
Reviving your LinkedIn Profile



Lauren Celano
CEO, Propel Careers

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Confidential; Not for Distribution. July 27, 2015

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



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Your Picture



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



VS

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 aggressive timelines



Experience

Postdoctoral Fellow

Boston University School of Medicine

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

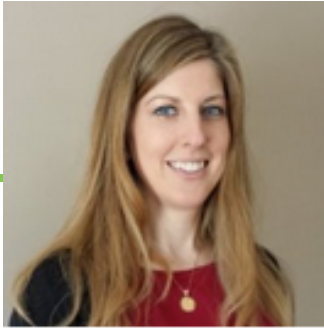


Investigating the contribution of diet and auto-immunity to cardiovascular disease and metabolic syndrome in mouse disease models of systemic lupus erythematosus and atherosclerosis

- 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,
- 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)



What do you think of Chelsea's profile ?



Chelsea Epler

1st

Program Director, BU's BEST at Boston University School of Medicine
Greater Boston Area | Research

Previous

Boston University School of Medicine, UT Southwestern Medical Center at Dallas, Oklahoma State University

Education

Oklahoma State University

Send a message


View in Recruiter

111 connections

<https://www.linkedin.com/pub/chelsea-epler/55/b9b/9b3>

Contact info


Background

 Experience

Program Director, BU's BEST

Boston University School of Medicine


February 2015 – Present (8 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.

Post-Doctoral Researcher

Boston University School of Medicine

January 2013 – February 2015 (2 years 2 months) | Greater Boston Area




The lab focuses on structural studies of biological macromolecular assemblies in order to understand cellular function. My concentration is on transmission electron microscopy studies of the type III secretion system and polio virus infectious processes. To elucidate these mechanisms I have used molecular biology, imaging techniques, and computational techniques extensively. I have had the opportunity to participate in preparing and writing of grant applications as well as training and supervising younger trainees in the initiation of molecular cloning.




LinkedIn: Summary –Is this Important?

Background

 Experience

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





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.

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

Background



Summary

I love what I do and can't wait to get out of bed early, 7 days a week.

