

# Maximize the Power of Social Media in Your Job Search

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Confidential; Not for Distribution. October 30, 2013

# Outline

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- Tips for building / cultivating your network
- How on-line tools compliment in-person networking
- Best practices to develop a professional on-line brand
- Highlighting your background and experiences
- Developing thought leadership using LinkedIn / Blogs
- Utilizing LinkedIn to connect with individuals during your career search



# Building your On-line Network

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## Rule # 1



# Building your On-line Network

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**Quality over Quantity!!!**



# Building your On-line Network

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## Rule # 2



# Connecting on LinkedIn


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**Personalize your Message!**



# Personalize connecting on LinkedIn

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 Invite **Steven** to connect on LinkedIn

How do you know Steven?

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Steven

Include a personal note: (optional)

Dear Steven,

Hope you are well. Very nice to see you at the recent TCN event on October 23rd. I enjoyed our conversation about Biotech incubators in Boston. I'd like to add you to my professional network on LinkedIn to stay in touch.

- Lauren Celano

**Important:** Only invite people you know well and who know you. [Find out why.](#)

or Cancel



# Building your On-line Network

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## Rule # 3





# Connecting on LinkedIn

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## Follow-up after in-person networking



# Networking



[www.massbio.org](http://www.massbio.org)



[www.massmedic.com](http://www.massmedic.com)



[www.masslifesciences.com](http://www.masslifesciences.com)



[www.cleanenergycouncil.org](http://www.cleanenergycouncil.org)



# Building Connections – Personal Network

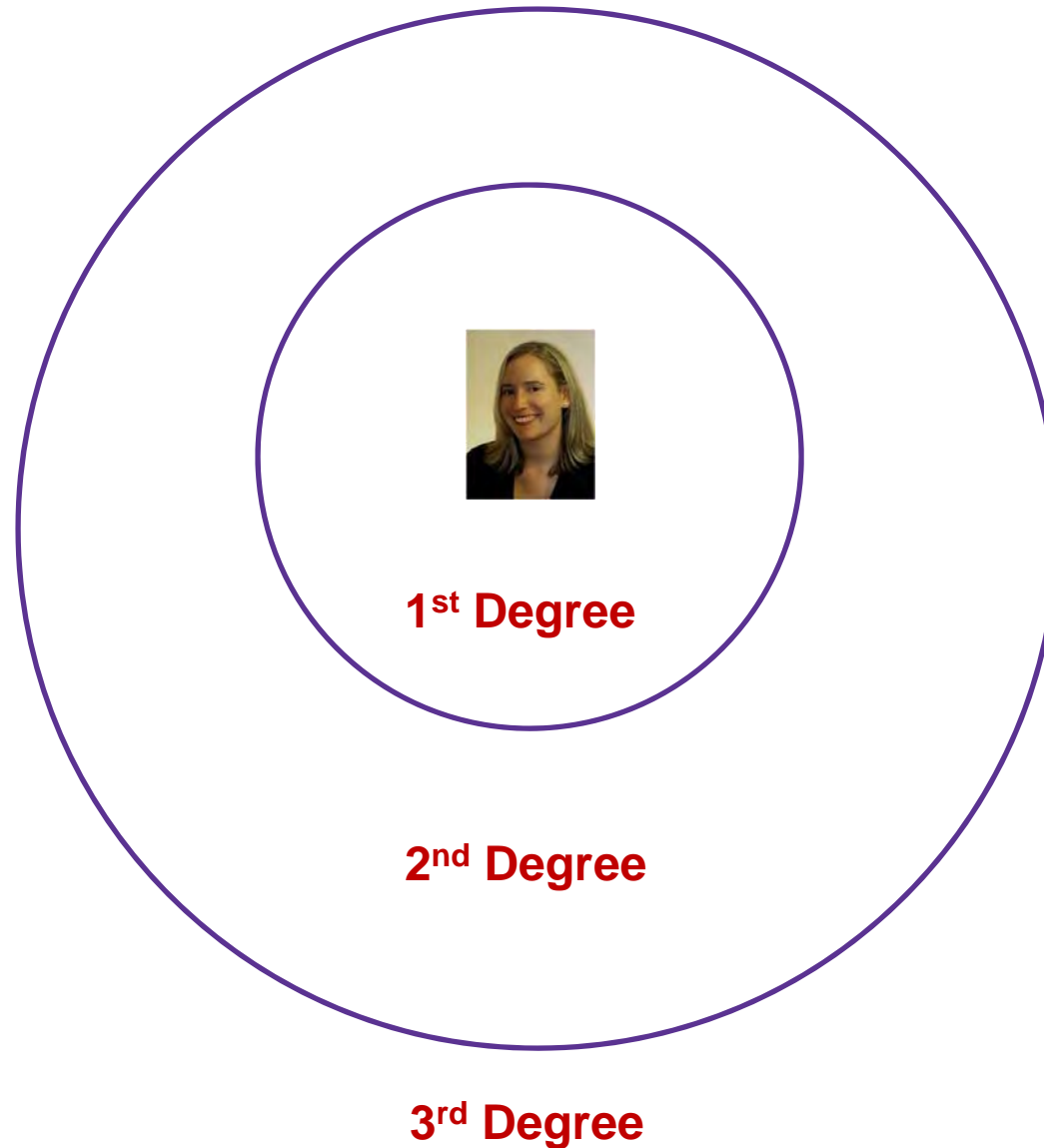
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- Classmates
- Lab mates
- Former colleagues
- Friends
- Mentors
- Alumni Organizations
- Organizations that you are a part of
- Connections of your LinkedIn connections
- Individuals you meet or who speak at events



