



Lalena Kennedy, Profile Impressions



For College Students



2019 L.O.V.E. Conference

Today, many first impressions start with a Google search

[Gmail](#) [Images](#) 



Google Search

I'm Feeling Lucky

**Everyone
has a
brand.**

St Clare Catholic School
Meru, Kenya



**Which
social
networks
are you
on?**



**Which
social
networks
are you
on?**

Why?



Why?

- Stay in touch with family & friends
- Source of News
- Connect with favorite celebrities & brands
- Meet new people

What if?

- Showcase your expertise
- Expand your professional network
- Make strategic connections
- Establish & build your **Personal Brand**

Being an applicant can get you Googled.

More than 35% of College Admissions officers admit to viewing an applicant's social media accounts.



Being an applicant can get you Googled.

**Ron Roberts**
@CoachRonRoberts

Following

Sad to say but had to pull another kids scholarship offer today BC of things he has put on his twitter account

RETWEETS
773

LIKES
612



12:40 PM - 1 Dec 2016

 22  773  612 

Penn State

**Herb Hand**
@CoachHand

Dropped another prospect this AM due to his social media presence...Actually glad I got to see the 'real' person before we offered him.

Duke

**Derek Jones** @dukecoachdj · 14h

Our jobs depend on the young men that we recruit. Your social media pages say a lot about your character, discipline & common sense. #Ap2w

SMU

**Coach Justin Stepp** @coachjstepp · Jan 8

Came across an awful Twitter account today. Shame the kid was a really good player...On to the next one...get a clue!

Being an applicant can get you Googled.



Catholic High School Football Star Expelled, Loses Scholarship Over Racist, Sexual Tweets

Liz Klimas · Jan 23, 2012 10:25 am


Being an applicant can get you Googled.

A survey of 100 executive recruiters, by job search and recruiting network ExecuNet, found that 77% use search engines to learn about candidates.

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Of those researching candidates online, 35% have eliminated a candidate from consideration based on information they uncovered online.



**"Your personal brand
is what people say
about you when you
leave the room."**

- Jeff Bezos, Amazon.com Founder

But how do you
know what
your **online**
brand is?



**When you
Google **me**...**

When you Google me...

About 55,400 results (0.46 seconds)

Lalena Kennedy (@lalenakennedy) | Twitter

<https://twitter.com/lalenakennedy?lang=en>

The latest Tweets from Lalena Kennedy (@lalenakennedy). Music Lover. Mom. Marketer. Married. Mindful. Mischievous. Suburban Philadelphia, USA.

Lalena Kennedy - LinkedIn Marketer & Resume Writer Focused on ...

<https://www.upwork.com/fu/lalenakennedy>

In today's market, you need to stand out. Developing your personal brand through your LinkedIn profile, resume or CV is essential to your success and your ...

Lalena Kennedy | LinkedIn

<https://www.linkedin.com/in/lalenakennedy>

Greater Philadelphia Area · Personal Branding Coach · Social Media Strategist · Speaker · Digital Marketing · Website Design · Profile Impressions

View Lalena Kennedy's professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like Lalena Kennedy discover ...

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Lalena Kennedy | Whitepages

www.whitepages.com/name/Lalena-Kennedy

16 matches for Lalena Kennedy. Find Lalena Kennedy's phone, address, etc. on Whitepages, the most trusted online directory.

You've visited this page 2 times. Last visit: 6/16/16

Lalena Kennedy - YouTube

https://www.youtube.com/channel/UC4i5um_alnYA2W0KevcW-yg

The Airborne Toxic Event, Atlantic City 7/24/15 - Sometime Around Midnight - Duration: 2 minutes, 8 seconds. 14 views; 6 months ago. 2:00. Play next; Play now ...

Uploads from Lalena Kennedy - YouTube

https://www.youtube.com/playlist?list=UU4i5um_alnYA2W0KevcW-yg

Uploads from Lalena Kennedy. Lalena Kennedy; 5 videos; No views; Last updated on Oct 16, 2015. Play all. Share. Loading.

Lalena Kennedy - Google+

**Yes, social media should be fun,
but it can also help you to stand out in an
equally qualified crowd.**

**“Your personal brand
is what differentiates
you from others.”**



What should you post?