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Summary: Adding Details



Summary

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



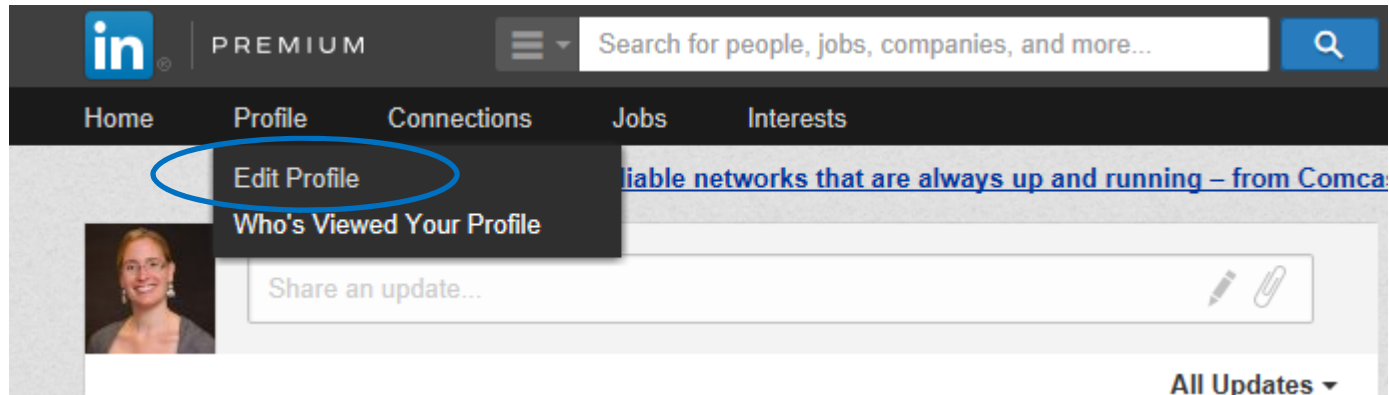
Background



Summary

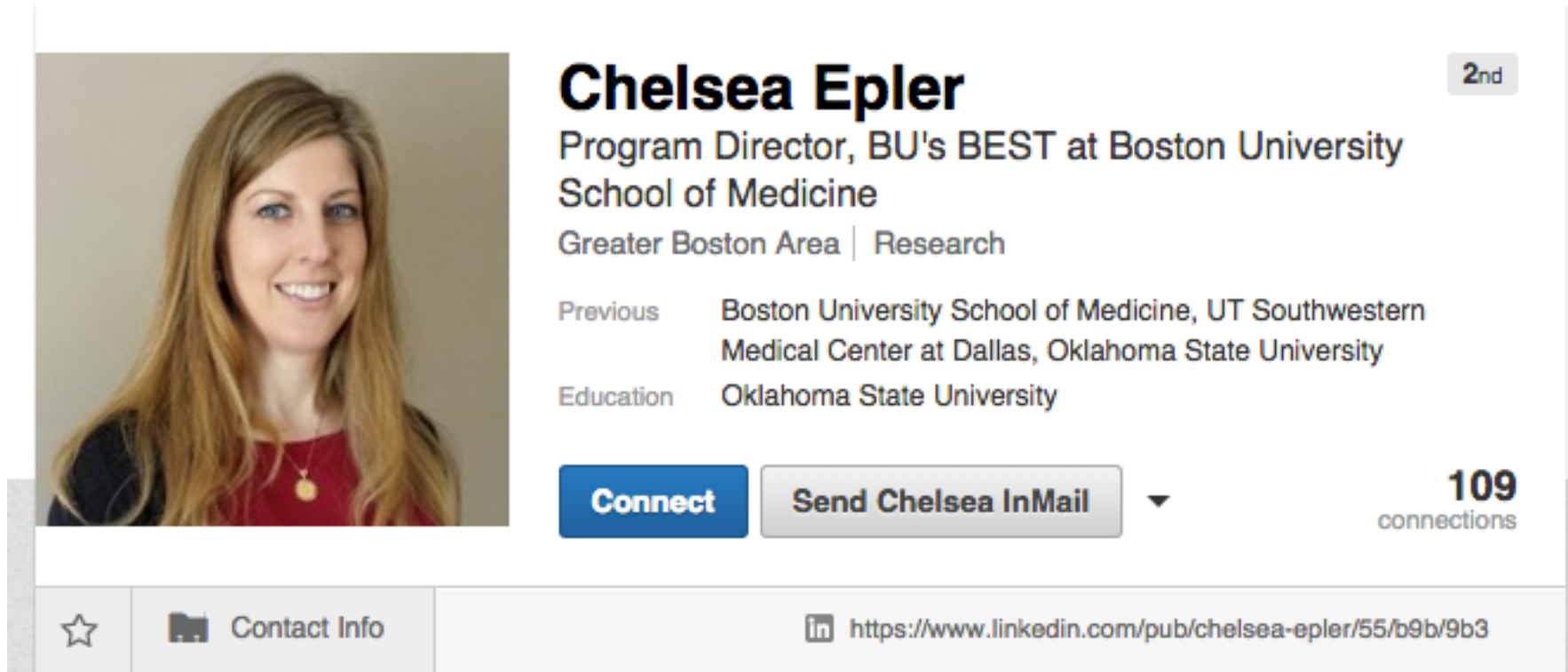


Build out your Profile



LinkedIn Title:

What makes a good title?



A screenshot of a LinkedIn profile for Chelsea Epler. The profile includes a profile picture of a woman with long blonde hair, a red top, and a gold necklace. To the right of the picture, the name "Chelsea Epler" is displayed in large bold text, followed by the title "Program Director, BU's BEST at Boston University School of Medicine" and the location "Greater Boston Area | Research". Below this, the "Previous" section lists "Boston University School of Medicine, UT Southwestern Medical Center at Dallas, Oklahoma State University" and the "Education" section lists "Oklahoma State University". At the bottom of the profile section are two buttons: "Connect" and "Send Chelsea InMail". To the right of these buttons, it says "109 connections". At the bottom of the profile section, there is a star icon, a "Contact Info" button, and a URL: "https://www.linkedin.com/pub/chelsea-epler/55/b9b/9b3".

