

IAFP's Developing and Utilizing Your LinkedIn Profile for Graduate Students and Young Professionals

Organized by: IAFP's Student Professional Development Group

Moderator: Claire Murphy, Virginia Tech

Sponsored by the



Please consider making a contribution

This webinar is being recorded and will be available to IAFP members within one week.



Webinar Housekeeping

- It is important to note that all opinions and statements are those of the individual making the presentation and not necessarily the opinion or view of IAFP.
- All attendees are muted. Questions should be submitted to the presenters during the presentation via the Questions section at the right of the screen. Questions will be answered at the end of the presentations.
- This webinar is being recorded and will be available for access by IAFP members at <u>www.foodprotection.org</u> within one week.





Moderator Bio

Claire is a PhD candidate in the Department of Food Science and Technology at Virginia Tech and the current chair of the IAFP student professional development group.

The 2022-2023 IAFP SPDG board has made it our goal to prioritize your professional development through a plethora of events or/and activities to connect, collaborate, and learn. All of our activities were created for you and your development as a researcher, student, and IAFP member.





Presenter Bio

Lauren is the Co-founder and CEO of Propel Careers, a life science search and career development firm founded in 2009. Lauren presents often on career development topics to inspire the next generation of talent. She has recruited for > 60 innovative life sciences organizations to help them hire talent and has coached thousands of students, postdocs, medical residents and professionals to advance their careers. Before Propel, she spent about 10 years in life sciences advancing drug molecules through SNBL USA, Aptuit, Quintiles, and Absorption Systems. She has a B.S. in Biochemistry and Molecular Biology from Gettysburg College and an MBA (focused in the health sector and entrepreneurship) from Boston University. She is on Boards including: MassBioEd (Vice-Chair), National Tay-Sachs & Allied Diseases Association; and Advisory Boards: the Professional Science Masters Program at Framingham State University and NE GWISE. Lauren actively mentors young scientists through groups like the Association of Women in Science and The international center for professional development.



Developing and Utilizing Your LinkedIn Profile for Graduate Students and Young Professionals

Lauren Celano
CEO, Propel Careers
Lauren@propelcareers.com



Respond at PollEv.com/propelcareers

Text PROPELCAREERS to 22333 once to join, then text your message

Outline

- Building your Brand: What is important to you?
- Highlighting your background and experiences and
- Tailoring your Profile
- Engaging your network



Why is this Important

Science

Building your personal brand

By David G. Jensen | Sep. 14, 2016, 11:00 AM

07.13.15 HOW TO BE A SUCCESS AT EVERYTHING



Why Personal Branding Is Essential To Career Success

Creating a strong personal brand for yourself establishes you as a natural leader and opens doors.

NOV 19, 2012 @ 08:14 AM

37,497 ®



Higher Ed Jobs*

Build A Personal Brand, Not Just A Career

Academic Self-Branding

Career News | by Eileen Hoenigman Meyer Monday, January 11, 2016

APR 8, 2013 @ 08:05 AM



Personal Branding Is A Leadership Requirement, Not a Self-Promotion Campaign





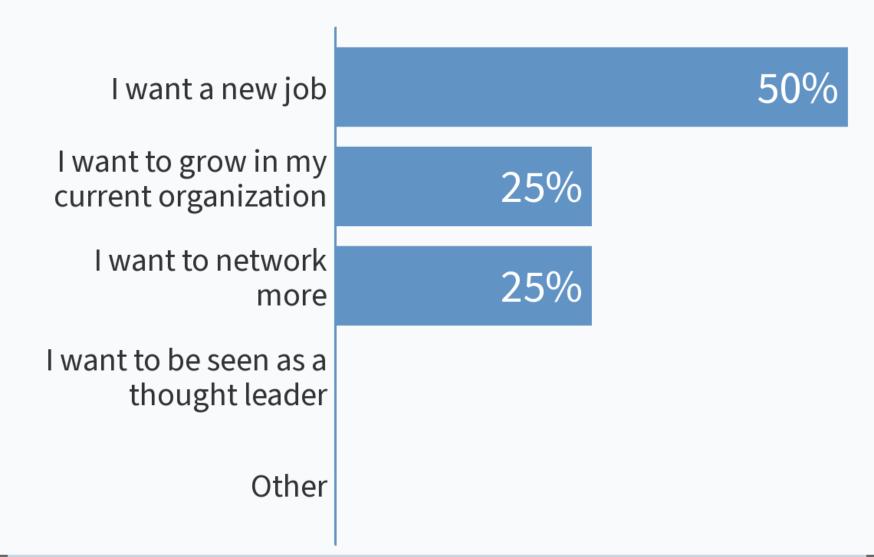
> 30 % of jobs are filled using LinkedIn

However, this is not just for filling jobs...

- Networking event follow-up
- Informational Interviews
- Keeping in touch
- Developing your thought leadership
- Learn about roles and organizations



Why are you looking to build your brand





Creating Your Brand

You control your Brand

You decide what to highlight

Customize your information for your preferred career path



What do you want to highlight?

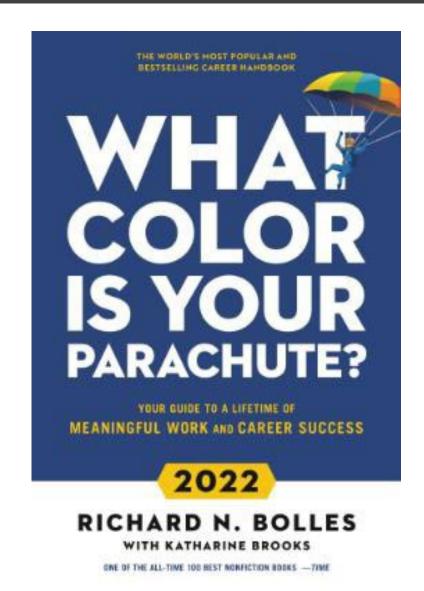
What do you Like

What are you good at

What kind of environment is a match for you



Where to Start?





