

# LinkedIn.com and the Job Search

Brian Massey

HearThis.com

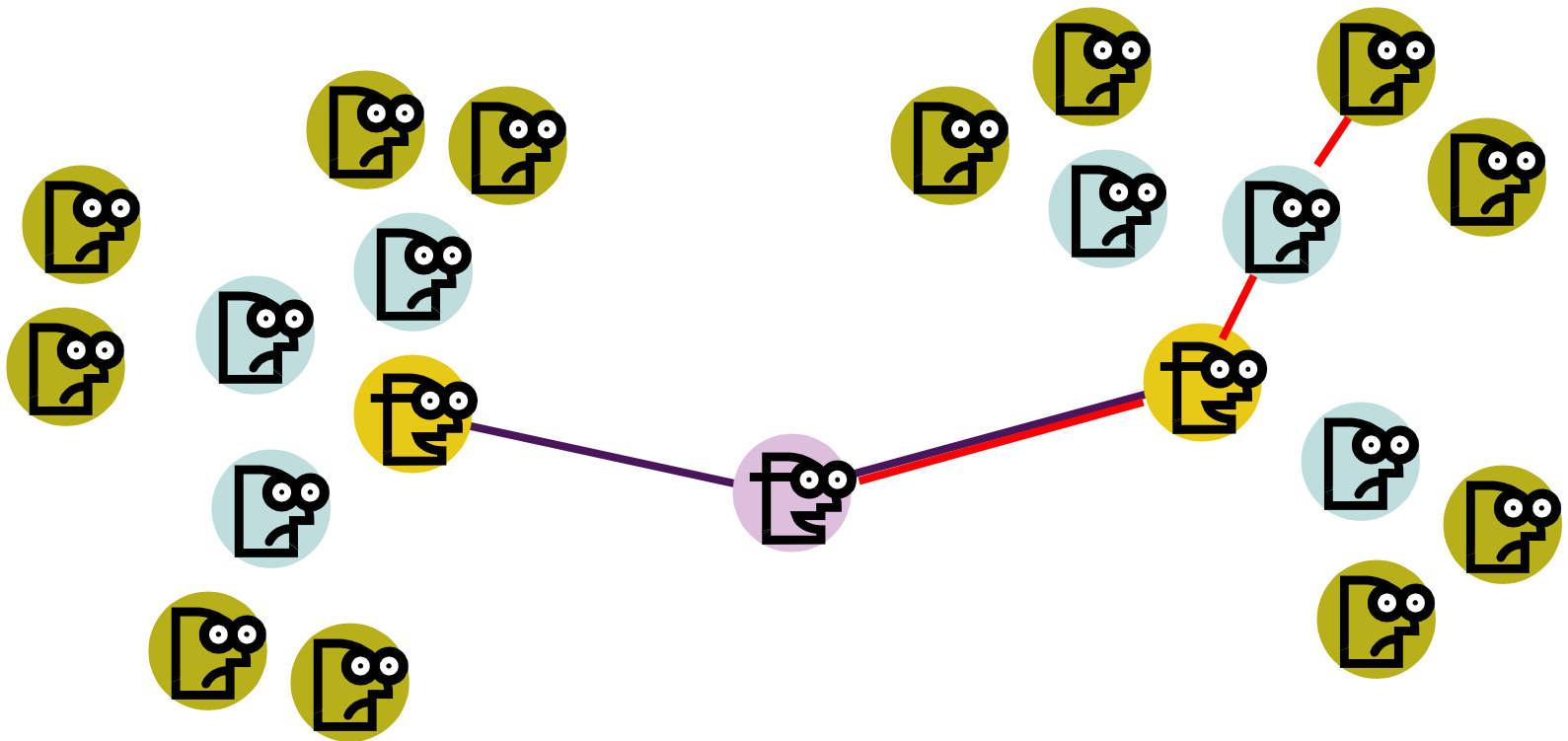
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512-680-4099

