

# Attendance





# Creating & Leveraging Your LinkedIn Account

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BIOT 777 Workshop

February 6, 2026



NEVADA  
Career Studio  
■ The University's Central Career Services Office ■

# About the NCS

We are committed to advancing equity and access to career resources and opportunities for every student and alumnus of the University of Nevada, Reno.



**We're Here For You!**

**Undergraduates,  
Graduates, AND Alumni**



# How We Help

- Drop In Career Support
  - Resumes
  - Cover Letters
  - Interview Preparation
  - Job & Internship Search Process
  - Academic CVs
  - Graduate School Preparation
  - Application Statements
  - Exploring Career Paths
  - LinkedIn & Handshake Profiles
  - General Advice and sound-boarding
- Workshops
- Career Fairs
- Networking Events & Panels
- Career Guide
- Internship Programs
- First Destination Survey



# What is LinkedIn?

- LinkedIn is a platform for anyone who is looking to advance their career.
- Site for managing your professional identity.
- A place to network, collaborate and vet ideas.
- It is an online job board!
- It is your virtual professional community!



# Why is LinkedIn Important?

- LinkedIn is more than a social networking site – it's a search engine
  - Find jobs, news, and fellow alumni
  - Site for personal brand development
- Let recruiters know you are open to work
- Follow businesses, organizations and industries to stay informed
- Show colleagues and peers what you're passionate about in a professional setting

## Manage my network



People I Follow



Groups



Events



Pages



Newsletters



Hashtags

# More Reasons LinkedIn is Important...

- A complete LinkedIn profile can help you connect with opportunities by showcasing your unique professional story through experience, skills and education.
- LinkedIn is an online platform that connects the *world's* professionals.
- Employers, headhunters and HR recruiters utilize the LinkedIn Recruiter search tool to identify potential candidates with LinkedIn profiles.
- They search for job titles, certifications, keywords relevant to the role, industry, company size, or function, location or remote work preference.



# “Open To”

- Individuals can advertise themselves as looking for work – **“Open to Work”**
  - Find the “Open To” section under the intro/bio section
  - “Open to Work” will border your profile image for recruiters to easily see
- Individuals/consultants can advertise their skill sets – “Open to Providing Services”
- Recruiters can also advertise that they are looking for employees - “Open to Hiring”





# Sections

- Intro: name, photo, header (headline)
- About: concise summary about you
- Featured: any news, publications, etc.
- Background/Experience: education, jobs, volunteering, teaching, research, licenses, certifications, etc.
- Skills: hard and soft
- Accomplishments: awards, honors, publications, patents, organizations, etc.
- Additional Information: references (given and received)
- Supported Languages: putting your profile in another language

<https://www.linkedin.com/in/miranda-sanford/>

# The Basics

- Name
  - DO: Miranda Sanford
  - DON'T: Miranda Sanford (she/her) - Student
- Photo
  - Use a picture of what you would wear to a networking event in your industry
    - Look at the camera and preferably smile 😊
    - Free professional headshots are available at the STEM and Spring Career Fairs on 2/11 and 2/12 (12:00-2:00; first-come, first-served ... be early)

# Cover Image & Headline

- Cover Image
  - Can be used to promote who you are, your brand, and what you want to pursue in life
  - Create something in Photoshop/Canva
- Headline – automatically defaults to your most recent jobs title
  - Grabs the viewer's attention
  - Future facing, articulating your professional objectives/aspirations:
    - Content Creator | Activist for Immigrant Rights | Developing Journalist
    - Bio-Medical graduate student with a passion for finding a cure for cancer
    - Campus Leader | Politician in the Making | Lifelong Learner
    - Environmental engineering student finding the balance between nature and development



Search



Home



My Network



Jobs



Messaging No

Master's With No GRE Req. - Earn an MS in Data Science online with Syracuse in as few a



Miranda Sanford

Growing higher education practitioner with a dedication to empowering college students

Reno, Nevada, United States · [437 connections](#) · [Contact info](#)

Open to ▾

Add profile section ▾

More...



University of Nevada, Reno



University of Nevada, Reno

# About

- Opportunity to interest and impress the reader
- Tell them who you are and what you aspire to pursue as a professional
  - Summarize key skills, strengths and values for the prospective employer
  - Keep it simple, utilizing industry specific terminology (searchable terms)
  - Identify interpersonal skills and characteristics to help you stand out as a candidate
  - Showcase your professional life, milestones, skills and interests

*“My name is Thomas (he/him) and I am a student working towards my master’s degree in natural resources and environmental sciences at the University of Nevada, Reno. I am passionate about balancing our natural spaces with the ever-growing impact of human environments. I have put my passions to use as an intern for the Nevada Department of Wildlife where I teach K-12 students about various animal habitats in northern Nevada. I will graduate in December 2026 and will be available to join a team of dedicated scientists working together to preserve natural habitats and endangered species.*”

# Experience

- Most recent/significant/relevant work experiences and academic projects and relevant course work.
- Keep each bullet concise – specific, measurable, action-oriented, strategically use keywords and field specific terminology.
- Ask yourself:
  - Why is this significant (to me; to an employer)?
  - Would someone working for my target employers/industries understand the importance of this achievement?