Organizations Want to See Passion



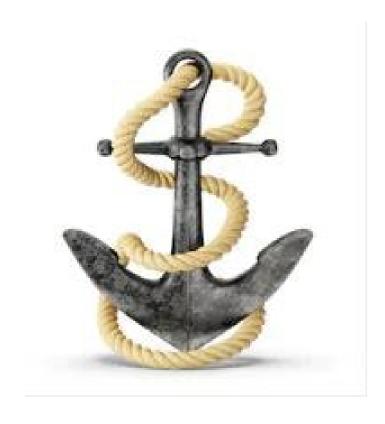


What are you passionate about (one-word)?





Use Your Anchors to Highlight your Interests / Experience



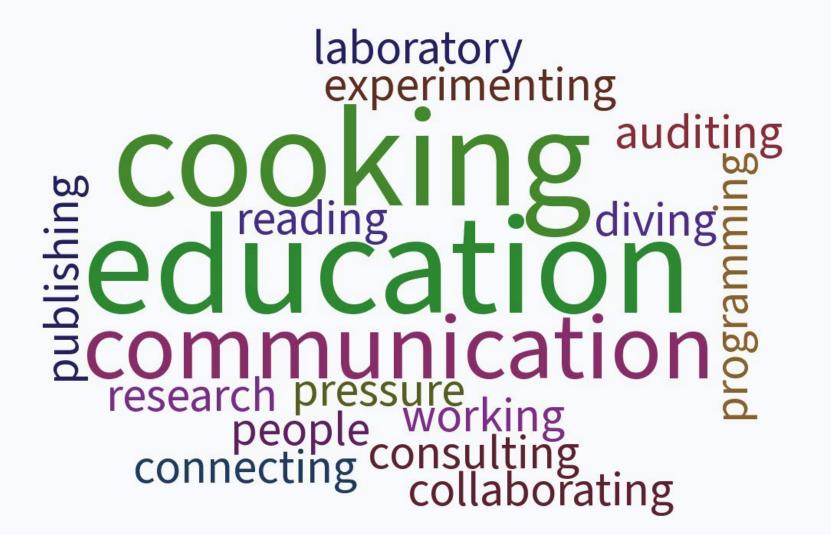


What you Like and are Good at

What are you good at?	What do you enjoy?	



What do you enjoy doing (one-word)?





Use Your Anchors to Highlight your Interests / Experience







Develop your Career Search Checklist

Outline what you want in your Career

Item	Must Have	Nice to Have	Definitely No



Use Your Anchors to Highlight your Interests / Experience









Leverage Anchors





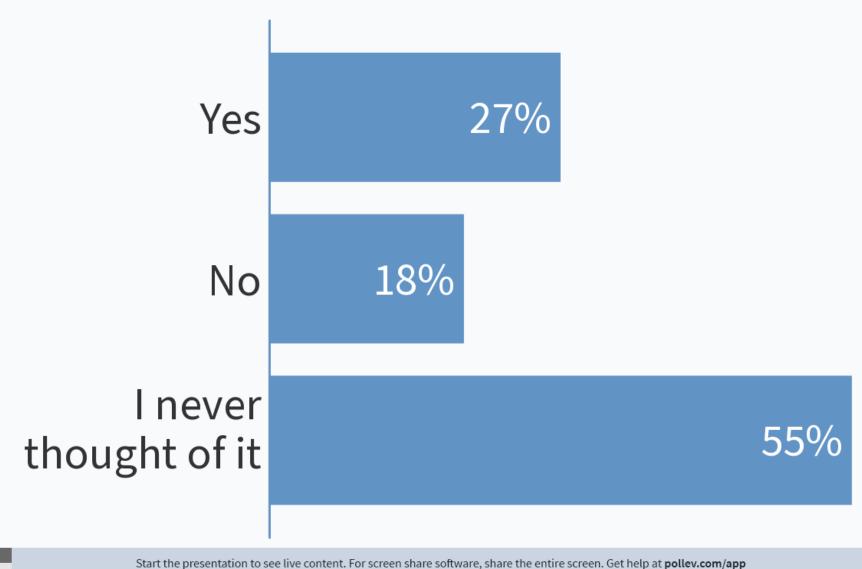
Develop your "ideal job description"

 Outline 4-6 bullet points for what you would like in a role





Have you ever created your "ideal job desc"





What makes a good or bad profile?





What do you think is the most important part of a LinkedIn Profile?

Picture

Summary Section

Experience Section

Education

Volunteer Section



55%

Your Picture











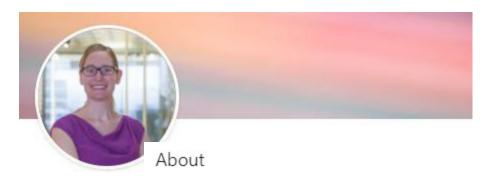




Remember – your Brand Matters! what are you trying to convey?



Have a professional LinkedIn Profile



Passionate abor connector, recri

I have the opportunity to change lives through my work. This is incredibly rewarding and I feel privileged for the opportunity.

I am very passionate about working with individuals who have strong scientific and technical backgrounds to help them find exciting growth opportunities in the life sciences industry. The people I work with want to make a difference in the lives of people and I am proud to support this. Through Propel, we build relationships and provide guidance on how individuals can position themselves for their next opportunity. We actively place individuals into positions with exciting life sciences companies, provide career coaching services and organize networking events.

Prior to Propel Careers, I was strong relationships, growing of novel therapeutics. I have and large molecule developn

Experience



Founder and CEO

Propel Careers

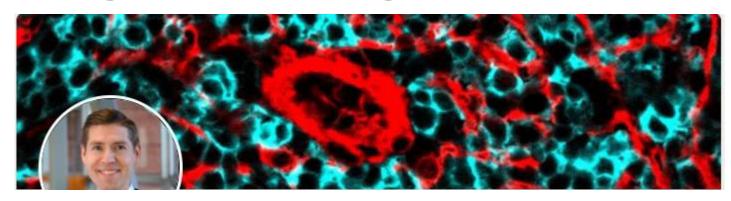
Apr 2009 - Present · 11 yrs 7 mos

Propel Careers is a recruitment firm focused on delivering a wide array of placement and career development services in the life sciences sector. We work with leading entrepreneurial life sciences companies to hire talent for their research, clinical, and commercial teams.