Chelsea Epler 2nd
Program Director, BU's BEST at Boston University School of Medicine
Greater Boston Area | Research

Previous Boston University School of Medicine, UT Southwestern Medical Center at Dallas, Oklahoma State University
Education Oklahoma State University

Connect Send Chelsea InMail

109 connections

Contact Info <https://www.linkedin.com/pub/chelsea-epler/55/b9b/9b3>

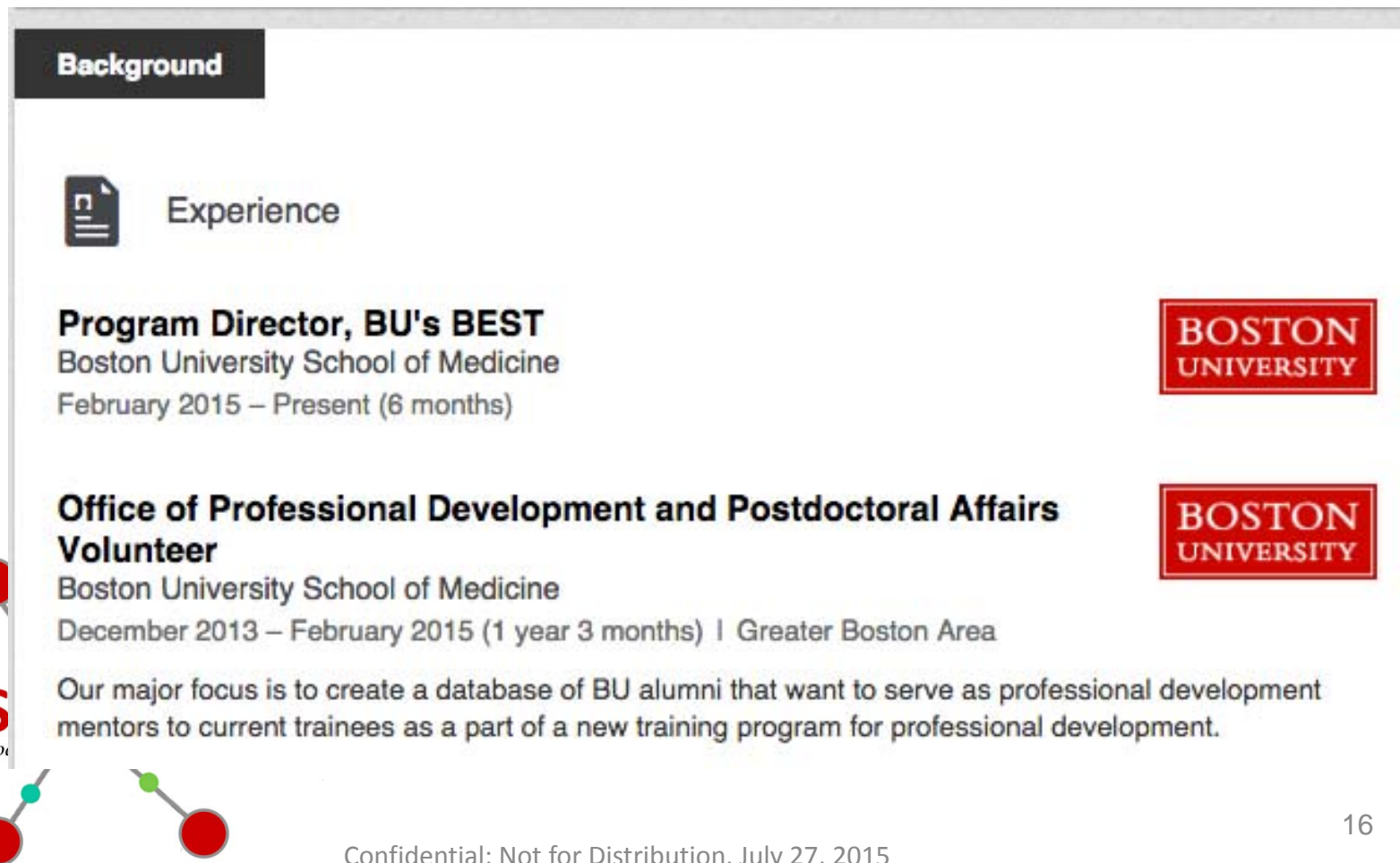


Develop your Title




LinkedIn: Current Position

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



The screenshot shows the 'Background' section of a LinkedIn profile. It features a dark grey header with the word 'Background' in white. Below this is a section titled 'Experience' with a document icon. Two job entries are listed, each with a Boston University logo to its right. The first entry is for the role of 'Program Director, BU's BEST' at the 'Boston University School of Medicine' from 'February 2015 – Present (6 months)'. The second entry is for 'Office of Professional Development and Postdoctoral Affairs Volunteer' at the 'Boston University School of Medicine' from 'December 2013 – February 2015 (1 year 3 months) | Greater Boston Area'. A description for the second role states: '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.' The BU's BEST logo is visible in the bottom left corner of the screenshot area.