# Graduate Students & LinkedIn

- As graduate students you may have research heavy profiles
- Include your publications under the “publications” section
  - Publications can include many types of publications, but graduate students seeking academic jobs should include peer reviewed publications
  - Post presentations
  - Target industry specific papers/research
- Research can be added as an experience, project, or course section
- Don't be modest! You want eyeballs reviewing your LinkedIn profile

# Skills, Recommendations, & Endorsements

- Add the top 3 skills that sell you the best
  - Research the top skills needed for the industries you are interested in
  - Ask faculty and industry concentric persons to endorse your skills and endorse others
- Ask your colleagues, employers, teachers, fellow students, etc. to recommendation you
  - You will have to add the section to your profile and then ask via your LinkedIn

<a href="#">Add profile section</a> ▾	<a href="#">More...</a>
Intro	▾
About	▾
Featured	▾
Background	▾
Skills	▾
Accomplishments	▾
Additional information	▴
<a href="#">Request a recommendation</a>	

## Public profile settings

You control your profile and can limit what is shown on search engines and other off-LinkedIn services. Viewers who aren't signed in to LinkedIn will see all or some portions of the profile view displayed below.



### Miranda Sanford

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Reno, Nevada Area · 437 connections

[Sign in to Connect](#)

 [University of Nevada, Reno](#)

 [University of Nevada, Reno](#)

### [Edit your custom URL](#)

Personalize the URL for your profile.

[www.linkedin.com/in/miranda-sanford](https://www.linkedin.com/in/miranda-sanford) 

### [Edit Content](#)

This is your public profile. To edit its sections, update your profile.

[Edit contents](#)

### [Edit Visibility](#)

You control your profile's appearance for people who are not signed in to LinkedIn. The limits you set here affect how your profile appears on search engines, profile badges, and permitted services like Outlook.

If you have added a LinkedIn creator card to your profile, then unselecting Public or hiding photos, headline, summary, or articles & activity will remove this feature from your profile.

[Learn more](#)

Your profile's public visibility

On



# Keep it Current

## **Update your profile with new publications, skills and new positions:**

- Intro: name, photo, header
- About: concise summary
- Featured: any news, publications, presentations, etc.
- Background/Experience: education, jobs, volunteering, teaching, research, licenses, certifications, etc.
- Skills: hard (e.g., technical) and soft (e.g., interpersonal)
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# Networking

- **Build your network:** Your network plays a crucial part in unlocking the power of LinkedIn.
- Staying connected helps you understand what is happening in your industry and professional circle.
- You can begin by adding your family, friends, past or current classmates (this BIOT 777 cohort today), and coworkers to your network.
- You can also follow people, companies, or topics by navigating directly to the Follow fresh perspectives page, which displays recommended sources to follow
- You can use the LinkedIn Events feature to create and join professional Events such as online workshops, seminars, sales and marketing Events, networking Events and more.

# Learning Exercise: Reciprocal Peer Review

- Prepare or modify your LinkedIn profile based upon this presentation
- Collaborate with classmates or colleagues with LinkedIn accounts
- Share/exchange your new LinkedIn profiles
- Evaluate your colleague's LinkedIn profile and feedback on yours
- Self evaluate your colleague(s)' feedback and revise, augment and tweak your LinkedIn profile accordingly
- Repeat... often with fresh eyes

# Graduate Student Career Support Appointments

- 30-minute in-person and virtual appointments are now available exclusively for graduate students
- Visit [unr.edu/career](http://unr.edu/career) and go to “Career Support” to schedule your appointment

## Grad Students

### Beyond Graduate School

Beyond Graduate School is a one-of-a-kind, online platform that helps master's students make the most out of their investment and build their careers. From video lessons on career exploration to writing application materials, to interviewing and negotiating for that next career step, Beyond Grad School helps master's students through each stage of their job search.

When logging in, select University of Nevada, Reno and enter your NetID and password.

### Beyond the Professoriate

Beyond the Professoriate's Career Training Platform is an online professional development tool where doctoral students and postdocs can explore career options and learn job search strategies. Through two programs of study (Academic Careers and Professional Careers), students and postdocs are empowered to make informed decisions about their career path and learn successful job search strategies from other PhDs.

When logging in, select University of Nevada, Reno and enter your NetID and password.

### Book an appointment

Graduate Students can now schedule career support appointments virtually through Teams or in person at the Nevada Career Studio.

# Spring 2026 Drop In Hours

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Visit us in the Pennington Student  
Achievement Center, Room 208

Monday - Thursday: 10 AM - 5 PM  
Friday: 11 AM - 2 PM


Closed on University holidays and  
Career Fair days







# Thank You!

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 775-682-7114

 [nvcareerstudio@unr.edu](mailto:nvcareerstudio@unr.edu)

 [www.unr.edu/career](http://www.unr.edu/career)

 PSAC 208

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 Nevada Career Studio



**Feedback Survey**