# Building Connections

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# LinkedIn

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**> 30% of jobs are filled using LinkedIn**

However, this is not just for filling jobs...

- Networking event follow-up
- Informational Interviews
- Keeping in touch
- Searching for types of roles and companies to gain insight



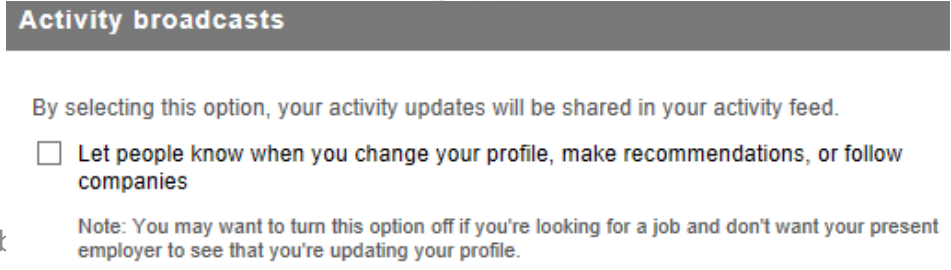
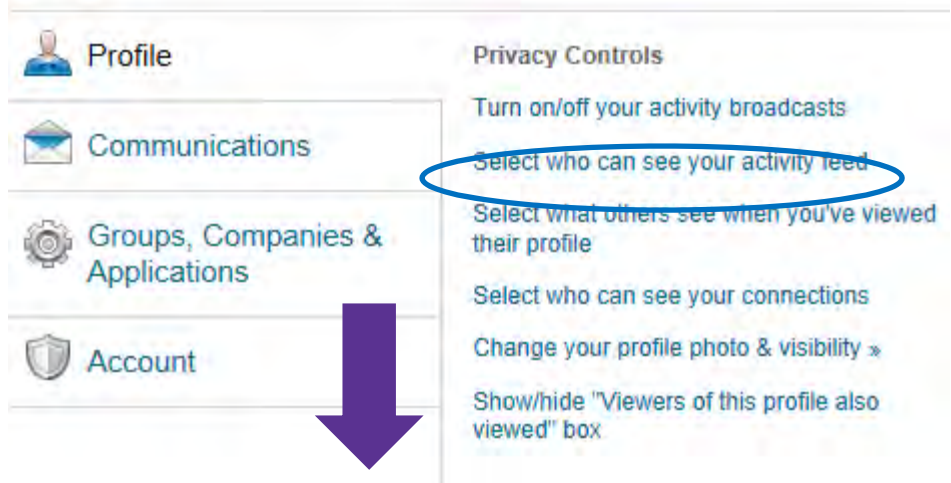
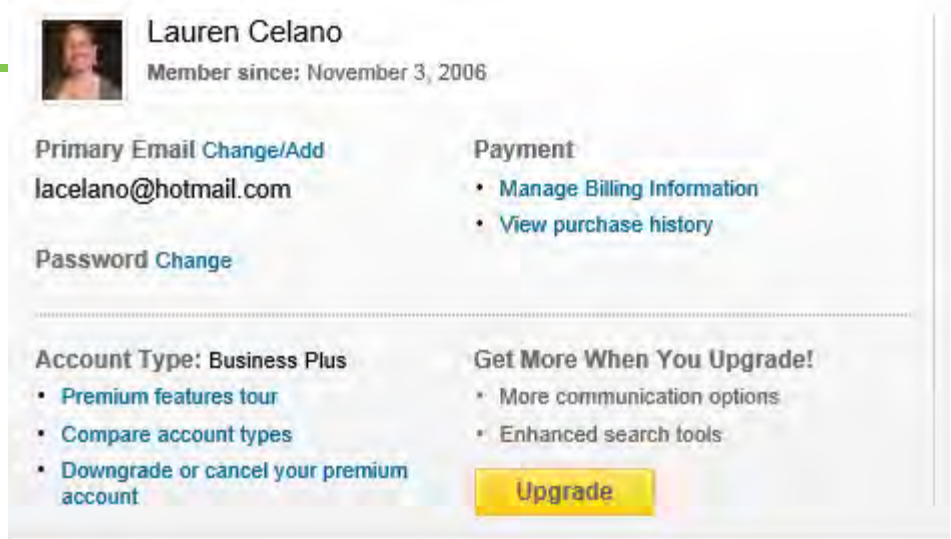
# A Few Components of LinkedIn

