

**smccosmetology**

# **Networking**

**Career Services Center Workshop**

# Why Network?

- Some experts say that 80 percent of people ended up in their current position thanks to networking. Others say it's more like 85 percent.
- Many companies are network to scout new talent, rather than posting their post online.
- Through networking you find out about events and opportunities that you wouldn't have known about otherwise.

# Why LinkedIn?

- Research jobs.
- Research professionals in the industry or company you would like to break into. See what their skills and background are. (Remember people can see when you have viewed their profile.)
- Reach out to alum or other professionals for informational interviews, or to review your portfolio to give you tips.
- Follow industry/thought leaders and companies to stay on top of industry trends, events and opportunities.
- Stay in touch with industry professional you meet at networking events.

# LinkedIn Profile

If you have an incomplete LinkedIn page, or it doesn't match the resume you are using you must hide your LinkedIn page. Don't connect with people or apply for opportunities until you have a clear and professional profile.

You should launch your LinkedIn page when:

- You know the work you are looking for.
- Your resume is fine tuned.
- You have a link to your portfolio (as applicable).

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## LinkedIn Sections

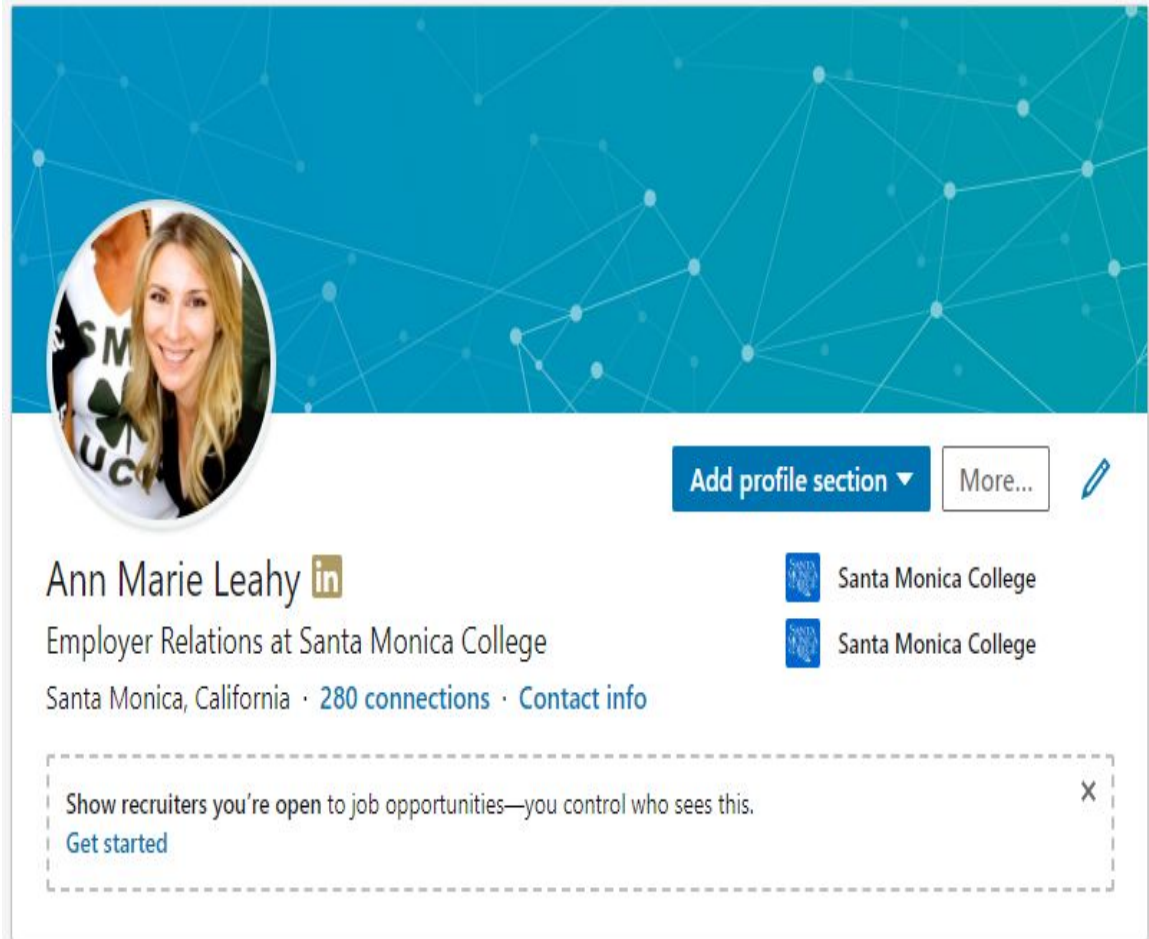
1. Profile Picture
2. Headline
3. Sections
4. About
5. Featured
6. Dashboard
7. Activity
8. Background
  - Experience/ Education/ Volunteer
9. Accomplishments
10. Interests
11. Skills & Endorsements
12. Recommendations




