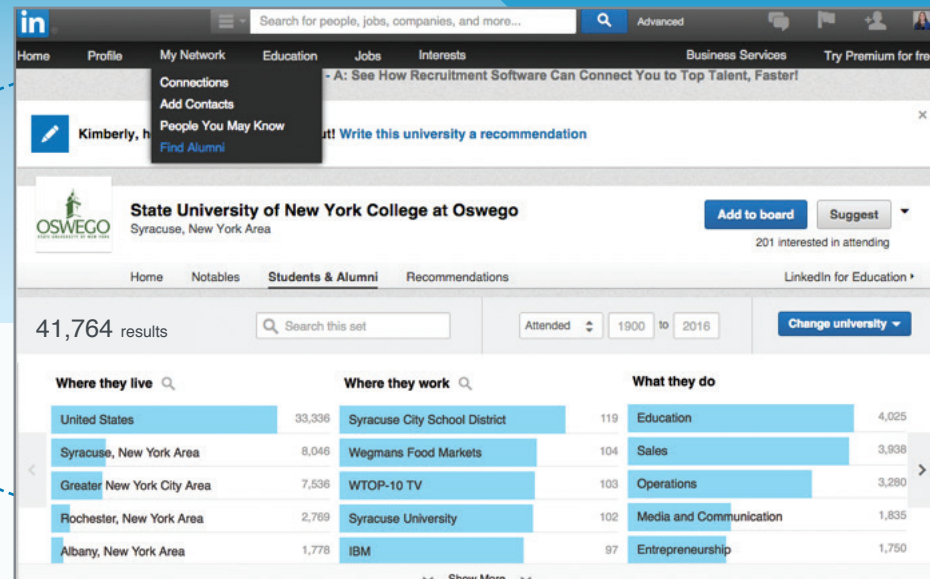


Explore

Promote

Plan

Jobs



# LinkedIn For Students: Your Career Starts Here

**LinkedIn** — It is not just for top executives, it's for you, and it's the perfect place for you to start your professional story. Start by creating your profile, and give it love because it is what recruiters are looking for day and night; it is your resume that never sleeps! Then, start making connections and imagining whose shoes you want to walk in. You may think that this is a lot of deep stuff to consider, but shake yourself out of it and start searching for jobs. Before you know it all of your connections and tailoring your profile comes in handy and you get an interview, then a job. *That's when the real learning begins!*

## The LinkedIn Alumni Tool

### There is no better place to launch your career

The Alumni Tool can tell you where people who went to your school are and what they're up to. This can help you make academic and career choices based on the actual paths of alumni. LinkedIn's Alumni Tool helps you explore alumni career paths from more than 34,000 SUNY Oswego alumni — and build relationships that can help you along the way.

### Explore any way you want

Explore to see where graduates live, the organizations they work for, and the types of jobs they've had. You can also narrow down by date range, what they studied, what they're skilled at, and how you're connected on LinkedIn. Just click on any bar in the Alumni Tool to drill down into specific careers, employers, locations major, skills, or degree of connection.

### Choosing a graduate program?

Use the Alumni Tool to see which schools place graduates in the types of jobs you want. Search for a school you're interested in, select a relevant field of study, and you'll get a top 25 list of employers that have hired graduates. Click on the names below that to see the paths they took from school to their current positions.

### Planning your academic path?

The Alumni Tool is a great resource for thinking through what to major (or minor) in, and skills and certifications that will help you in the working world. Check out 'What they studied' and 'What they're skilled at,' for example. Learn from those who have gone before you.

### Starting your job hunt?

Let's say you have a specific company in mind you'd like to work for. Use the Alumni Tool to find graduates of your school — and with your major — who work there now. Compare their skills to your own and see where you might need to bulk up. Many alumni want to help current students — reach out to them for an insider's perspective.



