Reviving your LinkedIn Profile

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Outline

- Why is LinkedIn Useful?
- What type of career do you want?
  - Why does this matter?
- Tips to build / revive your LinkedIn profile
  - What parts are important?
  - How do you highlight your background and experiences
- Additional ways to use LinkedIn
  - Job Search and Thought leadership
A Few Pointers to Keep in Mind

- You create and control your Brand!
- Focus on Quality of connections, not Quantity
- Tailor your Profile for the Role(s) you want
- Be professional
> 30% of jobs are filled using LinkedIn

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

- Networking event follow-up
- Informational Interviews
- Keeping in touch
- Searching for types of roles and companies to gain insight
Building Your Profile
Remember – your Brand Matters!
what are you trying to convey?
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

**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 am 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
- Relishes building cross-functional collaborations and mentoring
- Maintains a strong work ethic and meets aggressive 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
- Compliance 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 LSRIII flow cytometer (proficient with FlowJo data analysis software)

What do you think of Chelsea’s profile?
LinkedIn: Summary – Is this Important?

Program Director, BU's BEST
Boston University School of Medicine
February 2015 – Present (6 months)

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Tailor your Summary – Empower People to know what you want

**Background**

**Summary**

I am a postdoctoral research biologist in neuro-oncology with expertise in cancer stem cells, preclinical murine models, molecular and cell biology. My research is to identify and verify novel therapeutic targets for glioblastoma, the most common primary brain tumor, with the medium survival of patients 14 months. I hope my research will improve the treatment for patients with glioblastoma.

I am interested in leveraging my scientific experience to solve business problems. I participated in Harvard consulting club, case competition, etc. I also interned in the Harvard Office of Technology Development, where I analyzed the potential application, market size, commercialization challenges of innovations from the Harvard research community.

**Background**

**Summary**

A creative and enthusiastic Ph.D. scientist with a diverse background in metabolic/cardiovascular disease, inflammation, neuroscience, and oncology. Extensive experience designing, optimizing, and executing laboratory experiments using a wide array of innovative in vitro and in vivo methodologies. Proven ability to identify and validate therapeutic targets through critical evaluation of assays in light of whole organism physiology. Enjoys exploring new areas of biology with a track record of adaptability to novel therapeutic areas and technical expertise.

**Background**

**Summary**

Immunologist with extensive expertise in the study of autoimmune diseases including lupus and type 1 diabetes (T1D). Professional with solid background in clinical trial execution and drug development process in the area of lupus. Examples of my excellent communication and leadership skills include founding the association of Spanish scientists in the USA (ECUSA)-Boston chapter, establishing multidisciplinary team collaborations and spearheading numerous scientific and professional events for different organizations.

**xpert Profile:** • Lupus • Type 1 diabetes • Autoimmunity • Clinical trials • Drug development

I love what I do and can't wait to get out of bed early, 7 days a week.
You could add the following to the Summary:

- Anticipated completion time
- Preferred location(s)
- Preferred role(s) (e.g. bench research, consulting, etc)
- Preferred type of organization(s) (e.g. small biotech, non-profit, pharma, etc)
- Specific techniques
- Relevant non-technical information (coursework, internships, etc)
- Email address
- Resume
- Greencard / Citizen Status
Build out your Profile
What makes a good title?
LinkedIn: Current Position

- It is good to add details for your current position:

- **Program Director, BU's BEST**
  Boston University School of Medicine
  February 2015 – Present (6 months)

- **Office of Professional Development and Postdoctoral Affairs Volunteer**
  Boston University School of Medicine
  December 2013 – February 2015 (1 year 3 months) | Greater Boston Area

Our major focus is to create a database of BU alumni that want to serve as professional development mentors to current trainees as a part of a new training program for professional development.
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
LinkedIn: Publications

- You can list all of your publications with a summary:

- Or......

**Publications**

**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:

- You can highlight 1-2 and add a clickable Pubmed link to the others:

**30+ Publications in Cancer Biology**

*Improving survival by exploiting tumor dependence on stabilized mutant p53 for treatment*

*Nature*

*2015*

Mutant p53 (mutp53) proteins, specifically stabilized in tumor but not in normal cells, often acquire novel gain-of-functions (GOF) that promote malignant progression, metastasis and chemo-resistance. However, it was previously unknown whether mutp53 is a therapeutic target in vivo. Here we use a novel mouse model of inactivatable hotspot p53 mutation (flox R248Q) and show that tumors (allo-... [more](#))
LinkedIn: Volunteer Activities

- You can list your volunteer activities, with details:

![Volunteer Experience & Causes]

Co-Chair and Feral Clinic Coordinator
Spay Worcester
March 2011 – Present (4 years 5 months) | Animal Welfare

As the Feral Clinic coordinator from 2010-2012 I organized and coordinated efforts between ~200 caretakers and ~40 trappers in over two dozen rounds of trapping. These efforts achieved the original two year goal of targeted Trap/Neuter/Return (TNR) of 1000 free-roaming cats in Worcester, MA. Met target of granting organization ($100,000 - PetSmart Charities) ahead of schedule, and under budget.