Background

 Experience

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.

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LinkedIn: Education

- You can add details under your degree:



Education

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



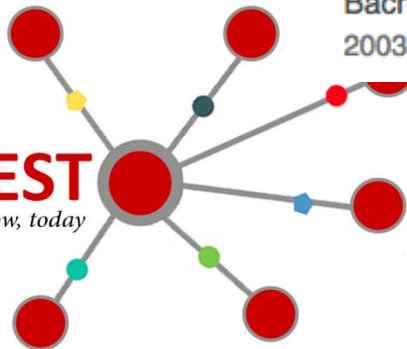
Southwestern College

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



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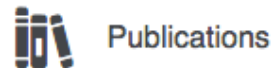
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LinkedIn: Publications

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

- Or.....



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:



Publications

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 chemoresistance. 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**

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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).

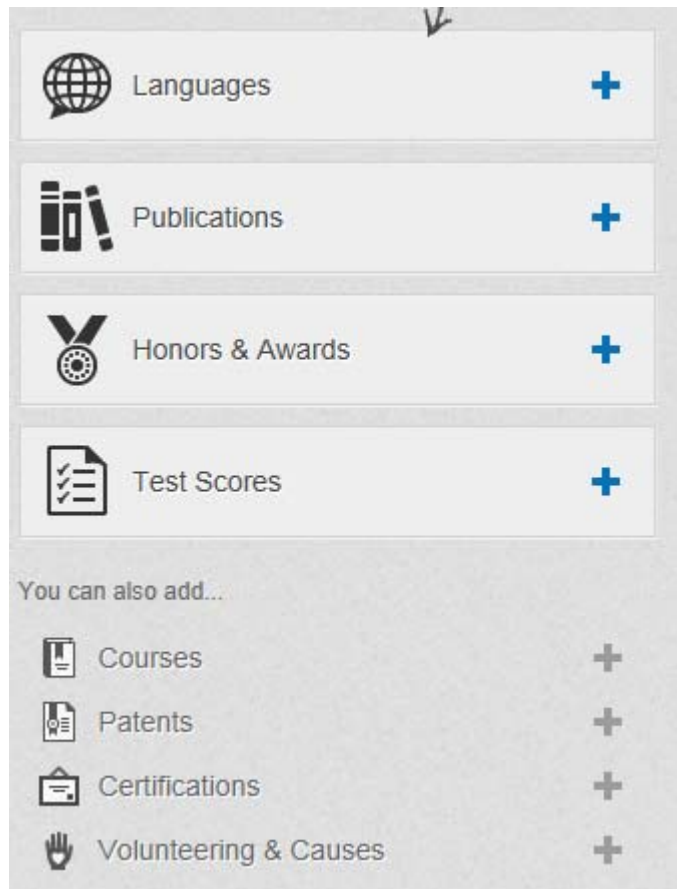
I have also developed a multifunctional database to facilitate interactions between Spay Worcester leadership and volunteers, Spay/Neuter and veterinary service providers, rescue and shelter partners, caretakers, and the granting organization.

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Details you can Add



↓

-  Languages 
-  Publications 
-  Honors & Awards 
-  Test Scores 


You can also add...


-  Courses 
-  Patents 
-  Certifications 
-  Volunteering & Causes 



Additional Info

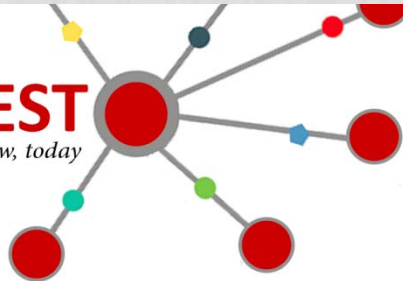
Interests  [Edit](#)

Personal Details  [Edit](#)

Advice for Contacting Lauren  [Edit](#)

