



6TH ANNUAL CONVERSATIONS IN STEM - 2023



**Self-
eSTEM**
selfestem.org

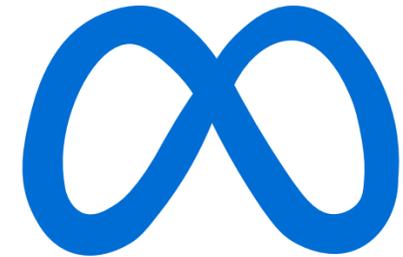
Self-eSTEM

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.



Get the latest jobs and industry news

Ad ...



selfestem.org

About

✨ Voiceover artist and global marketer. Visit joyofodu.com to learn more

🎙️ For voiceover, brand partnerships, speaking engagements and interviews, please contact my assistant at 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

Joy
Voic



Talks
#care
#incl

San F
Cont

Crea

15,38



Providing services



Cedon



Messaging





selfestem.org



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"





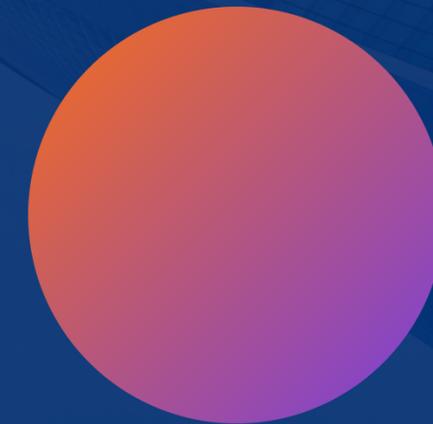
6TH ANNUAL CONVERSATIONS IN STEM - 2023



**Self-
eSTEM**
selfestem.org

LinkedIn Features

Supercharge your search!



Suggested Keywords



selfestem.org

A screenshot of a LinkedIn profile page for Quiana Brown. The profile includes a banner image with the text "AMPLIFY BLACK VOICES" and an illustration of four diverse people dancing. The profile picture shows a woman with long dark hair. The name "Quiana Brown" is displayed, along with her title "Technical Recruiting Manager @Meta" and location "San Francisco Bay Area". She has 3,905 followers and 500+ connections. The page shows various LinkedIn features like "Suggested for you" (Intermediate level), "Promoted" content, and "People also viewed" (Destiny Bennett, Vanessa Yurong, Jessica Hoi Chak). The top navigation bar includes Home, My Network, Jobs, Messaging, Notifications, Me, Tools, and Recruiter. The search bar is visible at the top left.

Share Your Resume Data With Recruiters



selfstem.org

The screenshot shows a LinkedIn profile for Quiana Brown, a Technical Recruiting Manager at Meta. The profile includes statistics for profile views and post impressions, and a list of recent activity. A post by Mel de Leon, Principal Product Manager at Twitch, is visible, discussing the challenges of layoffs and the need for support. Below the post is a Workhuman advertisement with the text: "Burnout is so common that the WHO has defined it a syndrome." The right sidebar features LinkedIn News, promoted content, and footer links.

LinkedIn Profile: Quiana Brown
Technical Recruiting Manager @Meta

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)

Post by Mel de Leon:
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.

