# LinkedIn

- How to market your brand

Experis™ ManpowerGroup

telin REKRYTERING & KONSULT

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Kandidatansvarig

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Rekryterare

# LinkedIn in 20 minutes

- Why LinkedIn?
- What should you think of in your profile?
- Showing how it works, why keywords and what kind of keywords?
- Profile examples.
- How to market your brand

## Why LinkedIn?

- A big part of your personal brand
- The new way to be discovered/head hunted
- Create a personal and professional network

## What should you think of in your profile?

Relevant and updated information (previous work experience, education, internships, ex-jobs)

Suitable picture
Summary
Experience
Courses
Languages
Projects
Certificates

Education
Recommendations
Groups
Following companies
Contact for
Skills and expertise

# Showing how it works

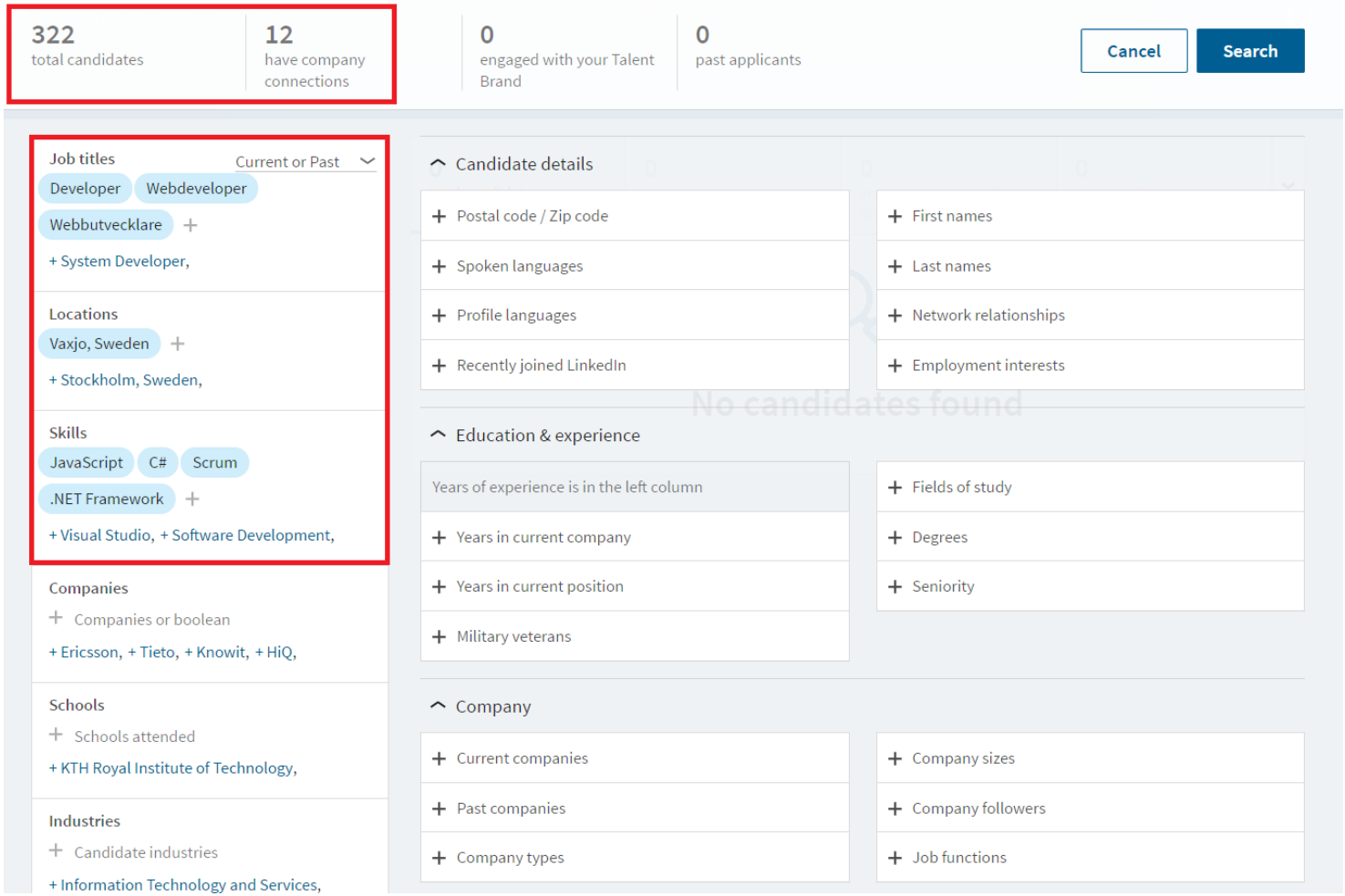
## Why keywords and what kind of keywords?

