LinkedIn Profile Recommendations
About DOC (dropoutclub.org)

Our aspiration is to unite the global community of doctors, scientists and other biomedical professionals who seek to shape healthcare through innovative careers outside of traditional clinical and research tracks.

We focus on 3 specific objectives:

- Connect members with great opportunities that leverage their unique backgrounds and experience.
- Help employers rapidly source talent with highly specific biomedical and business experience.
- Facilitate the online and in-person exchange of ideas, insights and opportunities among our members.

Ultimately we hope that this will help improve the healthcare system by placing those who understand the real content of healthcare in leadership positions.

Contact us at contact@dropoutclub.org.
Need a LinkedIn Makeover?
Our Goal Today

Profile Strength

All-Star
## Build A Stellar LinkedIn Profile

- Overview of LinkedIn
- The Basics: Build Your Profile
- The Next Step: Build Your Brand (Headline, Summary and Experiences)
- Leverage LinkedIn: Engage Your Network
Why use LinkedIn?

1. Get found by recruiters
2. Find out about job opportunities
3. Stay connected with professional connections
4. Expand your professional network
5. Keep up with industries, companies, and influencers you’re interested in
6. Plant seeds for future opportunities
7. Others… (BD, News, Sharing Updates, etc.)
Some quick numbers

350 million+ LinkedIn users

95% of recruiters use LinkedIn to find candidates

PhDs are underrepresented:
~2 million scientists on LinkedIn
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# Build A Complete Profile

## LinkedIn Search Algorithm

<table>
<thead>
<tr>
<th></th>
<th><strong>Profile Completeness</strong> (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>- Industry and Location &lt;br&gt; - Current position w/ description &lt;br&gt; - Two past positions; Education; 3+ Skills &lt;br&gt; - Profile Photo; 50+ connections</td>
</tr>
<tr>
<td>2</td>
<td><strong>Shared connections</strong></td>
</tr>
<tr>
<td>3</td>
<td><strong>Connections by degree</strong> (1&lt;sup&gt;st&lt;/sup&gt;, 2&lt;sup&gt;nd&lt;/sup&gt;, 3&lt;sup&gt;rd&lt;/sup&gt;)</td>
</tr>
<tr>
<td>4</td>
<td><strong>Groups in common</strong></td>
</tr>
</tbody>
</table>
Be Secretive

Activity broadcasts

By selecting this option, your activity updates will be shared in your activity feed.

- Let people know when you change your profile, make recommendations, or follow companies

Note: You may want to turn this option off if you're looking for a job and don't want your present employer to see that you're updating your profile.

Save changes or Cancel
Get Photogenic

Those with a profile photo are 14 times more likely to have their profile viewed than users without a picture.

Pick a background photo that resonates
Photo Tips

1. Make yourself approachable
2. Don’t tilt your head
3. Turn your shoulders: no mugshots!
4. Try an action shot!

Public Speaking  Field Work  Coding
Customize your public profile URL

https://www.linkedin.com/in/zachmarks
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Build Your Brand

A. Write A Winning Headline
B. Hook Them With Your Summary
C. Make Your Experiences Come Alive
D. Go Beyond The Lab
A Write a Winning Headline

