

Please Note..

This webinar and the engagement tools will be recorded.

An archive will be available on the [event website](#).

NICE Webinar Series

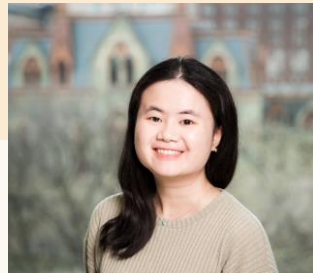
NATIONAL INITIATIVE FOR CYBERSECURITY EDUCATION



Optimizing Your LinkedIn Profile for Your Cybersecurity Career
January 26, 2023



Welcome to Rock Your Profile



Caroline Liongosari

Data Scientist
EGRI



Akash Kaura

Data Scientist
EGRI



Nick DePorter

Senior Lead Manager
Public Policy



Michele Stark

Account Director
Federal

ROCK YOUR PROFILE

Our agenda

- 01 Get to Know LinkedIn
- 02 Cybersecurity Insights from the Economic Graph
- 03 Your Profile, Your Story
- 04 Beyond LinkedIn Profile
- 05 Q&A
- 06 Wrap Up

Get to know LinkedIn



OUR MISSION

**Connect the world's professionals
to make them more productive
and successful**

The world's largest professional network enables powerful economic insights

- Public professional profiles of LinkedIn's members enables detailed, timely insights on the economy and labor market
- Job titles, employers, locations, skills, connections, educational backgrounds, and more are updated by members in real-time, enabling LinkedIn to analyze timely and granular trends
- We refer to the platform for the network, as well as the data that flows from the platform as an “**Economic Graph**”

The screenshot shows the LinkedIn profile of Akash Kaura, a Senior Data Scientist at LinkedIn. The profile header features a banner with the text "THE ECONOMIC GRAPH" and a circular profile picture. Below the profile picture, the name "Akash Kaura" and current role "Data & Policy @ LinkedIn" are displayed. A red box highlights the location "San Francisco, California, United States" and the "Contact info" link. Another red box highlights the LinkedIn logo and the affiliation "National University of Singapore". The profile shows "500+ connections" and "40 mutual connections" with a list of names. The "Highlights" section includes a red box around "You both work at LinkedIn" and "1 mutual group". The "About" section contains a red box around "data and analytics" and "policy related questions". The "Experience" section shows a red box around "Senior Data Scientist, Economic Graph" and another around "San Francisco, California, United States". A red box also highlights a quote about data's role in building responsible AI.

THE ECONOMIC GRAPH

Akash Kaura · 1st
Data & Policy @ LinkedIn
San Francisco, California, United States [Contact info](#)
500+ connections
40 mutual connections: Guy Berger, Ph.D., Michael Lombard, and 38 others
[Message](#) [More](#)

Highlights

You both work at LinkedIn
Akash started at LinkedIn 7 years and 3 months before you did
[Message](#)

1 mutual group
You and Akash are both in LinkedIn Company Group

About

I am extremely passionate about using **data and analytics** to address **policy related questions**. To this end, I am part of the Economic Graph team to bring the LinkedIn Economic Graph to life at a global scale.

Experience

LinkedIn
7 yrs 7 mos

- **Senior Data Scientist, Economic Graph**
Full-time
Dec 2020 - Present · 2 yrs
San Francisco, California, United States

Data is key to building responsible AI
For three years in a row, LinkedIn has contributed insights for the annual Stanford Institute for Human-Centered Artificial Intelligence (HAI) AI Index Report that...

THE ECONOMIC GRAPH

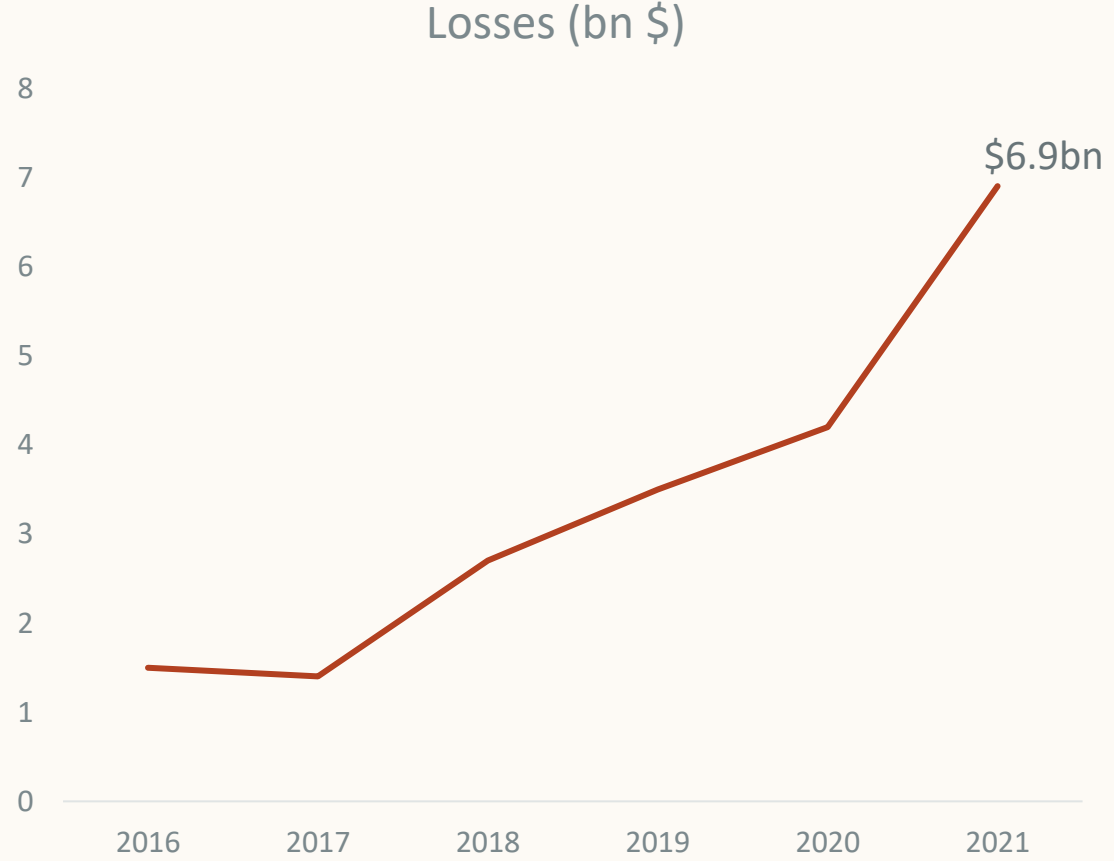
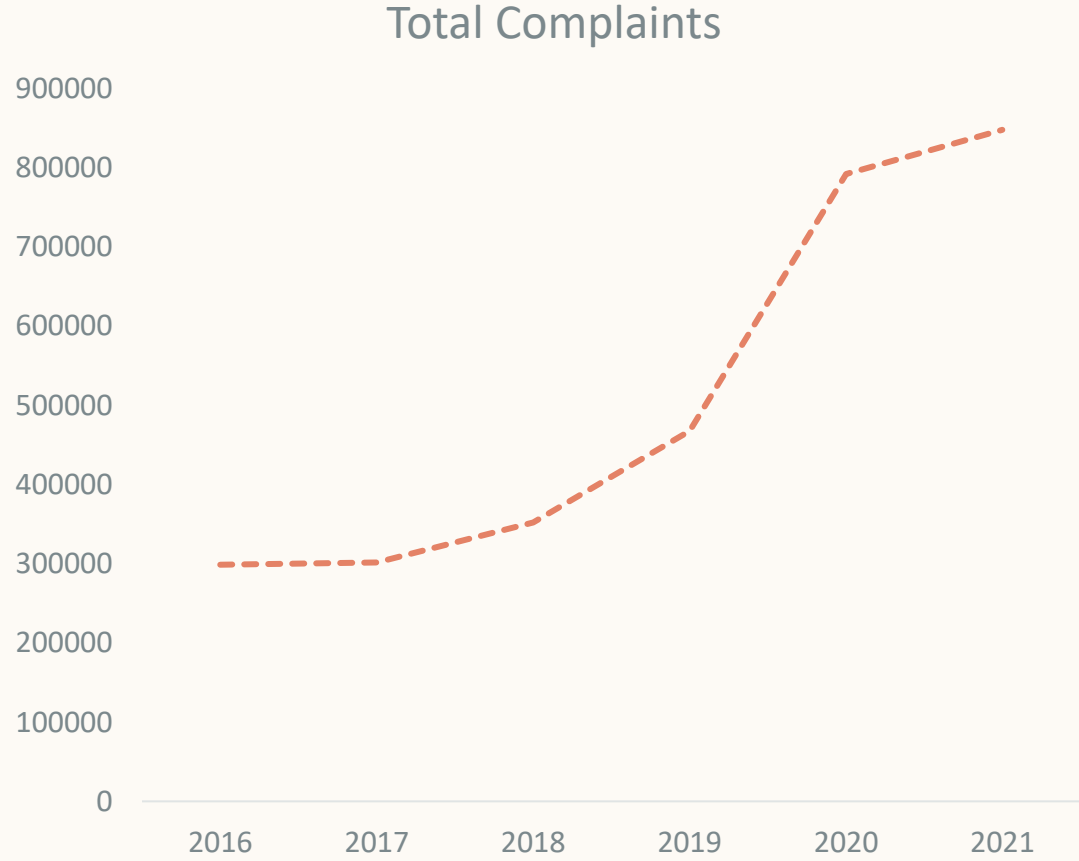


