



6TH ANNUAL CONVERSATIONS IN STEM – 2023



**Self-  
eSTEM**  
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# Self-eSTEM

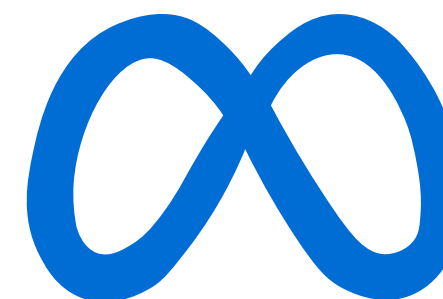
## Professional Development Workshop

POSITIONING YOURSELF FOR YOUR  
DREAM JOB





**Quiana Brown**  
Technical Recruiting Manager @Meta



- How to promote your skills on LinkedIn
- New LinkedIn Features
- Positioning yourself for your dream job
- Q&A



# Optimize your linkedIn profile

01

## Photo/Banner

Your work, passions, exciting things your company does, be creative.

02

## Headline

Headline = Current job title + 3 high priority skills + branding statement

03

## About Summary

Tell your story, your impact, what you care about and what you aspire to do, share links, media etc.

04

## Experience

Last 10 years or relevant experience, continuously update as projects are completed and new skills are gained.



## About

✨ Voiceover artist and global marketer. Visit [joyofodu.com](https://joyofodu.com) to learn more

🎙️ For voiceover, brand partnerships, speaking engagements and interviews, please contact my assistant at [bookjoyofodu@gmail.com](mailto:bookjoyofodu@gmail.com)

👤 I'm the CEO of my creator marketing company and a podcast host @datingunsettled. For 4.5 years, I led global integrated marketing campaigns at Instagram before resigning to scale my company as a Creative Exec and talent.

❤️ When requesting to Connect with me on LinkedIn, please kindly include a contextual message. Thank you

🔗 I'm a LinkedIn Managed Creator and Top 1% Publisher in Marketing & Advertising

🎓 Education: Master of Science in Marketing graduate of Santa Clara University (2021). Bachelor of Arts Communication, Minors in Marketing and Spanish graduate of University of Southern California (2018). As a Trustee Renaissance Scholar at USC, I researched consumer behavior and culture theory, gave tours and shot red carpets

💼 Work History: I have spoken through many brands, inc. Facebook, Star Wars, thredUP and NAACP Image Awards. My work has been featured in Los Angeles Times, LA Weekly, Refinery 29, Afropunk, People, AdWeek, Blavity, and more

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Talks  
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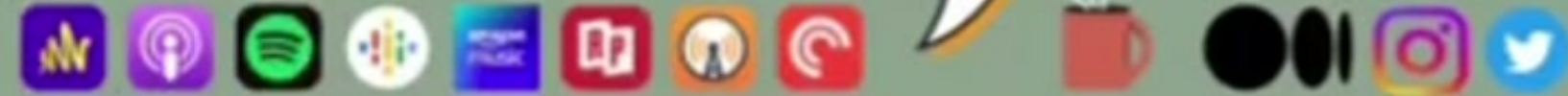


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## A HUMAN PERSPECTIVE

*with Lola Oguntokun*



**Lola Oguntokun** (She/Her) · 3rd

People Director @ multilocal | A Human People  
Leader | Host of A Human Perspective Podcast

# **Headline = Current job title + 3 high priority skills + branding statement**

**Software Engineer | Java, C++, Python | Crafting Innovative Solutions to Complex Problems**

**"Technical Professional with a Passion for Diversity and Inclusion: Bringing Technical Expertise and Inclusivity to the Workplace"**

**"Software Engineer: Python, Machine Learning, and Cloud Computing | Empowering Teams to Build Innovative Solutions"**

**"Engineer Passionate About Clean Beauty | Skilled in Design, Product Development & Quality Control | Unleashing My Creative Potential to Help Beauty Brands Reach their Goals"**

**"Data Scientist, Empowering Global Change with Innovative Solutions and Expertise in AI, Machine Learning, and Data Analysis"**







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# LinkedIn Features

**Supercharge your search!**









# Share Your Resume Data With Recruiters



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A screenshot of a LinkedIn profile and feed. The profile is for Quiana Brown, a Technical Recruiting Manager at Meta. The feed shows a post by Mel de Leon, a Principal Product Manager at Twitch, who is sharing a message about supporting individuals who have been laid off. The post includes a text block and a video thumbnail. Below the post are interaction buttons for Like, Comment, Repost, and Send. The right sidebar features LinkedIn News, Promoted content, and a footer with links to About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, and the LinkedIn app. The bottom of the page shows the LinkedIn logo and copyright information for 2023.