- “Elevator pitch”
- Doesn’t have to be your title
- Specific keywords for your target job
<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Priyasri Shotton</td>
<td>2nd Biologist</td>
<td>Accomplished Biologist ➔ Project management specialist ✔ Science Communicator. Want to learn more? Let’s Connect! Indianapolis, Indiana Area • Pharmaceuticals 38 shared connections • Similar Current: Biologist - Diabetes, at ATMG I Lilly</td>
</tr>
<tr>
<td>Edward Acheampong</td>
<td>2nd Scientist</td>
<td>Hands-On Research Scientist ➔ Molecular Biology ➔ Project Management ➔ Driving Innovative, Disruptive Initiatives Greater Philadelphia Area • Biotechnology 18 shared connections • Similar Current: Senior Scientist, Project Manager ➔ Cell &amp; Molecular Biology ➔ Clinical Research Associate ➔ Project Leader ➔ Cell &amp; Molecular Biology ➔ Senior Research Associate ➔ Project Manager ➔ Infectious Disease Research Associate, Infectious Diseases ➔ Molecular Biology ➔ Products Past: Senior Research Associate ➔ Project Leader ➔ Cell &amp; Molecular Biology ➔ Research Associate, Infectious Diseases ➔ Molecular Biology ➔ Products</td>
</tr>
<tr>
<td>Hui Xie-Zukauskas</td>
<td>3rd Research Scientist</td>
<td>Passionate, Solution-minded Research Scientist ➔ Expert in Evolving Medical Research &amp; Public Health Program ➔ Director Washington D.C. Metro Area • Health, Wellness and Fitness 3rd Similar Current: Research Director I Senior Research Scientist I Medical Research Past: Head, Section of Vascular Function ➔ Staff Scientist ➔ Medical Research ➔ Director &amp; Consultant ➔ Health Education ➔ Medical Research at He... Senior Research Scientist ➔ Medical Research ➔ Vascular Physiology...</td>
</tr>
<tr>
<td>Christopher Hanson</td>
<td>2nd Scientist</td>
<td>Health Outcomes Research Scientist with Policy Analysis Expertise ➔ Open to New Opportunities Greater New York City Area • Research 2 shared connections • Similar Current: Founder I Health Safety Scientist Research Associate at Leaders i...</td>
</tr>
<tr>
<td>Carolyn R. Sikes</td>
<td>3rd PhD</td>
<td>VP, Clinical AffairsPharma ConsultantClinical Development ➔ Medical Affairs ➔ Promotional ReviewLaunch SupportLifeCycle Greater New York City Area • Pharmaceuticals Similar Current: Vice President, Clinical Affairs (part-time) at NEOS Therapeutics</td>
</tr>
<tr>
<td>Ananda Ghosh</td>
<td>1st Life Science Enthusiast and Consultant I Teacher I Tech Transfer Intern I Founder Greater New York City Area • Research 63 shared connections • Similar • 500+ Past: Research Associate at Weil Cornell Medicine Understanding Axon degeneration and Synapse function ★ Developed CRISPR generated worm model system...</td>
<td></td>
</tr>
<tr>
<td><strong>Deep Pandya</strong> 2nd</td>
<td><strong>H. Ryan Kim</strong> 3rd</td>
<td></td>
</tr>
<tr>
<td>---------------------</td>
<td>---------------------</td>
<td></td>
</tr>
<tr>
<td>Computational <strong>Biologist</strong> / Scientist - NextGen Sequencing</td>
<td>Senior Computational <strong>Biologist</strong> in Molecular Oncology</td>
<td></td>
</tr>
<tr>
<td>Greater New York City Area • Biotechnology</td>
<td>Greater New York City Area • Research</td>
<td></td>
</tr>
<tr>
<td>• 3 shared connections • Similar</td>
<td><strong>Similar</strong></td>
<td></td>
</tr>
<tr>
<td>Current: NGS - Computational <strong>Biologist</strong> / Scientist at Danbury Hospital - Bi…</td>
<td>Current: Senior Computational <strong>Biologist</strong> II at Memorial Sloan Kettering Can…</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Virginia Teijeiro</strong> 1st</th>
<th><strong>Patrik D'haeseleer</strong> 3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stem Cell &amp; Developmental Biologist I Memorial Sloan Kettering Cancer Center</td>
<td>Microbial systems <strong>biologist</strong> by day, mad scientist by night</td>
</tr>
<tr>
<td>Greater New York City Area • Research</td>
<td>San Francisco Bay Area • Biotechnology</td>
</tr>
<tr>
<td>• 21 shared connections • Similar • 👤 398</td>
<td><strong>Similar</strong></td>
</tr>
<tr>
<td>Current: Ph.D. Candidate I Cell &amp; Developmental Biology at Memorial Sloan…</td>
<td>Current: Computational <strong>Biologist</strong> at Lawrence Livermore National Laboratory</td>
</tr>
<tr>
<td>• Dissecting the function of microRNAs in human embryonic stem cells using CRISPR gene editing…</td>
<td></td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th><strong>Sophie Colombo</strong> 1st</th>
<th><strong>Tianchuan (Michael) Du</strong> 3rd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Scientist in biology with a specialty in genetics and developmental biology</td>
<td>Machine Learning, <strong>Data Scientist</strong>, Software Engineer</td>
</tr>
<tr>
<td>Greater New York City Area • Research</td>
<td>San Francisco Bay Area • Information Technology and Services</td>
</tr>
<tr>
<td>• 8 shared connections • Similar • 👤 410</td>
<td><strong>Similar</strong></td>
</tr>
<tr>
<td>Current: Postdoctoral research scientist at Columbia University Medical Cen…</td>
<td>Current: <strong>Data Scientist</strong> II at Microsoft</td>
</tr>
<tr>
<td>Regulation of cardiac chamber identity by nix… and used genome-editing techniques (CRISPR/Cas9…</td>
<td></td>
</tr>
</tbody>
</table>
Add Keywords For Your Target Job
Do More Than Buzzwords