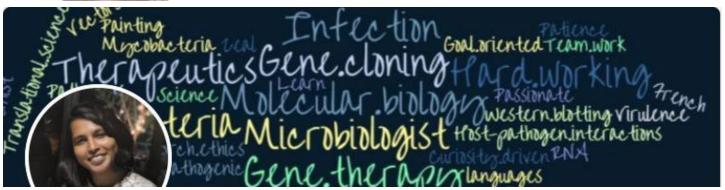
We also perform coaching services to assist talent with their career search and we speak ~50 times per year at universities and conferences on life sciences career advice/opportunities. Whether you are an undergraduate or graduate student, a recent graduate, or experienced professional, Propel's resources and network can be an asset to your career growth. The Propel website ...see more



Background Images









Build out your Profile

Background



Experience

Postdoctoral Fellow

Boston University School of Medicine
June 2015 – Present (2 months) | Greater Boston Area



Graduate Student in Pharmacology

Boston University School of Medicine August 2011 – Present (4 years) | Boston, MA





Associate Scientist

Pfizer

July 2008 - July 2011 (3 years 1 month)



Intern

Wyeth Research

2007 - 2007 (less than a year) | Cambridge, MA



Background



Summary

I am a research scientist with 15 years of experience. I am currently collaborating on an IND-enabling preclinical drug study for an atherosclerosis therapy in lupus. My research history is broad and includes studies of embryonic development, cancer, autoimmune diseases, and cardiovascular disease. I'm also interested in the epigenetic regulation of human disease. Toward that end, during my previous postdoctoral appointment I characterized the impact of several key proteins on aberrant DNA modifications in human cancer. I was awarded a grant from the National Cancer Institute for this study, and this research resulted in several high-impact peer-review publications.

Highlights of experience:

- Research experience includes genetics, developmental biology, epigenetics, oncology, and immunology
- Adept at writing and editing review articles, grants, study protocols, manuscripts for peer-review publication, and study reports for regulatory applications
- · Enjoys building cross-functional collaborations and mentoring
- · Maintains a strong work ethic and meets agressive timelines



Experience

Postdoctoral Fellow

Boston University School of Medicine

April 2014 - Present (1 year 4 months) | Boston, MA

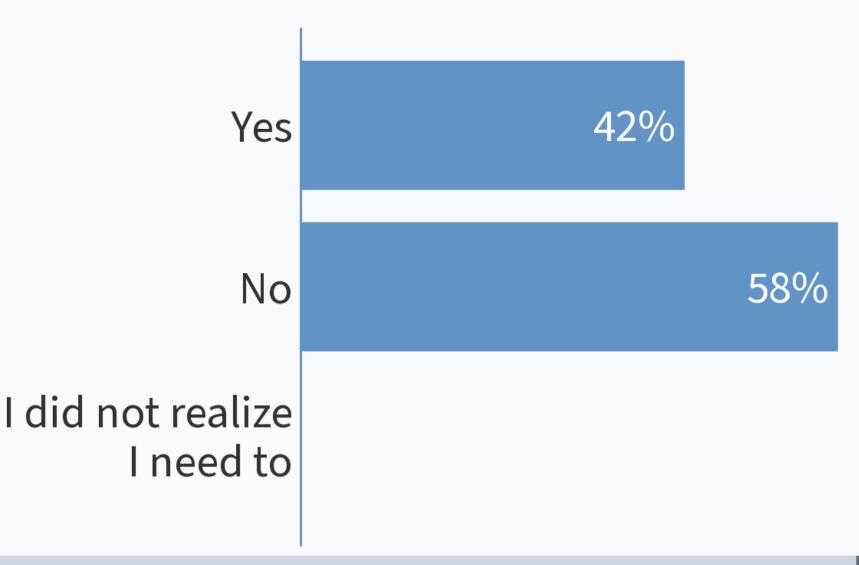


Investigating the contribution of diet and auto-immunity to cardiovascular disease and metabolic syndrome in mouse disease models of systemic lupus erythematosus and atherosclerosis

- · Performs in vivo efficacy studies for novel treatments for atherosclerosis in SLE
- Conducts systemic evaluation of drug responses in lupus mouse models including serum lipid profiling, ELISA-based expression profiling, cytokine profiling by multiplex Luminex, and FACS-based immunological profiling
- Communicates weekly progress reports to research team; regularly meets project milestones.
 Writes study reports,
- · Complies with good laboratory practice (GLP) requirements
- · Routinely performs mouse necropsy and primary cell culture
- Characterizes cell populations by cell surface and intracellular staining and by use of a BD LSRII flow cytometer (proficient with FlowJo data analysis software)



Do you have a detailed LinkedIn profile







Summary Section

Goals of the Summary Section:

- Let the reader know a little about you
- Help the reader to "help you"
- Provide a personal narrative about your career interests
- Provide insight about your background and skills that you have built
- You can personalize this summary



Summary Section – Passion

I am Synthetic Chemist who specializes in Drug Discovery, Synthetic Organic Chemistry, and Data analysis. I have 6 years of research experience in synthetic methodology, multistep synthesis and photochemistry and I'm currently pursuing a PhD in Chemistry at University at Albany.

Why synthetic organic chemist?

For me, I can see that the world has changed dramatically in the last two centuries as a result of drug discoveries. Working in this field has given me the power to replicate some of the most intriguing molecules of living in nature in technologies to construct variations of them.

It is something that makes me want to wake up every morning as I know I'm going to be working on discovery that will change the world.

I am a highly collaborative and team-oriented professional. Here's my track record of achievements as a Synthetic Chemist:





Summary – forward looking

About

I have always been interested in understanding pathways involved in biological process, disease formation and therapeutic intervention. This curiosity led me to pursue a Ph.D. and postdoctoral fellowship where I focused on biochemical and cellular mechanisms regulating cell morphogenesis, polarization, motility, and intracellular transport. Throughout these pursuits, I gained a very deep understanding of molecular and cell biology and also was able to see transferability of processes across various disease areas – spurring my interest further to answer scientific questions, sometimes irrespective of a specific disease condition.

