

Job Excellence

*How to make recruiters be aware of
your profile*

01

Welcome to the LinkedIn Network



The Economic Graph



1B+

Members



69M

Companies



15M

Jobs



41K

Skills



139K

Schools



443B+

Knowledge

On LinkedIn...

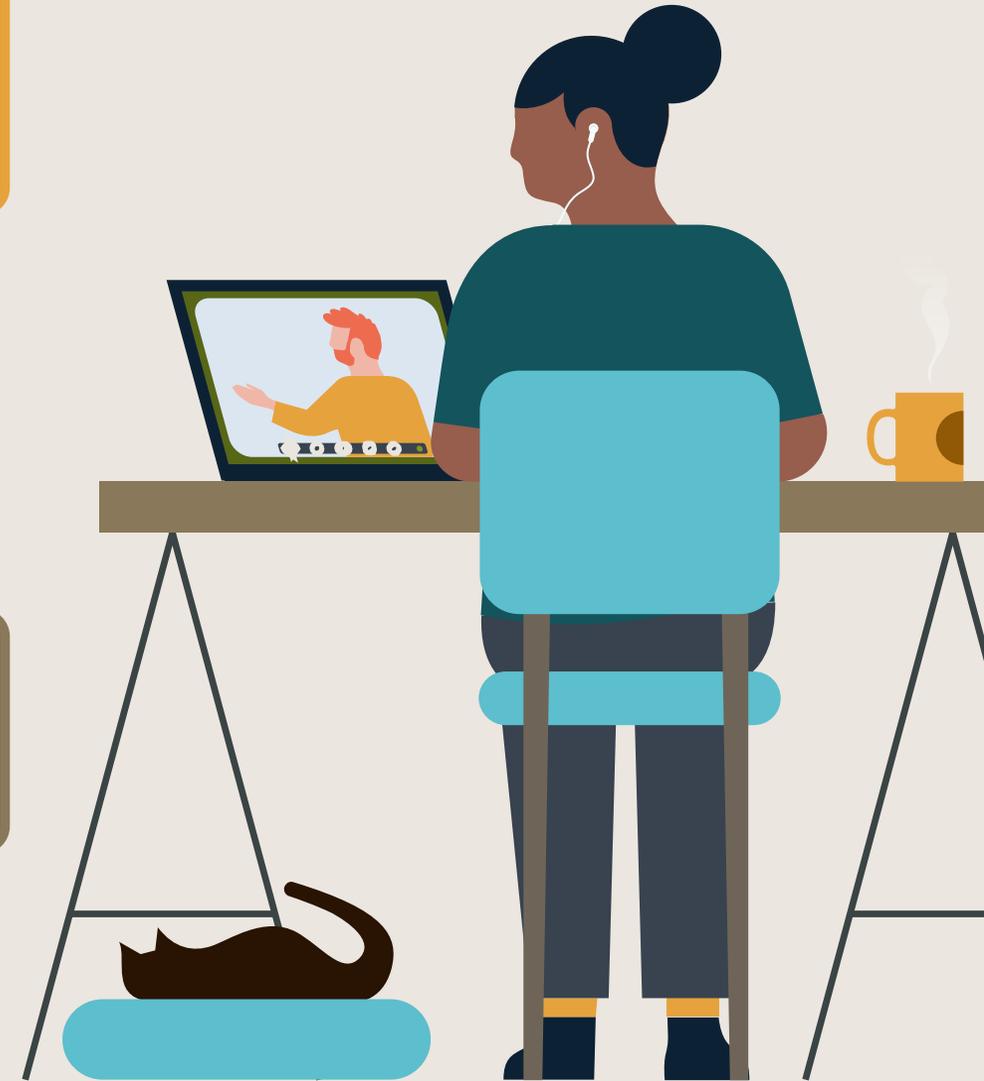
60 Courses
added every week

24,100+ courses
January 2025

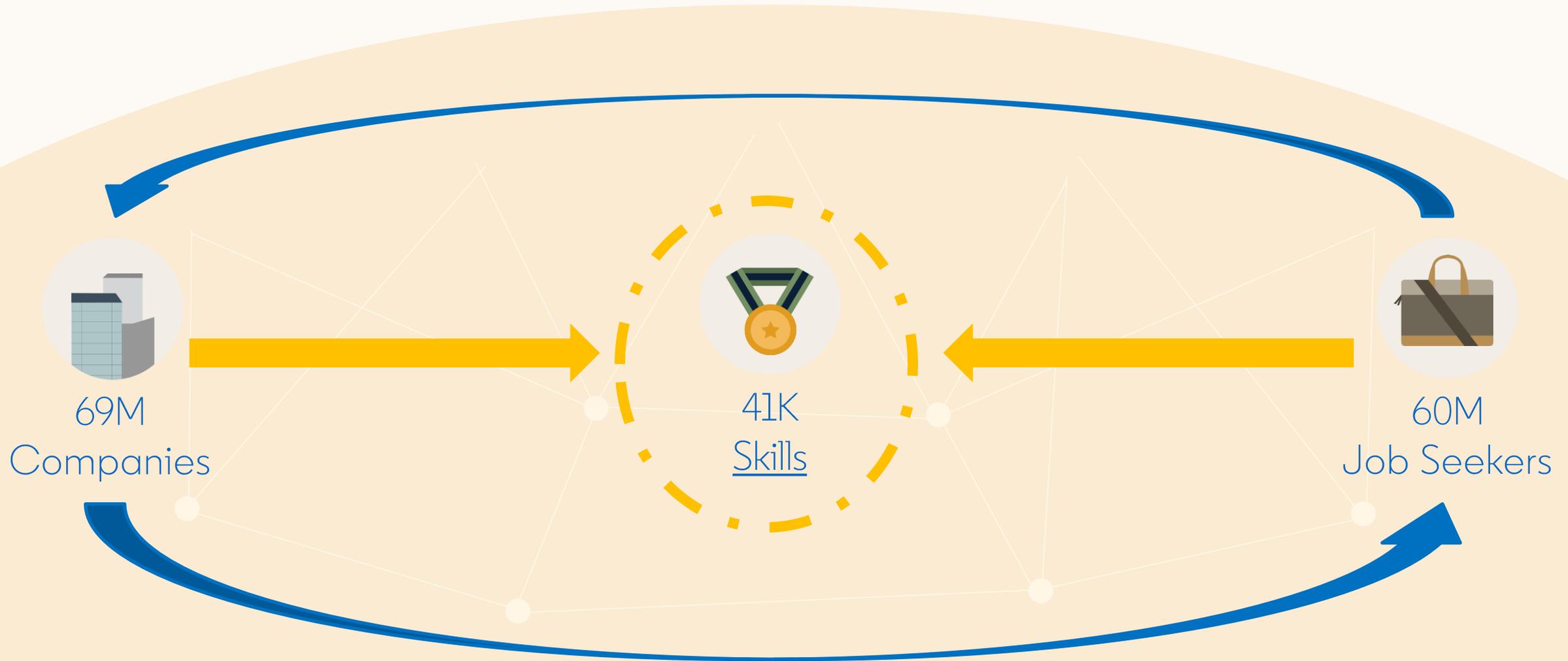
7,020 job applications
submitted per minute

66M people
Visit LinkedIn Jobs weekly

7 hires
are made per minute



LinkedIn: The Platform Connecting Employers with Potential Employees



02

Master your job search on LinkedIn



Find the Right Job

- ✓ You can easily search for jobs on LinkedIn from the Jobs homepage and narrow down your results using filters, keywords, and advanced search.
- ✓ Set up job alerts based on your previous job searches, preferences, and specific companies to ensure you'll regularly receive relevant job notifications.
- ✓ Save jobs while browsing job search results on LinkedIn to come back later to apply for them.
- ✓ Access unique insights about jobs (exclusive to Premium accounts) to help you make informed decisions on whether the job is a good fit for you.