# Profile Picture & Headline

**PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

**HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.





The screenshot shows a LinkedIn profile for Ann Marie Leahy. The profile picture is a circular image of a woman with blonde hair, smiling, wearing a white t-shirt with 'SM' and 'LUCK' visible. The background of the profile header is a blue geometric pattern. To the right of the profile picture are buttons for 'Add profile section', 'More...', and an edit icon. Below the profile picture, the name 'Ann Marie Leahy' is displayed with a LinkedIn icon, followed by 'Employer Relations at Santa Monica College'. Below that, it says 'Santa Monica, California · 280 connections · Contact info'. To the right of the name and title are two blue icons representing Santa Monica College. At the bottom, there is a dashed box containing the text 'Show recruiters you're open to job opportunities—you control who sees this.' and a 'Get started' link.


**Ann Marie Leahy** 

Employer Relations at Santa Monica College

Santa Monica, California · [280 connections](#) · [Contact info](#)

 Santa Monica College

 Santa Monica College

Show recruiters you're open to job opportunities—you control who sees this. [Get started](#) 

**SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

## About



This is a sample LinkedIn Profile for Santa Monica College Students, put together by Ann Marie Leahy, Career Services Advisor at Santa Monica College. This LinkedIn account is a networking opportunity for employers looking to hire SMC students and students interested in getting their foot in the door. Notice of some of the events held by the ... see more

## Featured

Featured

Showcase your work by featuring your best posts, documents, media, and websites.

[Add featured](#)



## Featured

**Bachelor of Science, Interaction Design** Santa Monica College - February 2016 - June 2018  
Recent Degrees

### work experience

**Jr. UI / UX Designer** Santa Monica, CA  
ArtStation, Inc. - June 2019 - Present  
-Developed a partnership with product managers and designers to redesign the ArtStation homepage.  
-Worked on reimagining UI for the Call of Duty Endowment's landing page.  
-Examined UI/UX and interaction design for the iQOO Neo5 Composite App.  
-Designed a brandful landing page for the Call of Duty iQOO app using user-generated content.

**UX Designer Intern** Pasadena, CA  
ADP, LLC - February 2019 - May 2019  
-Worked within a team of UX designers and developers to define the user model and user interface for new and existing enterprise applications. In addition, participated in user testing to gauge the usability of new and current products and make constructive suggestions for improvements.

**Project Manager / UX Designer** Santa Monica, CA  
Real Ruby, Inc. - February 2019 - May 2019  
-Identified user needs and created comprehensive research to create a fully program for students.  
-Managed a team of 10 students to build, collaborate and support in the design process.  
-Applied design thinking methods to understand the user, challenge assumptions and define needs.  
-Created the Ruben Club that is a spirit and community with the support of faculty members.

### academic experience

**UX/UI Designer** Santa Monica, CA  
Studio Art Portfolio Project - December 2017 - February 2018  
-Redesigned a mobile application for an online car rental manufacturer to deliver a more usable and delightful experience for users and increase profitability.  
-Used a user-centered design approach to increase usability and overall engagement.  
-Prototyped and designed mobile interfaces for testing usability and feasibility.  
-Developed and presented a data presentation to support mobile interface branding.