Throughout my career, as I reflect on my experiences, a few themes seem to emerge. I have always enjoyed communicating scientific information — during presentations to industry leaders, during posters and presentations at scientific meetings, during teaching, during training /mentoring of new lab members and through discussions and interactions with audiences who have different levels of scientific understanding. I have also enjoyed working on multidisciplinary teams and doing meaningful work with people who are passionate about their projects. I am not afraid to learn new things and find it rewarding to be able to impact areas outside of my core training.







Personal Details in a Summary

I decided to work in oncology after witnessing my uncle's unsuccessful battle against glioblastoma. I strongly believe that my dedication, determination and incessant hard work have been strong pillars of my success so far.

Handling multiple multifaceted projects simultaneously has made efficient at multitasking and time-management. I love presenting, educating and interacting with diverse audiences and have been able to present at >15 national and international conferences and teach >10 classes during my graduate work. Itruly value establishing and maintaining strong and long-term relationships. During my career so far, I have been instrumental in nurturing and coordinating key scientific cross-organizational collaborations leading to novel insights for cancer pathways. In addition, I consider myself fortunate to work with people from diverse backgrounds as it provides ample opportunities to learn something new.







Summary – Highlights focus / interests

Professional Synopsis:

I am a community-centered scientist passionate about the socioeconomic empowerment of marginalized communities via science & technology, education, and business.

Science & Technology:

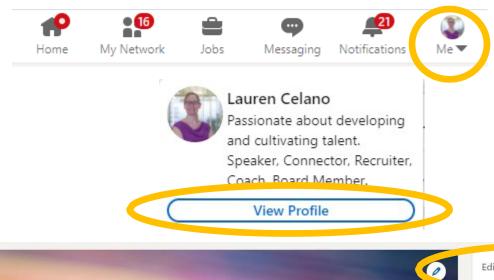
My academic research spans many aspects of cancer biology, including basic, translational, and computational experimentation. My public health research involves using data science techniques to study underrepresented populations with the ultimate goal of creating healthier, more equitable communities.

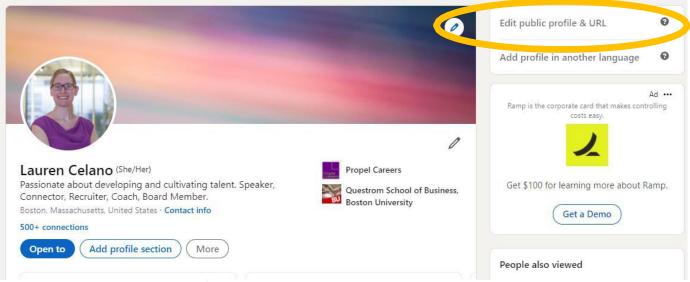
Community Advocacy:

I am passionate about community service and outreach. As such, I have served under-resourced communities in many ways, including teaching disadvantaged students in Richmond, CA, volunteering at community centers in Oakland, CA and Chicago, IL, and community speaking in Boston, MA. I have continued my community outreach and mentoring by being involved in race relations and first-generation student support for undergraduate students as a Resident Tutor for Harvard College.

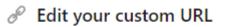


Name Your Profile



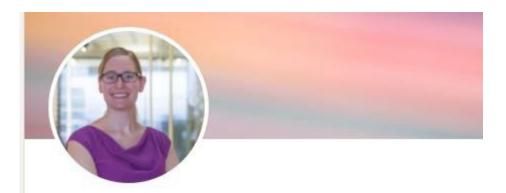






Personalize the URL for your profile.

Customize your Title



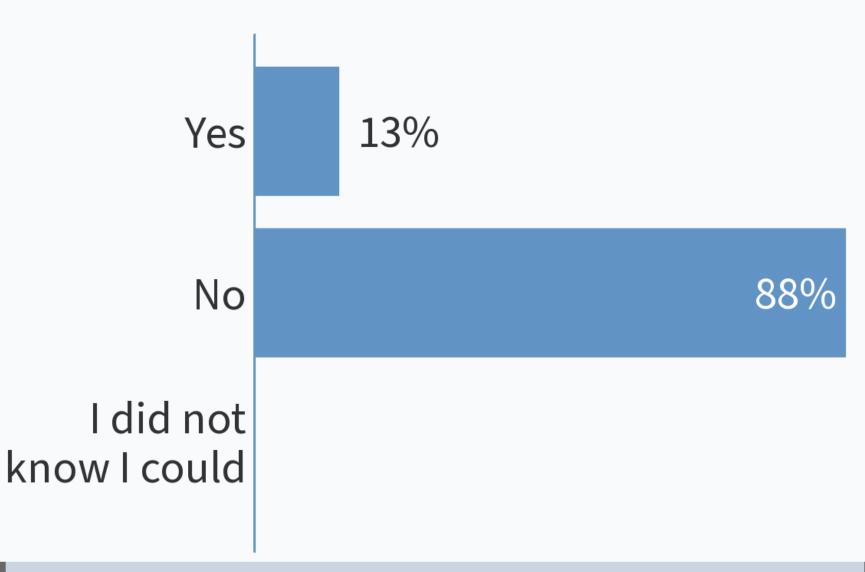
Lauren Celano (She/Her)

Passionate about developing and cultivating talent. Speaker, Connector, Recruiter, Coach, Board Member.

Your Title can be Edited –



Do you have a tailored title on LinkedIn?





Building Your LinkedIn Profile

Use resume details to build your profile

Your profile should be similar to your resume



Experience Section

Postdoctoral Fellow



Broad Institute of MIT and Harvard

Jun 2017 – Present • 4 mos Cambridge, MA

My study aims to identify novel genetically-associated molecular pathways in the innate immune cells (monocytes and microglia) that are functionally associated with Alzheimer's disease pathology and cause increased cognitive decline.