<http://www.linkedin.com/in/bmassey>

# Kevin Bacon Effect

- Degrees of Separation

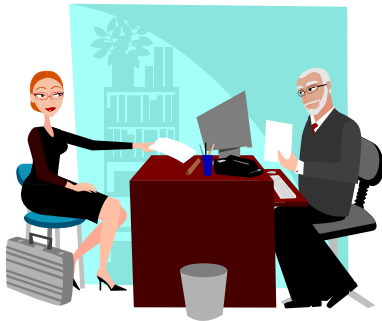
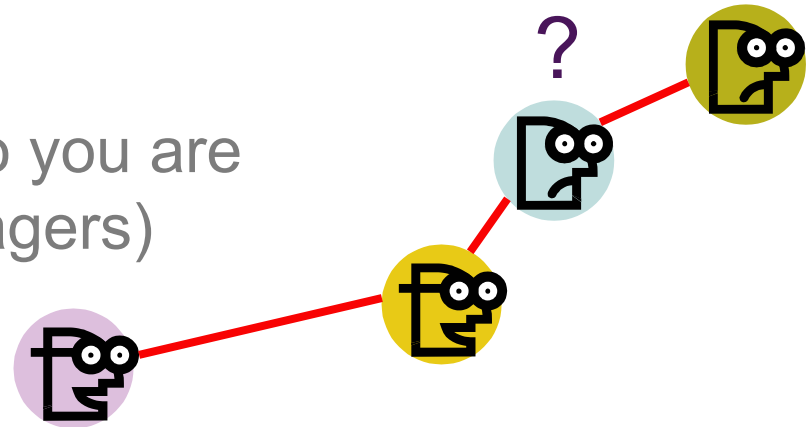


93 Connections

751,600 People in Network

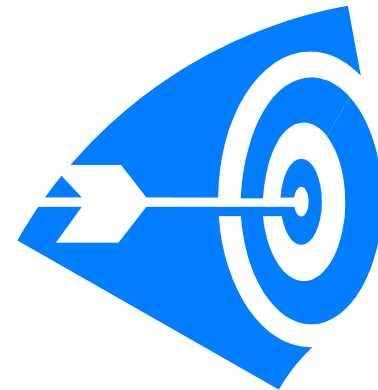
# Primary Uses of LinkedIn for Job Hunters

- Tell helpers who you are (not hiring managers)



- Find Jobs posted on LinkedIn

- Find contacts at target companies



# First Impressions

Forward Print

## Brian Massey

Technology Product Marketing and Management  
Austin, Texas Area

**Profile** Recommendations Connections

### Current

- Sr. Marketing Manager at Powered, Inc.
- Co-Founder at HearThis.com
- Project Lead at Open Source Online Marketing (osom.org)

### Past

- Director of Marketing at Blue Fish Development Group
- Director of Product Marketing at Xaffire, Inc.
- Product Marketing Manager at Matrix NetSystems, Inc.

[see all...](#)

### Education

- Texas A&M University

### Connections

93 connections

### Recommended

1 person has recommended Brian  
1 client

### Websites

- My Website
- My Blog
- My Employer

### Public Profile

<http://www.linkedin.com/in/bmassey>

**What you Want to do, not what you've done**

**List Something as Current**

**Number of Connections is 'Status' in LinkedIn**

**Get recommendations, esp. from previous co-workers and managers**

# Tell Connectors About You

## 1. Create a well thought-out Summary

### Keywords that appeal to your ideal position

- Manager, type, computer, graphics, programmer, capentry, plumbing, art

### Keywords that appeal to your ideal company

- software, manufacturing, marketing, services, automotive, parts, human resources

### Top 5 things about me



## Summary



Edit

### Summary:

A technology Product Marketer/Product Manger with extensive experience in online marketing. I am a unique combination of product manager, computer programmer and marketing strategist.

I turn ideas into reality. I can effectively tell the market about your products or services, and measure their success in the marketplace. I make extensive use of the Internet to make this happen.

Learn more at <http://customerchaos.blogspot.com>.