Cybersecurity Insights



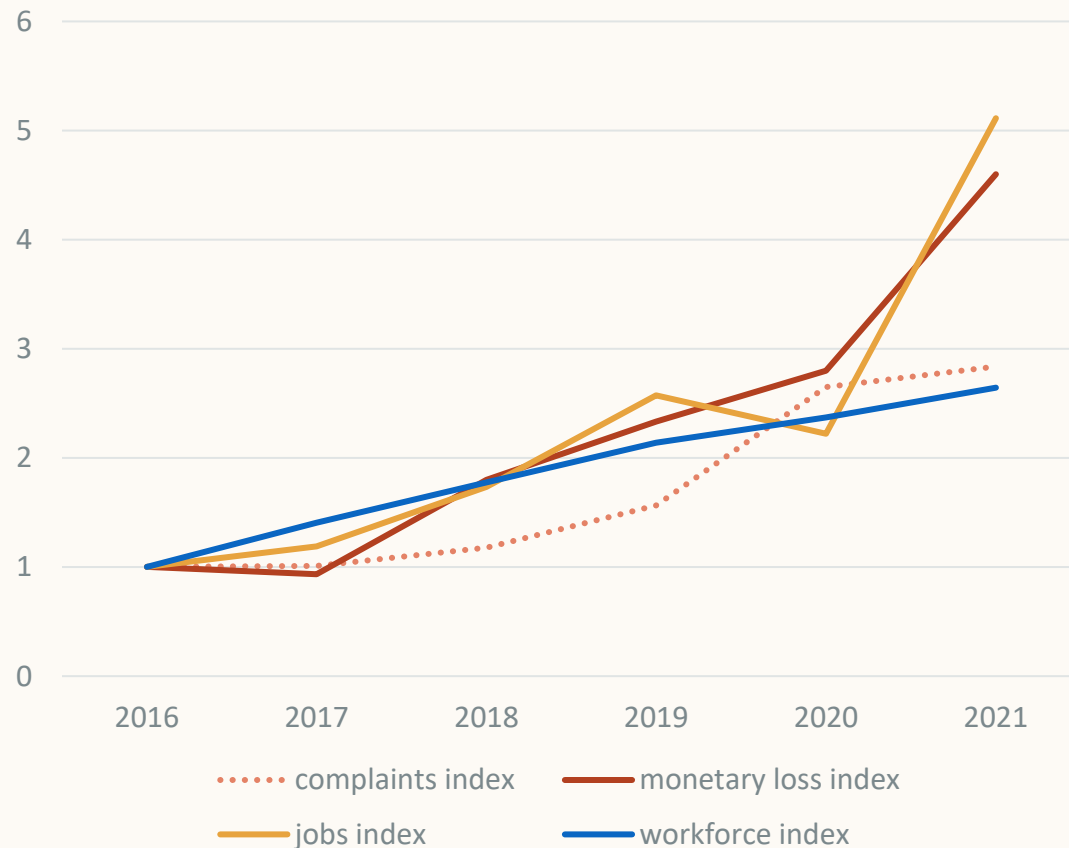
Cybercrime incidents in the United States have grown by 184% and losses by 360%, totaling \$20.2bn USD

2016-2021, based on FBI Reporting

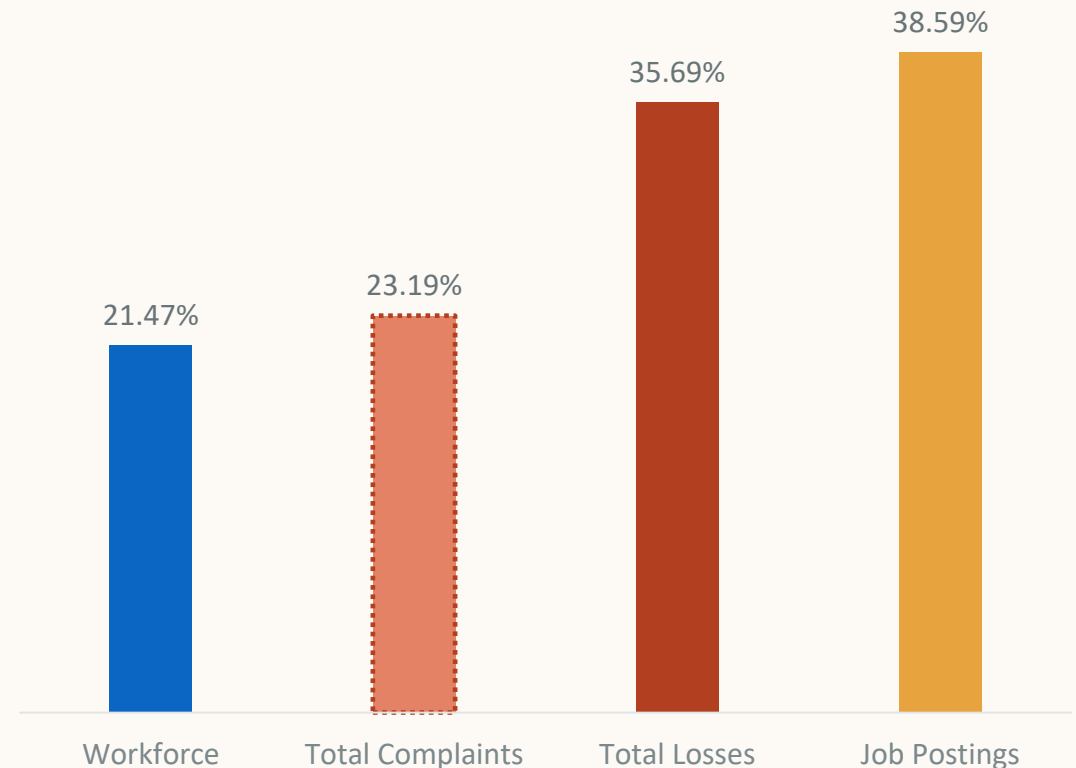


Growth in cybercrime incidents, losses, and increasing demand for talent have outpaced workforce growth

Growth in Cyber Incidents (complaints and losses), Workforce, and Job Postings – Indexed to 2016 values



Growth in Cyber Incidents (complaints and losses), Workforce, and Job Postings – CAGR 2016-2021