The screenshot shows the LinkedIn homepage with several key components highlighted by blue circles:

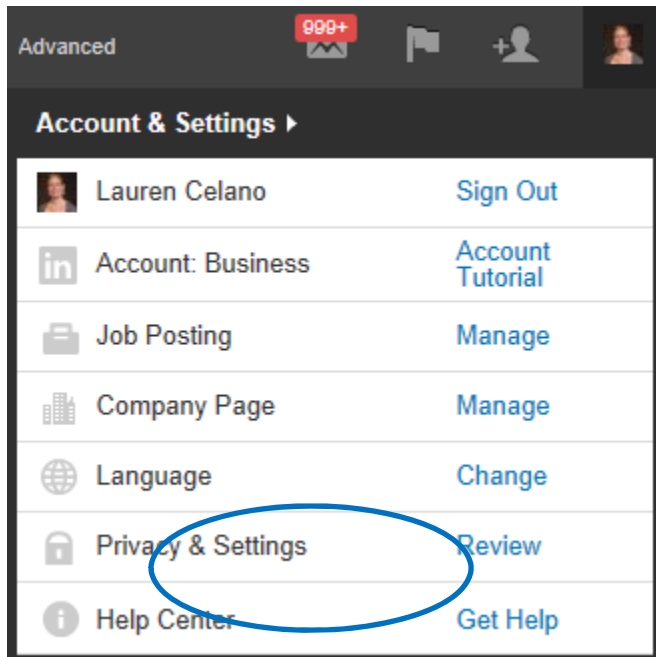
- Search Bar:** Located at the top center, containing the text "Search for people, jobs, companies, and more" and a magnifying glass icon.
- Advanced Search:** A button labeled "Advanced" located to the right of the search bar.
- Navigation Menu:** A horizontal bar at the top with links for "Home", "Profile", "Network", "Jobs", "Interests", "Business Services", and "Upgrade".
- Profile Picture:** A small circular profile picture of a woman on the left side of the page.
- Update Input:** A text box labeled "Share an update..." with a paperclip icon for attachments.
- News Recommendation:** A section titled "LinkedIn Today recommends this news for you" featuring an article titled "The Most Valuable Lesson That Changed My Life" by James Caan.
- People You May Know:** A list of suggested connections including Meghan Conway Robbins, Patrick Hogan, SR., and Maja Sedic.
- Advertisement:** A blue banner for American Express with the text "REWARDS MADE EASY" and "Free Reward Certificate with Purchase".