TOP 10 GLOBAL BUZZWORDS

1. Motivated
2. Passionate
3. Creative
4. Driven
5. Extensive Experience
6. Responsible
7. Strategic
8. Track record
9. Organizational
10. Expert
### Try It Yourself: What’s Your Headline?

<table>
<thead>
<tr>
<th>Don’ts</th>
<th>Dos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be cheesy (Social Media Superstar)</td>
<td>Say <strong>who</strong> you are</td>
</tr>
<tr>
<td>Be confusing (Engagement Manager)</td>
<td>Say <strong>what</strong> you do (or want to do)</td>
</tr>
<tr>
<td>Be boring (Postdoc)</td>
<td>Say <strong>how</strong> you are unique</td>
</tr>
<tr>
<td>Be desperate (Seeking New Opportunities)</td>
<td>Give <strong>proof</strong> you are credible</td>
</tr>
</tbody>
</table>
I am a research scientist seeking to better understand how neural activity motivates and shapes human behavior. My expertise includes project design and management, data analysis and interpretation, and the development and implementation of research tools. I love to generate new ideas and devise feasible solutions to broadly relevant problems. My supervisors and colleagues describe me as a driven, resourceful individual who maintains a positive, proactive attitude when faced with adversity. I am passionate about using my diverse skill set to develop and promote technologies that benefit human health. Special fields of interest include data analytics, biotechnology, and pharmaceuticals.

FROM: “Jackie Stevens is a molecular biologist…”

TO: “I’m a biologist passionate about discovering novel therapies to fight cancer…”

Inject your personality to appear warm and welcoming.

Specific fields of interest include data analytics, biotechnology, and pharmaceuticals.
**Objective Statement**

“OBJECTIVE—To obtain a research position as an analytical chemist at a leading biopharmaceutical company.”

- Tells hiring manager what they already know
- Focuses on what you want

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**Executive Summary (“The Elevator Pitch”)**

“Meticulous bioanalytical chemist with 7 years of mass spectrometry experience developing applications for novel ionization techniques, specializing in proteomics and chemical analyses”

- Articulates your value to the employer
- Ensures clear understanding of your selling points
- Emphasizes your key strengths
Example Summaries

“Hard Skills” Example

- Biostatistician with 6 years experience analyzing biomedical data, focusing on the analysis of clinical oncology data
- Deep expertise in developing and applying statistical methods for analysis of high throughput cancer genomics data, fitting and validation of prognostic models, and design and analysis of clinical trials
- Fluent in R; experienced with Fortran, Stata, Matlab, C, SQL and Tableau
- Successfully collaborated with clinicians and lab scientists; co-author on 3 publications in medical journals and co-investigator on 2 research grants
- Former chess champion with rigorous analytical and quantitative mind well-suited to making strategic decisions in fast-paced environments

