

# LinkedIn Like You've Never Leveraged It

Daniel Alfon

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The Association of  
Accountants and  
Financial Professionals  
in Business

# Featured Presenter

**Daniel Alfon**  
**DanielAlfon.com**



The Association of  
Accountants and  
Financial Professionals  
in Business

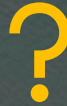
# Learning Objectives



Identify why and how LinkedIn differs from other job boards.



Explain how to build a compelling LinkedIn profile that screams “needs to be interviewed”.



State the one question you must answer.



Describe ways to enable hiring companies to effortlessly contact you.



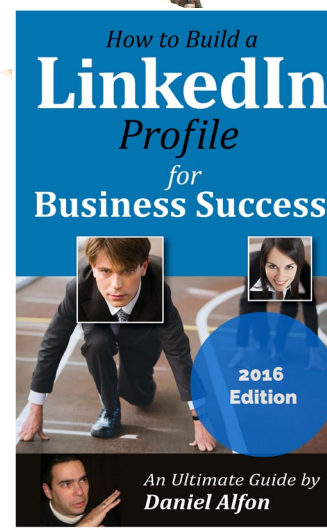
Easily define your next step.

# Agenda

- Jobs – and beyond
- Before You Start
- 5 Ways to Optimize Your Profile
- Next Step



# What have I learned in 19 years?



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- **Jobs – and beyond**
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Where are the  
jobs on  
LinkedIn?

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# Examples of Jobs

1. (US) Senior Accountant

2. (UK) Auditor

3. Controller (India , UK, US)





# What, Could LinkedIn Be More Than a Fancy Job Board?

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Beyond jobs, LinkedIn  
enables you to...

*...and then, when  
you're job hunting:*

Keep in touch with  
colleagues *after you  
left the company*

**Identify** people who  
work for your target  
employer

Sometimes even  
identify the hiring  
manager (*bypassing  
gatekeepers/HR*)



Come for the jobs?  
Stay for the  
company  
(especially if you  
connect to people  
you really know)

# NETFLIX

**Tony Zameczkowski** 2nd

Vice President at Netflix APAC | Board member | Early-stage investor

Talks about #ott, #media, #startups, #entertainment, and #angelinvesting

 · [Contact info](#)

5,633 followers · 500+ connections



1 mutual connection:



[DanielAlfon.com](#)



Netflix



Northwestern University -  
Kellogg School of  
Management

A black and white photograph of seven business professionals standing in a modern office with large, curved glass windows. The people are silhouetted against the bright light coming from the windows. Their reflections are visible on the polished floor. A semi-transparent blue rectangle is overlaid in the center of the image, containing white text.