# Privacy Settings on LinkedIn



Click on your picture



Click on Privacy settings



Click "Turn off activity broadcasts" to turn these off while you update your profile. If not, your network gets notified each time something changes. Click on again click when you are done updating

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# Build out your Profile



 **Lauren Celano**  
Co-Founder and CEO, Propel Careers  
Greater Boston Area | Biotechnology

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**Current** • **Founder and CEO at Propel Careers**

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**Past** • Team Leader at Boston University  
• Sr. Acct Manager, Business Development at SNBL USA  
• Account Manager, Business Development at Aptuit, Inc [see all...](#)

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**Education** • Boston University - School of Management  
• Gettysburg College  
• University of East Anglia

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**Recommendations** **3 people have recommended Lauren**

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**Connections** **500+ connections**

## Lauren Celano's Summary

Successful business development professional with a proven track record of establishing strong relationships, growing existing client relationships, and managing complex projects. Diverse knowledge of drug discovery and development areas and experience with small and large molecule development programs.

## Lauren Celano's Experience

### Founder and CEO

#### Propel Careers

Privately Held; Human Resources industry  
April 2009 – Present (2 years 2 months)

Propel Careers is a recruitment firm focused on delivering a wide array of placement and career development services in the life sciences sector. Whether you are an undergraduate or graduate student, a recent graduate, or experienced professional, Propel's resources and network can be an asset to your career growth. The Propel website ([www.propelcareers.com](http://www.propelcareers.com)) contains information on how we can assist you with:

- Recruiting services for full-time positions with leading life sciences companies
- Securing a project based opportunity or internship in the life sciences sector
- Identifying a seasoned professional who can serve as a mentor
- Career counseling and resume review
- Networking

Please contact me at [Lauren@propelcareers.com](mailto:Lauren@propelcareers.com) with any questions about how we might be able to help you.

# VS

## Experience

### Associate Director - Global Marketing

Public Company; ; Biotechnology industry  
May 2008 – Present (3 years 1 month)

### Product Manager - Oncology -

Public Company; 10,001+ employees; Pharmaceuticals industry  
January 2007 – May 2008 (1 year 5 months)

### Cardiovascular specialty sales

Public Company; , Pharmaceuticals industry  
September 2003 – January 2007 (3 years 5 months)

Sales representative for cardiovascular portfolio at [territory](#) covering the Washington, DC

### Senior Account Executive

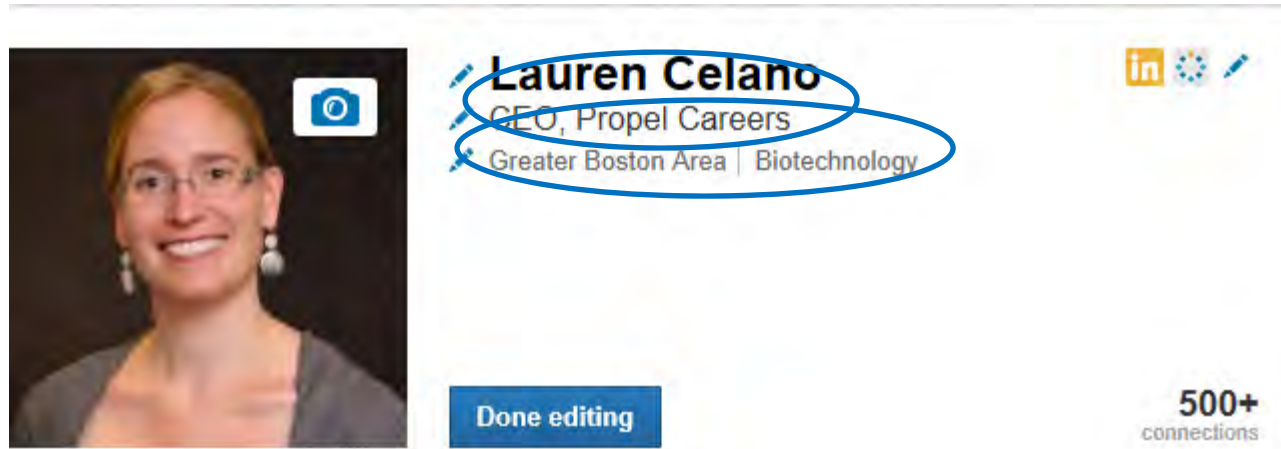
Public Company; Marketing and Advertising industry  
August 2001 – July 2003 (2 years)

Managed marketing and advertising for pharma and biotech clients in Oncology.





