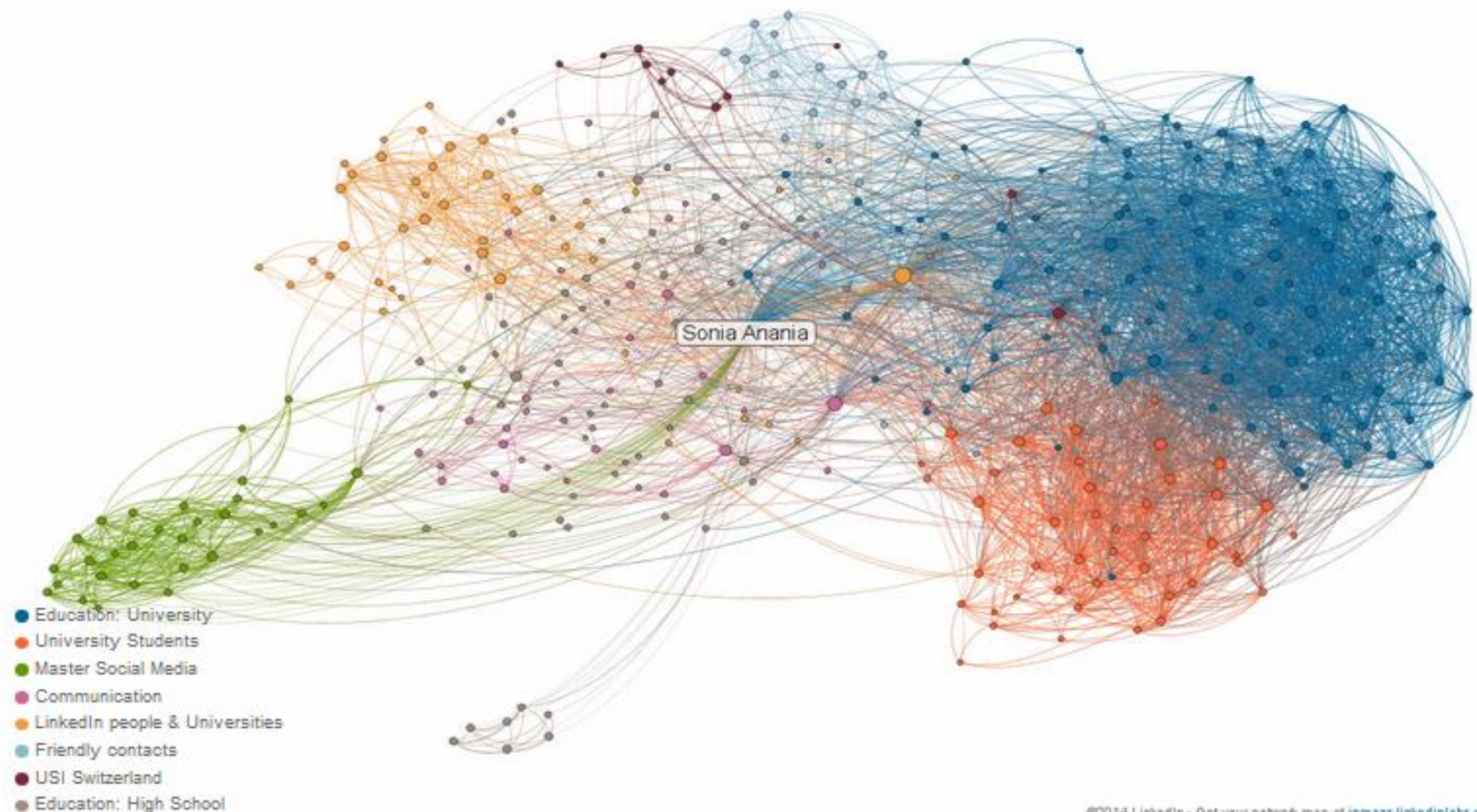
Sonia Anania

Get yours now

Communication & Social Media Specialist for Univer

LinkedIn Maps

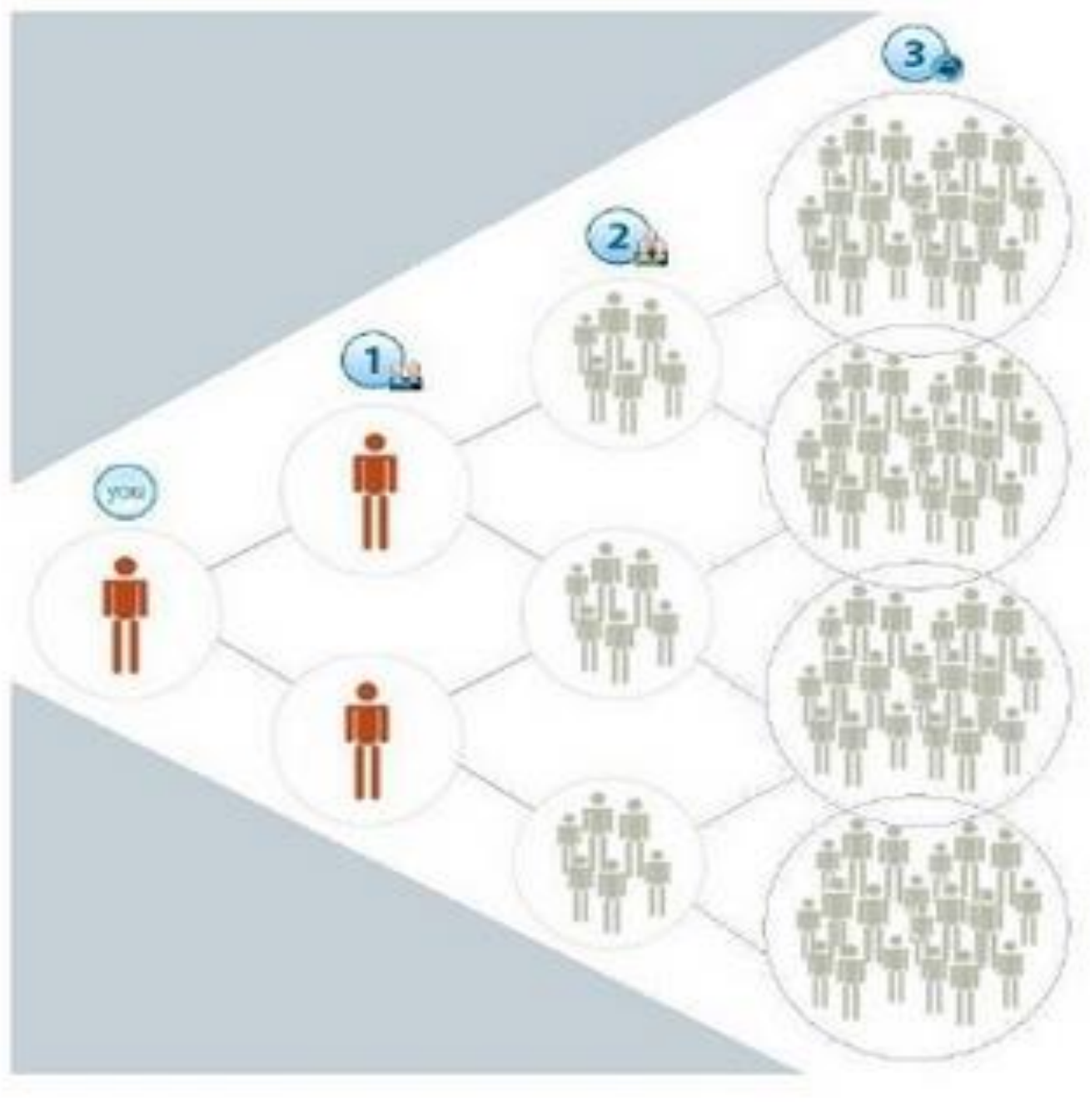
Sonia Anania's Professional Network
as of August 25, 2014



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You can disable your shared network page if you want, please [click here](#).





STUDENT PLAYBOOK

9 Steps to create a Professional Identity

Today Students are
the most engaged
group members on
LinkedIn.

A focus on students & recent
graduates

39,000,000+

Fastest Growing & Highly Engaged

90% of MBA students are on
LinkedIn

***“35% of students plan to use LinkedIn
as a primary source for their job hunt,
up 700% from two years ago” (Achievers
2012 study)***

Why students choose LinkedIn?

1

LinkedIn is the first **Professional Social Network**

2

It allows to create **your Digital Professional Identity**

3

It's a **Network of Professionals**

4

It's a **bridge between University and the world of work**

This playbook is specifically for students and new graduates

Its goal is to help you create an effective profile, build your network and find opportunities.

This dedicated user guide outlines 9 key steps to empower students and new graduates in their transition into professional social media.



Get started.





Indirizzo email

Password [Hai dimenticato la password?](#)

Accedi

Distinguiti in ciò che fai.



Comincia, è gratis.

La registrazione richiede meno di 2 minuti.

Nome



Cognome

Indirizzo email

Password (6 o più caratteri)



Cliccando su [Iscriviti ora](#), accetti il [Contratto di licenza](#),
l'[Informativa sulla privacy](#) e l'[Informativa sui cookie](#) di LinkedIn.