| | |
|---|---|
| Anroid | Front end |
| IOS | Back end |
| App developer | Java |
| System developer | C# |
| Systemutvecklare | JavaScript |
| Programer | Scrum |
| Programmerare | .Net |

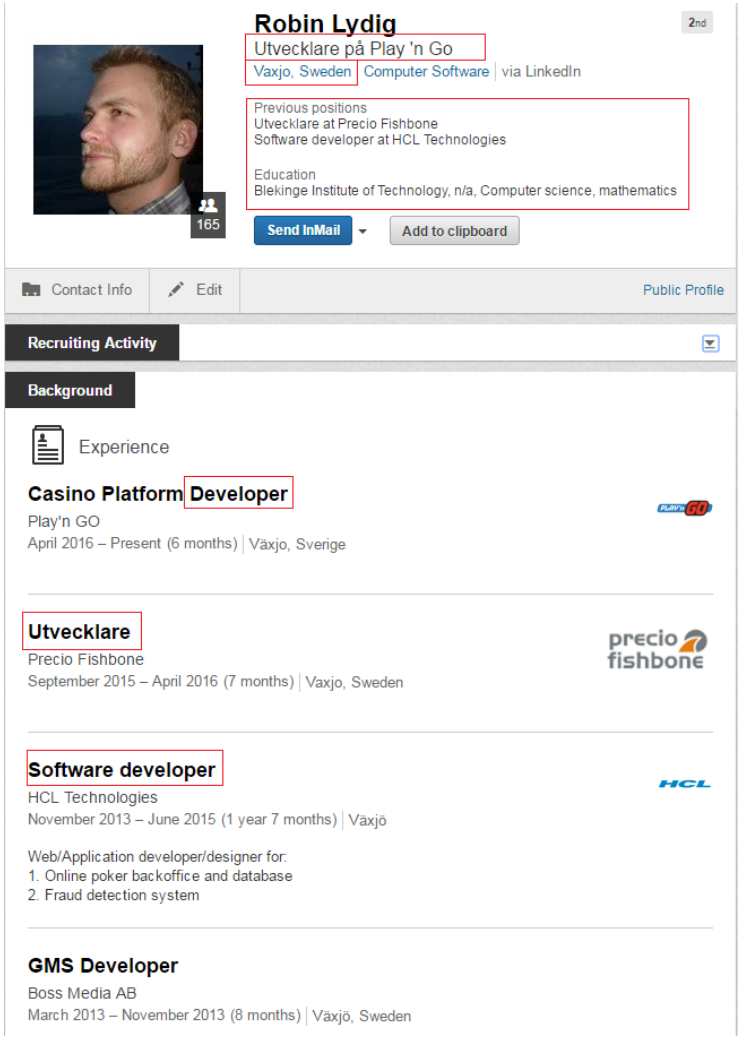
And so on…the keywords depends on what profile we are looking for.