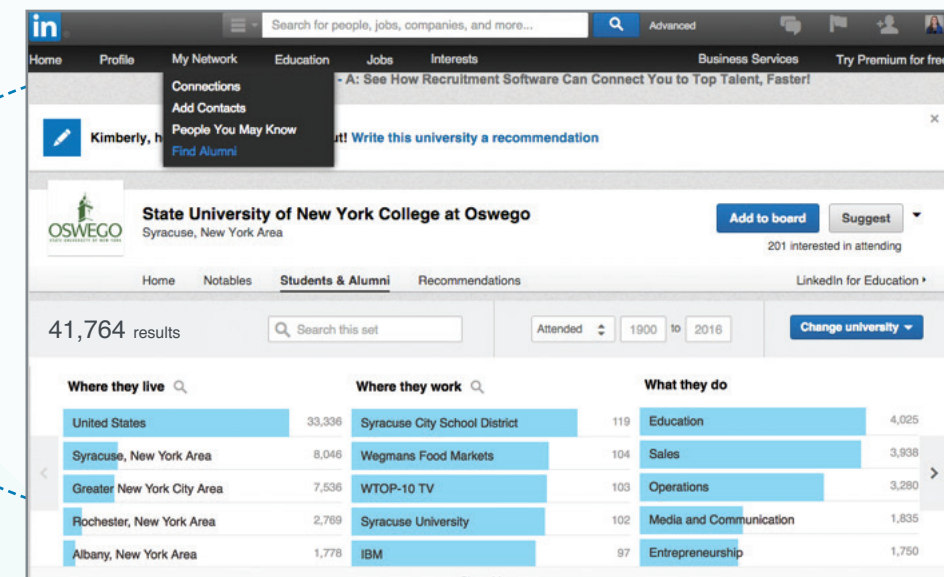
## Join the SUNY Oswego Family 41,764 Strong

97  
work at IBM

904  
work outside  
the U.S.

6,356  
are skilled  
leaders

4,025  
work in  
education



### LinkedIn Photobooth! Utilize Career Services'

professional backdrop and camera. We'll help you take a great

headshot for your Linked in profile. Available in the Career Services

office and at all of our major events throughout the year.

## CAREER SERVICES

145 Marano Campus Center  
SUNY Oswego, Oswego, NY 13126  
315.312.2255  
careerservices@oswego.edu  
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LinkedIn

# Profile Checklist

☐ **PHOTO:** Upload a high-quality photo (your profile will be 7x more likely to be viewed). Pick a professionally appropriate headshot of you alone. No baseball caps, puppies or prom photos! (Bonus points for a smile).

☐ **HEADLINE:** Your headline is a short, memorable professional slogan. The best student headlines promote who you are and what you want to do after graduation. For example, "Honors student seeking marketing position".

☐ **SUMMARY:** Your summary statement is like the first few paragraphs of your best-written cover letter — concise and confident about your qualifications and goals. Include relevant work and extracurriculars.

☐ **EXPERIENCE:** The experience section can and should include internships, extracurriculars, part-time positions and volunteer work. Even include photos and videos from your work. What better way to sell your skills than to show employers exactly what you can produce? But it's okay to leave off experiences you are no longer interested in or that don't fit with your current goals.

☐ **SKILLS & EXPERTISE:** This section is the place to include keywords and phrases that recruiters search for. Find relevant ones in job listings that appeal to you and profiles of people who have the kinds of roles you want — and then your connections can endorse you for things you are best at.

☐ **EDUCATION:** Include all your schools, major(s) and minor, courses, and study abroad programs. Don't be shy — LinkedIn is an appropriate place to show off your GPA, test scores, and honors or awards.

Search for people, jobs, companies, and more...

**Kimberly Cassa**

Experienced Human Resource Intern seeking an HR Career

Massapequa Park, New York | Human Resources

Current

Compass Navigator

Previous

SUNY Oswego Career Services, Platinum Rye Entertainment

Education

State University of New York College at Oswego

Send a message

148 connections

Background

Summary

I graduate in May, 2016, and I'm passionate about starting a professional career in Human Resources. My work ethic and perseverance to go above and beyond has helped me accomplish what many can't - including graduating from college one year early, completing three internships, and balancing full-time studies while excelling as a student athlete.