37%

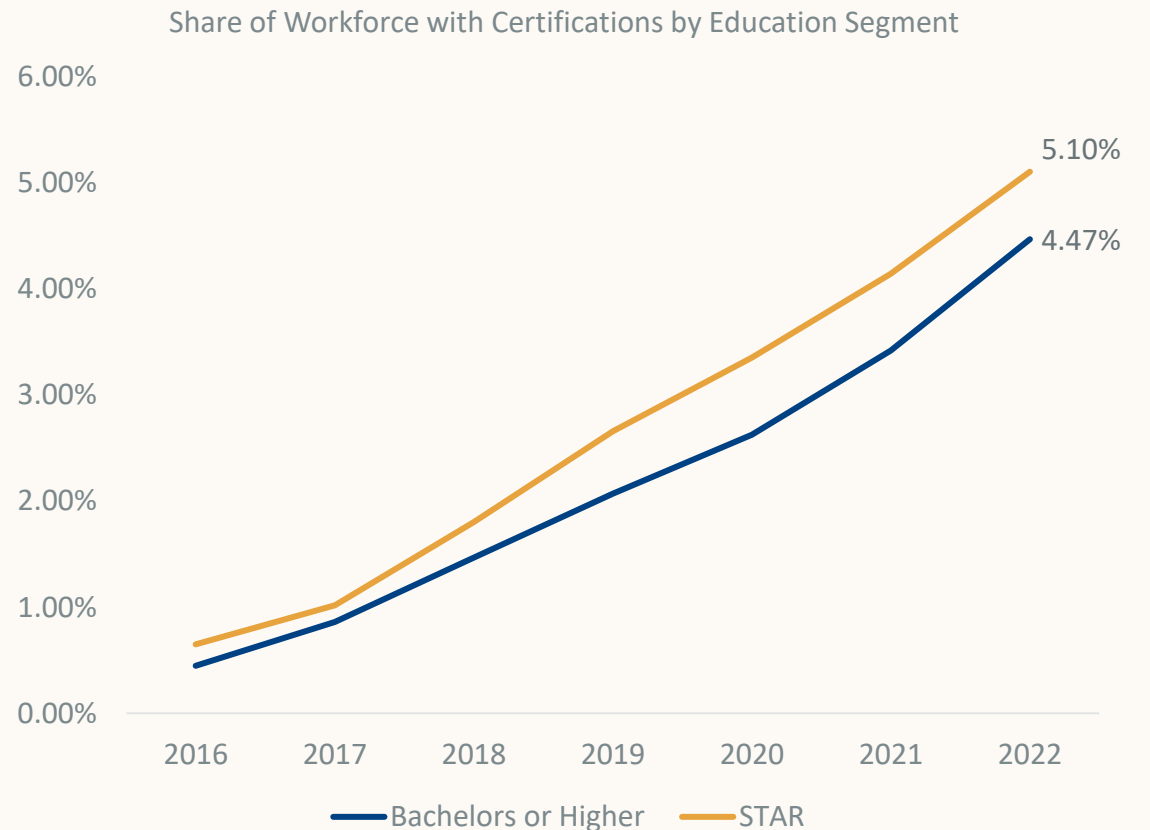
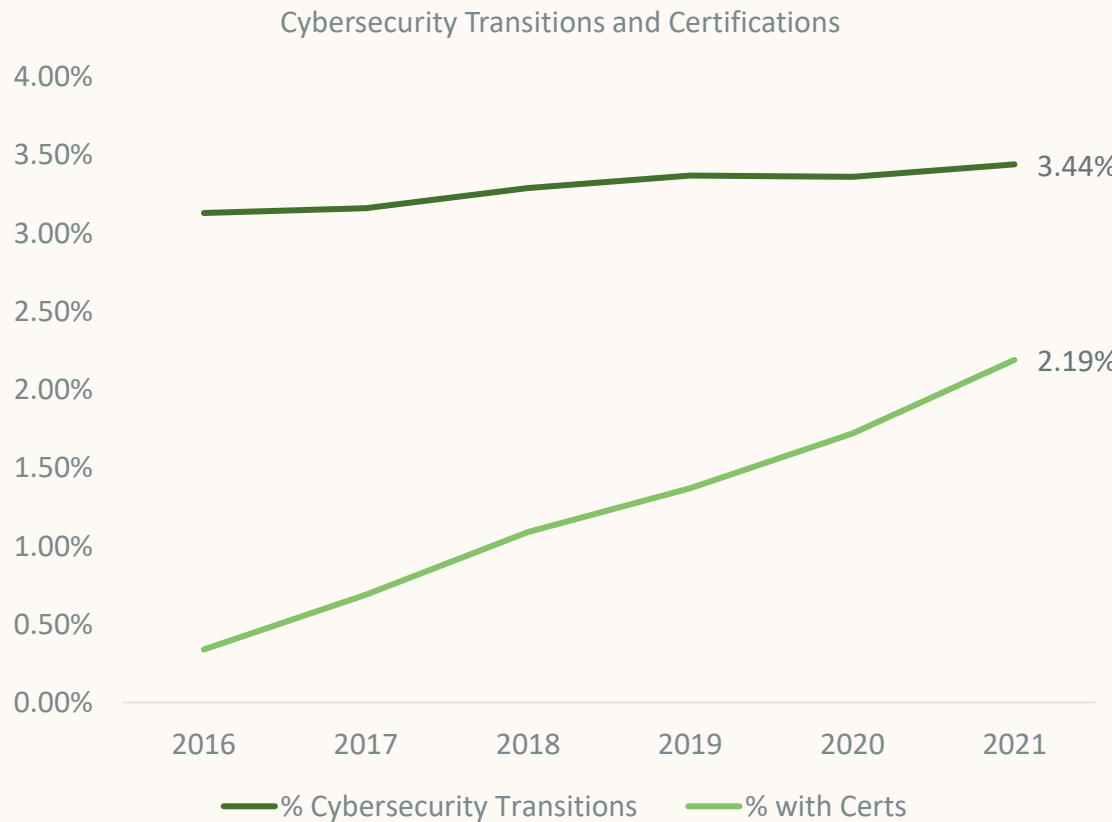
Share of US cybersecurity job
postings mentioning a
cybersecurity certification

33%

Share of Global cybersecurity job
postings mentioning a
cybersecurity certification

Certifications and Skills-based Hiring

Nearly 2 in 5 cybersecurity job postings in the US (1 in 3 globally) mention a cybersecurity related certification

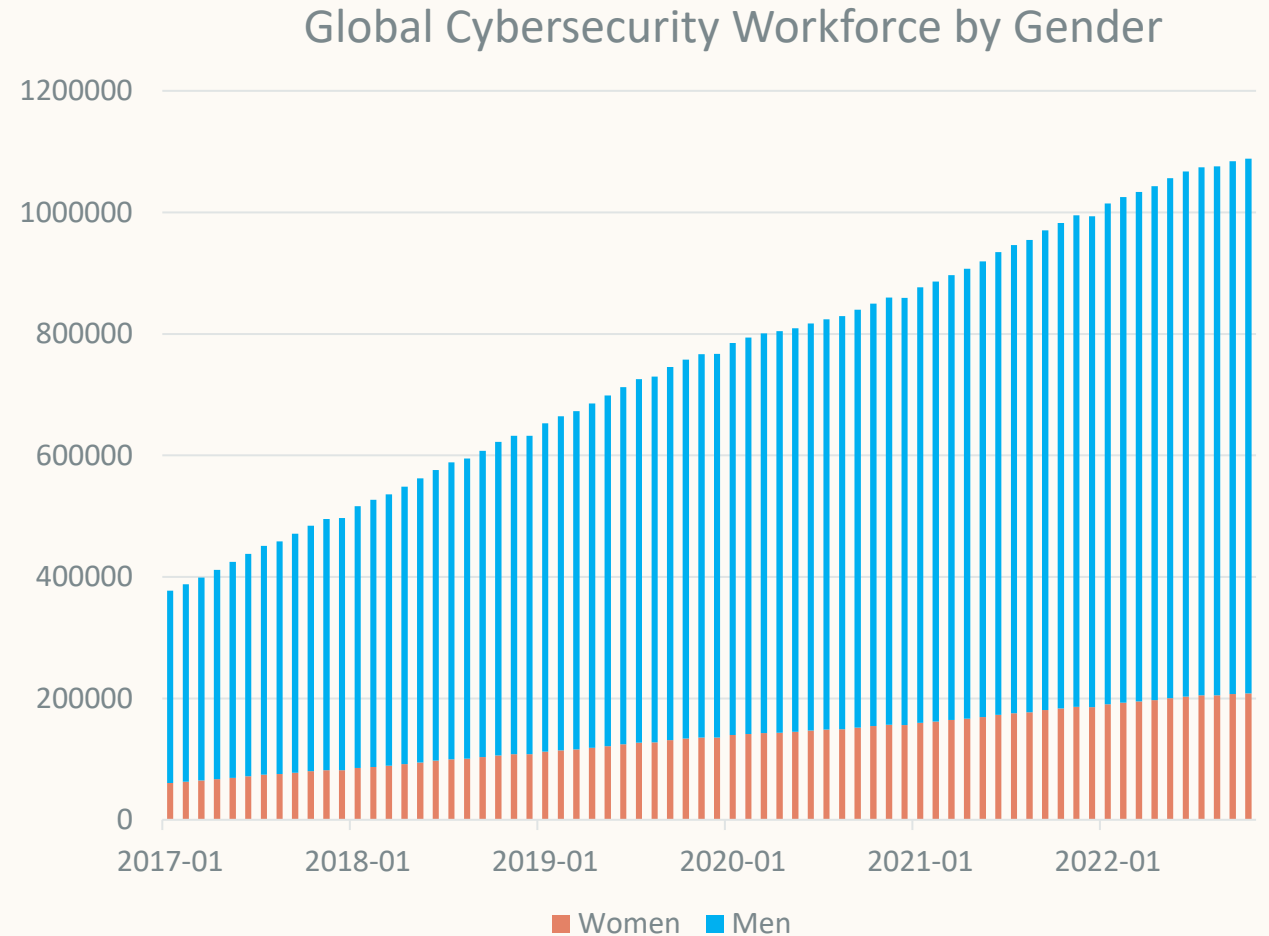


The Cybersecurity Workforce is Far from Gender Parity

As of October 2022, the global cybersecurity workforce is 19.1% women (80.9% men).

