BU Center for Career Development
100 Bay State Road, Sixth Floor
Boston, MA 02215  617-353-3590

• Visit BU CareerLink for internship/job postings and more: careers-bu-csm.symplicity.com/students

• Check out our website for our services: www.bu.edu/careers
  • Career Counseling
  • Workshops/Info Sessions
  • Resume and Cover Letter Reviews
  • Campus Recruiting

• Like us on Facebook (buccd) & follow us on Twitter (@BU_CCD)
Some facts...

• World’s largest professional networking site: 200 million users

• A new member joins every second

• As of September 30, 2012, LinkedIn counts executives from all 2012 Fortune 500 companies as members; its corporate talent solutions are used by 85 of the Fortune 100 companies.

• More than 2.6 million companies have LinkedIn Company Pages.
• As of the school year ending May 2012, there are over 20 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.

• 80-90% of all hires from personal network

• 93% of employers use LinkedIn for hiring

• If LinkedIn were a country, it would have the 5th largest population in the world... bigger than Brazil and smaller than Indonesia... with a population equal to France, UK, and Italy combined
Use LinkedIn to...

• **Job search**: through contacts and listings
  – Increase visibility to prospective employers

• Further **professional development** (groups, connections)

• **Learn** about different careers/career paths

• **Research employers/companies**

• By companies, to **publish job openings**

• By recruiters, to **proactively identify potential candidates** and to screen candidates before interviewing

• **Enhance online presence**
Sign up for an account

http://www.LinkedIn.com

follow the prompts...
Be great at what you do.

Get started – it’s free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (6 or more characters)

Join Now

By joining LinkedIn, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy.

"LinkedIn connects me to opportunities and talent in my area."

Mae O'Malley – Founding Attorney at Paragon Legal
At sign-up...

- Skip importing contacts
- Customize your URL
- Establish privacy settings
- Basic vs. Premium

• Turn on/off your activity broadcasts
• Select who can see your activity feed
• Select what others see when you've viewed their profile
• Select who can see your connections
• Change your profile photo & visibility
• Show/hide "Viewers of this profile also viewed" box
Profile

– Photo
– Headline
– Activity section
– Background

• **Summary:** use relevant keywords (show page)

• **Experience:** Uploading resume

• **Skills & Expertise:** endorsements

• **Education**

• **Additional sections:** Courses, Organizations, Volunteer Experience, Projects, Languages, Publications, Honors/Awards, Test Scores, Patents, Certifications

• **Recommendations:** min. of 3, 1 from each employer
Jesse Ohrenberger
Assistant Director at Boston University Center for Career Development
Greater Boston Area | Higher Education
Current: Boston University
Previous: Boston University, MIT Global Education & Career Development, Revolution Prep
Education: Boston College
www.linkedin.com/in/jesseohrenberger
Jesse Ohrenberger is now connected to Jo O'Connor, Associate Professor of Public Relations at Boston University, Mary Gianotti, Student at Boston University, and 1 other person.
2 days ago

Jesse Ohrenberger
Mashable Dream Job Series http://lnkd.in/jWPQvJ

How to Land a Job at Spotify
mashable.com · New year, new job? In our new Dream Job series, Mashable will take you behind the scenes at five hot startups, and we'll give you the scoop on how to land a job there, what positions are available, what kind of people they're...

Like · Comment · Send a message · Share · 3 days ago

Amanda C. Peters endorsed the skills and expertise of Jesse Ohrenberger
Jesse is endorsed for: Career Counseling.

Endorse Connections · Like · Comment · 6 days ago

Jesse Ohrenberger joined the group Boston College
Join Group · 8 days ago
Experienced career counselor and educator with interests in the use of technology in career counseling and higher education.

Counsel undergraduates, graduates and alumni at Boston University.

Specialties:
Career Counseling
Mock Interviews
Resumes and Cover Letters
Strong Interest Inventory and MBTI
Networking
Social Media
Technology
Presenting
Teaching
Tutoring
**Assistant Director**  
Boston University  
March 2012 – Present (11 months) | Center for Career Development

• Counsel undergraduates, graduate students, and alumni in their career development process including resume, cover letter and personal statement critiques, mock interviews, self-assessment (MBTI and Strong Interest Inventory), choosing a major, networking and job and internship searching.  
• Create and present workshops to groups of students and alumni on career related topics. Collaborate with Assistant Directors to standardize workshop content.  
• Develop learning goals and questions for learning outcomes assessments to be integrated into future workshops.  
• Recruit, select and train career ambassadors to conduct resume and cover letter reviews.  
• Lead counseling team in Lean Six Sigma initiative to alter counseling format from 50 to 30 minute appointments while maintaining quality of service.  
• Develop career resources including online workshop for resume writing for upload onto website. Compile resources and information on case interviewing to distribute to students. Update and add content to office guides on resumes, cover letters, graduate school, job searching and interviewing.  
• Provide professional development to Assistant Directors on the use of LinkedIn and Twitter in job searching  
• Benchmark with other BU offices and other universities on peer mentor programs.

**Career Counselor**  
Boston University  
June 2011 – March 2012 (10 months) | Center for Career Development

**Career Assistant**  
MIT Global Education & Career Development  
August 2009 – June 2011 (1 year 11 months)

• Counseled undergraduates, graduate students, and alumni in their career development process including critiquing resumes, cover letters, personal statements, conducting mock interviews, self-assessment in drop-in and hour-long appointments.  
• Created and presented career related live workshops and webinars; workshops include organizing your job search, internship search, career planning, finding your career in nonprofits, defining your career with...
Use relevant keywords

Most endorsed for...