Lauren can be reached at Lauren@propelcareers.com

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Compare LinkedIn Profiles

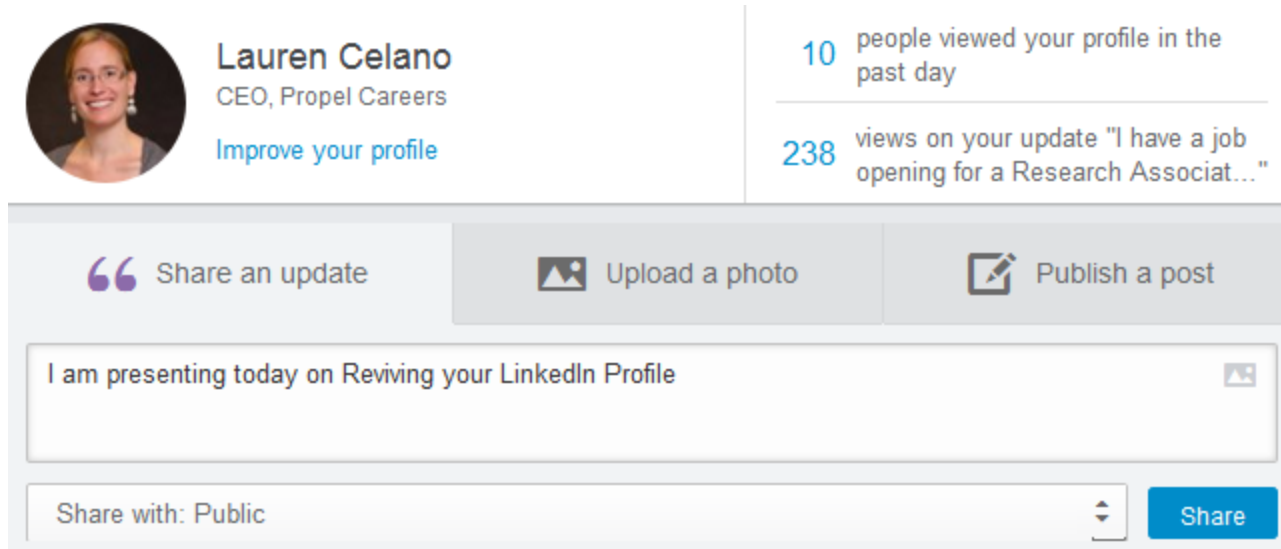
- Evaluate profiles for people in your desired role to help build your profile
 - Are they similar or different to you?
 - How are they describing their skills / experiences
 - Do you have similar skills?
 - Do you need to build skills?



Building Thought Leadership



Updating Connections - LinkedIn Status Bar



Lauren Celano
CEO, Propel Careers
[Improve your profile](#)

10 people viewed your profile in the past day

238 views on your update "I have a job opening for a Research Associat..."

Share an update Upload a photo Publish a post


I am presenting today on Reviving your LinkedIn Profile


Share with: Public [Share](#)

- 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





1,634 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

[Join](#)



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

[Join](#)




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

[View](#)




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

[Join](#)




Healthcare & Life Sciences


This is a group to expand our network and share ideas. We welcome

[View](#)

Comment on Relevant Group Discussions



ALLIANCE
MANAGEMENT
& BUSINESS DEVELOPMENT
NETWORK


Your Activity

Pharma, Biotech and Academic Alliances are increasing, what best practices exist to successfully manage the alliances 82

Add more details...(optional)

