

# ***OR Professional Development # 1***

Show Them Your Good Side

**1** OR Pro Dev 1  
6 Sep

**2** OR Pro Dev 2  
13 Sep

**3** Eng Career Fair  
20-21 Sep

## **September 2016**

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 <b>1</b>	7	8	9	10
11	12	13 <b>2</b>	14	15	16	17
18	19	20 <b>3</b>	21	22	23	24
25	26	27	28	29	30	

# ***Engineering Career Fair***

- When: 20-21 September 2016, 9:30am-4:00pm
- Where: The McKimmon Center
- Event provides opportunity for prospective employers to meet with engineering students
- Check out website to see the participating companies
- Internship opportunities
- <http://students.engr.ncsu.edu/careerfair/>

# ***Career Development Center***

- Website: <https://cdc.dasa.ncsu.edu/>
- Services: Career counseling, resume critiques, practice interviews, search for jobs through ePACK
- Hours: Monday-Friday, 8:00am-5:00pm
- Location: 2100 Pullen Hall
- Schedule appointment with career counselor using ePACK
- Drop in Hours: Monday-Friday 11:00am-2:00pm, 15 minute appointments, first-come first-served basis; have career-related questions ready & bring hard copy of any documents

 **OR Pro Dev 2 - 13 Sep**

Seminar

60 sec personal review

# ***Why LinkedIn?***

~90% recruiters use it

Networking

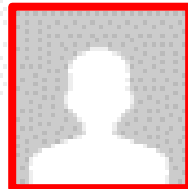


Free!

Job search functions

# 5 Ways To Strengthen Your Profile

- **Profile picture**
- Professional headline
- Summary
- Recommendations
- Keywords



Brandon McConnell

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**Stan McChrystal** 2nd 

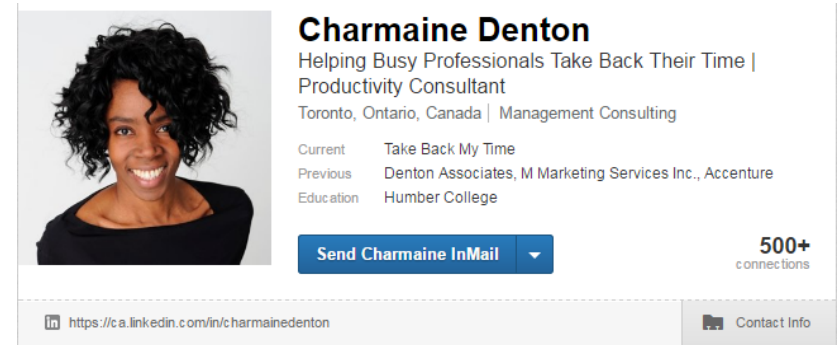
Managing Partner at McChrystal Group  
Washington D.C. Metro Area | Professional Training & Coaching

Previous International Security Assistance Force - Afghanistan, Joint Special Operations Command, 75th Ranger Regiment  
Education John F. Kennedy School, Harvard University

[Following](#) [Know Stan? Connect](#)

223,179 Followers

<https://www.linkedin.com/in/stanmccrystal> [Contact Info](#)



**Charmaine Denton**


Helping Busy Professionals Take Back Their Time | Productivity Consultant  
Toronto, Ontario, Canada | Management Consulting

Current Take Back My Time  
Previous Denton Associates, M Marketing Services Inc., Accenture  
Education Humber College

[Send Charmaine InMail](#)

500+ connections

<https://ca.linkedin.com/in/charmairedenton> [Contact Info](#)



**Winston Bromley**

I Help Companies Increase Their Profits Online with Social Media Marketing, Engaging Sites, & Mobile Apps  
Peterborough, Ontario, Canada | Internet

Current Artbox Digital Marketing  
Previous Peterborough Economic Development, Social Media Business Institute, The Social Media Breakthrough  
Education Self-Taught Webdesign and Social Media Specialist

[Send Winston InMail](#)

500+ connections

<https://ca.linkedin.com/in/winstonbromley> [Contact Info](#)

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## Summary

I am committed to what I do, who I work with and building capacity with new opportunities. I like to work in team settings and am willing to communicate to help complete tasks efficiently.

Myers Briggs Type Indicator - ENFJ

Strengths Finder Results - Responsibility, Discipline, Arranger, Focus, Individualization



## Summary

Following my retirement from the US Army after 34 years, I founded McChrystal Group, an elite advisory team that improves the performance of organizations and develops the men and women who lead them. Drawing from shared experiences gained while transforming the US counter-terrorism effort from a siloed, hierarchical apparatus into a high-performing team, McChrystal Group partners with businesses to build a resilient and adaptable "team of teams" that can win in today's dynamic environment. Specialties: Leadership consulting, leadership training, executive coaching, strategy alignment, team-building, transparency, communications, disciplined execution, networked organizations, keynote speaking engagements

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Expert in LinkedIn® Marketing-Strategies/Tactics - See Article ► COMPANY page

OnlineBusinessNetworker.com

August 2007 – April 2014 (6 years 9 months) | www.OnlineBusinessNetworker.com

Your premium resource for cutting edge LinkedIn® strategies and tactics that leverage the use of LinkedIn® for growing your business, your network and your revenues.