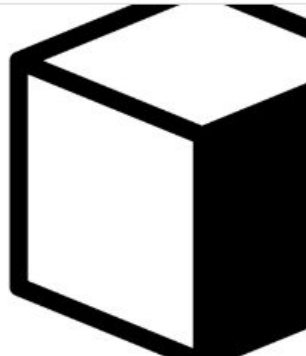
**Product Designer** Santa Monica, CA

mandez Resume.pdf



U.S Army P.M.C.S Mobile App  
[gd75mannyhernandez.wordpress.com](http://gd75mannyhernandez.wordpress.com)

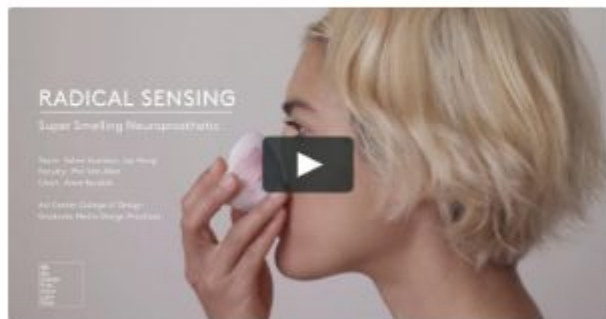
This concept is a mobile application that facilitates preventive maintenance and...



Manny's Portfolio  
Manuel Hernandez

Here's a look at my projects.

## Featured



### Radical Sensing, Presentation

Vimeo

Radical Sensing is a body of work at the intersection of wearable technology, olfaction and performance research. This is a video of our presentation given at the Microsoft Design Expo 2016. We are proud to share that Radical Sensing was awarded "best..."

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## Dashboard

### Your Dashboard

*Private to you*

 All Star

35

Who viewed your profile

186

Post views

15

Search appearances



#### Salary insights

See how your salary compares to others in the community

## Activity

303 followers

[See all](#)



**Building products with Inclusion in Mind**

Roy shared this

4 Reactions



**PMA.la panel**

Roy shared this

1 Reaction



**PMA LA event @ Google LA. I'm excited to participate in the workshop and to...**

Roy shared this

9 Reactions



**Informational interviews are most definitely beneficial. I plan to conduc...**

Roy commented

# Background

## Background



### Work experience

4 positions on your profile



### Education

1 school on your profile



### Licenses & Certifications

Showcase your expertise with your credentials



### Volunteer experience

Highlight your passions and how you like to give back





# smccosmetology | Experience

**EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.

## Experience



### Mobile App design student project

Santa Monica College

Sep 2015 – Dec 2015 · 4 mos

Santa Monica, CA

Assigned to design a mobile app meant to be a shared economy.

Based on on-campus interviews of students, we uncovered a need for affordable text books.

Developed a mobile platform for students to provide and receive textbooks.



# smccosmetology | Education

**EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

## Education



**Santa Monica College**

High School, Business Administration and Management, General  
2015 – 2017



# smccosmetology | Volunteer Experience and Causes

□ **VOLUNTEER EXPERIENCE & CAUSES:**  
Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.



## Volunteer Experience & Causes

### **Big Buddy**

Skyline High School

September 2012 – May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.


# smccosmetology | Accomplishments


**Add profile section** ▾


**Skills** ▾


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**Accomplishments** ^




 **Publications**  
List your published work and be found 7x more

 **Patents**  
Showcase your innovation and expertise

 **Courses**  
List coursework from your prior or continuing education

 **Projects**  
Add compelling projects to demonstrate your experience

 **Honors & Awards**  
Feature the recognition

-  **Test Scores**  
If you excelled in an exam, you can list your score here
-  **Languages**  
Show how you can be a fit for a job or overseas opportunity
-  **Organizations**  
Show your involvement with communities that are important to you

# smccosmetology | Accomplishments

## Accomplishments

### 21 Courses

C Programming • Cognitive Psychology • Cultural Anthropology • Game Studies • Identity Branding  
• Interactive Storytelling • Intercultural Communication • Interpersonal Communication • Mass  
Communications • Mobile Design • Motion Graphics • Organizational and Small Group Communication  
• Principles of Marketing • Product Design • Project Management for Design • Public Speaking  
• Sociology • Tangible Interaction • Typography Design • User Experience Design...