LinkedIn =  
Job Boards\*Networking

## Poll Question #1:

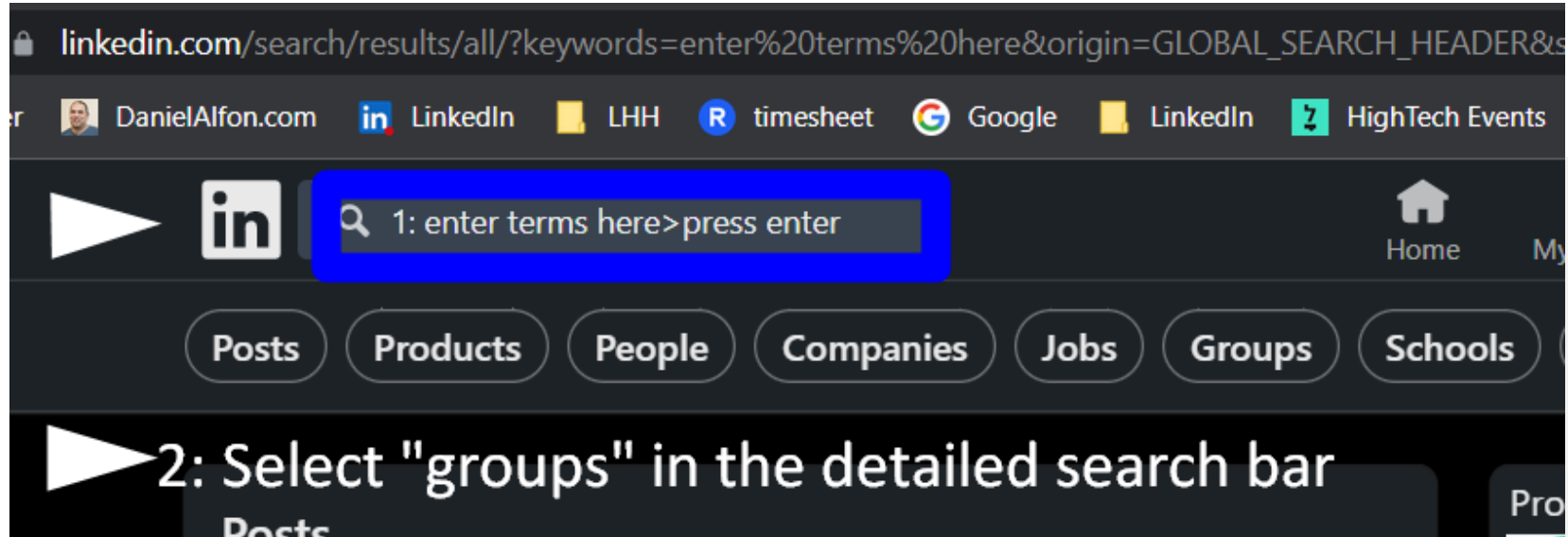
Where are 90% of the jobs on LinkedIn?

- a. Jobs [top navigation bar]
- b. Emails sent by LinkedIn [*“X Corp is looking for candidates like you”*]
- c. In the LinkedIn Jobs app
- d. Elsewhere

# Poll Question #1 Results: (Placeholder)

# Where are the jobs?

1. [CMA](#)
2. [Finance](#)
3. [Auditor, CFO...](#)