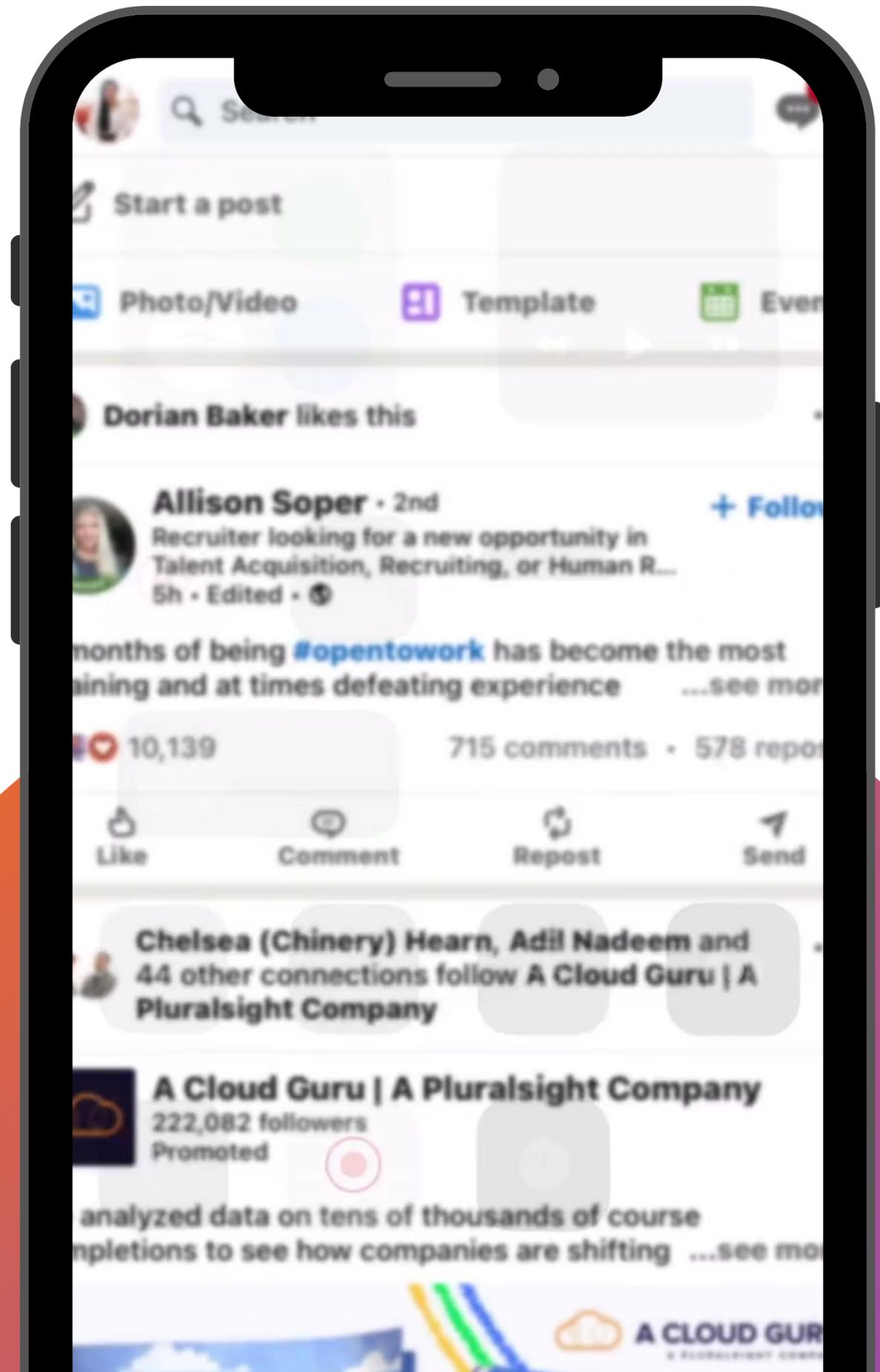
Workhuman Advertisement:
Learn more about how recognition impacts employee wellbeing and how both can make a difference in preventing burnout from our Gallup wellbeing report.

Footer:
About Accessibility Help Center
Privacy & Terms Ad Choices
Advertising Business Services
Get the LinkedIn app More
LinkedIn Corporation © 2023



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





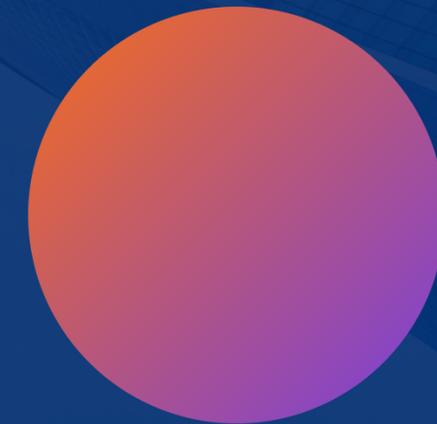
6TH ANNUAL CONVERSATIONS IN STEM - 2023



**Self-
eSTEM**
selfestem.org

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.



6TH ANNUAL CONVERSATIONS IN STEM - 2023

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



selfstem.org

Action Items...



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

6TH ANNUAL CONVERSATIONS IN STEM - 2023



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



[ITS_MS_BROWN](https://www.instagram.com/ITS_MS_BROWN)



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/>