Visit the OnlineBusinessNetworker.com website for access to tons of articles and videos that will help you succeed on LinkedIn.

Learn the Secrets of marketing yourself on LinkedIn® please visit www.OnlineBusinessNetworker.com. Register on the site to get the first module of my brand new SuperPower LinkedIn® Networking Mini Course free. This course will forever change the way you look at and use LinkedIn.

My LinkedIn® Secrets blog and mini course contain some of the best strategy and tactics ideas for succeeding on LinkedIn®. Much of this information is not published anywhere else.

As a LI Expert I strive to provide readers with real and workable strategies for engaging others, developing relationships, and putting yourself in position to gain business.

OBN is the only company incorporating other key business disciplines such as sales, marketing, and communications into it's LinkedIn teaching's.

▼ 12 recommendations, including:



**Carol Deckert**

Business Connection Coach with 18,00...

My name is Carol Deckert, I am a Networking Coach and have been networking on LinkedIn since 2007. It was my good fortune... View ↓



**Bobby Richardson**

Online Marketing Consultant | IT and Pr...

Of all the expert strategists on linked in I've networked with, Flynn is the only one who has consistently provided... View ↓

10 more recommendations ↓





# 5 Ways To Strengthen Your Profile

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- **Keywords**

- Identify key words in your targeted field
- Use these throughout profile
- Make it easier for employers searching for candidates
- Establish your personal brand


**Background**

**Summary**

A versatile and passionate digital director and strategist who is highly driven by results. Bringing over 17 years of digital experience, he specializes in digital marketing, app creation and online web development. Persistently seeks to improve production pipelines, tools and systems. Deeply committed to continuing to better serve both the Company and the clients needs. Always evolving and adapting to latest trends within digital and social media.

Winston is an analytical and creative strategist while at the same time, a personable and effective communicator.

Fluent in Spanish



**Experience**

**Owner**  
Arbox Digital Marketing  
2004 – Present (12 years) | Peterborough, Ontario

I run a web development company that helps businesses and entrepreneurs to get a solid branded online presence whether it is via a website, app creation, social media marketing, or business strategy. We are a highly results-driven company that is here to take your vision from thought to reality.

+12 recommendations, including:

- Walter Webb**  
President and Founder of Central One M...  
What can I say about Walter? He is professional, thorough, analytical, with a great eye for detail. He approaches every task... View 1
- Mike Storm**  
Founder at Soul Of Your Soul  
Winston has helped me every step of the way in regards to setting up my Next to One website. There have been many hurdles... View 1

10 more recommendations

**Digital Communications Coordinator (Investment and Expansion)**  
Peterborough Economic Development  
May 2015 – January 2016 (9 months) | 210 Wolfe Street, Peterborough, Ontario

As Communications Coordinator - Digital, I help promote the Peterborough region, partners and stakeholders to targeted regional, national and global markets as well as help market Investment Expansion programs and initiatives. I share the great things happening in the Peterborough region through blogging, social media, and newsletters. I help spread the word of new, events, and information about our great community through maintaining PeterboroughED.ca.

**CEO and Co-Founder**  
Social Media Business Institute  
January 2013 – December 2014 (2 years) | Peterborough, Ontario

I coach and mentor entrepreneurs to small to large businesses on how to get their business online using a profitable social media model, which generates more leads, prospects and customers through search engine optimization, blogging, and social media consistency. Our organization offers organizations and individuals the most comprehensive social media learning platform, that is self-paced and online.

# ***Final Thoughts***

- **Volunteer Work**
  - 42% hiring managers consider volunteer experience equally important
- **Connections**
  - Target **300+** but below 3000
- **Maintenance**
- **Use it**
  - To see how successful people in your field brand themselves
  - To get an internal connection for a job
- **Instructions for headshots**

# ***Helpful Articles***

- <http://www.cio.com/article/2868522/linkedin/6-linkedin-tips-to-make-your-profile-pop.html>
- <https://www.themuse.com/advice/the-31-best-linkedin-profile-tips-for-job-seekers>
- <http://www.forbes.com/sites/williamarruda/2014/03/04/22-linkedin-secrets-linkedin-wont-tell-you/#6ed06cf598b0>
- <http://www.informationweek.com/strategic-cio/executive-insights-and-innovation/linkedin-tips-10-steps-to-a-stronger-profile/d/d-id/1127744>
- <https://linkedin101.wordpress.com/2010/11/15/how-to-create-a-strong-linkedin-profile/>
- <http://www.forbes.com/sites/laurashin/2014/10/20/how-to-create-the-ideal-linkedin-profile/#493c0e5d259e>