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### 4 Projects

Red Bull TV App • City Park Product Design • Parkup Mobile App • Postmates Fleet Mobile App Redesign

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### 2 Languages

English • Spanish

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### 1 Organization

Santa Monica College IxD Club

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## Interests

### Interests



**Birchbox**  
73,731 followers



**The Honest Company**  
92,314 followers



**International Schools Services**  
26,247 followers



**Interaction Design Association**  
115,461 members



**TOMS**  
74,861 followers



**Premium Career Group**  
1,804,779 members

[See all](#)

# smccosmetology | Recommendations

□ **RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.

Recommendations Received (2) -

### Venture Capital Internship

Berkeley Ventures



**Tim Lee**  
Partner

David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

**We don't normally hire undergrads as interns but after working with David, we will again!**

November 13, 2013, Tim managed

# smccosmetology | Recommendations

**Ann Marie Leahy**  
Employer Relations at Santa Monica College  
Santa Monica, California, United States · 329 connections ·  
[Contact info](#)

[Open to](#) ~~✗~~ [Add profile section](#) [More...](#)

- [Share that you're](#)  
[Get started](#)
- [Intro](#)
- [About](#)
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- [Background](#)
- [Skills](#)
- [Accomplishments](#)
- [Additional information](#)
- ~~✗~~ [Request a recommendation](#)
- [Supported languages](#)

**About**  
This is a sample Lin  
Advisor at Santa M  
students and stud

**Featured**

**Santa Monica College**

at together by Ann Marie Leahy, Career Services  
g opportunity for employers looking to hire SMC  
ice of some of the events held by the ... see more



# smccosmetology | Skills & Endorsements

**SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

## Skills & Endorsements

Add a new skill



[Take skill quiz](#)

### Social Media · 1

Ojen Shammasian has given an endorsement for this skill

### Customer Service

### Sales

[Show more](#)

# smccosmetology | Search for Opportunities

The image shows a screenshot of the LinkedIn Jobs search interface. At the top is a dark navigation bar with the LinkedIn logo on the left and icons for Home, My Network, Jobs, Messaging, Notifications (with a red badge showing '10'), Me (with a dropdown arrow), Work (with a dropdown arrow), and Learning. Below the navigation bar is a white header area containing links for 'Track my jobs' and 'Career interests', a 'More resources' dropdown, 'Looking for talent?' text, and a 'Post a job' button. The main content area has a light blue background with the text 'Your dream job's just a search away...'. Below this is a search bar with two input fields: 'Search by title, skill, or company' and 'City, state, or zip code', followed by a blue 'Search' button. At the bottom, there is a 'Job searches' section with a 'Manage Alerts' link and left/right navigation arrows. A search result card is visible, showing the text 'apparel fashion graphic design' and 'United States'.

in Home My Network Jobs Messaging Notifications 10 Me Work Learning

Track my jobs Career interests More resources Looking for talent? Post a job

Your dream job's just a search away...

Search by title, skill, or company City, state, or zip code Search

Job searches Manage Alerts < >

apparel fashion graphic design  
United States

**smccosmetology** |  
Additional LinkedIn Resources

<https://university.linkedin.com/linkedin-for-students>

# Next Steps

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- Create a compelling profile.
- Follow companies and groups you are interested in.
- Grow your network.
- Seek out mentorship.

# Outreach



If you identify a potential mentor introduce yourself in the following way:

Dear Ms. Johnson

My name is Kim Clark and I am currently a Cosmetology student at Santa Monica College. I am very interested in the work you have done at XYZ company. I was wondering if I could ask you a few questions about the industry and your experiences. Would it be possible for me to speak with you on the phone, via email, or meet with you in person for about 15 minutes at your convenience? Please let me know.

Sincerely, Kim Clark

**SOMETIMES PEOPLE DON'T REPLY.**

**Follow up**





## Thank you Letters are a must!!

Thank you letters should be **sent within 24** hours of your conversation.

For Example:

Dear Ms. Johnson,

Thank you for taking the time to speak with me yesterday. The information I learned was invaluable and will help me as I pursue a career in Cosmetology. I found the way you approach your work inspiring and I greatly appreciate the resources you recommended. Your drive and passion has increased my interest.