# Customize your Profile



- Your Title can be Edited –
  - Life Science professional cultivating future leaders
  - Passionate entrepreneur developing careers
  - Etc...
- Location and Industry can be tailored also



# Summary Section

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## Background



### Summary

I am very passionate about working with individuals who have strong scientific and technical backgrounds to find exciting growth opportunities in the life sciences industry. Through Propel, we build relationships and provide guidance on how individuals can position themselves for their next opportunity. We actively place individuals into positions with exciting life sciences companies, provide career coaching services and organize networking events. Prior to Propel Careers, I was a successful business development professional with a proven track record of establishing strong relationships, growing existing client relationships, and managing complex projects. I have a diverse knowledge of drug discovery and development areas and experience with small and large molecule development programs.



# Researcher's Summary Section

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Current postdoctoral fellow with a background in neuroscience and oncology. Currently studying pathways involved in the formation of glioblastomas in the hopes of identifying an opportunity to inhibit the pathway with a small molecule therapeutic. Currently in the 2<sup>nd</sup> year of a 3 year fellowship. I am very passionate about applying my skills to the development of novel therapeutics for cancer treatment.



# Building Your LinkedIn Profile

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**Use resume details to build your profile including:**

- Details about research
  - Techniques
  - Novel findings
  - Publications
  - Conference presentations
  - etc
- Interest groups and affiliations
- Leadership activities
  - AWIS, HBA, WEST, post doctoral association, etc.



# Experience Section

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## Connector at Boston World Partnerships [Edit](#)

### Boston World Partnerships

May 2011 – Present (1 year 6 months)

[Provide a brief description](#) | [Ask for recommendations](#)

## Founder and CEO [Edit](#)

### Propel Careers

Privately Held; 1-10 employees; Human Resources industry

April 2009 – Present (3 years 7 months)

Propel Careers is a recruitment firm focused on delivering a wide array of placement and career development services in the life sciences sector. Whether you are an undergraduate or graduate student, a recent graduate, or experienced professional, Propel's resources and network can be an asset to your career growth. The Propel website ([www.propelcareers.com](http://www.propelcareers.com)) contains information on how we can assist you with:

- Recruiting services for full-time positions with leading life sciences companies
- Securing a project based opportunity or internship in the life sciences sector
- Identifying a seasoned professional who can serve as a mentor
- Career counseling and resume review
- Networking

Please contact me at Lauren [@propelcareers.com](mailto:@propelcareers.com) with any questions about how we might be able to help you.

*2 visible recommendations for this position, 1 new recommendation for this position* [Manage](#)

## Team Leader [Edit](#)

### Boston University

Educational Institution; 5001-10,000 employees; Higher Education industry

June 2009 – May 2010 (1 year)

Evaluate novel solutions to clinical challenges emerging from Boston University clinical community to identify innovative medical technologies including diagnostics and medical devices which have the potential to improve patient care across a diverse spectrum of disease areas

[Ask for recommendations](#)



# Add a Picture

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**Remember – your Brand Matters!  
what are you trying to convey?**

# Additional Details to Add

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Websites: [Company Website](#)  
You can add up to 3 websites to your profile.

Twitter: [Propel\\_Careers](#) [Edit](#)

Interests: [+ Add](#)

Groups and Associations: [The Capital Network, Program Committee](#)  
[North Shore Technology Council, Membership Committee](#)  
[Healthcare Businesswomen's Association, Membership Committee](#)

Honors and Awards: [+ Add](#)

Contact Lauren for:

[Change contact preferences](#)

- job inquiries
- business deals
- getting back in touch
- expertise requests
- reference requests

Applications

[+ Add an application](#)

Skills & Expertise [Edit](#)

[+ Add a skill](#)



# You can add Many Other Details

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## Add Sections

### Featured

Overview

### Sections

Certifications

Courses

Honors and Awards

Languages

Organizations

Projects

Patents

Publications

Test Scores

Volunteer Experience &  
Causes

### Applications

Blog Link

Box.net Files

Creative Portfolio

Display

E-Bookshelf

Events

Google Presentation

Legal Updates

My Travel

Polls

Projects and  
Teamspaces

Reading List by Amazon

Real Estate Pro

SAP Community Bio

SlideShare

Presentations

WordPress





# Building Thought Leadership

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# Updating Connections - LinkedIn Status Bar

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- You can decide who to share this with
  - Public
  - Public and twitter
  - Only your connections

# Using the LinkedIn Status Bar

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- You can share updates such as:
  - Upcoming presentations
  - Published papers
  - Awards
  - Attendance at a conference
  - Meetings you are organizing
  - Mention relevant articles
  - Etc...