**Quiana Brown**  
Technical Recruiting Manager  
@Meta

Who's viewed your profile **207**  
Impressions of your posts **26**

Access exclusive tools & insights  
**Retry Premium Free**

**My items**

**Recent**

- Graphic Design
- Technical Program Manager...
- Live Chat with Facebook Pr...
- LinkedIn Live: Breaking Into ...
- Product Management Africa

**Groups**

- Graphic Design
- Technical Program Manager...
- Product Management Africa

Show more ▾

**Events** +

**Followed Hashtags**

- # strategy
- # future
- # creativity

**Start a post**

Photo Video Event Write article

Sort by: Top ▾

**Mel de Leon** • 1st  
Principal Product Manager at Twitch  
38m • 🌐

I made it through the gauntlet, but some of the best people I know were let go. Please be kind, and give these incredible individuals all the space or support they need and want. A lot of amazing talent was just released into the market. Excited to see what they do next. I am here for anyone who need support, someone to talk to, or just someone to mindlessly play games with for a while.

28

Like Comment Repost Send

**Adamaka Ajaelo, Kenneth Dennis and 16 other connections follow**  
**Workhuman**

68,979 followers  
Promoted

Learn more about how recognition impacts employee wellbeing and how both can make a difference in preventing burnout from our Gallup wellbeing report.

**workhuman**

**Burnout is so common that the WHO has defined it a syndrome.**

**LinkedIn News**

- Ford revs up electric truck plans**  
1h ago
- 'Zoom towns' hit by tech layoffs**  
1h ago • 404 readers
- Americans to sell off \$750B in stocks**  
3h ago • 12,780 readers
- Accenture cuts 19,000 staff globally**  
3h ago • 34,990 readers
- Working remotely: Is it enough?**  
3h ago • 7,430 readers

Show more ▾

**Promoted**

- \$5,000 Scholarship at WGU**  
Earn your MBA for less with WGU's Leadership Scholarship. Apply now!
- Looking for a New Job?**  
Connect with over 20,000 active recruiters & headhunters.
- Subscribe with Google.**  
Take the Stress Out of Taxes With Tips From WSJ. Just \$1/week.