What should you post?



What should you post?



What should you post?



Build your online bio.



Build your online bio.



about.me

LinkedIn Stats



- LinkedIn launched May 5, 2003 with 4,500 users in the first month
- Currently over 590 million users (154 million in U.S.)
- Growing at a rate of 2 new members per second!

What is LinkedIn for?



LinkedIn is not just a job board.



LinkedIn is the most business-minded social media platform.



It is the most effective platform for making quality business contacts.



80 percent of LinkedIn members connect to enhance their professional networks.



Only 13 percent of LinkedIn users are truly active.

LinkedIn's Value

Think of LinkedIn as a networking event that never sleeps. But it's a lot more. It's your professional brand in the world. It's the result you want to show first when someone Googles you (which they will!)

- It's your link to employers, recruiters and professionals in your network that you'll want to stay connected to.
- LinkedIn is the place to find and be found.
- 9 out of 10 companies use LinkedIn to recruit new hires.*
- If you're not on LinkedIn, you almost don't exist in the working world.

* U.S. News and World Report, May 5, 2017

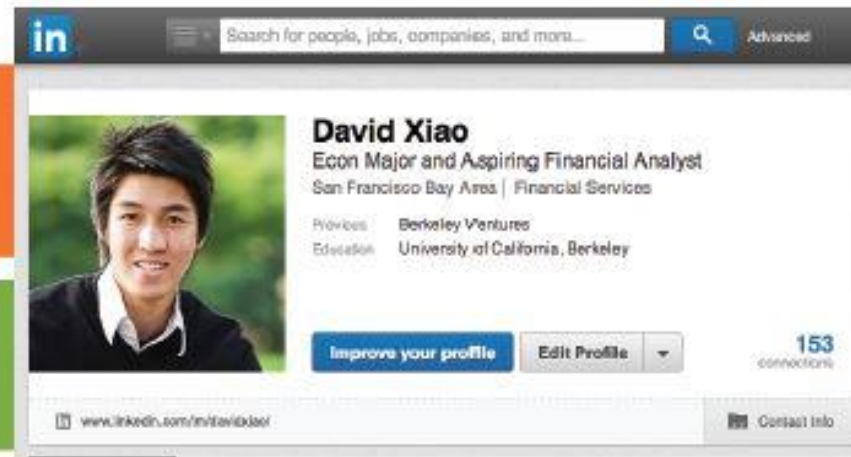
Build your online bio.



LinkedIn Profile Checklist

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.



Your Headline

- This is a short, memorable professional ‘slogan.’ It’s the one thing you want a recruiter, hiring manager, or future co-worker to know about you.
- Tell the reader what you’re excited about now – and if you can say it succinctly – the great stuff you want to do in the future. For example: “I’m an SEO Expert seeking a digital marketing position” or “Engineer building game-changing consumer products.”
- Need ideas? Check out profiles of industry leaders you admire.
- Avoid lame clichés. Don’t be a “code ninja” or an “Engineering guru”
- Same goes for buzzwords like “passionate,” “creative,” and “responsible.” They’re on the list of the most overused (and meaningless) on LinkedIn profiles.

Build your online bio.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

Background



Summary

I'm a senior at Berkeley, starting to look for roles in the financial industry. As an economics major, I'm fascinated by the invisible forces that shape our world. Why does one company succeed and another fail? Is it possible to predict which idea will be the next big thing?

As such, I've taken lots of microeconomics coursework and have interned with a local venture capital firm. And now I'd like to put that experience to good use, analyzing tomorrow's up-and-coming companies.



Experience

Venture Capital Internship

Berkeley Ventures

Berkeley Ventures

May 2013 – September 2013 (5 months) | Berkeley, CA

Conducted research on 20 startup companies and presented my findings to the fund's board, leading to a new \$1.5 million investment.



A presentation I gave to my classmates, based on what I learned at Berkeley Ventures

Your Summary

- 2000 character limitation.
- Write in first person like you're having a conversation.
- One of the most important parts of your profile: ranked high for keywords, first three lines are highly searchable.
- It sums up your professional history, qualifications, and personality.
- A good Summary gives the reader a clear idea of what they should do next—connect with you, request your resume, or reach out for networking purposes. Include a call to action!
- Include your email address so the reader can reach out easily.