Thank you, Kim Clark

# Conversation Plan



**Keep your conversations professional, positive and focused on the industry.**

Below are some suggested topics:

- Industry trends (Industry events you attended or articles you read via: Professional Associations or publication or on LinkedIn).
- Current company objectives.
- Exciting and relevant projects you have worked on at school or personally.
- Hobbies or interests that are relevant to the industry you are interested in working in.
- Share thoughts on the subject of the gathering.
- Most importantly, you must ask questions! You are there to learn and share and grow and build your professional network.

## **Don't**

- Complain or bring up anything overly personal.
- Dive into your life story.
- Go on about experience that is unrelated to the industry.
- Monopolize anyone's time.

**Questions?**  
**Ask them!**

## **Questions you could ask:**

- What do you like best about your job?
- What is the hardest part of your job?
- Where do think the industry is headed?
- What do you want to do next?
- What advice do you have for me to get into your industry?
- What inspires your work?
- Where did you go to school? Did you like your school and why or why not?

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- What made you decide to pursue this profession?
- What is a typical day like for you?
- What are important skills needed for this job?
- What books/journals/associations would you suggest I explore for further information?

DO NOT ask the person how much money they make.

**Show Your Work**



## If the conversation is going well:

- Offer to show them your work on the spot and get their feedback
- Ask them if they would mind setting up a time to reviewing your work and providing feedback if yes:
  - ask how would they like to be contacted?  
(If they say via LinkedIn or social media, email add them on the spot).
  - ask when they would they like to be contacted?  
(they may have more time in Spring than in Fall. You can calendar a check in, based on their response.)

# Networking Resources

## Professional Associations

Join a Professional Association. Industries have Professional Associations where people can attend workshops, design competitions and network. Most associations offer student memberships at low or no cost. Sign up to be notified about events!

**Professional Beauty Association (PBA):** <https://www.probeauty.org/>

A Student Membership for \$20 can help you save money and advance your career. Benefits include: Industry news & trends, Scholarship opportunities, Access to discounted insurance, discounted industry event tickets, and retail partner discounts. PBA hosts:

- **International Salon and Spa Expo (ISSE)** <https://www.probeauty.org/events-programs/isse> is the biggest weekend in professional beauty. Held each annually in Long Beach features the best in professional hair, skin and makeup education. Attend workshops, discover new products, and attend the most prestigious awards show - all in one amazing weekend!
- **The North American Hairstyling Awards (NAHA)** <https://www.probeauty.org/events-programs/naha> is the most prestigious professional beauty competition in North America and honors the salon industry's top artists – who push the boundaries of skill and creativity.

## Trade Publications

**Behindthechair.com** <https://behindthechair.com/>

is the largest community in the world for salon professionals. Discover the latest how-to education & creative inspiration in one place.

**Modern Salon** <https://www.modernsalon.com/>

provides salon professionals with how-to education, creative inspiration and validation of their work and passion. See the latest beauty trends.

**Beauty Launchpad** <https://www.beautylaunchpad.com/>

is the magazine for professional hairstylists & salons. It is the ultimate source for owners and stylists who want to be the best in their field.

**Support @ SMC**

## Classroom Support

### COSM 95A, Salon Experience

This course provides the opportunity to obtain practical salon training working on patrons. The practical work is as close to actual beauty salon experience as possible. Students will earn hours toward the required practical hours and operations to be eligible to take the California State Board of Barbering, Cosmetology, Esthetics, and/or Nail Care exam, under the supervision of faculty.

## Career Services

**Phone:** 310.434.4337

**Email:** careerservices@smc.edu

**Webpage:** <http://smc.edu/careercenter>

**Instagram:** <https://www.instagram.com/smccareercenter/>

**YouTube channel:** [https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8\\_zg/playlists?view\\_as=subscriber](https://www.youtube.com/channel/UChad0JT9Mzqip03jTmL8_zg/playlists?view_as=subscriber)

## Academic Counseling

For information on the program, assistance creating your educational plan, or exploring transfer preparation visit the SMC Counseling Center:

<http://smc.edu/student-support/academic-support/counseling/contact.php>

There are different counselors and programs available to serve all needs. Once on the web page, you can make an appointment or see a counselor on a drop-in basis by clicking on:

- The General Counseling & Transfer Services link or
- The link to any special programs that you are a member of.

**Thank you.**