**Build awareness among your contacts regarding what you are doing**



# Other Options to Update Connections

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# Twitter



- Can provide thought leadership
- You can Tweet about topics of interest to you
- You can follow companies / people you are interested in
- Can allow you to “know” what is happening in real time

# Twitter



Perhaps create two accounts:

Professional



Personal



# Facebook



- Do not have a silly Facebook profile photo
- Be careful of being tagged in pictures
- Pay attention to your activities and interests – ensure they do not say things like wasting time, not showing up to work, etc
- Do not synchronize LinkedIn with Facebook

## Activities and Interests

[Edit](#)

### Other

Mass High Tech, BWK Capital Management, Red C Marketing, Boston University Alumni Association, MassChallenge, The Dobbyn Foundation, LehmanMillet, BostInnovation.com, Boston World Partnerships



# Blogging to Develop Thought Leadership

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- Wordpress is a common blogging tool
- Professional Blogs can cover:
  - Disease area – i.e. oncology
  - Functional area – i.e. Regulatory
  - Sector – i.e. small biotech or oncology biotech
  - Conference – i.e. AACR
- Personal Blog
  - Travel, food, hobby, charities you are involved with





# Blogs



## Life Sci VC

Recovering scientist turned early stage VC A biotech optimist fighting gravity

### Winners' Circle: New Insights Into BioPharma Venture Returns

Posted in [Exits](#) [IPOs](#) [M&As](#), [General Venture Capital](#), [VC-backed Biotech Returns](#) | [1 Comment](#)



Successful deals in venture capital take on a life of their own, especially the rare massive outlier

<http://lifescivc.com/>



[Bruce Booth](#) is a Partner at [Atlas Venture](#) focused on helping start and fund emerging biotech therapeutics companies. He's married to a wonderful woman and has three great kids. Active skier, runner, fly fisherman.

[Forbes Contributor Blogs](#)

# Contribute to a Blog

## Bio Careers Blog



Welcome to the Bio Careers Blog. Opinions expressed on this blog are those of the Bio Careers. Any registered member of our community is free to post on the blog. Post your [RULES](#).

Share Us!

Share Bio Careers® Blog  
with Your Peers



Filters

Sort by:

Publication date | Visits | Comments |

Rating



Nathan  
Vanderford

09.19.2013 | 172 | reply |

★★★★★

### PhDs Are Everything

Over 50% of PhDs work outside academia (Science and Engineering Indicators 2012) which means that many PhDs are indeed working in a variety of different jobs, and most importantly, this means that the majority of PhDs are not pursuing tenure track faculty positions. Despite this, a perpetuating stigma exists that makes PhDs feel like failures if they are not working toward a tenure track career. For the advancement of all academic fields, we need to work together on breaking this stigma. PhDs are everything. They are doing highly impactful and highly innovative work everywhere outside academia in unique and exciting positions....

Tags: careers for PhDs, Tenure track



Gaia Vasiliver-  
Shamis

09.18.2013 | 234 | reply |

★★★★★

### What Are PhDs?

Couple of weeks ago I came across Google Poems. Apparently, it's a Reddit page with some quite hilarious poems about the phrases generated by Google Instant, the official name for the "auto-suggest/complete" feature of Google, which I'm sure you're all familiar with when you start typing a search query in...

Tags: Google auto correct PhDs, is PhD worth it



09.17.2013 | 186 | reply |

★★★★★

### How to identify "relevant" recruiters

Finding a good recruiter who works in your area of interest can be extremely beneficial for your job search. With thousands of recruitment firms, ranging from one person companies that focus on specific roles, i.e. director level clinical

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# LinkedIn as a Career Search Tool

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- Search via Title
- Company
- Location
- Key Words
- Connections – 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> ...
- Look at profiles to see career paths



# Job Qualifications

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- When reading through a job description, look at the qualifications and compare with your background.