In the US, the percentage is slightly worse with women making up 18.7%

At this rate, it will take **32 years** to reach gender parity in the global cybersecurity workforce, compared to 31 years for the global technology workforce, and 30 years for the global workforce as a whole



Reaching Gender Parity is a Must

It will add **270,000** to the US cybersecurity workforce alone

A more gender-equitable workplace also benefits companies with “increased **profitability** and **returns on equity**, **productivity**, and **innovation**” *

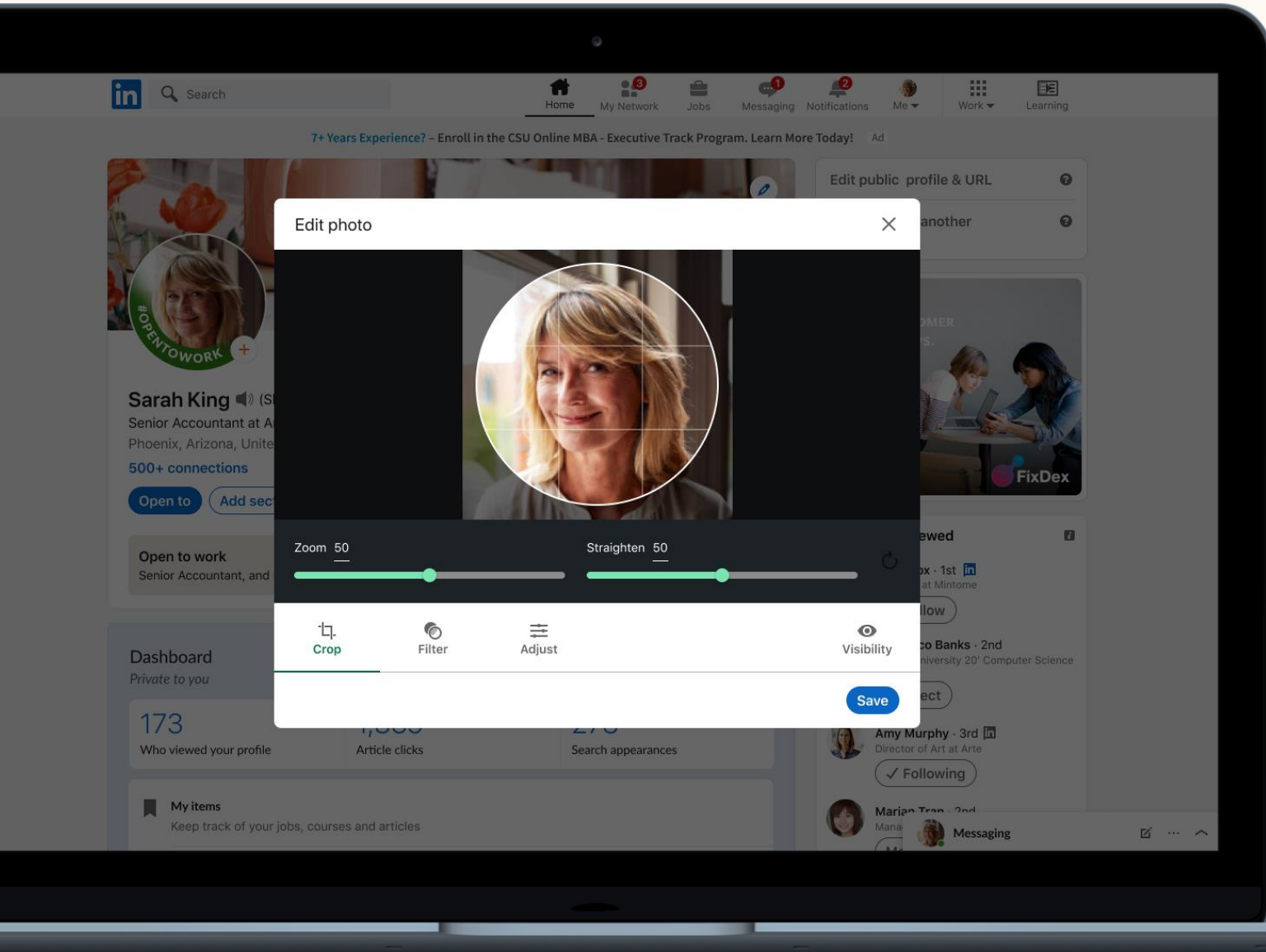
*Source: Harvard Business Review



Questions?

Your profile,
your story





STEP 1

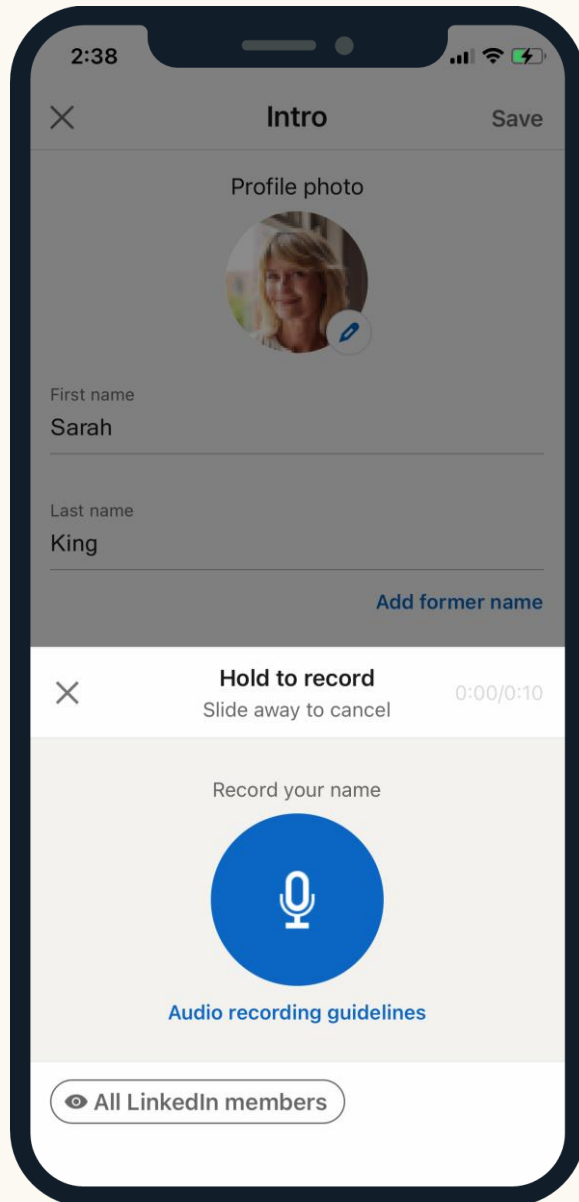
Add a photo

Members with a photo get up to:

9x more connection requests

21x more Profile views

36x more messages



STEP 2

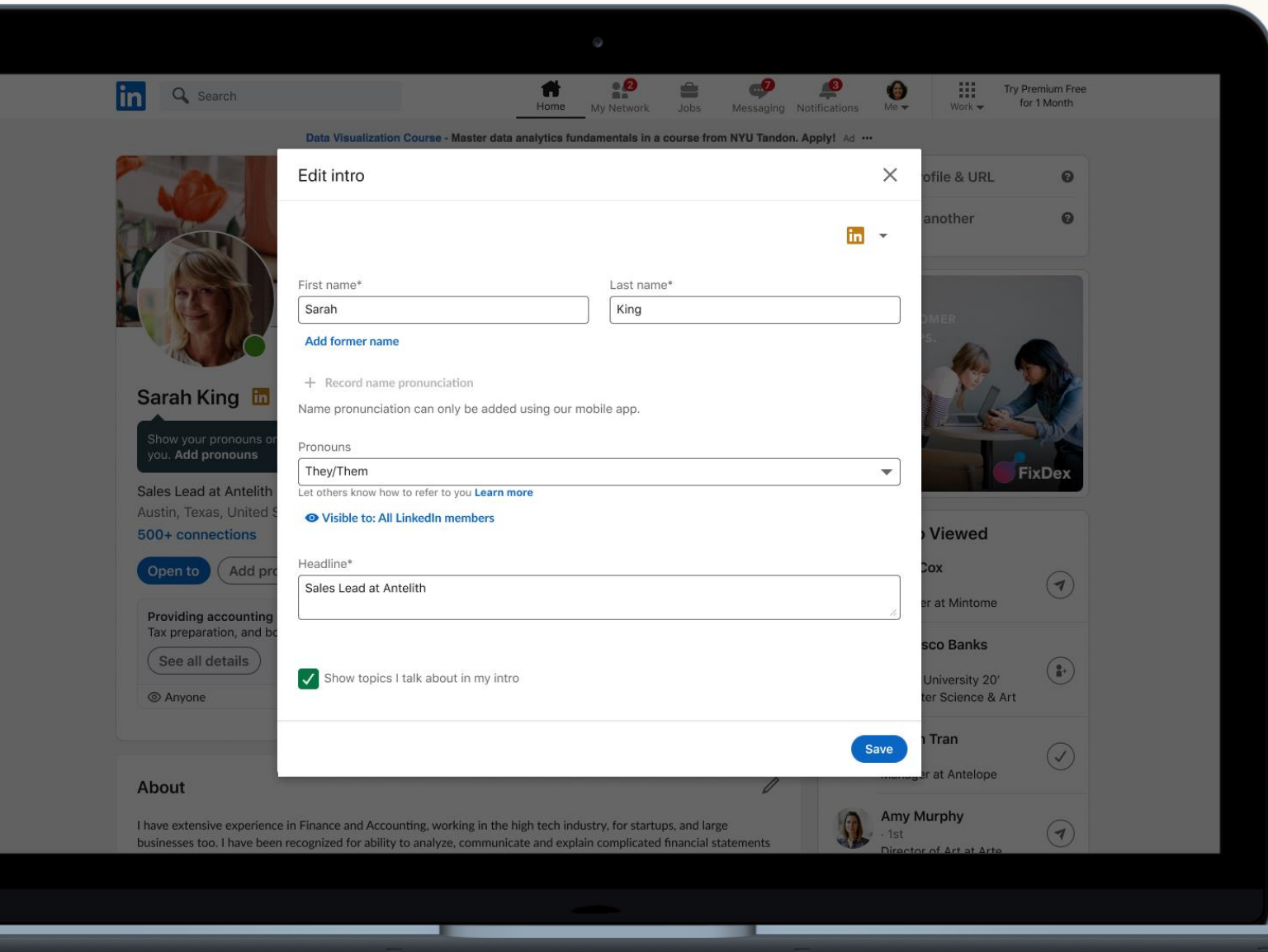
Record Your Name

Pronounce your name for others and make a great first impression.