Apply and Prepare for the Job

- ✓ Upload a default resume to use when applying for jobs posted on LinkedIn and save up to four additional resume options for different job descriptions.
- ✓ Use the Interview Preparation feature to help you prepare for your interview.
- ✓ Keep track of jobs you've applied to on a spreadsheet with dates and notes.

Update Your LinkedIn Profile

- ✓ Add a recent profile photo.
- ✓ Update your current location.
- ✓ Update your profile – add skills, work & Volunteer experiences, recommendations etc.
- ✓ Add contact information if you'd like to be contacted outside of LinkedIn.

Make Your Profile Stand Out

- ✓ Use the summary to share more information about yourself and what types of opportunities you're pursuing.
- ✓ Enable the #OpenToWork feature to let recruiters know that you're open to new opportunities.
- ✓ Ask connections to endorse your skills and provide a recommendation.

Expand Your Professional Network

- ✓ Connect with other LinkedIn members who share a professional relationship with you.
- ✓ Explore topics and conversations of interest in LinkedIn Groups.
- ✓ Contact the job poster via InMail (when available) to tell them why you want the job.
- ✓ Follow the company's LinkedIn Page for their most recent news and updates.
- ✓ Engage with content posted by the companies you're interested in.



LinkedIn 

Software Development · Sunnyvale, CA · 31M followers · 10K+ employees

 Felix & 431 other connections work here

Learn more 

 Message

 Following



Home About **Posts** Products Jobs Life People Insights

All

Images

Videos

Articles

Documents

Promoted 

CBS MBA **Executive MBA in shipping**
 The world's foremost Executive MBA in Shipping & Logistics
 **Nhar** & 1 other connection also follow Copenhagen Business...

 **Ineffiziente IT-Prozesse?**
 Unterstützung bei der Verbesserung des IT Service Desk!  > audius.de

Affiliated pages

in **LinkedIn for Sales**
 Software Development
 Showcase page

 Jean-Luc & 237 other connections follow this page

 Following

Online Professional Network, Jobs, People Search, Company Search, Address Book, Advertising, Professional Identity, Group Collaboration, and Recruiting

Interested in working with us in the future?

Privately share your profile with our recruiters – you'll be noted as expressing interest for up to a year and be notified about jobs and updates. [Learn more](#)



I'm interested



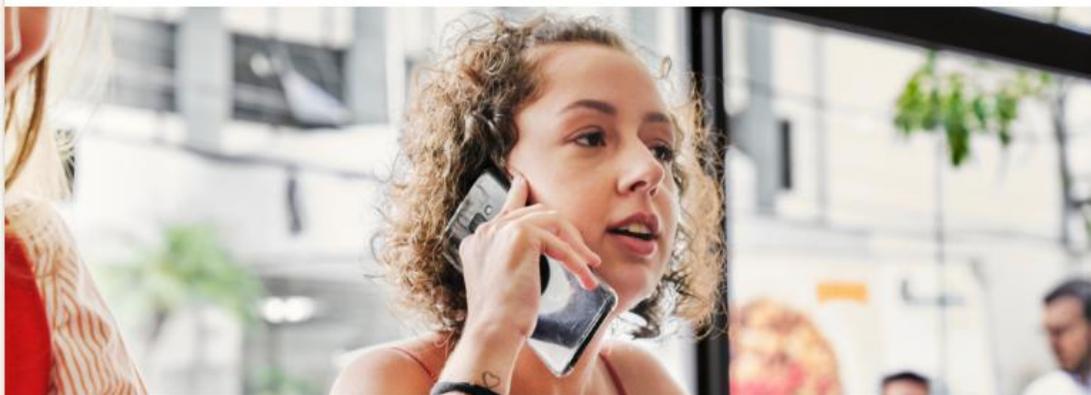
LinkedIn

30,777,444 followers

4d • 🌐

The world of work is shifting fast. In this month's LinkedIn newsletter, we're covering the changes that matter most:

👤 Grad's Guide 2025: The jobs, industries & cities on the rise for new grads ...more



IN THE LOOP



In the Loop

From grads to growth: navigating jobs, skills, and support in 2025

LinkedIn

👍❤️🔄 1,307

115 comments · 23 reposts



Like

Comment

Repost

Send



LinkedIn

30,777,444 followers



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Search



Home



My Network



Jobs



Messaging



Notifi



People

Current company 4

1st

2nd

3rd+

Actively hiring

Locations

All filters



Search with Recruiter

8+ additional advanced filters



Juls Drews • 2nd

Enterprise Account Director @ LinkedIn | Building Strong Client Relationships
Hamburg

1K followers • Daniel Shapero, Christian Frenzel, and 124 other mutual connections

Connect



Giovanna Mata • 2nd

Customer Success Manager at LinkedIn - driving client success and growth
Berlin

Rolf Reinhardt, María Pineda Lázaro, and 14 other mutual connections

Connect



Ibtisam Chalghoumi • 2nd

"The future depends on what you do today." – Mahatma Gandhi
Hannover

1K followers • Christian Frenzel, Nives Boberg, and 101 other mutual connections

Connect



Sophia Gleuel • 2nd

Senior Account Director @LinkedIn
Hamburg

Daniel Shapero, Hussein Azzan, and 43 other mutual connections

Connect



Esther Süßenguth • 2nd

Senior Customer Success Manager @ LinkedIn | Strategic Thinking
Greater Munich Metropolitan Area

Christian Frenzel, Nives Boberg, and 105 other mutual connections

Connect



Daniela Breitenbach • 2nd

Lead Client Solutions Manager bei LinkedIn
Berlin

Josh Graff, Christian Frenzel, and 51 other mutual connections

Connect



Chandrika Batra • 2nd

Insights Program Manager at LinkedIn

Connect





Search Title, skill or company

Portugal



Ingrid Schwamm

Driving customer success with LinkedIn solutions at global scale.

Berlin Metropolitan Area

LinkedIn

Preferences

My jobs

My Career Insights

My Learning Plan

Post a free job

About Accessibility Help Center

Impressum Cancel subscription

Privacy & Terms Ad Choices

Advertising Business Services

Get the LinkedIn app More

Explore with job collections



Easy Apply



Sustainability



IT



More



ServiceNow Consultant HRSD

SOLVvision AG · Germany (Remote)



Actively reviewing applicants

Promoted · **Be an early applicant** · Easy Apply



Ruby on Rails Developer

Vivo Talent Solutions · Berlin, Germany (Remote)



Actively reviewing applicants

Promoted · Easy Apply



Show all →

Top job picks for you

Based on your profile, preferences, and activity like applies, searches, and saves



Senior Consultant Cyber Resilience (m/w/d)

Deloitte · Berlin, Berlin, Germany



1 connection works here

Promoted · **Be an early applicant**



DACH Presales Senior Manager

HubSpot · Berlin, Berlin, Germany



You'd be a top applicant

Promoted



Renewal Manager DACH

Miro · Berlin, Berlin, Germany (Hybrid)