## Qualifications

- The candidate must have a Ph. D. in Molecular Biology, Biochemistry, or a closely related field, preferably with oncology/immunology experience.
- Hands-on experience with molecular biology (including recombinant DNA construction , RNA quantification using RT-PCR, transfection, western blotting techniques, etc) and cell biology (such as maintenance of variety of cell lines).
- Experience with protein purification, enzymatic characterization and inhibition assays desirable.
- Excellent written and oral communication skills.
- He or she should be highly motivated, productive and team oriented with demonstrated ability to work independently and to solve problems as they arise.



# Searching by Job Title

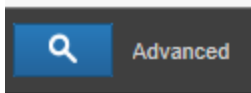
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- Make a list of relevant titles, i.e.
  - Scientist
  - Sr. Scientist
  - Investigator
  - Manager
  - Research Scientist
- Use the list of titles to search for people with the title(s) that you know



# Title Search on LinkedIn

Click on



Feature to  
Search  
LinkedIn

A screenshot of the LinkedIn search interface. The search bar at the top shows "13,333 results" circled in blue. The search filters on the left include "People" (selected), "Keywords", "First Name", "Last Name", "Title" (with "scientist" entered and circled in blue), "Current or past", "Company", "School", "Location" (set to "Located in or near:"), "Country" (set to "United States"), and "Postal Code" (set to "02113"). The search results on the right list several profiles: Gene Connelly (Scientist at Dyax), Terence Hall (Scientist III at ArQule Inc.), Dong Xu (Scientist II at Biogen Idec), Manfred Neuberg (Curation Scientist at Novartis), Joe Eyermann (Principal Scientist at AstraZeneca), Carlo Ciaffo (Senior Scientist at Synageva Biopharma), Karen (Bourque) Page (Clinical Scientist at Pfizer), and Natasja Brooijmans.



# Compare LinkedIn Profiles

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- Evaluate the background of people at your desired level
- Are they similar or different from yours?

**This can shed light on whether your background is a fit for this company and level**



# Company Search on LinkedIn

**SEARCH** 1,284 results

Advanced > 1st Connections x 2nd Connections x Group Members x Reset

All  
**People**  
More...

Keywords

First Name

Last Name

Title

Current or past

Company

Current or past

School

**Dong Xu** 1st  
Scientist II at Biogen Idec  
Greater Boston Area · Biotechnology  
17 shared connections · Similar · 500+ Message

**Tina Talreja** 1st  
Associate Scientist at Biogen Idec | MBA Health Sector Management | MS Medicinal Chemistry  
Greater Boston Area · Biotechnology  
17 shared connections · Similar · 184 Message

**Guanrong Huang** 1st  
Scientist I at Biogen Idec  
Greater Boston Area · Biotechnology  
21 shared connections · Similar · 268 Message

**Yan Wang** 1st  
Analytical Scientist/Boston area  
Greater Boston Area · Biotechnology  
8 shared connections · Similar · 160 Message

Current: Contract Scientist at Biogen Idec, Analytical Development

**Orlando Jaquez** 2nd  
Process Development Scientist and Biosimilars Purification Lead at Biogen Idec  
Greater Boston Area · Biotechnology Connect





# LinkedIn for Informational Interviewing

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Particular Job

Company

Career  
Progression

Career Entry



# What to ask about

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## Particular Job

- Responsibilities
- Day to Day
- Like
- Dislike
- Growth potential
- Skills needed

## Company

- Culture
- Work Environment
- Management Style
- Growth Potential
- Personality Fit
- Skills needed
- Skills valued

## Career Progression

- Growth Opportunities
- Career Path
- Skills to Develop

## Career Entry

- How to get in a role
- Networking
- Experience required
- Skills needed
- Skills one can learn
- Best way to enter field



# Career Planning

**SEARCH** 157 results for Biotech

Advanced >

1st Connections x 2nd Connections x Group Members x Reset

All  
People  
More...

**Keywords**  
Biotech x

First Name

Last Name

**Title**  
CSO

Current or past v

Company

School

**Nils Bergenhem** 1st  
Entrepreneur at First Founders Limited  
Greater Boston Area · Biotechnology  
▶ 90 shared connections · Similar · 500+  
Message

Summary: Pharmaceutical executive with successful... sized companies, as well as between biotech...  
Past: Vice President & CSO at CPEX Pharmaceuticals, Inc.