What should you write?

- Write about a project you're working on, an accomplishment you're proud of, your solution to a challenge your industry (or customer) is facing...
- This section is the main place for you to stand out; it adds a 'story' element to your experience and your aspirations.
- Think of the Summary like the first few paragraphs of your best-written cover letter: Concise info about your experience, qualifications, and goals, with a compelling narrative throughout.
- Describe what motivates you, what you've done and are skilled at, and what makes you unique. Be clear and confident.
- Use keywords and phrases that recruiters might search for. Go with terms that are well known (e.g., 'product management,' 'graphic design,' 'data analysis') but if you have a very specific skill set, you can mention it here.

Your Experience Section



List the jobs you've held and a brief description of what you accomplished.



You can choose to make it either more or less detailed than your resume, but this is not a copy and paste of your resume.



This is the opportunity to tell the 'why' behind your story, focused on achievement, not responsibilities.



The goal is to get the reader interested enough to contact you and request your resume!

Build your online bio.

☐ **ORGANIZATIONS:** Have you joined any clubs at school or outside? Be sure to describe what you did with each organization.



Organizations

Berkeley A Capella

Lead Singer

March 2012 – Present

Schedule and perform at events for one of Berkeley's oldest a cappella groups, including last year's Cal-Stanford game.

1 2 3 4 5 6 7 8 9 10 11 12

Build your online bio.

☐ **EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

☐ **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 as just as valuable as paid work.



Education

University of California, Berkeley
Economics, B.A.
2010 – 2014 (expected)



Volunteer Experience & Causes

Big Buddy
Skyline High School
September 2012 – May 2013 (9 months) | Education
Mentored an Oakland High school student through the college application process, helping him get into his dream school.

Volunteer Experience

- 41% of LinkedIn recruiters say they consider it on par with full-time paid work experience.
- 20% of hiring managers in the U.S. say they've hired someone because of volunteer experience.
- It's also a good profile addition because it tells people something unique and personal about you; it reveals your interests and rounds you out as a human being.

Build your online bio.

☐ **SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

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

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



Skills & Expertise

Career Coaching · 4

Ira Adelman and 3 connections have given endorsements for this skill

Social Media Marketing · 69



Endorsed by Kahl Orr and 1 other who is highly skilled at this

Marketing · 55



Endorsed by Kevin Ostromecki and 2 others who are highly skilled at this



Honors & Awards

The Achievement Award Program

UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.



Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)

Build your online bio.

☐ **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.

☐ **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.



Projects

Venture Capital Financing in India

May 2013

For our International Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao
Econ Major and Aspiring Financial Anal...



Paul Smith
Student at UC Berkeley

Recommendations

Received (2) -

Venture Capital Internship

Berkeley Ventures



Tim Lee
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Recommendations

- In many cases, a LinkedIn recommendation can take the place of or enhance your references for a job.
- Recruiters pay particular attention to recommendations from people who have directly managed you or with whom you've worked closely.
- Don't use the default request! Take time to write a personal note, giving specifics about your request, and what types of jobs you're targeting.
- Ask them specifically to recommend you on skills such as your attention to detail, your ability to meet deadlines, or your team player skills.
- Do most of the work yourself: include wording examples or skills you'd like them to speak to.

Building Your Network

Most jobs are found by who you know.

Actually, it probably won't be who you know, but who they know.

The Importance of Connections



How many connections do you need to be perceived as credible?



How do you go about 'building' connections?



Should you accept connection requests from anyone and everyone?

How Many Connections Should You Have?

The number itself is not the critical point.

You should seek to establish connections with people, rather than just connecting – there's no point having two thousand connections if you're not interacting with any of them in a meaningful way.



After you reach 500 connections on LinkedIn, they stop counting new ones on your profile.



All visitors to your profile are shown “500+ Connections” and only you know the real number since it appears on your LinkedIn homepage.



Connections are key to finding people and being found on LinkedIn.

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- The internet is written in ink.
- You can control what shows up about you online, but it must be managed.

What questions do you have for me?

Lalena Kennedy



PROFILE IMPRESSIONS

You'll get a click out of us

www.profile-impressions.com