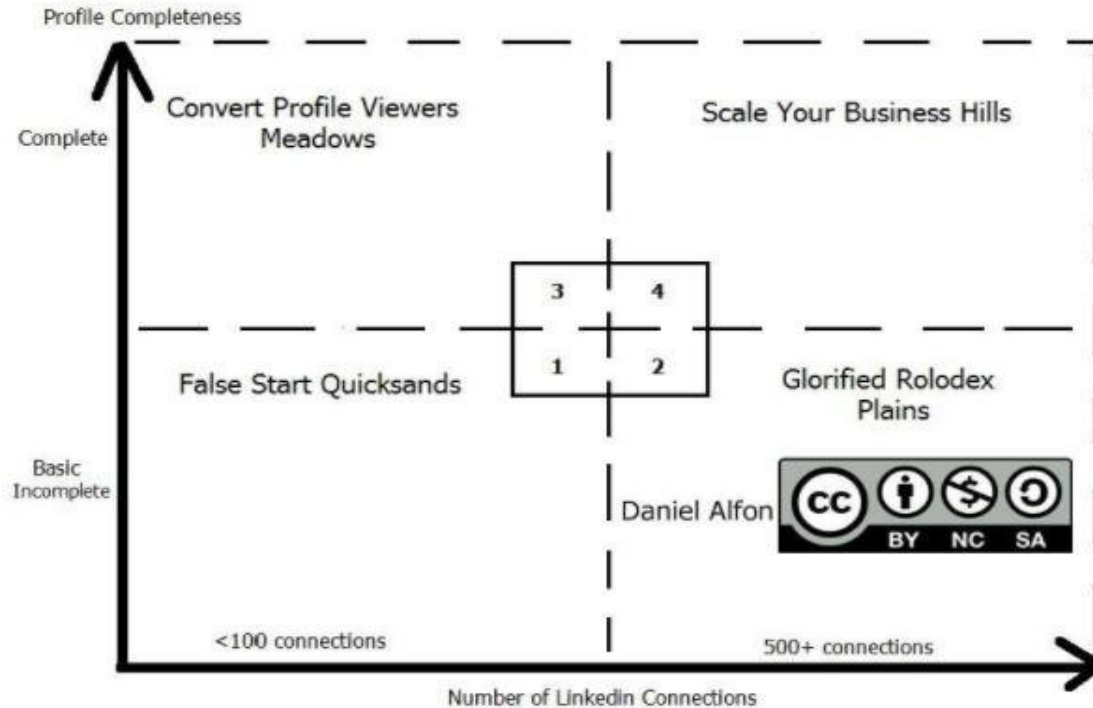


# Agenda

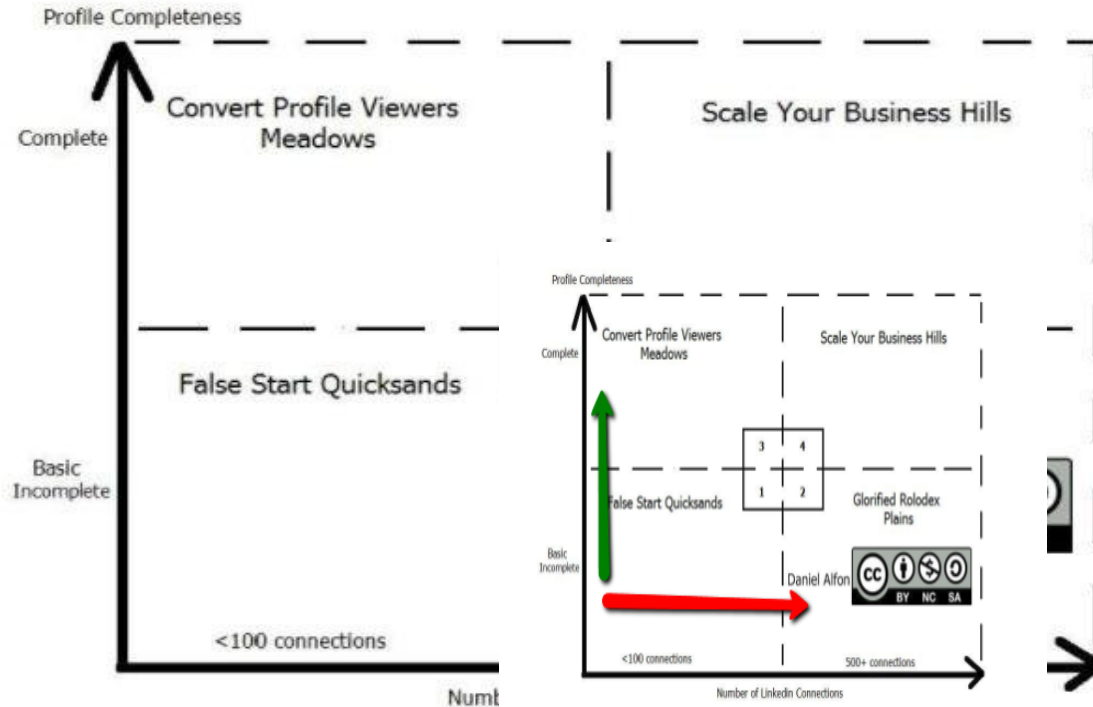
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# First Up or First Right?



# Profile Before Connections



A group of runners on a track, with the focus on their legs and feet. The runners are wearing various colored athletic shoes, including blue, green, white, and pink. They are running on a red track with white lane markings. The background is blurred, showing a grassy area and a fence.

What Could/Should Be

the **Objective** of

Your LinkedIn Profile?