13  Career Counseling
6   Career Development
5   Resume Writing
4   Cover Letters
4   Higher Education
3   Teaching
2   Excel
2   PowerPoint
2   Social Media
1   Outlook

Jesse also knows about...

1   Project Planning
1   Career Exploration
1   Interviewing
1   Counseling
1   Mock Interviews
1   Job Search
1   MBTI
Identify professionals by skill

Skills & Expertise

Staying ahead of the curve has never been this easy

Discover the skills you need to succeed. Learn what you need to know from the thousands of hot, up-and-coming skills we're tracking.

Enter your skill or expertise

e.g. Product Management, Javascript, Family Law

Search

Discover world-class professionals and related skills in tens of thousands of fields.

iPhone ▲50% y/y

Top Cities: San Francisco, CA, Cupertino, CA, Palo Alto, CA, San Jose, CA, Mountain View, CA

Related Skills

Objective-C  Blackberry  RIM
iPod  OpenGL ES  Wii
BREW  Xcode  WebKit
Interface Builder  Android  Symbian
Physical Therapy

Primary Industry: Health, Wellness and Fitness

Physical therapy (or physiotherapy), often abbreviated PT, is a health care profession primarily concerned with the remediation of impairments and disabilities and the promotion of mobility, functional ability, quality of life and movement potential through examination, evaluation, diagnosis and physical intervention carried out by Physical Therapists (known as Physiotherapists in some countries) and Physical Therapist Assistants (known as Physical Rehabilitation Therapists in some countries)...

More on 'Physical Therapy' at Wikipedia »

Related Companies

Physiotherapy Associa
Health, Wellness and Fitness: Philadelphia Area
Follow

Accelerated Rehabilitation Centers
Health, Wellness and Fitness: Chicago Area
Follow

Athletico
Health, Wellness and Fitness: Chicago Area
Follow

ATI Physical Therapy
Health, Wellness and Fitness: Chicago Area
Follow

SOMT
Education Management, Utrecht, Netherlands
Follow

Physical Therapy Professionals

Diane Lee
Owner, Diane Lee & Associates
Diane graduated from the University of British Columbia with a Bachelor degree in the Science of Rehabilitation in...

Mike Reinold
Head Physical Therapist at Boston Red Sox
Dr. Michael M. Reinold, PT, DPT, SCS, ATC, CSCS is considered a leader in the field of sports medicine,...

Gwen Simons
Lawyer and Physical Therapist
Legal counsel and business consultant to Physical Therapists around the country. Clients have also included ...

Timothy Flynn
Expert Clinician & Physical Therapist Educator
Dr. Flynn is board certified in Orthopaedic Physical Therapy (OCS), a Fellow of the American Academy of...
COURSES

Boston College

• Career Development
• College Student Affairs
• Student Development in College

EDUCATION

Boston College
MA, Higher Education Administration
2009 – 2010

- 3 courses

Boston College
BA, Psychology, Communication
2001 – 2005

Student Research Assistant at the Feldman Barrett Emotional Experience Lab
Connections

• Levels of connection
• Who to connect to
• Getting introduced through a connection
• Etiquette
• Personalizing invitation
Joining Groups

• Alumni
• Professional interest/s
• Current affiliation – company, school...
• Participate in discussions
• Get daily or weekly updates
• Hear about professional development events
• Read and share links to articles of interest
Ask & answer questions

New Questions From Your Network

1. Why is LinkedIn retiring LinkedIn Answers on January 31?
   - 4 answers | Asked by lu suSi (2nd) | 1 hour ago in Using LinkedIn

2. Farewell Answers. You have been a companion.
   - 9 answers | Asked by Bob McIntosh, CPRW, MBTI (2nd) | 7 hours ago in Using LinkedIn

3. Job Application Follow-Up Best Practices
   - 10 answers | Asked by Sina Dahi (2nd) | 1 day ago in Staffing and Recruiting

4. Are there certification alternatives to BA in Communications?
   - 3 answers | Asked by Ebonie Townsend (2nd) | 1 day ago in Certification and Licenses

5. what type of account is one that you follow?
   - 5 answers | Asked by Barbara Marx Hubbard (2nd) | 1 day ago in Using LinkedIn

This Week's Top Experts

more open questions »
Creating a LinkedIn Group
Click on the ‘Groups’ tab and click ‘Create a Group’
You can choose Alumni Group or Networking Group

Choose this option to restrict access to only your alumni or students – this keeps out SPAM

Open Groups allow discussions to be visible to everyone not just members
MANAGE YOUR LINKEDIN GROUP EFFECTIVELY

1. Determine your purpose and activity level
   - Lay out Group Ground Rules
   - Send Welcome Emails
   - Use Manager’s Choice

2. Post to the group
   - Start discussions/conversations and make sure you add value
   - Deal with SPAM
   - Use the polling feature

3. Join in other group discussions and offer help and assistance whenever you can

4. Promote your group on LinkedIn and ask your group members to do the same

5. Invite people what you want in the group
   - Create Subgroups

6. Post your LinkedIn group URL on other social networks and on your main website
Invite your alums or preapprove anyone with an @bu.edu email address

Create Subgroups for Years or programs
Check requests often – approve, decline or send a message. There is also notation capability.
ADDITIONAL RESOURCES

• **Videos and guides for students:**
  http://learn.linkedin.com/students/

• **“Help” section** – Search for answers to questions about all aspects of LinkedIn

• **Webinars:** http://learn.linkedin.com/training/

• **Excellent blog article:**