- Collaborate with faculty from Brigham and Women's (BWH) and UCB pharma on projects involving siRNA knockdown of genes of interest in Parkinson's disease.
- Investigate the role of microglia in AD pathology. To understand this I am performing a small scale siRNA screen by reducing the expression of genes involved in AD and measuring the effect of the knockdown in Abeta/Dextran uptake.
- Interact with clinicians from the Neurology division at BWH and Harvard Medical School to understand the progression of AD and provide better translational research tools.
- Using lentivirus/siRNA approach knocking down genes of interest in THP-1 cells as well as monocyte derived microglia cells.
- Established a high throughput assay for knockdown of several genes of interest in primary cells. (384/96 well plates).
- Establishing techniques that allow co-culturing of human microglia like cells with astrocytes and



Experience Section



Research Fellow in Medicine

Massachusetts General Hospital

Sep 2012 - Present • 5 yrs 8 mos

Greater Boston Area

Overview: Compromised ATR function leads to increased genomic instability, which has been linked to cancer, developmental defects, and premature aging. Understanding the molecular mechanisms by which ATR is activated and by which it functions will help elucidate the underlying mechanisms of these diseases, and help develop new therapeutic strategies for the treatment of these diseases. My research involves cross-functional and interdisciplinary collaborations while maintained efficient internal operations concerning target and signaling pathway validation, experimental method strategy and execution, and timely research deliverables.

Key Responsibilities:

- Designed overall goals for 3 projects, established collaborations, detailed timelines, developed and optimized all necessary assays, resource gathering, associated budgets, and expected timelines for both short-term and long-term deliverables, yet remained flexible to changes.
- Led two teams of 3 scientists on 2 projects, oversaw data gathering and analysis, and generated final deliverables for scientific reports and conferences, manuscript preparations, and grant proposal submissions.
- Conceived and established a new Proof-of-Concept (POC) treatment strategy for Myelodysplastic Syndrome.
- Worked in a cross-functional environment consisting of bioinformaticians, scientists, and clinicians for initial planning, data evaluation, and final deliverables and recommendations.
- Prepared regular reports or presentations on research findings, make key recommendations and justifications to support decisions for either continued or discontinued projects.



You definitely want to highlight...









Experience Section – Add Media



Co-Founder & Board Member

LearnLaunch

Feb 2013 – Present • 4 yrs 5 mos

Greater Boston Area

LearnLaunch is connecting, educating, and growing New England's ecosystem of EdTech entrepreneurs, educators, investors, companies, and policy leaders to impact innovation and transform learning. It provides a vibrant community, events, the LearnLaunchX startup accelerator, and a dedicated co-working space to advance education technology entrepreneurship in greater Boston, the education capital of the world. Have invested in 31 edtech startups.

Media (3)









LearnLaunch Founders and Board Members

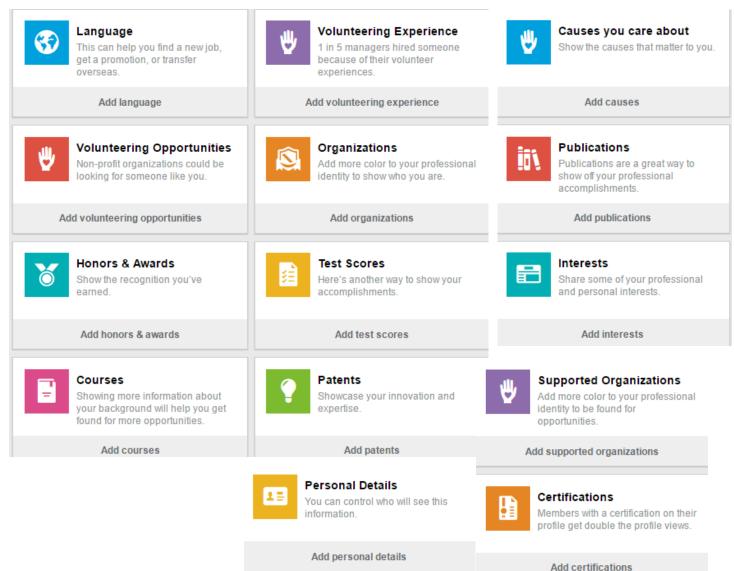


LearnLaunch Demo Day Panel June 2015





Experience Section





LinkedIn: Education

You can add details under your degree:



Oklahoma State University

Doctor of Philosophy (PhD), Microbiology and Molecular Genetics 2009 – 2012



Graduate student in the Wendy L. Picking laboratory which focuses on the structure and function of the type III secretion system.

Activities and Societies: Graduate and Professional Student Government Association (GPSGA) and 1st Annual Microbiology and Molecular Genetics Symposium

University of Kansas

2007 - 2009



Southwestern College

Bachelor of Science (B.S.), Biology, General, minor in Leadership Studies 2003 – 2007





Volunteer Section



Board Member

MassBioEd Foundation

Jan 2014 - Present · 8 yrs 11 mos

Education

MassBioEd's mission is to build a sustainable life sciences workforce in the region through educational programs that inspire and propel students, engage and excite teachers, and illuminate the pathwa ...see more



Board Member

National Tay-Sachs & Allied Diseases Association

Jan 2020 - Present · 2 yrs 11 mos

National Tay-Sachs & Allied Diseases Association (NTSAD) is one of the oldest patient advocacy groups in the country. We focus on funding research, supporting over 500 families and individuals worldwide, ar ...see more



Steering Committee Member

PD Hub

Jan 2020 - Present · 2 yrs 11 mos

Education

PDHub (Professional Development Hub) emerged from the 2016 American Society for Biochemistry and Molecular Biology (ASBMB) Summit on Sustaining the Biomedical Research Enterprise. In 2018, the ...see more



LinkedIn: Publications

You can list all of your publications with a summary:

Or a few



TALEN-mediated editing of the mouse Y chromosome

Nature Biotechnology

June 2013

As a member of a two lab team, I drove the biology related to the analysis of the Uty mutants in this study since it was a natural progression of the Utx project published elsewhere. Previous to our work, the functional study of Y chromosome genes had been hindered by a lack of mouse models with specific Y chromosome mutations. We used transcription activator-like effector nuclease (TALEN)-... more

X-linked H3K27me3 demethylase Utx is required for embryonic development in a sex-specific manner.