Update on mobile

10 secs, limit background noise

Hold phone 4in away



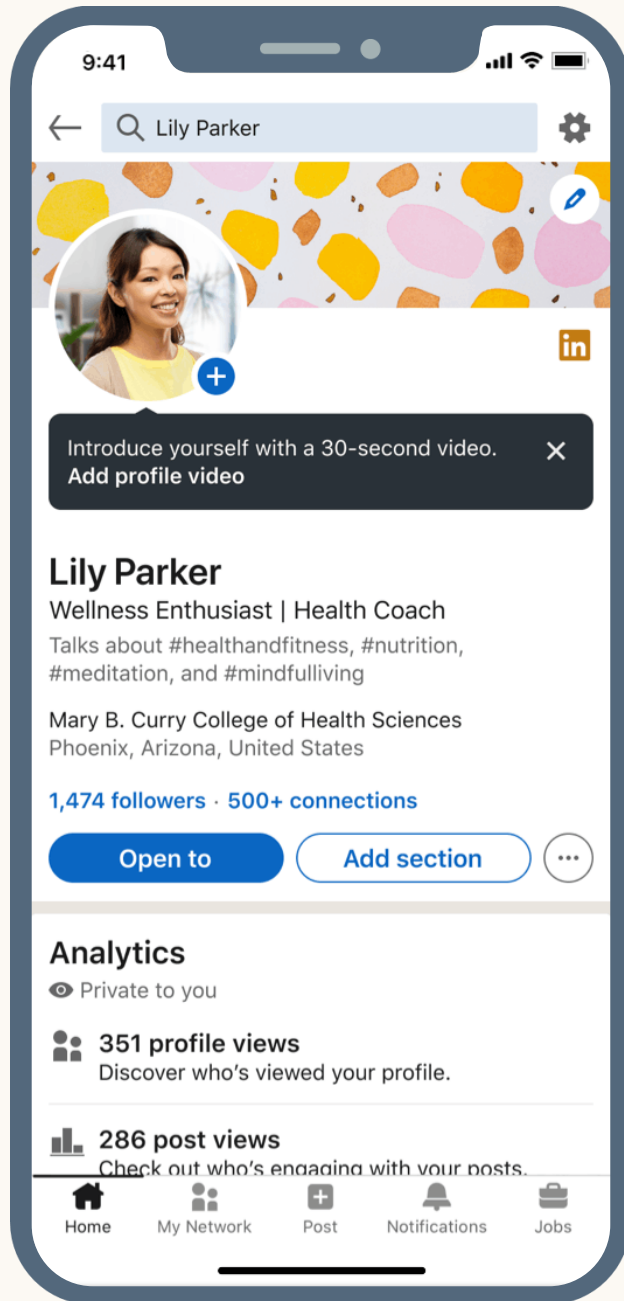
STEP 3

Add your pronouns

Show up as your authentic self.

Optional to add, you set visibility.

72% of hiring managers believe it's important & shows respect.



STEP 4

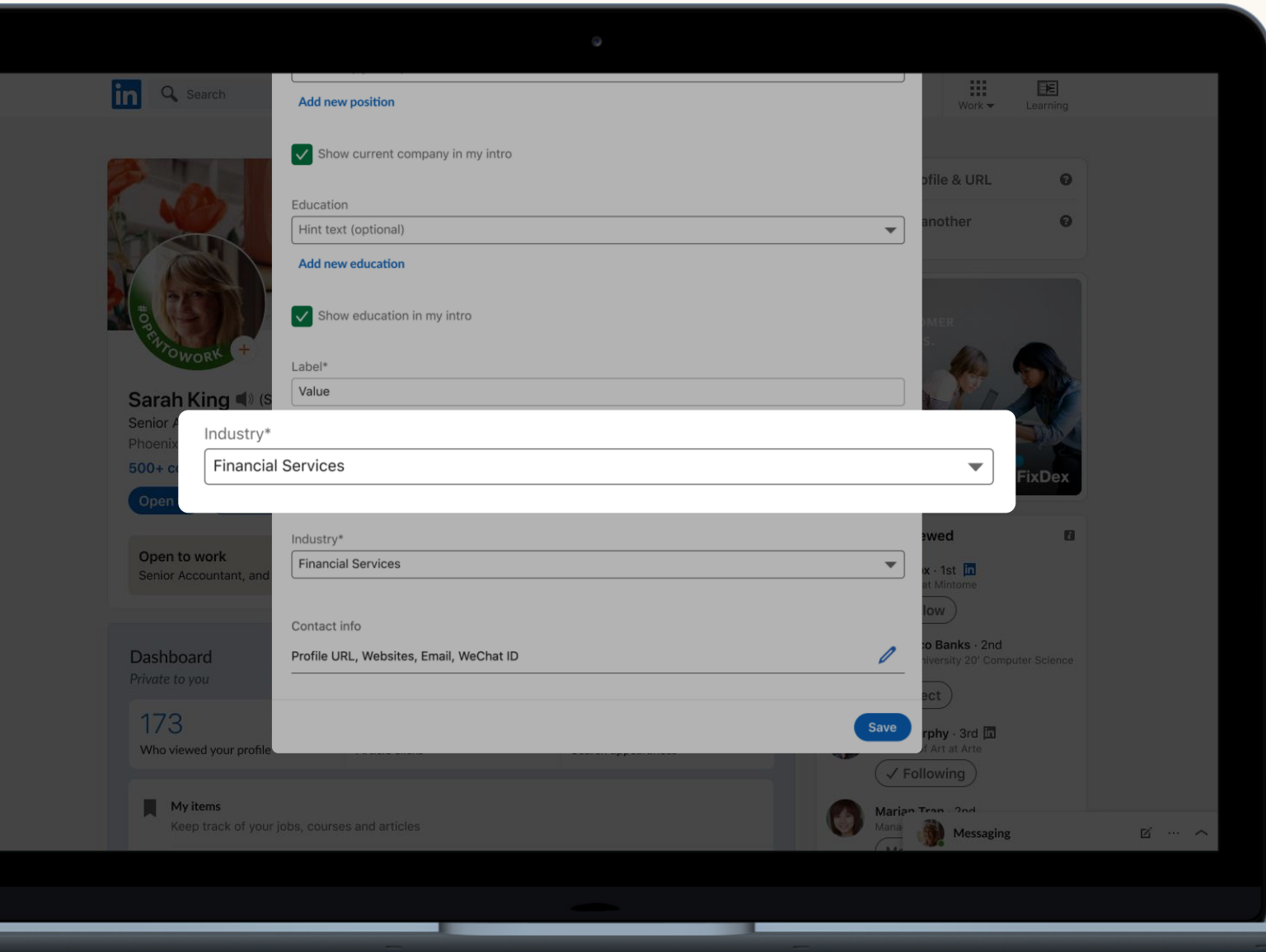
Create your Profile Video

30-sec video introducing yourself.

Provide an intro, share your story, highlight your goals.

