

## BSCP SPRING PROGRAMMING 2022

## Developing and Utilizing Your LinkedIn Profile Series

**Facilitator:** [Lauren Celano](#)  
Propel Careers

**Series Description:**

These seminars provides guidance for how to build and develop a professional on-line personal brand using LinkedIn. The seminar will dive deep into which parts of a profile to focus on and how to customize your profile to career area(s) of interest.

Lauren will discuss the importance of highlighting your background and experiences, and ways to develop thought leadership to compliment your resume. She will also discuss how organizations utilize LinkedIn to identify talent for open positions to emphasize which parts of the profile are important. Lastly, this seminar will cover how to use the job preference features in LinkedIn to let internal and external recruiters know what you are looking for.

**Thursday, March 17 from 4:30 PM to 5:30 PM for graduate students**

[https://harvard.zoom.us/webinar/register/WN\\_xFRq1TpkQrujRkxZu9UsaQ](https://harvard.zoom.us/webinar/register/WN_xFRq1TpkQrujRkxZu9UsaQ)

**Wednesday, March 23 from 12 PM to 1:00 PM for postdoctoral fellows**

[https://harvard.zoom.us/webinar/register/WN\\_DZNPL9eJQdirUvst5jWucg](https://harvard.zoom.us/webinar/register/WN_DZNPL9eJQdirUvst5jWucg)

**Thursday, April 14 from 4:30 PM to 5:30 PM for community college, college and post-bacc students**

[https://harvard.zoom.us/webinar/register/WN\\_WdysctIQ5iBZYqab3yT9A](https://harvard.zoom.us/webinar/register/WN_WdysctIQ5iBZYqab3yT9A)

*\*\*Free 30-minute LinkedIn/Resume coaching sessions offered to postdoc and graduate student attendees!\*\**