Discussion type: ☒ General ☐ Job ☐ Promotion

Share

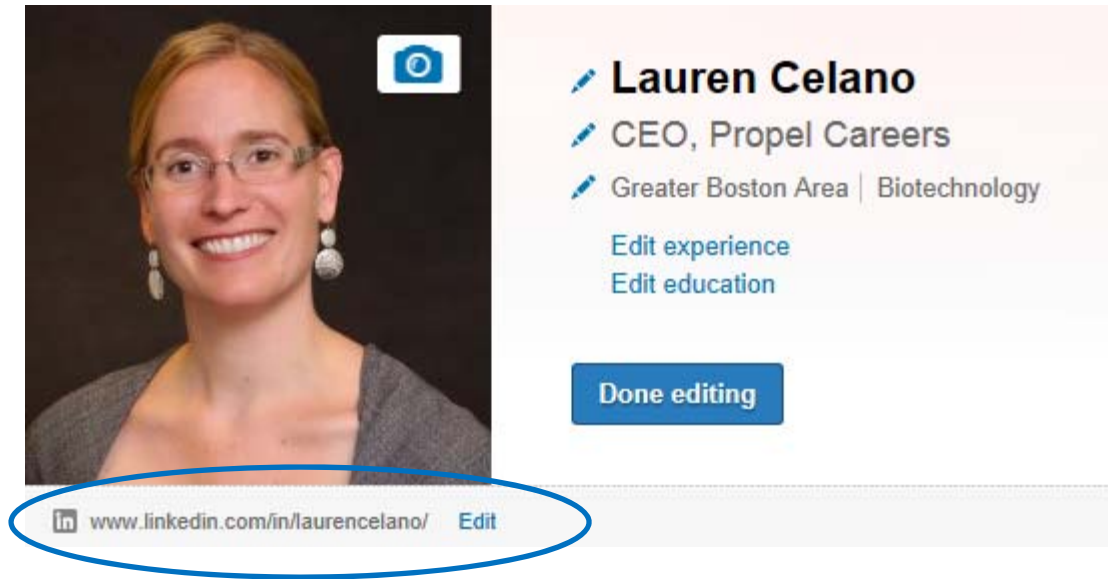
Popular Recent



A Few Additional Features to be Aware Of



Naming your Profile Link



Your public profile URL

Your current URL

www.linkedin.com/in/laurencelano

[Customize your public profile URL](#) • [View your public profile](#)

Privacy Settings

in Search for people, jobs, companies, and more... Advanced 999

Home Profile Network Jobs Interests Business Services Upgrade

[Tell your professional network you're hiring with a LinkedIn job post - click to learn more >>](#)

Share an update...

All Updates ▾

LinkedIn Today recommends this news for you

The Most Valuable Lesson That Changed My Life
James Caan on LinkedIn • If you want to be truly successful in life then one of the first things to do is understand and accept the concept of...
1d

The Jobs That Launched The Biggest Names in Business
linkedin.com • 1d

The World's Most Powerful People 2013
forbes.com • 8h

The Most Powerful Person in the Office
online.wsj.com • 1h

PEOPLE YOU MAY KNOW

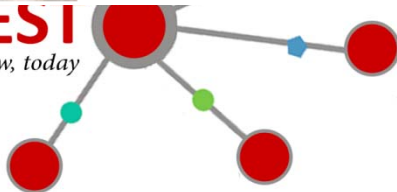
- Meghan Conway Robbins, Yoga Instructor
+ Connect
- Patrick Hogan, SR. Research Technician at Boston University
+ Connect
- Maja Sedic, Postdoctoral Research Fellow at Tufts
+ Connect

See more »

AMERICAN EXPRESS
REWARDS MADE EASY
Free Reward Certificate with Purchase

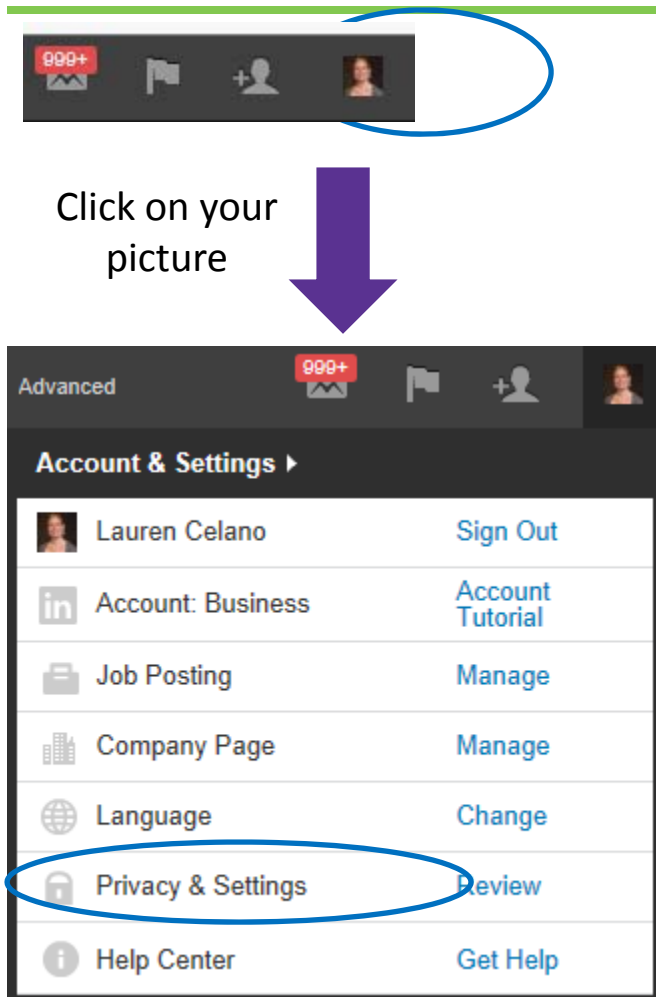
achieve
3759 876543 21001
Award for Outstanding Achievement