Experience

**Internship**

Platinum Rye Entertainment

June 2014 – August 2014 (3 months)

- Worked with the Assistant to the President to organize and hire new interns for the upcoming fall season
- Posted job descriptions on top-tier internship websites, organized applicant materials, and collated for further review
- Supported recruitment pipeline by assessing client promotional needs, conducting research on appropriate celebrities, and suggesting optimal matches for further outreach
- Managed ground level client relations for multiple departments - email, phone, in-person
- Handled facility management reservations various companies

Skills

Top Skills

18 Customer Service

14 Cover Letters

15 Screening Resumes

11 Recruiting

14 Human Resources

16 Microsoft Word

16 PowerPoint

13 Public Speaking

9 Time Management

9 Strategic Planning

Kimberly also knows about...

5 Employment Law

10 Organization Skills

7 Critical Thinking

9 Microsoft Excel

11 Microsoft Office

6 English

6 Windows

Education

**State University of New York College at Oswego**

Bachelor of Science (BS), Human Resources Management / Minor in Communication and Social Interaction

2013 – 2016

Volunteer Experience & Causes

**Americorps**

Suny Oswego Athletics

September 2013 | Children

Playdate provided activities and fun for children to ease their mind from the struggles at home

**Leaf raking**

SUNY Oswego Athletics

October 2013

October 2014 & October 2015

**Relay for Life**

SUNY Oswego Athletics

April 2014 | Health

April 2015 & April 2016

**Student Teacher**

Massapequa Public School

September 2007 – February 2013 (5 years 6 months) | Children

Student taught children activities every Saturday from September through February

Honors & Awards

**Dean's Scholarship**

SUNY Oswego

Rewarded \$1,250 annually for outstanding academic achievement.

**Dean's List**

SUNY Oswego

Fall 2013, Fall 2015

**SUNYAC All Team Award**

SUNYAC Athletics

Fall 2013

Team awarded for having a cumulative GPA of above a 3.3.

Projects

**Career Services Strategic Improvements**

Starting December 2015

My supervisor and I collaborated to accomplish three goals during this project.

1. Update our LinkedIn print and web collateral

2. Design and implement a campus-wide career fair

3. Update our employer recruitment materials with the latest information related to EEO and AA

We hit all deadlines and accomplished what we set out to do!

4 team members

**Kimberly Cassa**

Experienced Human Resource Intern se...

**Gary Morris**

Director, Career Services @ the Compa...

**Jacqueline Wallace**

Assistant Director, Career Services

**Christine Doyle**

Recruitment Specialist at Career Servic...

☐ **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. The best profiles have at least one recommendation for each position held.

☐ **GROUPS:** Join private communities, enjoy meaningful conversations, and get the latest ideas and news in your field.

☐ **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 just as valuable as paid work.

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

☐ **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.

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

Recommendations

**Internship**

Compass Navigator

**Jacqueline Wallace**

Assistant Director, Career Services

Kimberly is a high performing professional who regularly takes initiative and excels in the roles that she performs.

January 22, 2016, Jacqueline managed Kimberly at Compass Navigator

**Human Resources Intern**

SUNY Oswego Career Services

**Gary Morris**

Director, Career Services @ the Compass: State University of New York at Oswego

Kim's professionalism has served our office well. She was a Human Resource intern, and worked on projects including managing a job fair, updating our compliance documents, producing extensive educational materials regarding LinkedIn, and much more. Her work ethic is outstanding, she is highly productive and result-oriented, and has a great sense of humor. It will be... more