**What is YOUR answer?**

***...Enter YOUR answer in the audience chat!***

# What will it take for companies who have never heard of you to headhunt YOU?



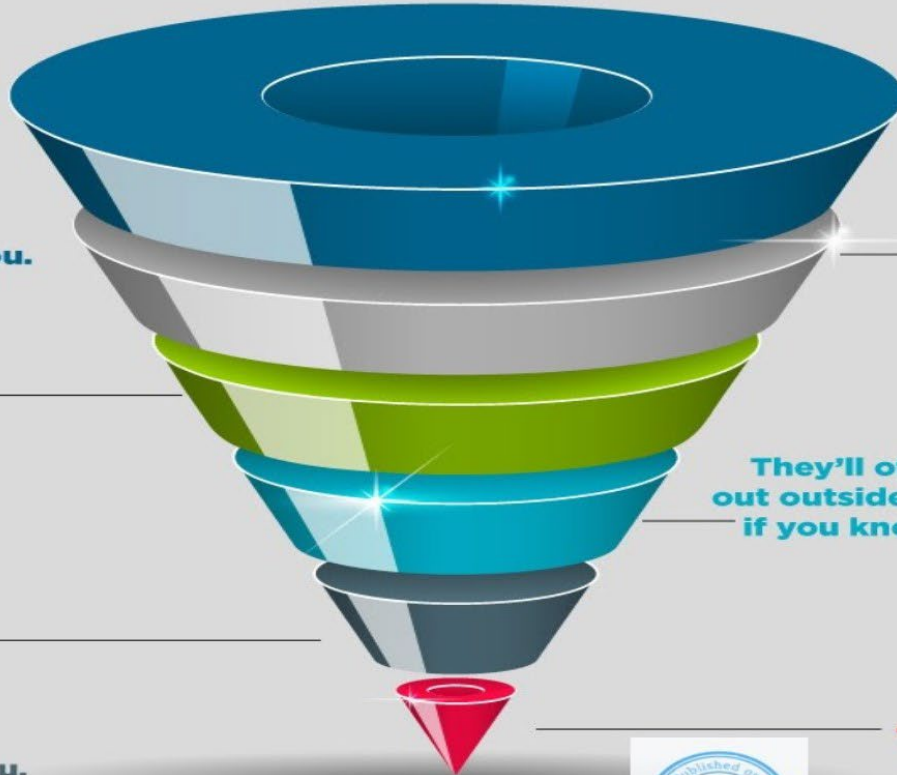
**They'll have to find or discover you.**



**They'll have to become "hooked"**



**They'll have to want to contact you.**



**They'll have to start reading your profile.**



**They'll often have to check you out outside of LinkedIn (online or if you know people in common)**



**They'll have to be able to contact you.**

## Poll Question #2

What is the most performed action on LinkedIn?

- a. Sharing / liking/ reading the feed
- b. Searching
- c. Viewing other people's profiles
- d. Connecting

## Poll Question #2 Results: (Placeholder)

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# Your 5 Building Keys



Read



Photo + Headline



Align 1:1



Contact



Be Found

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I Read

## Review 30+ LinkedIn profiles of (your next job)

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- Identify good ideas and tweak it to suit your unique style
- Examples: profile sections you didn't think of (Banner, Volunteering...)
- Do not just copy it: make it yours!





# What makes an ideal LinkedIn Profile Photo?

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- Headshot (~75% of photo space)
- Dress code: Professional
- Background noise: Zero/Minimal
- Visible to all LinkedIn members





# An ideal LinkedIn Profile Headline Should...

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- Demonstrate your value, rather than be a job title
- Make your target audience stop and check you out
- Be short
- Appeal and be understood by non-specialists





### III Align 1:1

## How to Align your CV and LinkedIn Profile

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- Open your CV>Copy **all** the text from **each** position to your Experience section
- Do NOT assume readers will ask for your CV
- Whenever possible, add links (under Featured, Experience & Education)
- Consider adding relevant profile sections (Certifications, Projects, Languages...)



## The 1 Question You Need to Ask:

Based only on my profile, am I  
“interviewable”?

*Will I be found, are the top sections attractive,  
do I answer my reader's questions, and did I  
make it as easy as possible to schedule an  
interview?*



## Poll Question 3:

What Could/Should Be

the Objective of

Your LinkedIn Profile?

What is YOUR answer?

...Stay tuned

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What should be the objective of your LinkedIn presence?