### Primary Industry:

Computer Software

### Specialties:

product marketing, product management, online marketing, email marketing, Web marketing, marketing communications, direct mail, tradeshow, public relations, PR, open source, Internet marketing, graphic design, technical writing, copywriting, Web architecture, online communities, social networking, PHP, MySQL, HTML, XML, XSLT, Javascript, C, C++

*Use Keywords in your Summary AND Specialties*

# Tell Connecters About You

## 2. List Applicable Experience

- Not a Resume
- “Selected” Experience Only
- Remember this is to *build credibility* with **Connecters**

## Experience

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### **Sr. Marketing Manager at Powered, Inc.**

(Privately Held; 11-50 employees; Online Media industry)  
January 2006 – Present (10 months)

### **Co-Founder at HearThis.com**

(Privately Held; 1-10 employees; Media Production industry)  
October 2005 – Present (1 year 1 month)

HearThis makes it easy for marketers to produce, syndicate and market short-form audio programs, or Podcasts. Visit [www.HearThis.com](http://www.HearThis.com).

 Brian has 1 recommendation (1 client) including:

 Sara Breuer, Director of New Business Development and Strategy, Cartis Group

[View recommendations](#)

### **Director of Marketing at Blue Fish Development Group**

(Privately Held; 11-50 employees; Information Technology and Services industry)  
April 2005 – December 2005 (9 months)

Blue Fish Group creates solutions for Enterprise Content Management. The company specializes in solutions based on Documentum.

### **Director of Product Marketing at Xaffire, Inc.**

(Privately Held; 11-50 employees; Computer Networking industry)  
April 2003 – June 2004 (1 year 3 months)

Xaffire sells network performance management software and services to enterprises.

### **Product Marketing Manager at Matrix NetSystems, Inc.**

(Privately Held; 11-50 employees; Computer Software industry)  
June 2002 – April 2003 (11 months)

Internet performance management software and services for enterprises. Acquired by Xaffire.

### **Director of Marketing at Trikinetic Technologies, Inc. (Now Xview Technologies)**

(Privately Held; 1-10 employees; Computer Hardware industry)  
October 2001 – March 2002 (6 months)

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# Tell Connectors About You

- Build Credibility by getting Endorsements and Testimonials
  - LinkedIn makes it easy for you to ask for endorsements on a position-by-position basis.

## Co-Founder at [HearThis.com](#)

(Privately Held; 1-10 employees; Media Production industry)  
October 2005 – Present (1 year 1 month)

HearThis makes it easy for marketers to produce, syndicate and market short-form audio programs, or Podcasts. Visit [www.HearThis.com](#).

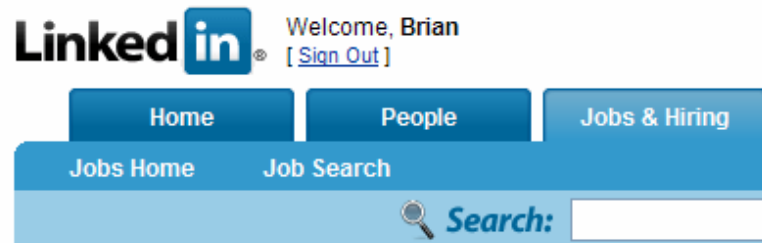
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*Cartis Group*

[View recommendations](#)

# Find Jobs Posted on LinkedIn

- LinkedIn has a nice job search engine
- LinkedIn has a small selection of jobs
- It is more effective to find someone in your network to take your customized resume in



# Find Contacts at Target Companies

- You can see anyone that is in your network up to three degrees away
- You can ask LinkedIn to search your email address book for people you know
- Search by Title, Company, Location and more

**93 Connections**

**751,600 People in Network**

# Find Contacts at Target Companies

**Name search:**

Last name required

or

**Advanced search:**

**Keywords:**

ex: Microsoft; recruiter; marketing

**Name:**

**Title:**

Current titles only

**Company:**

Current companies only

**Location:**

**Country:**

**US ZIP:**

[ZIP lookup](#)

**Industry:**

**Interested in:**

**Joined your network:**

**Sort by:**

# Find Contacts at Target Companies

## Tips for Getting Introductions

- Give a specific reason to be introduced.
  - What position?
  - What are you asking the contact to do?
- Introduce yourself. Don't make your connectors compose an introduction for you.
- Offer something valuable: "I'd like to take you to lunch"

# Tips

- Look at how others do it, especially those with lots of links
- Be generous with those who want to meet people in your network
- Don't be afraid to ask for recommendations
- Have some fun
- Link with ME
- <http://www.linkedintelligence.com>