Leverage prompts to get started

Track viewer analytics

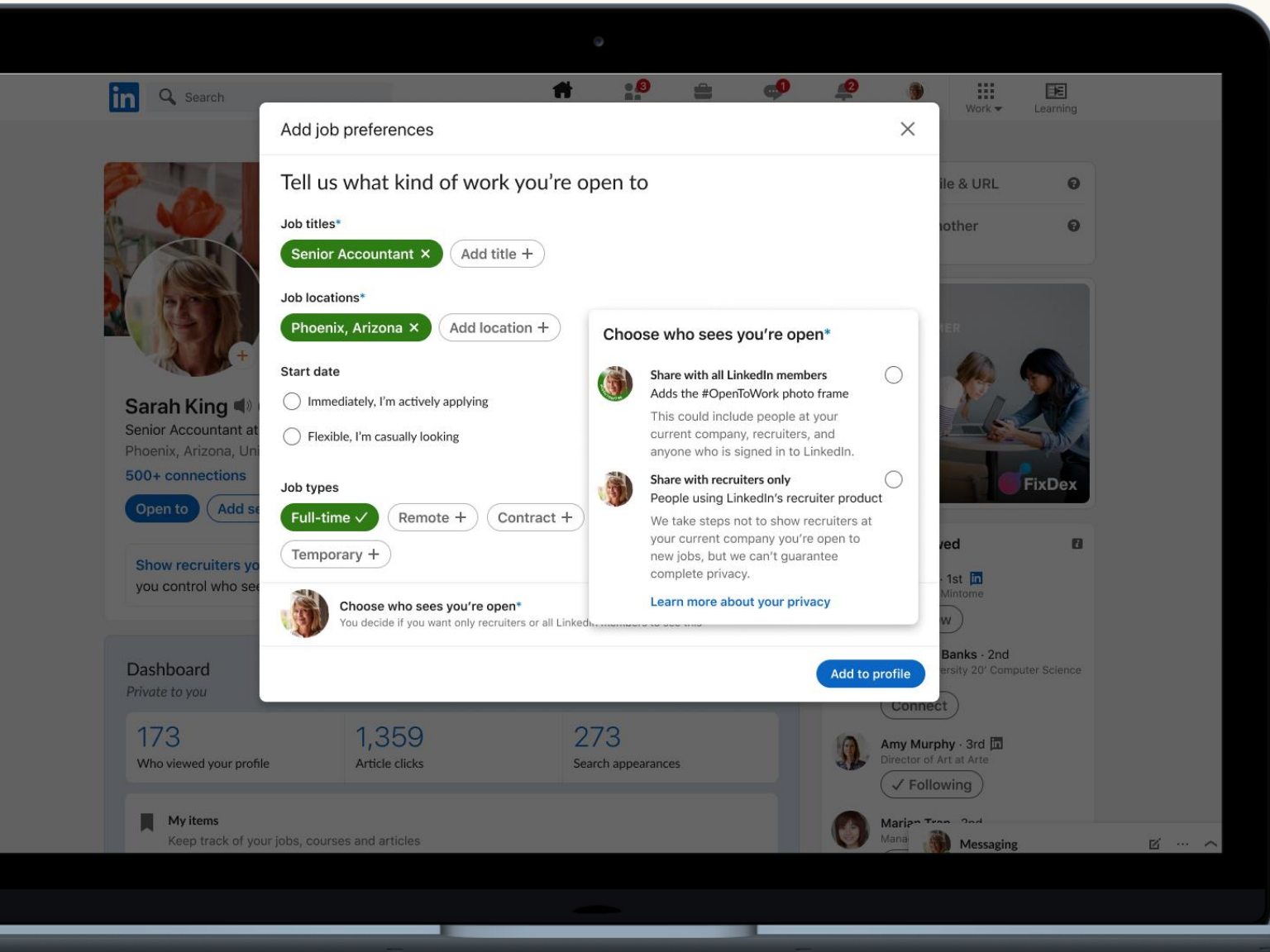


STEP 5

Add your industry

Members with industry information receive up to **9x** more Profile views

More than **300K** people search by industry on LinkedIn every week.



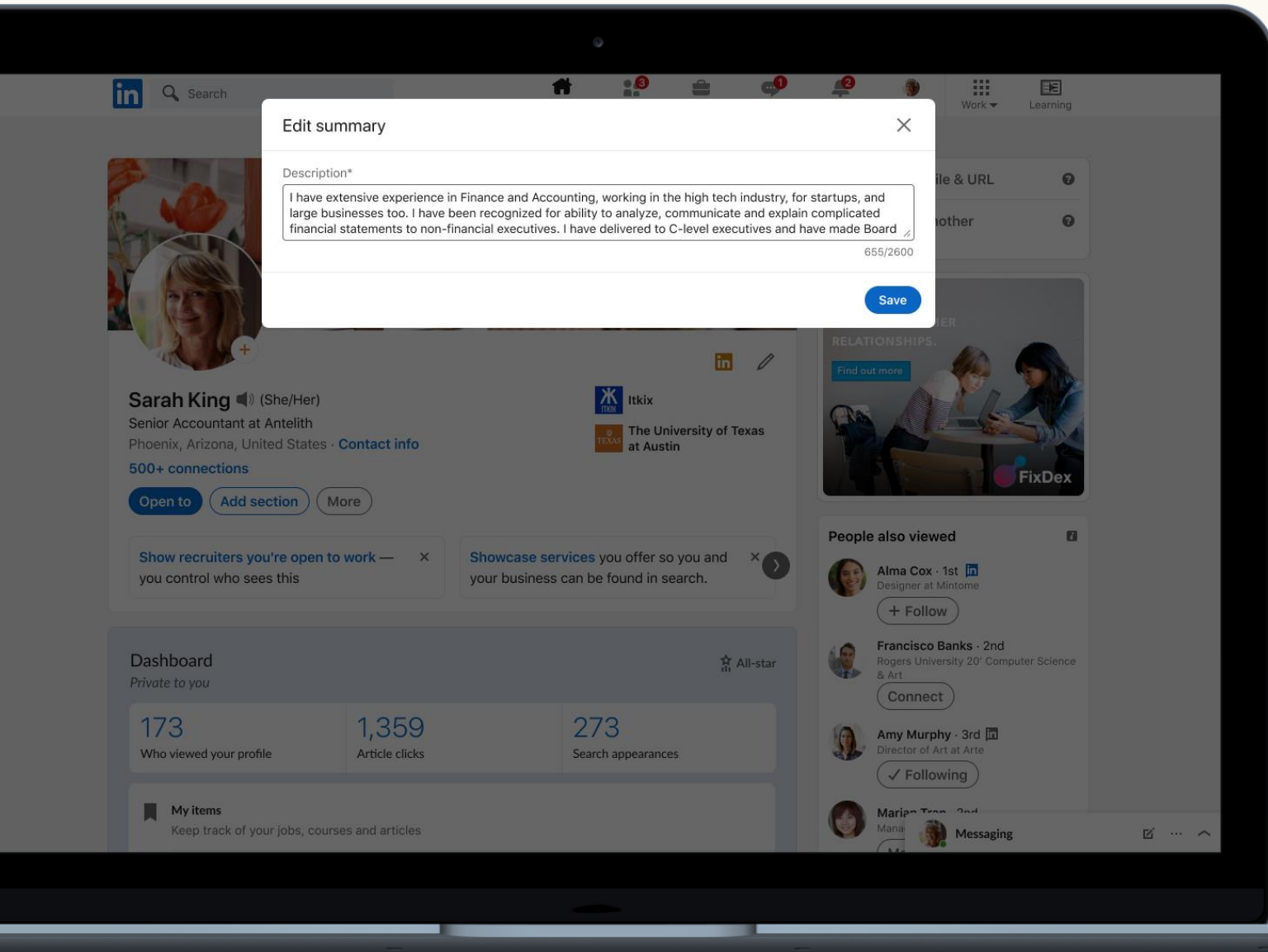
STEP 6

Show You're Open to Work

Add by clicking 'open to' button and select 'finding a new job.'

Specify job preferences and choose visibility settings.

40% more likely to be noticed by recruiters.



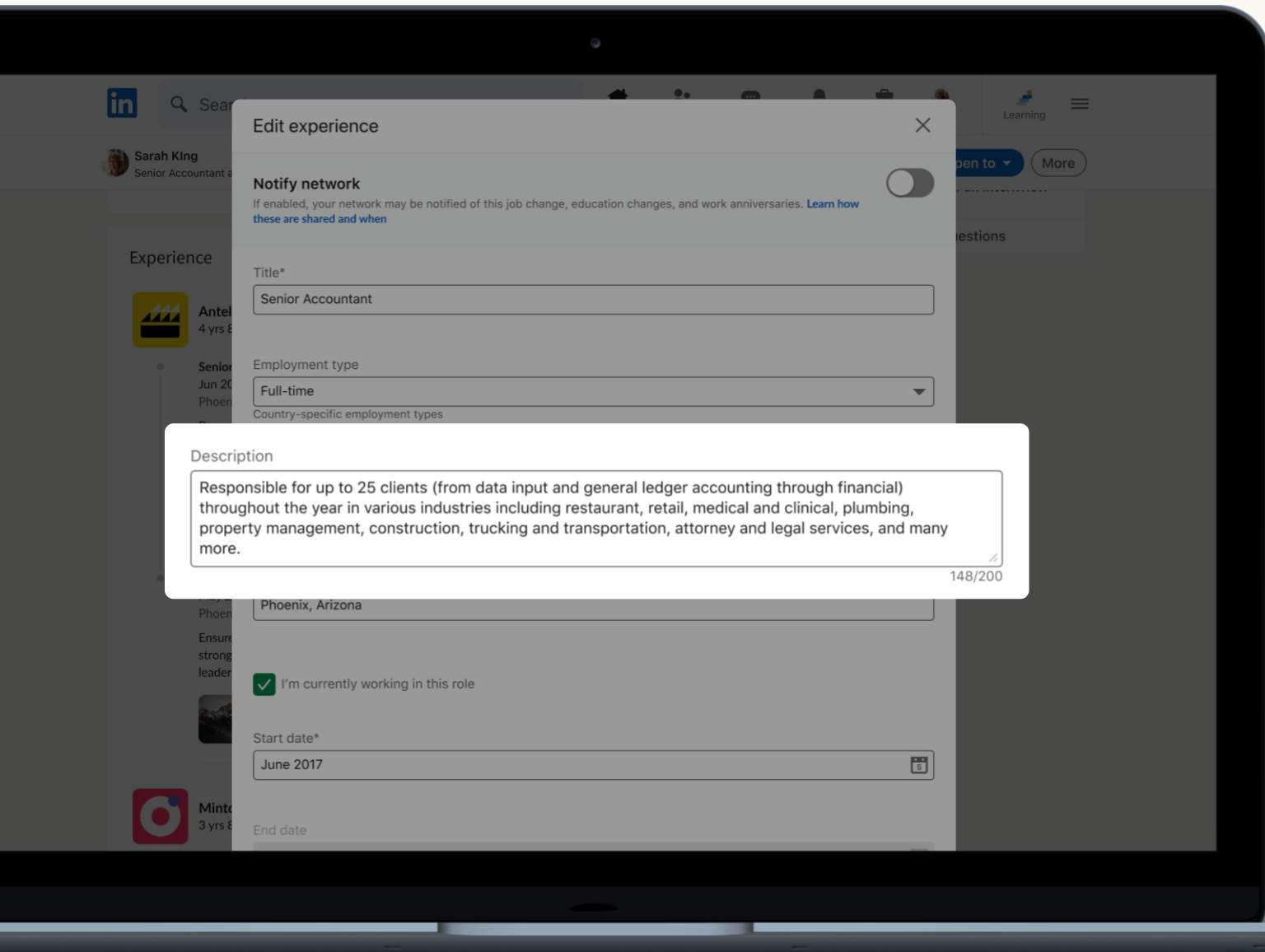
STEP 7

Draft a compelling summary

Featured in your 'About' section
Your "elevator pitch"