Proc Natl Acad Sci U S A.

July 23, 2012

In this publication, we demonstrate that an important epigenetic modifier, Utx, is required for embryogenesis in a sex-specific manner. We also demonstrate that the loss of this gene in ES cells leads to a global increase in its target substrate, H3K27me3, representing a potential mechanism for its role as a tumor suppressor. We utilized mouse genetics, embryonic stem cells and next generation... more

Direct reprogramming of fibroblasts into embryonic Sertoli-like cells by defined factors.

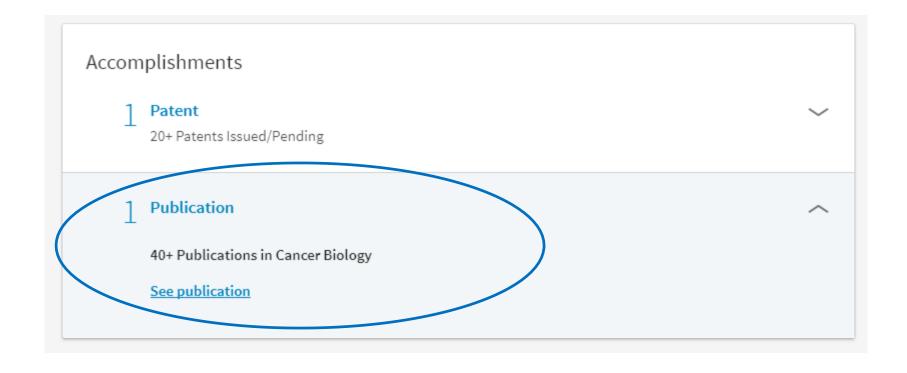
Cell Stem Cell

September 7, 2012

Here we demonstrate the generation of induced embryonic Sertoli-like cells (ieSCs) by ectopic expression of five transcription factors. We characterize the role of specific transcription factor combinations in the transition from fibroblasts to ieSCs and identify key steps in the process. These Sertoli-like cells facilitated neuronal differentiation and self-renewal of neural progenitor cells (... more



LinkedIn: Publications





Searching LinkedIn



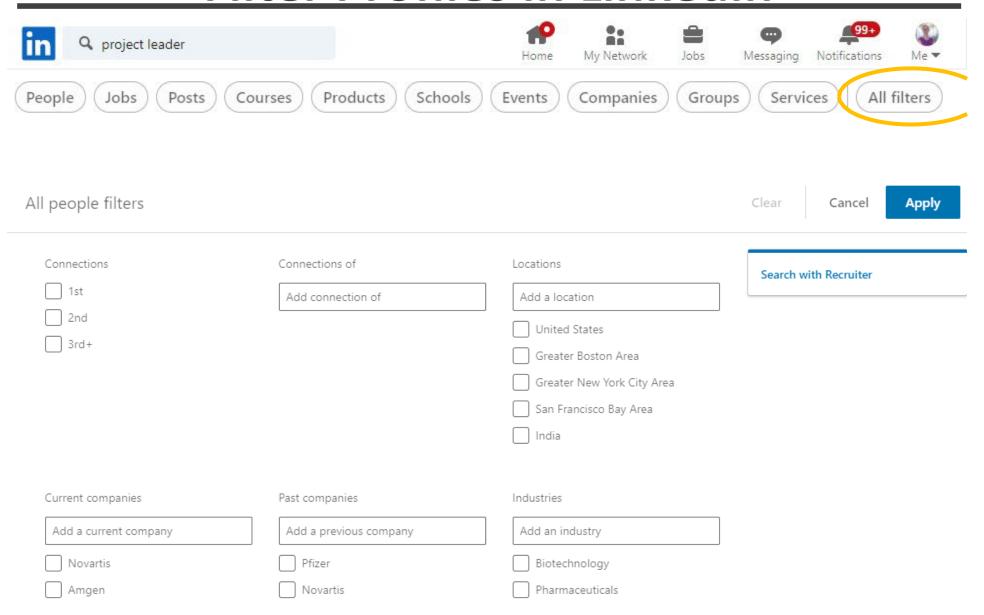


Compare LinkedIn Profiles

- Evaluate profiles for people in your desired role to help build your profile
 - Are they similar or different to you?
 - How are they describing their skills / experiences
 - Do you have similar skills?
 - Do you need to build skills?



Filter Profiles in LinkedIn





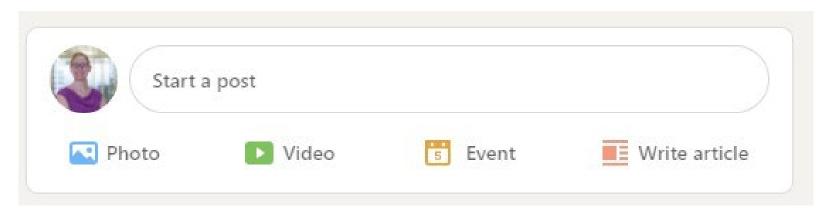
Building Thought Leadership







Updating Connections on LinkedIn

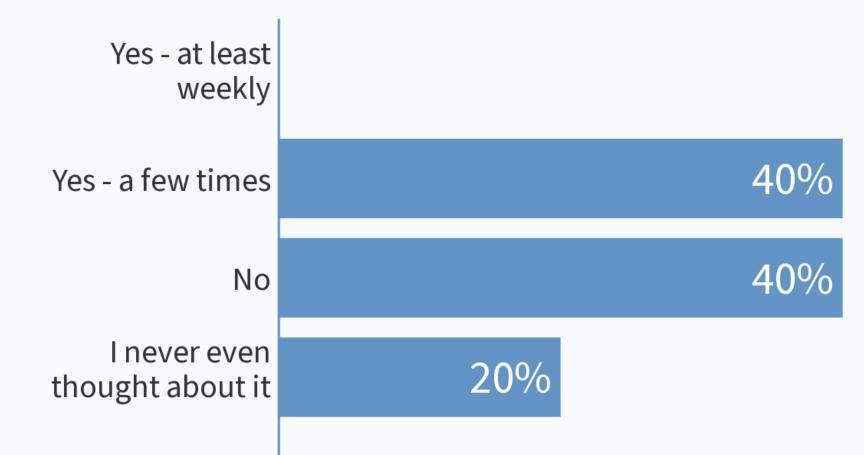


You can share updates, i.e.:

- Attendance at a conference / meeting
- Meetings you are organizing
- Mention <u>relevant</u> articles
- Upcoming presentations / panels at meetings
- Published papers
- Awards
- Etc...