January 22, 2016, Gary managed Kimberly at SUNY Oswego Career Services

Groups

**Human Resources Professionals**

135,220 members

+ Join

**HR (Human Resources)**

20,488 members

+ Join

**American Society for Human Resources**

15,488 members

+ Join

**National Human Resources**

7,578 members

+ Join

**First Stage HR**

551 members

+ Join

**SUNY Oswego Career Services**

1,220 members

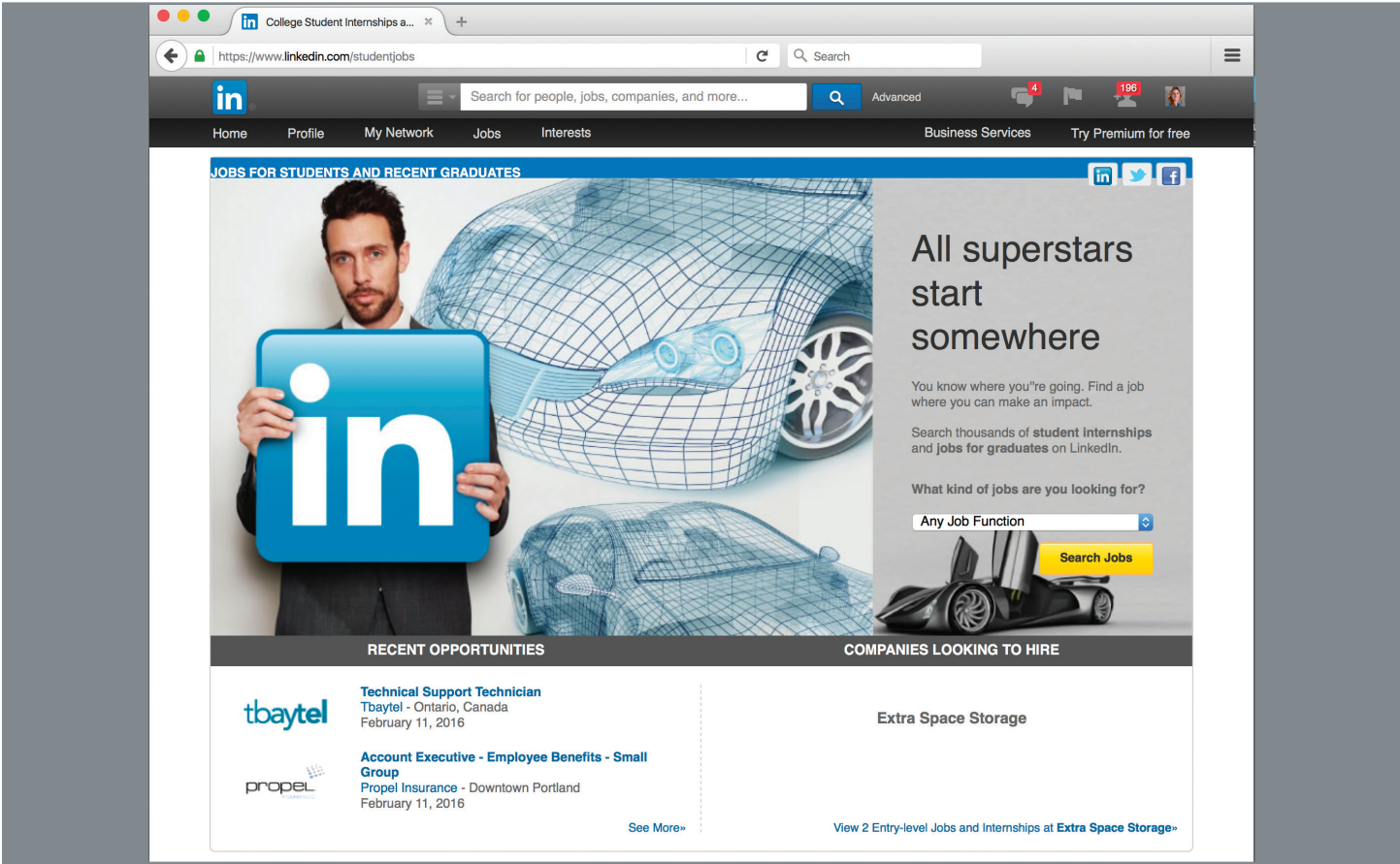
Member



# LinkedIn Student Job Portal <https://www.linkedin.com/studentjobs>

Graduating students are looking for full-time jobs, while others are seeking summer internships.