“Soft Skills” Example

- Entrepreneurial life sciences PhD with extensive experience in biomedical research and business. Proven leader currently managing business and community organizations.
- Elected VP Outreach of Graduate Business Club, increased membership 250%, led multiple strategy and due diligence projects evaluating biotech investments
- Co-founded Hamachi Hub, tutoring center for underprivileged youth, developed strategic plan, recruited and trained staff of 5, help manage $100K budget
- Started on-campus food delivery business, which grew to $3K annual revenues and 2 part-time employees
• Write bullet points that describe and quantify what you did, beginning with an action verb

**Example bullets**

**A wasted bullet**

**A boring bullet**
- I was part of a team that planned a research project on labor market dynamics; responsible for data analysis and presentation

**A great bullet**
- Led the development of a multi-institution collaboration, coordinating 9 scientists across 3 labs, resulting in 2 publications cited by 13 researchers
“Show, don’t tell”

**Guidance**

1. Lead with action verbs
2. Be concrete and descriptive
3. Quantify where possible
4. Describe impact

**Examples from resumes**

“Negotiated for laboratory space and for under-utilized equipment with neighboring laboratories to establish a new, dedicated tissue culture facility for lentivirus work on a budget of <$1500; this facility has been used by 6 people from 2 laboratories”

“Collaborated with a PhD student and two post-doctoral fellows on developing techniques for protein structure determination with X-ray crystallography that got published in PLoS ONE”
The bullet-point test

Read each line of your resume and ask: “Could any other MD or PhD say this” or is it ME-SPECIFIC?
The test in action

Excellent interpersonal skills
Trained and supervised 3 undergraduates and mentored them into medical school

Results-oriented scientist with great teamwork skills
Established multi-institutional collaboration with 4 investigators that led to 2 publications in gastroenterology

Represented postdocs on student government
Elected to represent 300 postdocs; launched new career development symposium series, managing $12K budget
C

Experience Bullet Point Mad Libs

Developed and taught biology curriculum to 75 underprivileged high school students

(Action Verb) (What You Did)

recognized by Society for Neuroscience as most innovative outreach program
(out of 75 across country)

(Outcome – Quantify if possible)
## Let’s get to work: Brainstorm experiences

### Within your research experience

- **Scientific techniques**
  - Gene editing
  - Bioinformatics

- **Scientific tools**
  - CRISPR-Cas9
  - GENE-WIZ

- **Technical writing**
  - Papers, reviews, books published

- **Public speaking**
  - Presentations, invited talks

- **People management**
  - Management
  - Training

**Others:** Project management, statistics, data management, entrepreneurship

### Outside of your research

- **Entrepreneurship**
  - Found a club, program, startup
  - Fundraising
  - Consulting

- **Leadership**
  - Lead/manage any group towards a goal

- **Teaching**
  - College, high school, non-profits, outreach

- **Scientific comm**
  - Blogging, op-eds, public speaking

- **Event organizing**
  - Conferences, visits

**Others:** hobbies, passions, anything!
<table>
<thead>
<tr>
<th>(Action Verb)</th>
<th>(What You Did)</th>
</tr>
</thead>
</table>

(Outcome – Quantify if possible)
Make The Most Of Your Profile

1. Link your job to the company/institution
2. Optimize your visibility with keywords
3. Add examples of work (including multimedia)
4. Go beyond the lab
   - Volunteer experiences
   - Languages
   - Side projects
5. Ask for recommendations

You’re 12 times more likely to be viewed if you list more than past titles

42% of hiring managers equate volunteer experience to formal work experience
Avoid the most common killer: typos

- “Professional experiences”
- Have others proofread

“A flawless, well-written resume tells me something about a candidate. They can communicate. They’re attentive to detail. They put in the extra bit of effort on even tedious tasks because that’s the kind of person they are.”
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Engage Your Network

1. Keep your profile current (experience, extracurriculars, publications, contact info!)
2. Manage your endorsements
3. Post content and follow others to stay abreast of opportunities
4. Get to 500+ (Sync with your contacts)
5. Be a groupie: Join groups, follow companies/organizations
6. Re-connect with everyone: old lab mates, classmates, co-authors, club members, etc.
7. Leverage networks (e.g. alumni) for informational interviews
8. Do targeted searches with your dream job / company in mind
9. Get introduced
10. Personalize requests