Focus on career accomplishments
and aspirations

40+ words



STEP 8

Detail your work experience

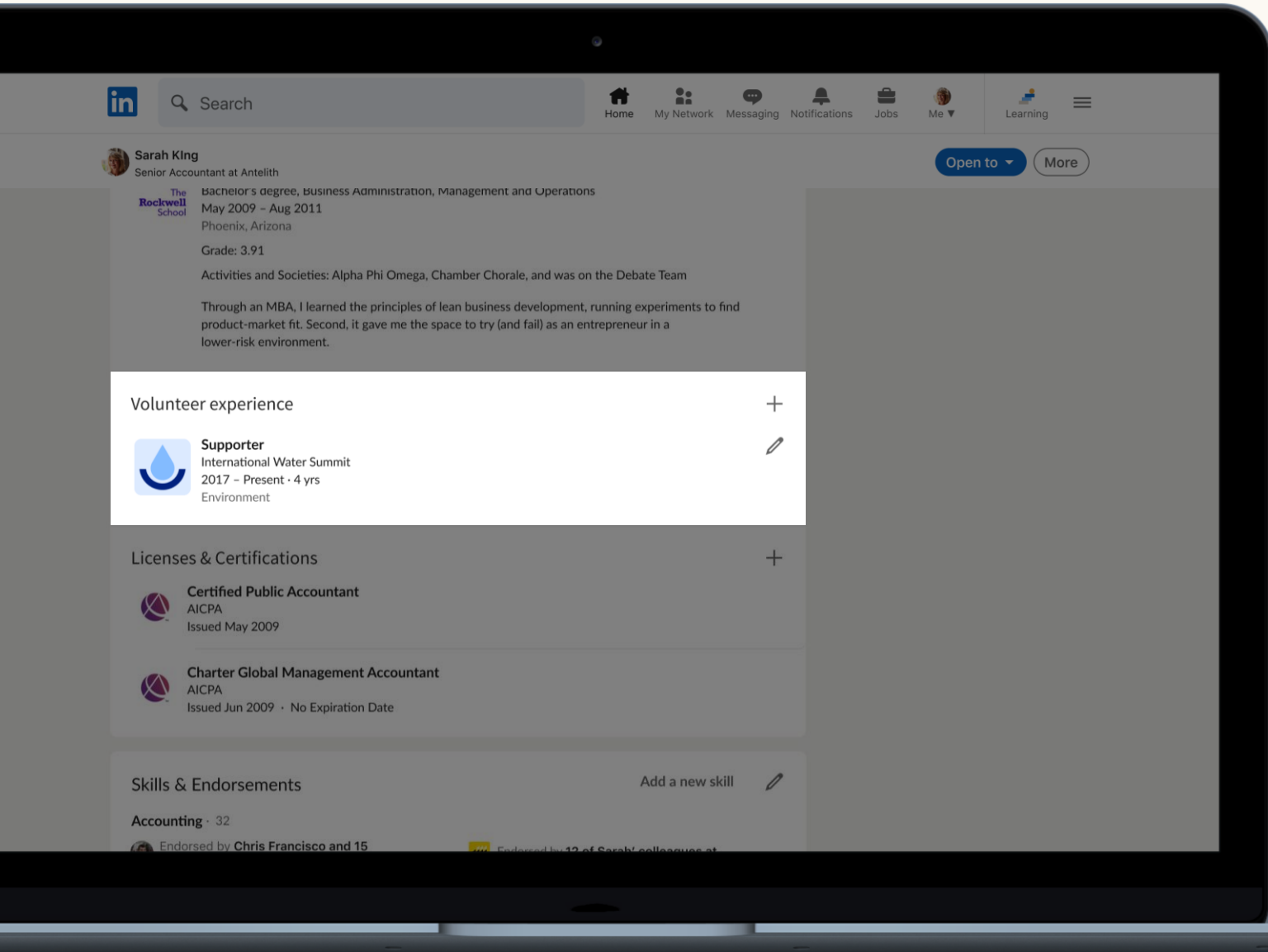
Member with up-to-date positions receive up to:

5x more connection requests

8x more Profile views

10x more messages

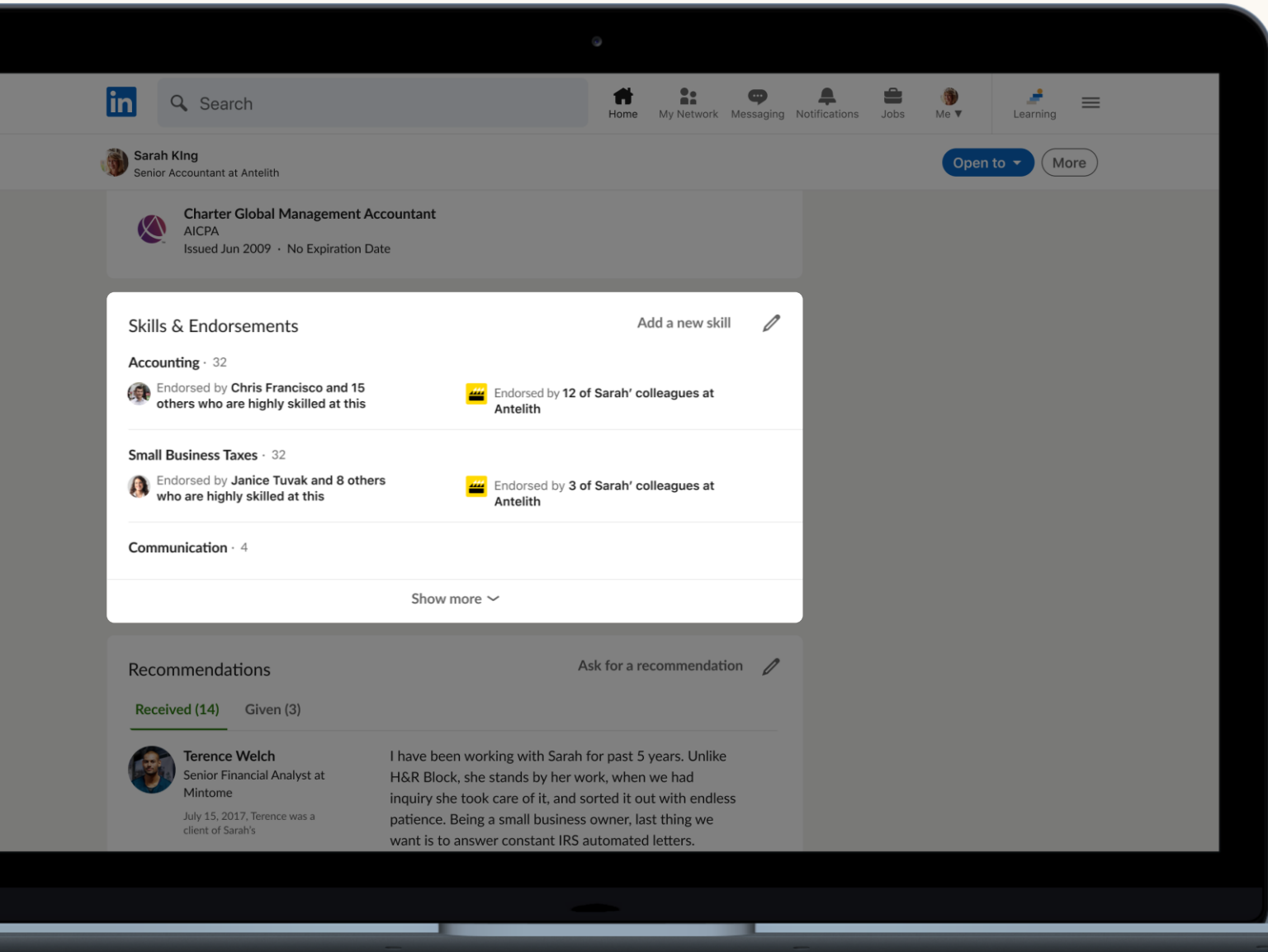
**** Job Titles Matter ****



STEP 9

Add volunteer experience

Members who add volunteer experience get up to **6x** more Profile views than those without



STEP 10

Add skills & get endorsed

Members who add **5** or more skills receive up to **17x** more Profile views

And **Key Words**

Cybersecurity Skills/Key Words to consider including on your profile -

Fastest growing skills required for cybersecurity jobs by skill group:

Defense and Armed Forces:

- Active Top Secret/Sensitive Compartmentalized Information (TS/SCI) Clearance
- Signals Intelligence (SIGINT)
- Cyber Threat Intelligence (CTI)

Business:

- Business Strategy
- Business Management
- Risk Management

Computer Hardware:

- Verilog
- Computer Architecture
- System on a Chip (SoC)

Computer Networking:

- Network Architecture
- Network Infrastructure
- Network Engineering
- Microsoft Azure

Computer Security:

- IT Security Operations
- Ethical Hacking
- IT Security Assessments
- Cloud Security
- Application Security

Data:

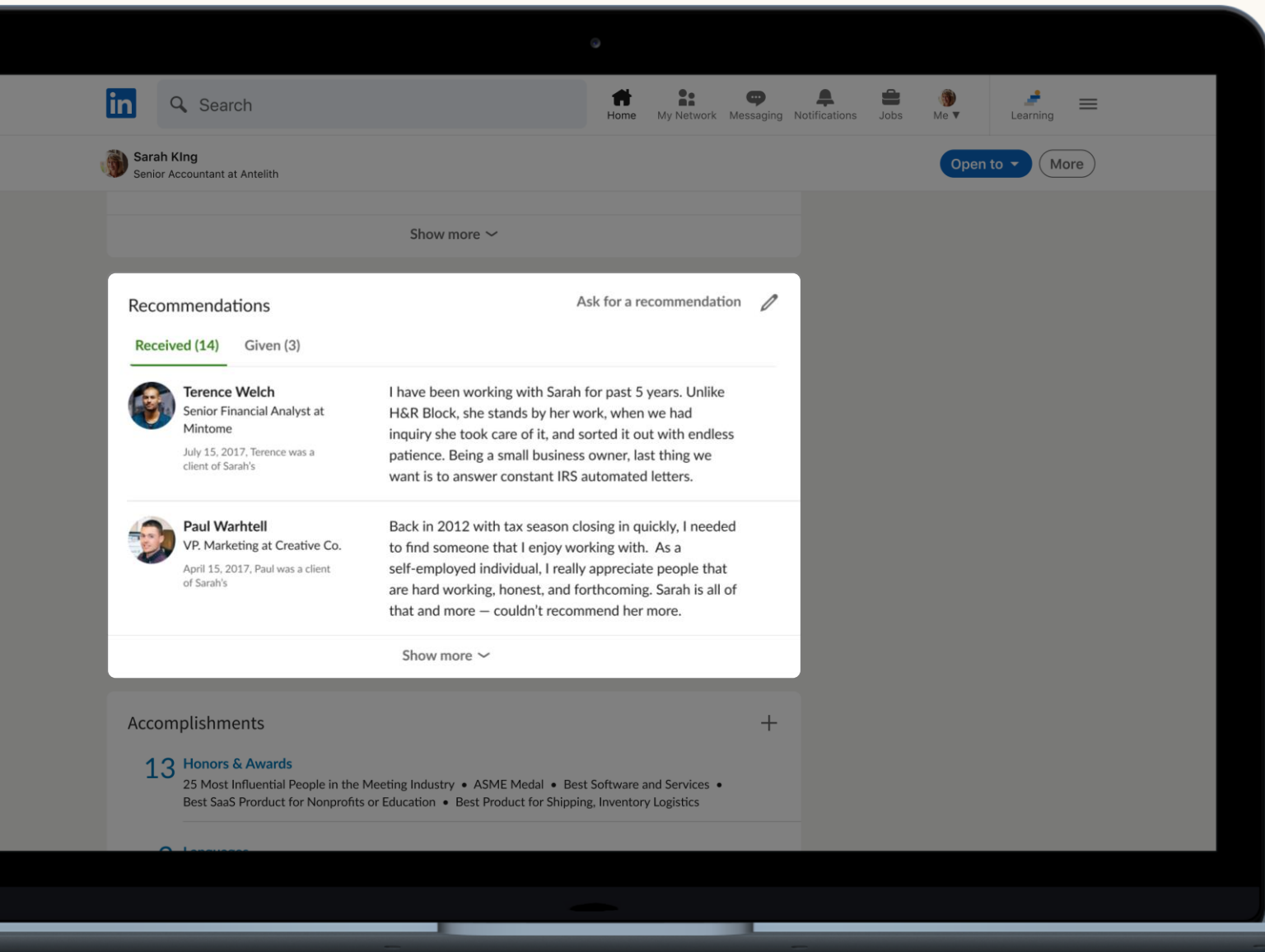
- Data Science
- Data Infrastructure
- Data Storage
- Cloud Computing
- Oracle Database

Development Tools:

- Bash
- Python
- C (Programming Language)
- Linux
- C++

System Administration:

- Windows
- Microsoft Exchange
- VMware vSphere
- Powershell
- VMWare ESXi



STEP 11

Request a recommendation

Recommendations help build you credibility and validate your skills

Questions?

And don't forget about...



Location



Education



Publications



Accomplishments



Search



Home



My Network



Jobs



Messaging



Notifications



Me



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14 connections work here

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Company name
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Bill Gates · 3rd

Co-chair, Bill & Melinda Gates Foundation

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About

Co-chair of the Bill & Melinda Gates Foundation. Microsoft Co-founder. Voracious reader. Avid traveler. Active blogger.

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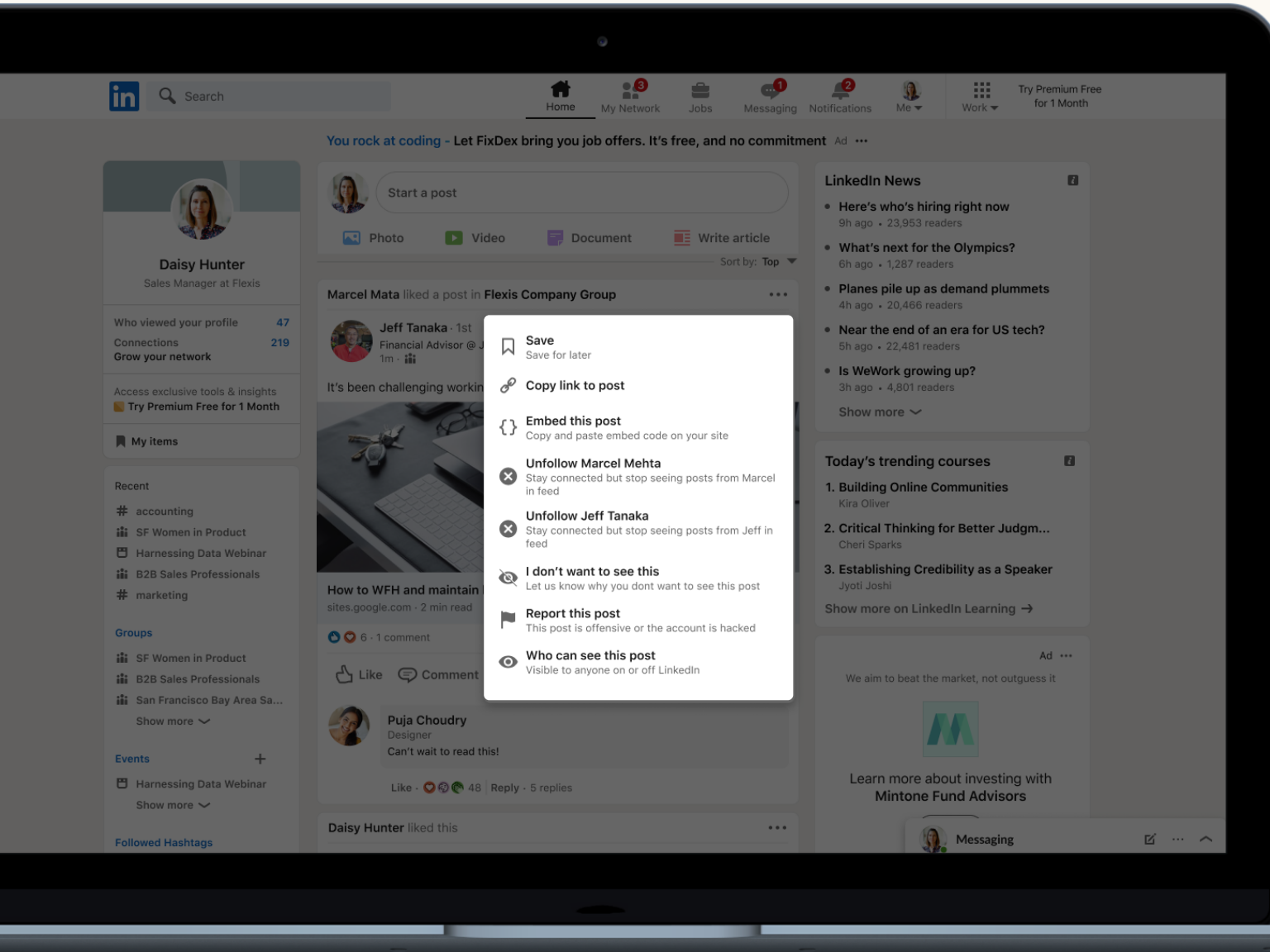
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