- a. To get as many views as possible
- b. To make recruiters ask for my CV
- c. To make companies and hiring managers interview me

## Poll Question 4 Results: (Placeholder)

# There can be many objectives. Here's mine:

As a talent, the objective of your LinkedIn Profile is...

...To make hiring companies ask for your CV



# There can be many objectives. Here's mine:

As a talent, the objective of your LinkedIn Profile is...

~~...To make hiring companies ask for your CV~~

**...To make hiring companies contact you for an interview**

*PS: Who IS your ideal reader?*





IV Contact

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Don't focus on what you see  
when you visit your profile.

What **others** see  
**when viewing your profile** is  
much more important!

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## Poll Question 4:

What happens when you click on the "Message" button on a non-connection's profile?

- a. I can't see it!
- b. A new free message is open
- c. What! LinkedIn asked me to try/reactivate premium or pay!

## Poll Question 4 Results: (Placeholder)



## How to Become More Accessible

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- Go here:  
<https://www.linkedin.com/mypreferences/d/settings/email-address-visibility>
- 1<sup>st</sup> Degree Connections? Would you like companies to instantly contact you for free? Then change it to “Anyone on LinkedIn”
- You can always switch it back





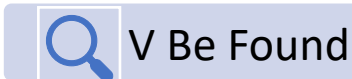
V Be Found

## How to land in top search results

- > Locate detailed job descriptions that look like your dream job
- >> Identify 20-25 relevant terms, and do it for 3 job descriptions
- >>> Cross out terms that are somewhere in your profile, pick a key term that isn't
- >>>> Incorporate keywords shrewdly into the **appropriate** profile section (previous Experience, Skills, Courses, Education, About...)

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# Jobs.Imanet.org > Identify keywords



## Senior Internal Auditor

4 days ago

[APPLY NOW](#)

Senior Internal Auditor (Hybrid Eligible)

### Job Description Summary

The Senior Internal Auditor is responsible for **planning** and performing **complex operational, financial and compliance audits**, management **advisory services**, and **investigations**. Manages project assignments, **budgets**, and **timelines** to ensure the timely and effective completion of assigned projects. Interacts with all levels of **management** throughout the University and Health System.

### Job Description

The Office of Audit, Compliance and **Privacy** serves as a **proactive business partner** with University of Pennsylvania and Penn Medicine management to upgrade business **processes, controls, compliance mechanisms and technologies** to:

- Anticipate and aggressively manage business risks;
- Ensure strong **stewardship** and management **accountability** at all levels;
- Ensure the **integrity** of operational and **financial information**.

Audit, Compliance, and Privacy serves the University of Pennsylvania and Penn Medicine by upholding the highest professional **standards**; scrutinizing **training**, and developing future managers for the institution; providing high quality **cost effective audit** and management services; and communicating **value-added** outcomes to the **Board of Trustees and senior management**.

Duties:

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Looking For Your  
Dream Job?

[SEARCH JOBS](#)

# Yes!

## Your 5 Building Keys



Read



Photo + Headline



Align 1:1



Contact



Be Found

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# How to Demo

- How to paste text from your CV
- How to upload a banner



# Pre-recorded video placeholder

# Thanks to our volunteers!



**Kavya Ramesh, CMA** · 2nd

Here with a drive to optimize businesses - financially and strategically.

Bengaluru, Karnataka, India · [Contact info](#)



[Jain \(Deemed-to-be University\)](#)



**Brail Anne B.** · 3rd

Financial Planning & Analysis | Experienced Audit Analyst

Calabarzon, Philippines · [Contact info](#)

## Next Step:

Define your  
objective (next  
position)



Review your  
profile:



Optimize it  
(review other profiles,  
photo & headline, text  
from CV, keywords  
and contact)



Does it compel  
hiring companies  
to reach out?

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“

Your LinkedIn profile is not  
about you.

*“Build a LinkedIn Profile for Business Success”*

# Questions and Answers



**Daniel Alfon**  
DanielAlfon.com



**Terry Mormile, CPA, CAE**  
Director,  
International Education & Career Services  
IMA

# Thank you!



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