03

Interview Excellence

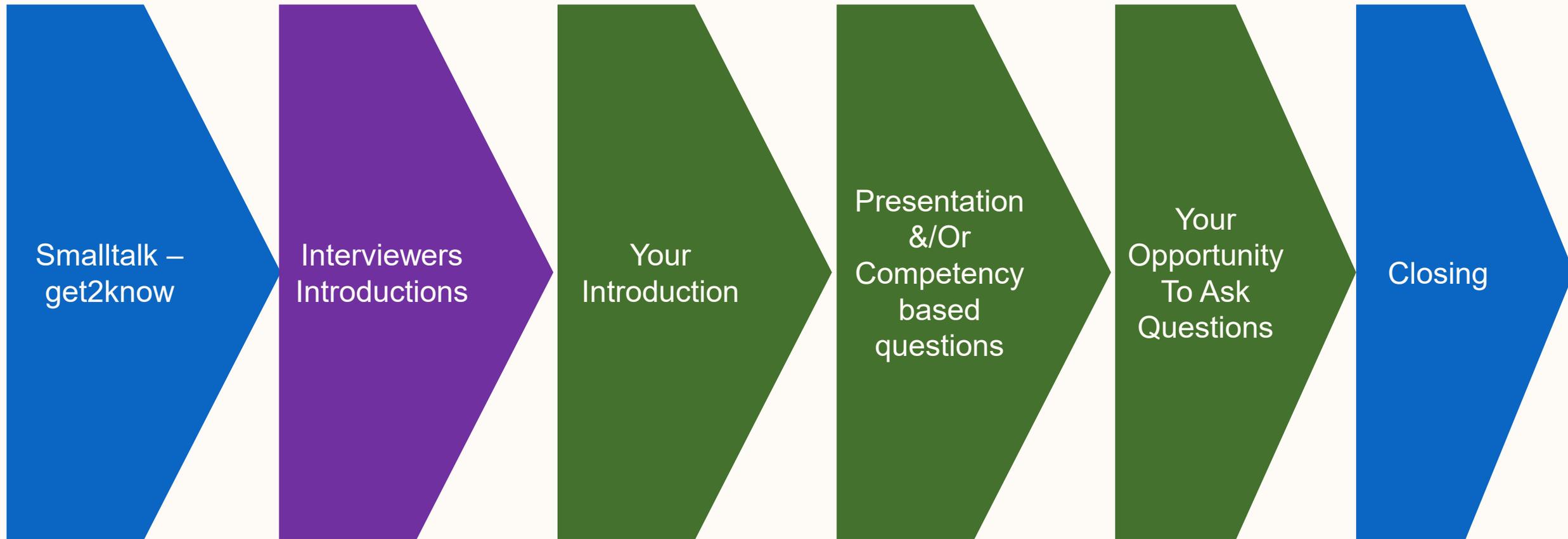


Most common version. We
will talk about this one

There Are Four Types of Job Interviews

- 1 Structured Interview
- 2 Unstructured Conversation
- 3 Stress Interview
- 4 Role Play

Phases of the Structured Interview



Analyze the Job spec for skills & experience

The screenshot shows a LinkedIn job search interface. The search filters are set to 'Worldwide' and 'Company 4'. The search results list several job openings. The selected job is 'Senior Program Manager, Social Impact' at LinkedIn, Sunnyvale, CA (Hybrid), with a salary range of \$115K/yr - \$180K/yr. The job description includes responsibilities such as developing a strategy to scale nonprofit reach, partnering with cross-functional stakeholders, and leading special projects. The qualifications section lists requirements like a BA/BS degree, 10+ years of experience in workforce development, and strong interpersonal skills. Suggested skills include Communication and Collaboration.

Jobs in Worldwide
142 results

Senior Program Manager, Social Impact
LinkedIn - Sunnyvale, CA (Hybrid) **Easy Apply** **Save**

for an experienced program manager to identify opportunities to expand our nonprofit reach and to help better tell our stories of impact. This position will also lead special projects for the Social Impact team. This position reports to the Director of Social Impact within Marketing & Communications.

Responsibilities

- Develop a strategy to scale our nonprofit reach to ensure that we are providing resources and opportunities to a broader set of nonprofit organizations on the LinkedIn platform, with an emphasis on those that serve jobseekers facing barriers. These could include government or workforce development agencies, community college or school networks, etc.
- Partner with cross-functional stakeholders in Communications, LinkedIn News, and across the Center for Global Impact to refine our storytelling strategy to ensure that we have a clear and compelling narrative and a plan to galvanize key internal and external stakeholders in support of our work
- Lead special projects and initiatives within the Social Impact team and partner closely with Microsoft to identify areas of leverage and partnership to advance our objectives.