**Ania Knap** 1st  
at New England PharmAssociates, LLC  
Greater Boston Area · Biotechnology  
▶ 33 shared connections · Similar · 361  
Message

Past: President CSO and co-founder at MaxThera, Inc.

**Raymond T. Bartus, PhD (RTBioconsultants, Inc)** 1st  
Working as part of your team to solve problems...find solutions,, fill gaps...achieve your goals  
Greater San Diego Area · Biotechnology  
▶ 15 shared connections · Similar · 500+  
Message

Current: President at RTBioconsultants, Inc  
Providing strategic, tactical, communication and operational support and services for Biotech, Gene...  
Past: Exec VP & CSO at Ceregene



# HR Searches ...

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**Referrals**  
Internal and  
external

Company  
Recruitment  
Database

**LinkedIn**

Recruiters



SEARCH

359 results for oncology, PCR, ELISA, cell culture

Advanced >

1st Connections x 2nd Connections x Group Members x Reset

All

People

More...

Keywords

oncology, PCR, ELISA, x

First Name

Last Name

Title

Company

School

Location

Located in or near:

Country

United States

Postal Code

02113

Lookup



Julie Friedland 1st

Principal Scientist at N-of-One Therapeutics  
Greater Boston Area · Biotechnology

7 shared connections · Similar · 162

Message

Past: Scientist at EMD Serono, Antibody/Hybridoma Technologies Group  
Developed and utilized 2D and 3D cell culture... activity in both 2D and 3D cell culture systems...



Manasi Nade 1st

Experienced Biotechnology Professional actively seeking full-time opportunity in Biotechnology/ Pharmaceutical sector  
Greater Boston Area · Biotechnology

12 shared connections · Similar · 332

Message

Past: Associate Scientist (Development Specialist) at Shire Pharmaceutical  
...and Transfection for stable cell line generation · Perform Cell culture, Cell line characterization using...

Summary: ...Oncology for three years, I am a focused and motivated... ,  
Mammalian cell culture, Molecular biology, Molecular...



Deepali khanzode 1st

Document Specialist II at Genzyme (Contract)  
Greater Boston Area · Biotechnology

9 shared connections · Similar · 400

Message

Specialties: ...Risk Assessment for ELISA-based potency assay, cell-based potency assay, and cell culture...

Past: Research Associate at BIOGEN IDEC, Cambridge, MA  
...oncology, neurology, and immunology. •Screened small... mammalian A2a, A1 cell lines.



Dhanrajan T 1st

Principal Scientist, Strategic Program Manager and Innovations Management  
Greater Boston Area · Biotechnology

Message



# InMail Feature in LinkedIn

**Compose your message**

To: Kathy  
From: Lauren Celano  
 Include my contact information

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**Enter the contact information you would like to share**

Email:  ▼  
Phone:

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Category:  ▼  
Subject:

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**Your message to Kathy:**

Hello Kathy,

I hope you are well. Based upon your background, I am writing to let you know about a new role that we are working on for a growing life sciences non-profit in Kendall sq. Below is a link to the job desc. This is a bench based role focused on ELISA development for diagnostic applications. If you would like to talk more, please contact me at Lauren@propelcareers.com |

Thank you in advance for your time.

**Kathy is interested in:**  
career opportunities,  
consulting offers,  
getting back in touch

**Kathy's contact advice:**  
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# Using On-line Tools to Prepare for Interviews

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# Research the Company

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- Connections
- Industry Newsfeeds
- Publications
- Conferences
- Industry Associations
- Trade Groups
- Industry Reports
- Venture Capital Organizations
- LinkedIn
- Blogs
- Web Searches





# Research the Interviewers

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- Social Networks. i.e. LinkedIn
- Public databases
- Search engine results
- Press releases
- Papers
- Presentations
- Conferences
- Blogs
- Through people you know



# Contact Details

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Lauren Celano

Founder and CEO

Propel Careers

cell: 215-370-2285

email: [Lauren@propelcareers.com](mailto:Lauren@propelcareers.com)

Blog: <http://www.propelcareers.com/blog/>

Twitter: [http://twitter.com/Propel\\_Careers](http://twitter.com/Propel_Careers)

Facebook: [Propel Careers](#)

Linked in: [Propel Careers](#)

**Fueling Innovation. Fostering Leaders.**

[www.propelcareers.com](http://www.propelcareers.com)