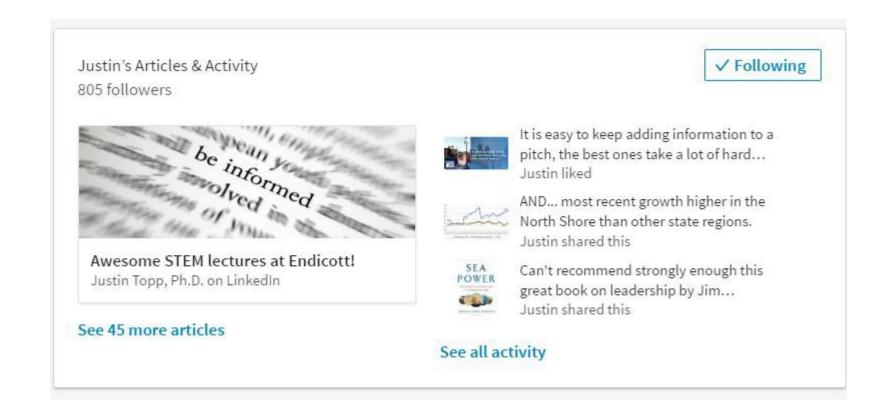
Do you use the "Post" feature in LinkedIn





None of the above

Add Articles to your Profile





Building Your Network





Building your On-line Network

Quality over Quantity!!!



Building Connections – Personal Network

- Classmates
- Lab mates
- Former colleagues
- Friends
- Mentors
- Alumni Organizations
- Organizations that you are a part of
- Connections of your LinkedIn connections
- Individuals you meet or who speak at events





Join Groups



Q life sciences groups

Groups

Posts

People

Companies

Jobs

Schools

Groups



Mass Life Sciences Start-up Initiative - MALSI

3.2K members

MALSI's mission is to ensure that Massachusetts remains the best place in the world to start, grow and nurture a life sciences company. This...



BIOVISION - The World Life Sciences Forum

877 members

BIOVISION, the World Life Sciences Forum, is run by an independent non-profit organization, the Fondation pour l'Université de Lyon and...



MITEF Healthcare & Life Sciences SIG

170 members

The Life Sciences & Healthcare Special Interest Group (LSHC SIG) is

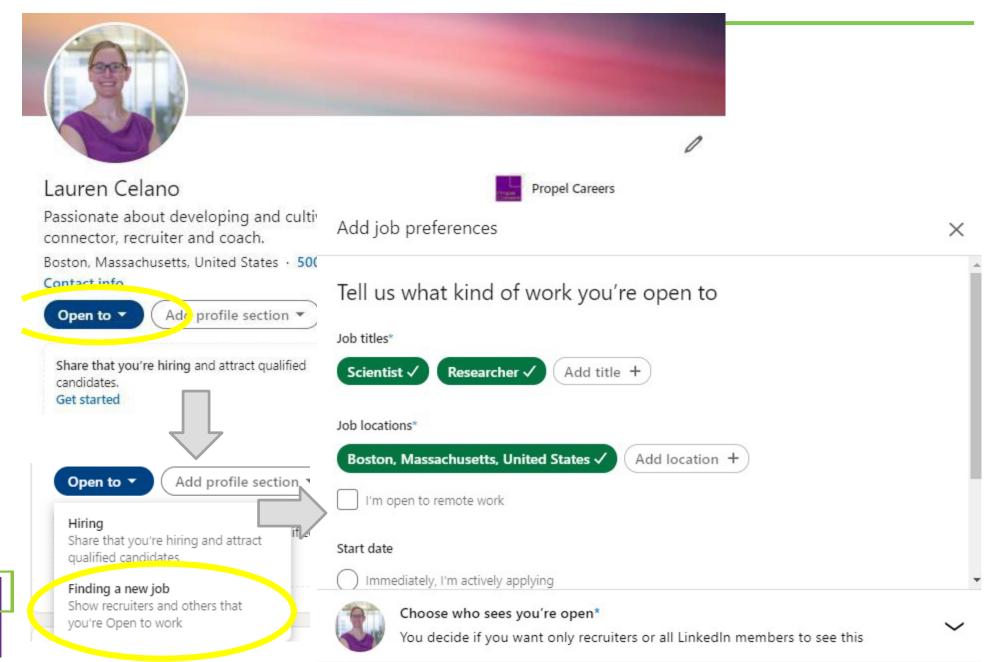


Using LinkedIn for a Job Search





Edit Profile – add Job Interests



What Recruiters See

Experienced Postdoctoral Associate studying the peripheral immune response to traumatic

brain injury and developing novel Immuno-modulatory therapeutics

Blacksburg, Virginia, United States · Research

xperience 3+ years of Postdoctoral Researcher experience

Postdoctoral Associate at Virginia Tech · 2021 – Present **Postdoctoral Associate** at Virginia Tech · 2019 – 2021

Show all (10)

Education Virginia Tech, Doctor of Philosophy (PhD) · 2014 – 2018

Loyola University Maryland, Bachelor's of Science · 2008 – 2012

Spotlights Open to work 4 roles held at company 00 1 connection Job title

Scientist • Researcher • Research Scientist • Senior Research Scientist •

Cancer Researcher

Job type

Full-time

Locations

On-site: Virginia, United States • Massachusetts, United States • Maryland, United