To help students during this intense time, there is a job portal for students and recent graduates providing easy access to entry-level jobs and internships at some of the best companies worldwide.



## A better job search experience for students and graduates

**They recommend jobs:** Based on your education and interests, we'll recommend jobs specifically targeted to you — right on your home page or with optional email alerts.

**Put your network to work:** Each connection you make expands your network; adding people who can provide insights into opportunities, or who can even help you land a job. Connect to fellow students and see where they've found jobs, reach out to alumni whose companies are hiring, and leverage the networks of your parents, family, friends or mentors.

**Research companies:** LinkedIn's Company Pages provide rich insights to help you explore where you want to work. Learn who companies hire, what products and services they sell, what professionals are saying about them, and who you know who works there.

**Find opportunities worldwide:** The Student Job Portal is available in all languages currently supported on the site — and you'll find jobs from top employers in locations around the world.

**Partnerships with top companies and public service organizations:** To support students and recent graduates, LinkedIn is working closely with their customers to add high-quality entry-level jobs and internships to LinkedIn that you will find through the Jobs Portal. And given the growing importance of public service jobs in today's world, they are also reaching out to non-profit organizations and government agencies to include them in this program.

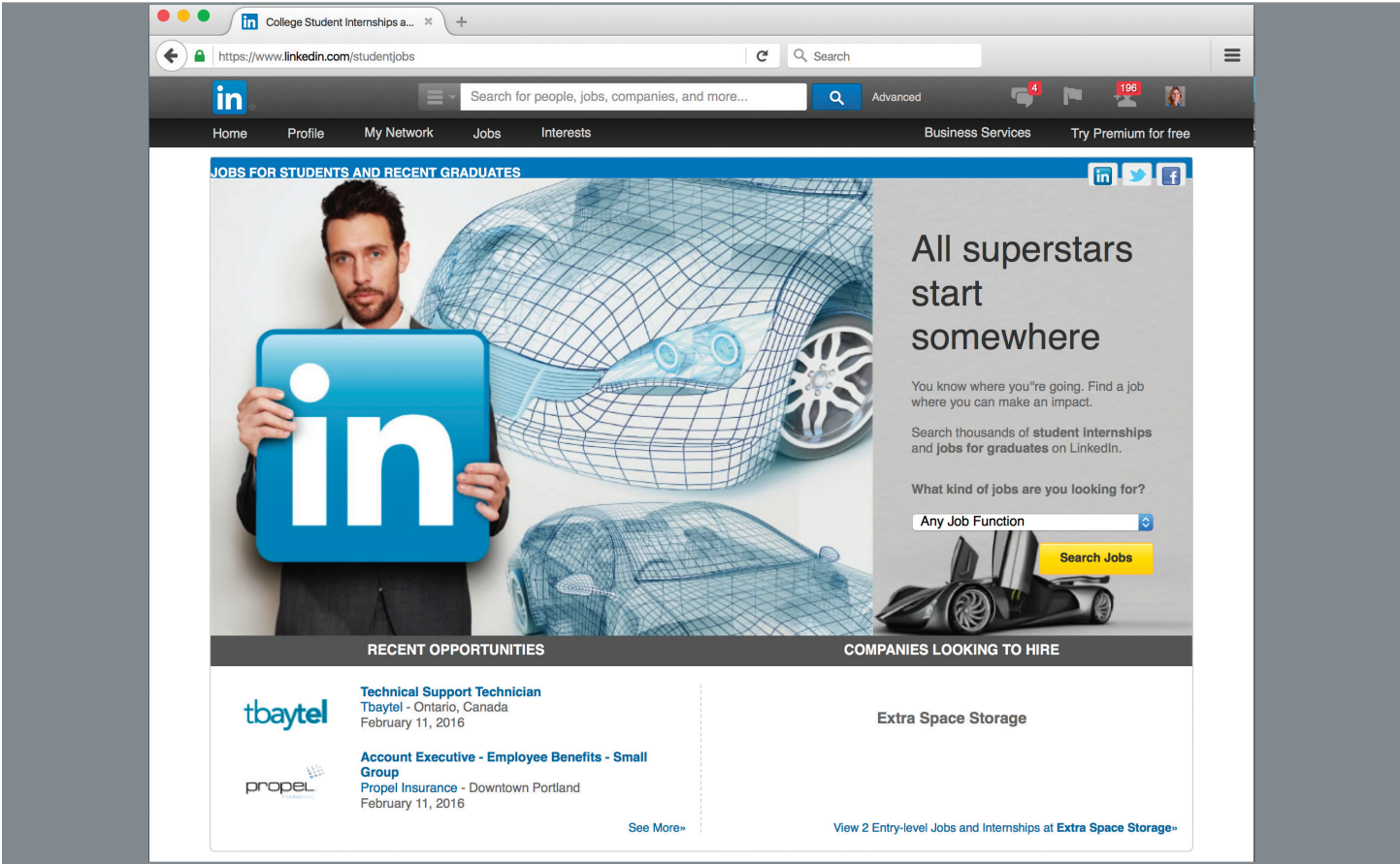
**Quick Tip!** To expand your network, join the SUNY Oswego Alumni Group. Connect to fellow students and see where they've found jobs, reach out to alumni whose companies are hiring, and leverage the networks of your parents, family friends or mentors.