Qualifications

Basic Qualifications:

- BA/BS Degree or equivalent experience
- 10+ years of experience in workforce development field - direct corporate, nonprofit and government experience required

Preferred Qualifications:

- Strong interpersonal skills and ability to build lasting professional relationships with internal and external stakeholders.
- Strong written and verbal communication - with specific experience in creating and delivering compelling storytelling campaigns
- Proven track record with project management and planning skills
- Passion about and/or has lived experience in support of job seekers facing barriers with economic opportunity.
- Experience and comfort with using Powerpoint, Excel, Word, Outlook, etc.
- Ability to operate in a highly dynamic, matrixed environment with competing priorities.
- Manages ambiguity with confidence and composure.
- Ability to work independently to achieve goals and project milestones.

Suggested Skills:

- Communication
- Collaboration

Do your research on the people interviewing you and the company you are interviewing for.

Ryan Roslansky   · 1st
 CEO at LinkedIn

 Top Voice

San Francisco Bay Area · [Contact info](#)

768,415 followers

 Wendy Murphy, Abhinav Antony (Anto), and 114 other mutual connections

[Message](#) [View in Recruiter](#) [More](#)

Highlights

 **You both work at LinkedIn**
 Ryan started at LinkedIn 9 years before you did
[Message](#)

 **1 mutual group**
 You and Ryan are both in LinkedIn Company Group

[Show all 3 highlights →](#)

Leverage the STAR Model



Tell Me About Yourself!

Your 3 minute introduction

- 1. Start with introducing yourself
 - *“Hi my name is Mary Lee-Campling, thank you for this opportunity and it’s nice to meet you all”*
- 2. Provide a summary of your experience - what you do/did
 - Education
 - Milestones in professional experience

Tell Me About Yourself!

Your 3 minute introduction

- 3. What other experience is relevant for this role
 - Special skills
 - Strengths
 - Big Achievements → Use Story Telling
- 4. What can you bring to this role and this company
 - Motivation for job
 - Goals in the new position

You will be asked questions!

The company will also ask you questions about the following categories:

- Competency questions relating to the role
 - Leadership
 - Collaborate
 - Managing stakeholders
 - Relationship Building
 - Prioritization
- Motivation – role & company
- Culture-fit – normally tied to the company values & culture

When talking about your achievements:

- Use I not We – this is not a time to be modest!
- Always lean on the STAR model