States

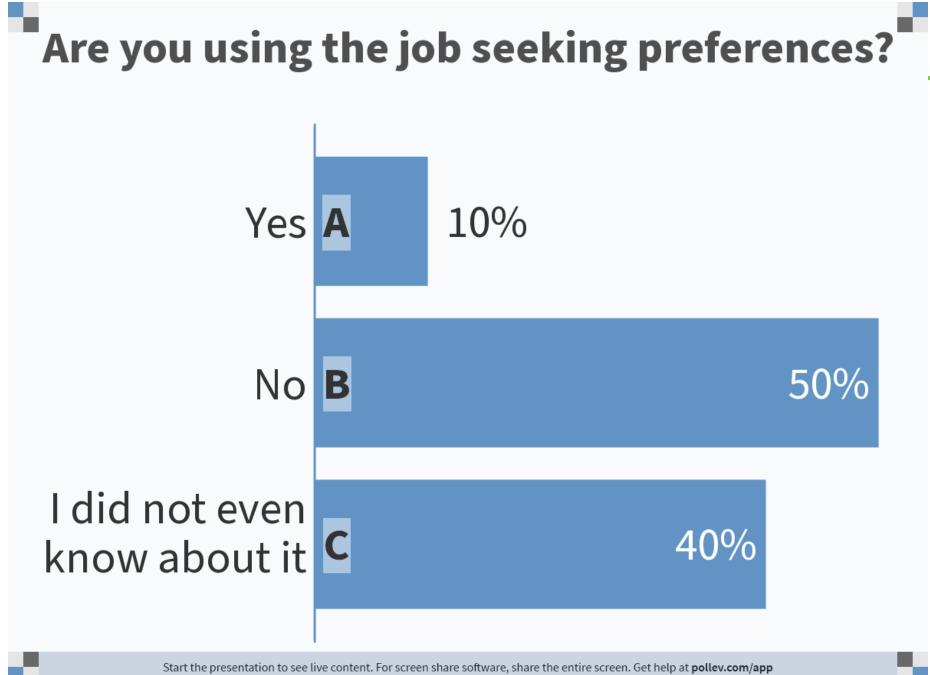
Start date

Immediately, I'm actively applying

Workplace types

On-site · Hybrid







How does HR Use LinkedIn...

Referrals
Internal and
external

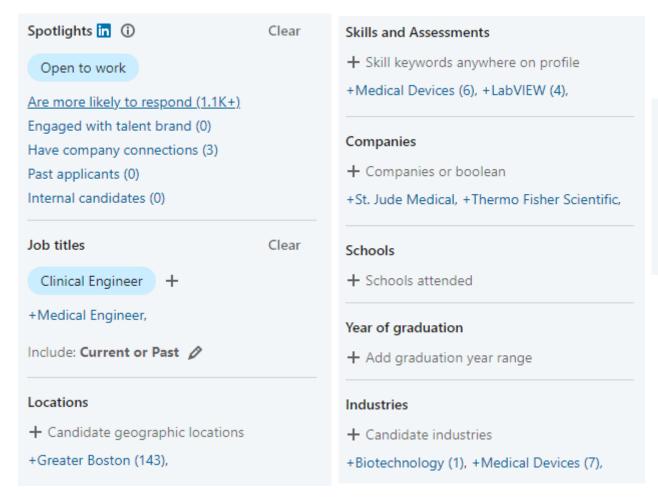
Company Recruitment Database

LinkedIn





Search options on LinkedIn...



Keywords

+ Profile keywords or boolean

Employment type

 May be open to these types of employment





I am a medicinal chemist with experience in pharmacology, computer-aided molecular design, organic synthesis, assay development and principles of pharmaceutical sciences. I work productively in both team-based and independent projects in academic settings with the mission to discover new medicine. I had 5-years experience in conducting drug design using a variety of computational tools and worked closely with synthetic organic chemist and pharmacologist to develop dual-activity small molecules. Currently, I am a Ph.D. candidate working on projects aiming to discover first-in-class chemical probes with therapeutic potential, in which I independently carried out computer-aided molecular design, organic synthesis, and biochemical assay development.

AREAS OF EXPERTISE/ TECHNICAL SKILLS

Medicinal Chemistry · Computer-Aided Drug Design · Cancer Biology · Organic Synthesis · Biochemical Assay · Peptide Chemistry · Drug Discovery · Pharmacology · Chemical Biology



Experience

Graduate Student Research Assistant

University of Michigan
February 2014 – Present (4 years 11 months) | Ann Arbor, Michigan



Advisor: Prof. Shaomeng Wang

Project 1: Development of DCN family inhibitors

- Designed and synthesized first-in-class selective DCN family inhibitors to interrogate neddylation biological system
- Development of fluorescence polarization assay to evaluate binding affinity of synthesized small molecule inhibitors
- Development of SPR assay to test the direct binding Kd of synthesized small molecule inhibitors



Contact Details: Connect with Propel



Lauren Celano

Founder and CEO

Propel Careers

cell: 215-370-2285

email: <u>Lauren@propelcareers.com</u>

Twitter: @Propel_Careers

Facebook: Propel Careers

LinkedIn: Propel Careers Web:

www.propelcareers.com





Contact Information

Lauren@propelcareers.com

Claire Murphy Cmarik@VT.edu





Questions





Upcoming Webinars

December 6, 2022 Navigating the USAJOBS Application Process

January 31, 2023 A Comparison Between Manual and Automated Microbial Testing Methods

Register at https://www.foodprotection.org/events-meetings/webinars/



Be sure to follow us on social media









@IAFPFOOD

international-association-for-food-protection

@IAFPSPDG







International Association for Food Protection

IAFPFood

IAFP Student Professional Development Group



This webinar is being recorded and will be available for access by **IAFP** members at www.foodprotection.org within one week.

Not a Member? We encourage you to join today.

For more information go to: www.FoodProtection.org/membership/

All IAFP webinars are supported by the IAFP Foundation with no charge to participants.

Please consider making a donation to the <u>IAFP Foundation</u> so we can continue to provide quality information to food safety professionals.