From 2013-2015, I will perform the same duty as Feral Clinic Coordinator, with the new goal of targeted TNR of 1200 free-roaming cats (Pet Smart Charities grant for $67,000 renewed June, 2013).

I have also developed a multifunctional database to facilitate interactions between Spay Worcester leadership and volunteers, Spay/Neuter and veterinary service providers, rescue and shelter partners, caretakers, and the granting organization.
Details you can Add

Languages
Publications
Honors & Awards
Test Scores

You can also add...
Courses
Patents
Certifications
Volunteering & Causes

Additional Info

Interests
Personal Details
Advice for Contacting Lauren

Lauren can be reached at Lauren@propelcareers.com

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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?
Building Thought Leadership
Updating Connections - LinkedIn Status Bar

- You can decide who to share this with:
  - Public
  - Public and twitter
  - Only your connections

- You can share updates such as:
  - Upcoming presentations
  - Published papers
  - Awards
  - Attendance at a conference
  - Meetings you are organizing
  - Mention relevant articles
  - Etc...

Join Relevant Groups

1,034 results for Life Sciences

**Life Sciences Opportunities in EU (Biotech, Pharma, Healthcare)**
- Group dedicated to opportunities in Europe, in Life sciences, Pharma, Biotech, Healthcare industry, research & development...
- Very Active: 87 discussions this month • 38,202 members
- 8,897 in your network • Similar

**Health Care, Bio, Pharma and Life Sciences**
- [Subgroup]
- Health Care, Bio, Pharma and Life Sciences... alumni training business job healthcare life science...
- Very Active: 109 discussions this month • 21,266 members
- 3,409 in your network • Similar

**Life Sciences in Europe**
- The purpose of this group is to bring the professionals within the European Life Sciences industry...
- Active: 47 discussions this month • 21,883 members
- 3,034 in your network • Similar

**Life Sciences**
- Life Sciences, Biotech, and medical research. Life Science deals with living organisms, their life processes, and...
- Active: 27 discussions this month • 12,482 members
- 1,588 in your network • Similar

**Healthcare & Life Sciences**
- This is a group to expand our network and share ideas. We welcome Confidential; Not for Distribution. July 27, 2015
Comment on Relevant Group Discussions

Pharma, Biotech and Academic Alliances are increasing, what best practices exist to successfully manage the alliances

Discussion type: General ○ Job ○ Promotion

A Few Additional Features to be Aware Of
Naming your Profile Link

Lauren Celano
CEO, Propel Careers
Greater Boston Area | Biotechnology

Edit experience
Edit education

www.linkedin.com/in/laurencelano/

Your public profile URL
Your current URL

www.linkedin.com/in/laurencelano

Customize your public profile URL • View your public profile

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Privacy Settings on LinkedIn

Click on your picture

Click on Privacy settings

Click on Privacy & Settings

Click "Turn off activity broadcasts".

If not, your network gets notified each time something changes.

Click on again click when you are done updating

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What people see when you view their profile

Privacy Controls
- Turn on/off your activity broadcasts
- Select who can see your activity feed
- Select what others see when you’ve viewed their profile
- Turn on/off How You Rank
- Select who can see your connections
- Change your profile photo & visibility
- Show/hide “Viewers of this profile also viewed” box
- Manage who you’re blocking

You Choose what is Visible

Public Profile

Lauren, take control of how you appear in public search results.

Lauren Celano
CEO, Propel Careers
Greater Boston Area | Biotechnology

Current
Connector at Boston World Partnerships at Boston World Partnerships
Founder and CEO at Propel Careers

Past
Team Leader at Boston University
Sr. Acct Manager, Business Development at SNBL USA
Account Manager, Business Development at Aotuit, Inc

Education
Boston University - School of Management
Gettysburg College
University of East Anglia

Recommendations
7 people have recommended Lauren

Connections
500+ connections

Lauren Celano's Summary
I am very passionate about working with individuals who have strong scientific and technical backgrounds to find exciting growth opportunities in the life sciences industry. 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 a successful business development professional with a proven track record of

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In Summary

- You control your Brand
- Develop a profile that is professional
- Highlight your skills and experiences so that others can see them
- Utilize tools to develop your thought leadership and presence in your area of expertise
Contact Details: Connect with Propel

Full time jobs and Internships

Coaching: Resume, LinkedIn, Job Search, etc

Newsletter

Networking Events

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