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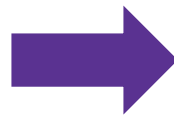


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Privacy Settings on LinkedIn



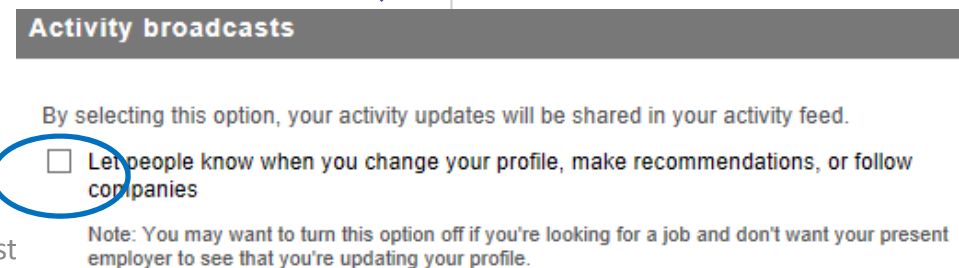
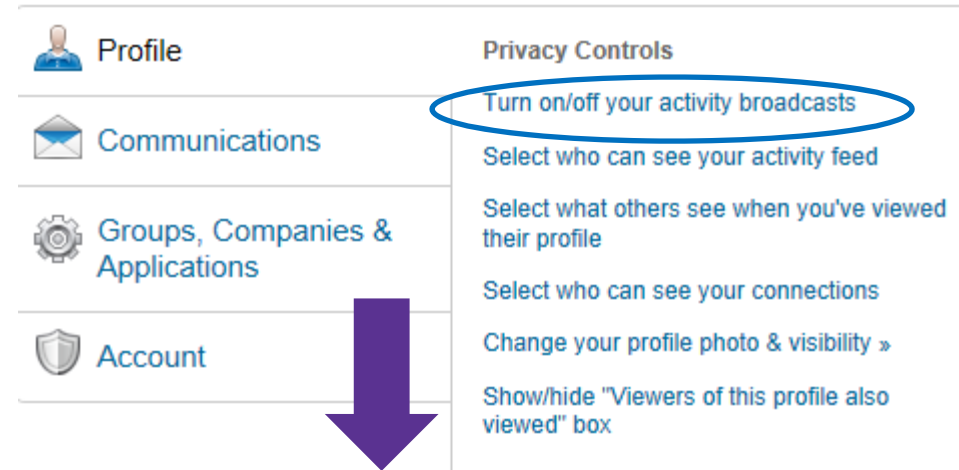
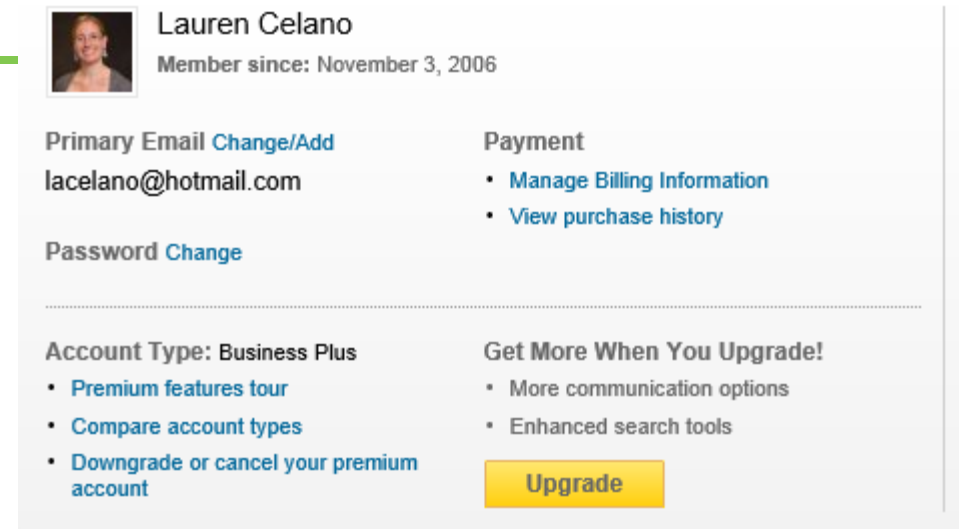
Click on your picture



Click "Turn off activity broadcasts".