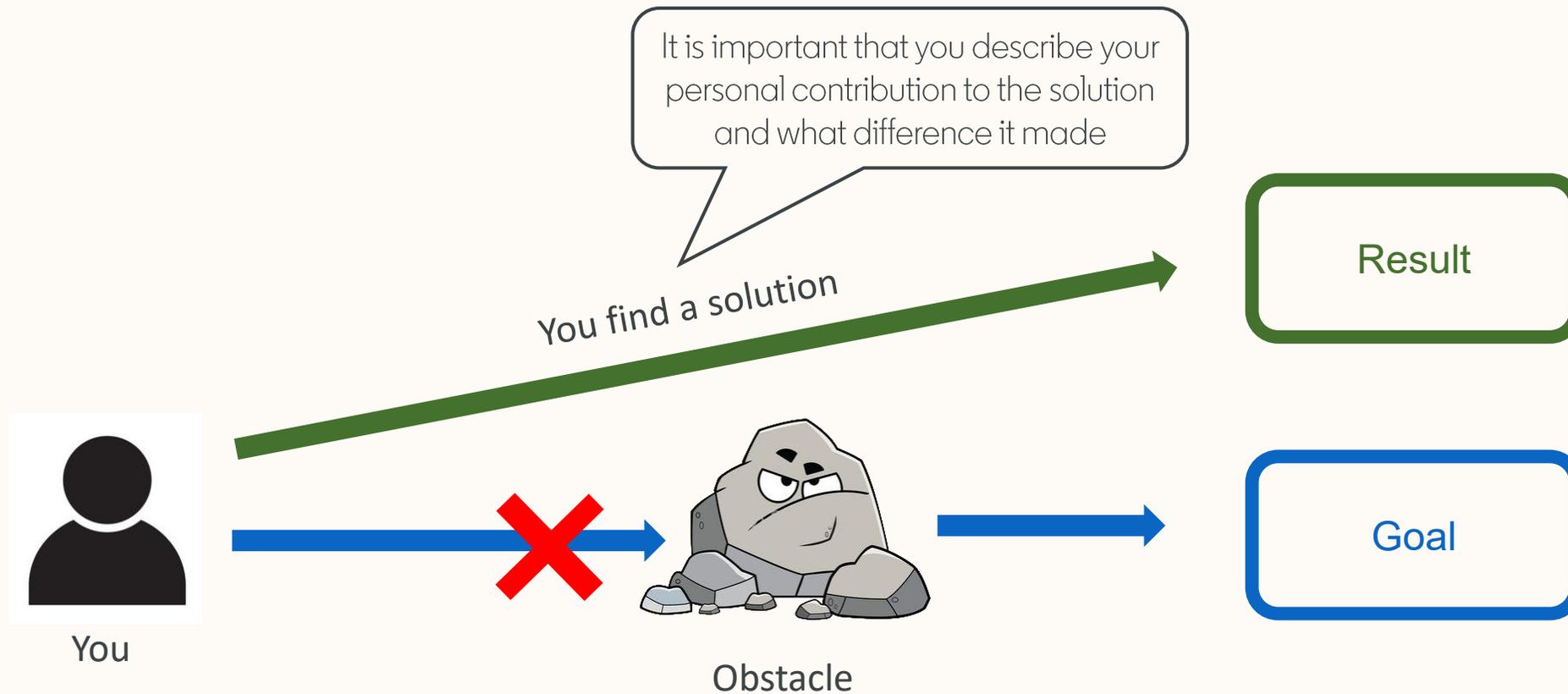
Handling Difficult Questions

- Examples:
 - What are your weaknesses?
 - Why should we hire you?
 - Tell me the toughest situation you have been in professionally
 - Where do you want to be in 5 years?

Advice:

- Stay calm!
- Be prepared. Research online in advance.
- Think STAR model
- The answers need to have value from the perspective of the employer
 - Example: If the employer looks for a goal-oriented person, then a „good“ weakness of such a person would be: „I am disappointed with myself, when I do not reach a goal“

The Art Of Story Telling



Two responses told different ways – which do you prefer?

Option 1:

“We have won a great customer project, although it was not easy. It was a big success”

How can we make this story better?

- 1. Goal not explained
- 2. Challenge not explained
- 3. Personal contribution not explained
- 4. Result not explained

1. Goal

2. Challenge

3. Personal contribution to the solution

4. Result

Option 2:

„We wanted to win an important new customer, but the customer preferred our competitor, because they are cheaper.

Because I had a good personal relationship with the decision maker and I knew that he cares a lot about about ease-of-use, I was able to explain that our solution has a much better ease-of-use and is worth the higher price.

That made the difference and we were able to close a 1 Mio USD contract“

Ask Questions!

Why should you ask questions?

- Show real interest
- Show your preparation
- Demonstrate your ability
- More information about Company & Role

Example of good questions

- What do you expect from the ideal candidate?
- What is your company culture?
- Why do you like to work for your company?
- How does your company employee skill development?
- What makes your best employee stand out?
- How would you describe your leadership style?

General Advice

- Be prepared!
- Plan your outfit
- Don't speak negatively about your previous employer
- Be patient
- Don't get emotional
- Don't stress money too much
- Show interest and have an opinion
- Your introduction & competency question answers are important, but don't exaggerate

- Calm your nerves 😊

Summary

Most interviews follow a clear structure

→ Understand the structure and prepare to the typical questions

Use the Art of Story Telling!

→ Prepare a story for each of your major achievements

Prepare a 2min self-presentation

Be prepared to questions and ask questions yourself

—
Thank you!