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Using **LinkedIn** to Find a Job or Internship

- 1. Become an expert:** Want to stand out and learn about industries you want to get into? Check out LinkedIn Today’s news dashboard and influencer posts for the top daily headlines, join Groups, and follow new industry-specific Channels.

**2. Include keywords:** Recruiters search LinkedIn for candidates. Use the key words and phrases they use. Find examples from job descriptions you’re going after or profiles of people who have the jobs you want!

**3. Take advantage of student profile sections:** Be sure to complete the profile sections designed just for students, such as Courses, Projects, Languages, Certifications and Organizations. Keywords are good here too. Complete profiles get 40x more opportunities!

**7. Get gutsy:** Don’t be afraid to reach out directly to a recruiter on LinkedIn. One strategy is to first apply to a position you want and then send a message to the recruiter who posted the opportunity (you can often find this information in the job posting). Good luck!
- 4. Build your network:** Grow your network by sending personalized LinkedIn connection requests to everyone you know — friends, family, neighbors, teachers, colleagues, classmates, and more.

**5. Find ‘ins’ where you want to work:** Heard of LinkedIn Company Pages? Visit them for organizations you want to work for and see if you’re connected to anyone who works or has worked there. And check out LinkedIn’s Alumni Tool to see what grads of your school are up to.

**6. Search the Student Jobs Portal:** It has all the entry-level job and internship postings on LinkedIn. Search by job role or review postings from featured companies. Apply for positions and the employer will be able to see your full LinkedIn profile. (Flip this handout for info on the Student Jobs Portal)

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Invite Gary to connect on LinkedIn

How do you know Gary?

☐ Colleague

☐ Classmate

☒ We've done business together

Other...

Enter a new position (it will be added to your profile)

Company: SUNY Oswego Career Services

Your Title: Intern

Years: 2015 to 2016

☐ Friend

☐ Other

☐ I don't know Gary

Include a personal note: (optional)

Dear Gary,

It was great speaking with you at the career fair event in New York City last month. The Business Operations and Management Program is something I would be really interested in learning more about. I would definitely like to stay up-to-date on how your company is growing and where I can possibly fit in.

I look forward to hearing from you,

Kimberly Cassa

Send Invitation

 or Cancel

Important: Only invite people you know well and who know you. Find out why.

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Dear Gary,

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Hope to connect soon,

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OSWEGO  
STATE UNIVERSITY OF NEW YORK

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