Iscriviti ora

Trova un collega:

Nome

Cognome

Ricerca

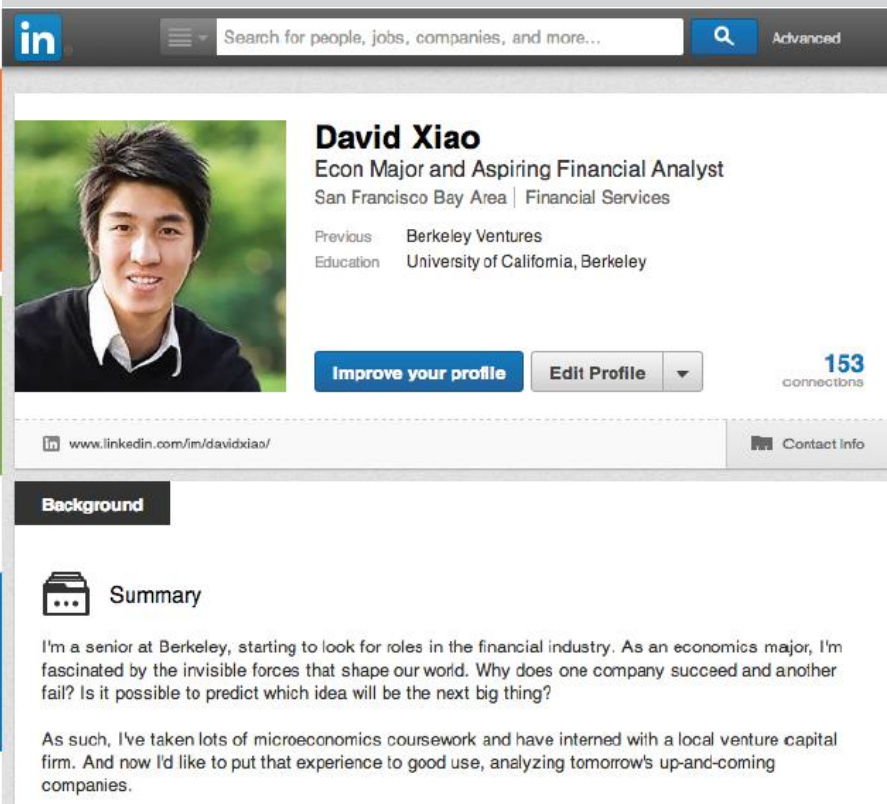
VISUAL GUIDE

An example of how to build a compelling profile

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.



The screenshot shows a LinkedIn profile for David Xiao. The header includes the LinkedIn logo, a search bar with the text "Search for people, jobs, companies, and more...", and a magnifying glass icon with the word "Advanced". The profile picture is a headshot of a young man with dark hair, smiling. To the right of the photo, the name "David Xiao" is displayed in bold, followed by the title "Econ Major and Aspiring Financial Analyst" and the location "San Francisco Bay Area | Financial Services". Below this, the "Previous" section lists "Berkeley Ventures" and the "Education" section lists "University of California, Berkeley". There are two buttons: "Improve your profile" in blue and "Edit Profile" in grey with a dropdown arrow. To the right of these buttons, it says "153 connections". Below the profile section, there is a URL bar showing "www.linkedin.com/in/davidxiao/" and a "Contact Info" button. The "Background" section is highlighted in black with white text. Below it, the "Summary" section is shown with a document icon and the text: "I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?" and "As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies."

EXPERIENCE: List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

ORGANIZATIONS: Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.



Experience

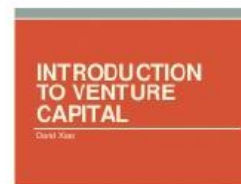
Venture Capital Internship

BERKELEY VENTURES

Berkeley Ventures

May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.



A presentation I gave to my classmates, based on what I learned at Berkeley Ventures



Organizations

Berkeley A Capella

Lead Singer

March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

□ EDUCATION: Starting with college, list all the educational experiences you've had - including summer programs.

□ VOLUNTEER EXPERIENCE & CAUSES: Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

□ SKILLS & EXPERTISE: Add at least 5 key skills - and then your connections can endorse you for the things you're best at.



Education

University of California, Berkeley

Economics, B.A.

2010 - 2014 (expected)



Volunteer Experience & Causes

Big Buddy

Skyline High School

September 2012 - May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.



Skills & Expertise

Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



☐ **HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!

☐ **COURSES:** List the classes that show off the skills and interests you're most excited about.

☐ **PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.



Honors & Awards

The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)



Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao

Econ Major and Aspiring Financial Anal...



Paul Smith

Student at UC Berkeley

RECOMMENDATIONS: Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Recommendations

Received (2) ▾

Venture Capital Internship

Berkeley Ventures

**Tim Lee**

Partner

“ David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Thank you!



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