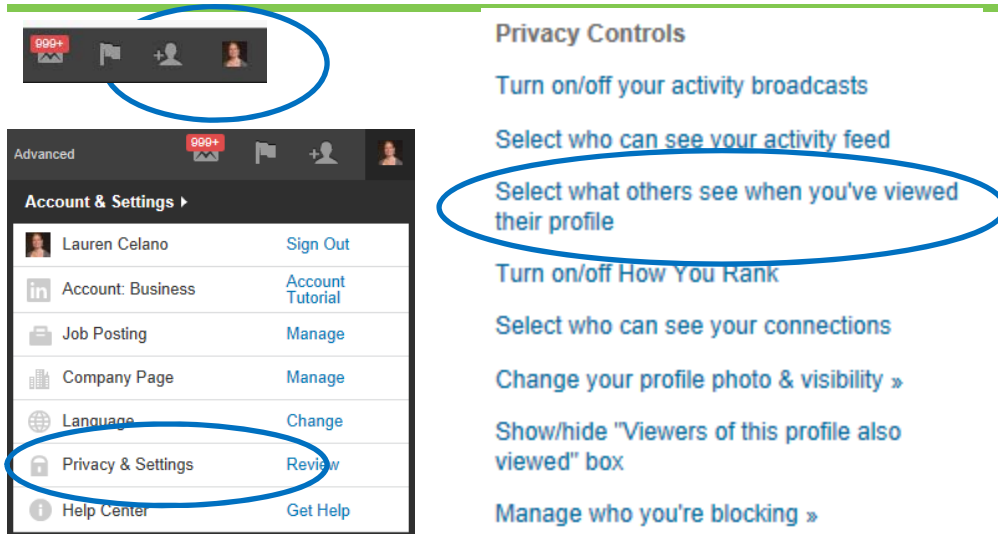
If not, your network gets notified each time something changes.

Click on again click when you are done updating



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What people see when you view their profile



The image shows two parts of the LinkedIn interface. On the left is the 'Account & Settings' menu, where 'Privacy & Settings' is circled in blue. On the right is the 'Privacy Controls' page, where 'Select what others see when you've viewed their profile' is circled in blue. A purple arrow points from this option to a modal window below.

Account & Settings


- Lauren Celano Sign Out
- Account: Business Account Tutorial
- Job Posting Manage
- Company Page Manage
- Language Change
- Privacy & Settings Review**
- Help Center Get Help

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 »

What others see when you've viewed their profile

☐ Your name and headline (Recommended)

 **Lauren Celano**
CEO, Propel Careers
Greater Boston Area

☒ Anonymous profile characteristics such as industry and title

 **CEO / Executive Director in the Human Resources industry from Greater Boston Area**

☐ You will be totally anonymous.

Save changes or Cancel

You Choose what is Visible

Public Profile

[« Go back to Home Page](#)

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 Aptuit, Inc
[see all »](#)

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

Recommendations 7 people have recommended Lauren

Connections 500+ connections

Customize Your Public Profile

Control how you appear when people search for you on Google, Yahoo!, Bing, etc.

Profile Content

- ☐ Make my public profile visible to **no one**
☒ Make my public profile visible to **everyone**

- ☒ **Basics**
Name, industry, location, number of recommendations
- ☒ **Picture**
- ☒ **Headline**
- ☒ **Summary**
- ☒ **Current Positions**
☒ Show details
- ☒ **Past Positions**
☒ Show details
- ☒ **Projects**
- ☒ **Skills**
- ☒ **Education**
☒ Show details
- ☐ **Additional Information**
- ☐ **Interested In...**

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

Your public profile URL

Your current URL

www.linkedin.com/in/laurencelano

[Customize your public profile URL](#) • [View your public profile](#)

BU's BEST

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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**

Lauren Celano

Founder and CEO

Propel Careers

cell: 215-370-2285

email: Lauren@propelcareers.com

Twitter: [@Propel_Careers](https://twitter.com/Propel_Careers)

Facebook: [Propel Careers](https://www.facebook.com/PropelCareers)

LinkedIn: [Propel Careers](https://www.linkedin.com/company/propelcareers)

Web: www.propelcareers.com