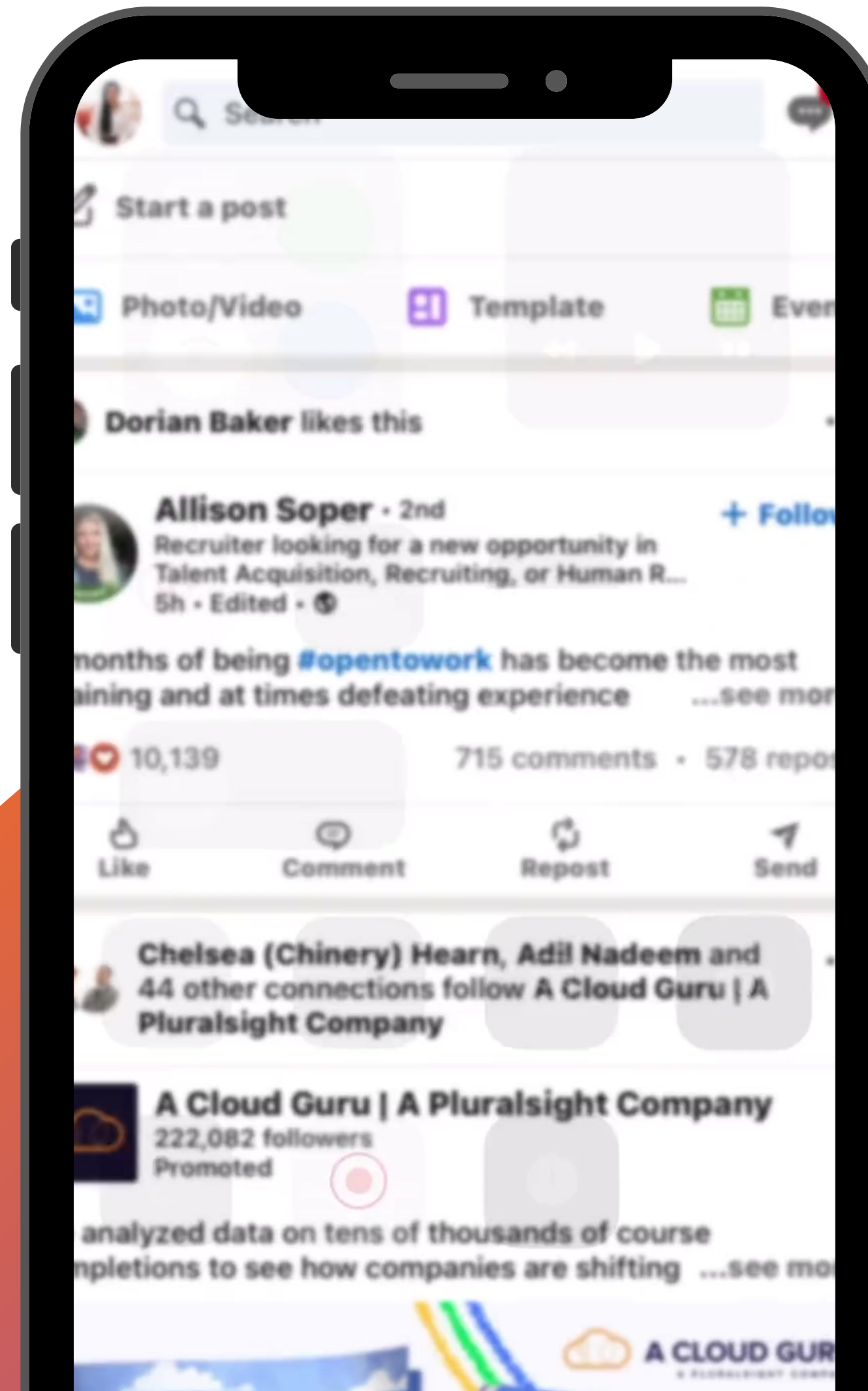
About Accessibility Help Center  
Privacy & Terms ▾ Ad Choices  
Advertising Business Services ▾  
Get the LinkedIn app More

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# I'm Interested!

- Another touchpoint with top companies
- Quick and easy way to express interest
- Puts you in the companies pipeline
- Indicator you're more likely to respond







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# Position Yourself for Your Dream Job

**Research + Relationships + Branding**



# What's your engagement strategy?

## Research

- Understand the job market
- Where does your dream company hire talent from? (schools, consulting firms)
- Know what high priority skills and qualifications employers are seeking
- Understand your dream company's corporate structure and how you fit in
- What are the industry priorities (Artificial Intelligence, Privacy etc)
- Work on projects that will allow you to develop/strengthen high priority skills

## Build relationships

- Connect with people you admire
- Connect with professionals in your industry
- Use your network for company insight, interview preparation and insight on compensation

## Build your career brand

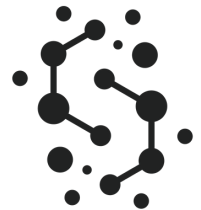
- Continuously promote your skills, expertise and accomplishments
- Make sure your resume is up to date and highlights your experience and skills
- Include any additional certifications or education you've received, as well as any volunteer work, internships and side projects you've done.





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# Don't Give up! We're rooting for you



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# Action Items...



1. Optimize your LinkedIn
2. Do your research
3. Stay connected/network
4. Build your brand
5. Create an engagement strategy



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[LINKEDIN.COM/IN/QUIANAMBROWN/](https://www.linkedin.com/in/quianambrown/)



[ITS\\_MS\\_BROWN](https://www.instagram.com/ITS_MS_BROWN)



[CONSULTWITHQUI@GMAIL.COM](mailto:CONSULTWITHQUI@GMAIL.COM)



# Resources



- Everyone Social – Optimizing your LinkedIn
- Your Social Selling Index
- Example of a strong “About Section”
  - <https://www.linkedin.com/in/ronniecameron/>
  - <https://www.linkedin.com/in/ashleigh-apostolovski/>
  - <https://www.linkedin.com/in/joyofodu/>