# Showing how it works

## Why keywords and what kind of keywords?

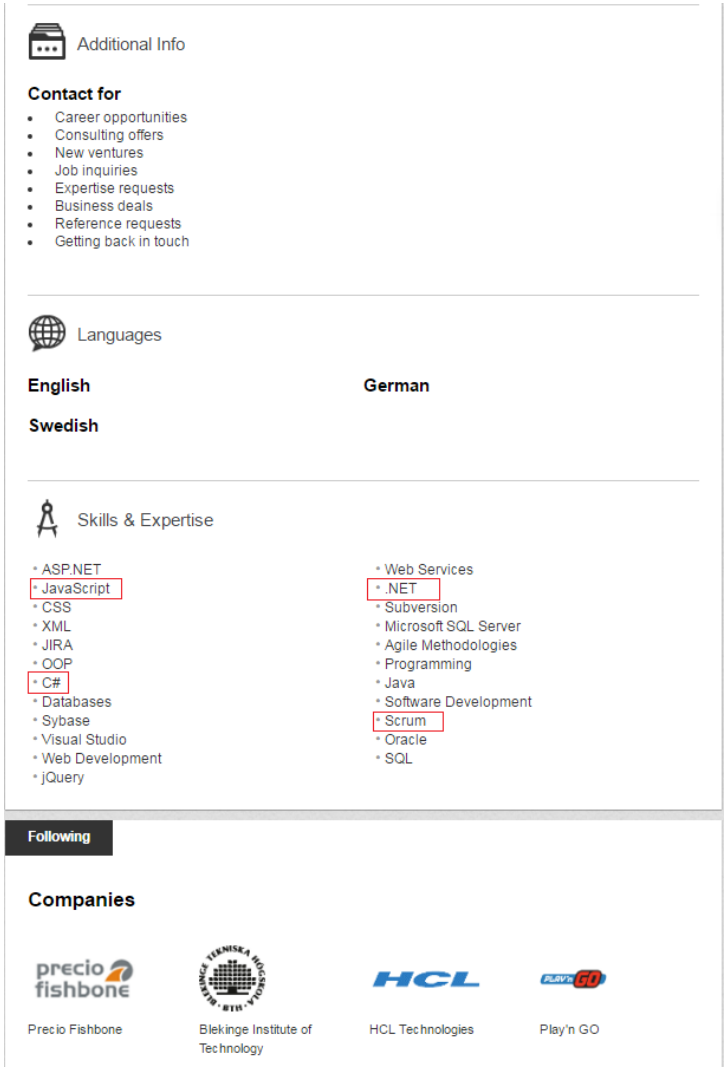


# Showing how it works



Robin Lydig
2nd
Utvecklare på Play 'n Go
Vaxjo, Sweden | Computer Software | via LinkedIn
Previous positions
Utvecklare at Precio Fishbone
Software developer at HCL Technologies
Education
Blekinge Institute of Technology, n/a, Computer science, mathematics
165
Send InMail
Add to clipboard
Contact Info
Edit
Public Profile
Recruiting Activity
Background
Experience
Casino Platform Developer
Play'n GO
April 2016 – Present (6 months) | Växjo, Sverige
Utvecklare
Precio Fishbone
September 2015 – April 2016 (7 months) | Vaxjo, Sweden
Software developer
HCL Technologies
November 2013 – June 2015 (1 year 7 months) | Växjö
Web/Application developer/designer for:
1. Online poker backoffice and database
2. Fraud detection system
GMS Developer
Boss Media AB
March 2013 – November 2013 (8 months) | Växjö, Sweden

# Showing how it works



Additional Info

**Contact for**

- Career opportunities
- Consulting offers
- New ventures
- Job inquiries
- Expertise requests
- Business deals
- Reference requests
- Getting back in touch

Languages

**English**

**German**

**Swedish**

Skills & Expertise

- ASP.NET
- JavaScript
- CSS
- XML
- JIRA
- OOP
- C#
- Databases
- Sybase
- Visual Studio
- Web Development
- jQuery
- Web Services
- .NET
- Subversion
- Microsoft SQL Server
- Agile Methodologies
- Programming
- Java
- Software Development
- Scrum
- Oracle
- SQL

Following

**Companies**

Precio Fishbone

Blekinge Institute of Technology

HCL Technologies

Play'n GO

# Profile example

**Niklas Hultgren** 2a

Senior .NET and EPiServer Developer

Kalmar, Sverige | Programvaror

| | |
|---|---|
| Nuvarande | Electra Sweden AB |
| Tidigare | Meridium AB, Tieto, Scand. Design OnLine AB |
| Utbildning | Kalmar University |

Skapa kontakt | Visa i Recruiter

401 kontakter

https://se.linkedin.com/in/hultgrenn/sv | Kontaktinformation

**Bakgrund**

Sammanfattning

Niklas is a senior .NET, EPiServer and nopCommerce developer who has an extensive knowledge, and experience, when it comes to build and maintain large scale websites based on .NET.

Niklas is also a EPiServer Certified Developer and a Microsoft Certified Professional.

Furthermore Niklas has excellent communicating skills and a good consultancy attitude.

# Profile example

Erfarenhet

**Senior Web Developer**
Electra Sweden AB
januari 2016 – nu (10 månader) | Kalmar, Sverige

**Senior Web Developer**
Meridium AB
september 2012 – december 2015 (3 år 4 månader) | Kalmar, Sverige

Worked as a senior web developer at Meridium. Mainly built large scale websites based on ASP.NET and the EPiServer CMS framework.

- 3 projekt
- 2 kurser
- 1 rekommendation

**Peter Lindvall**
Enterprise Architect at Capgemini

Niklas was part of a team that built two multi-site EPiServer solutions with demanding non-functional requirements on reuse in a challenging environment with dependent projects and stakeholders from 10+ organizations. Niklas is easy going even at... Visa

En inblick i Meridiums vardag

# Profile example

**Senior System Developer**
Tieto
oktober 2011 – september 2012 (1 år) | Kalmar, Sweden

Niklas is an experienced System developer with extensive knowledge in Microsoft .NET. He is specialized in web development with asp.net (C#). He has a wide comprehension of web standards, accessibility and SEO. Niklas has also been working a lot with content management and is an EpiServer Certified Developer. In addition Niklas has also been working with e-Commerce and specially Microsoft's Commerce Server. Furthermore Niklas has excellent communicating skills and a good consultancy attitude.

▾ 2 rekommendationer

**Mathias Hellström**
Senior system developer på Tieto AB

Niklas gjorde ett väldigt bra arbete under sin tid på Tieto. Han är väldigt lätt att samarbeta med och är oerhört seriös,... Visa↓

**Robert Wixenius**
Project Manager and System Developer ...

Niklas is a solution oriented system developer with an eye for quality and details. Niklas is fast in getting into new... Visa↓

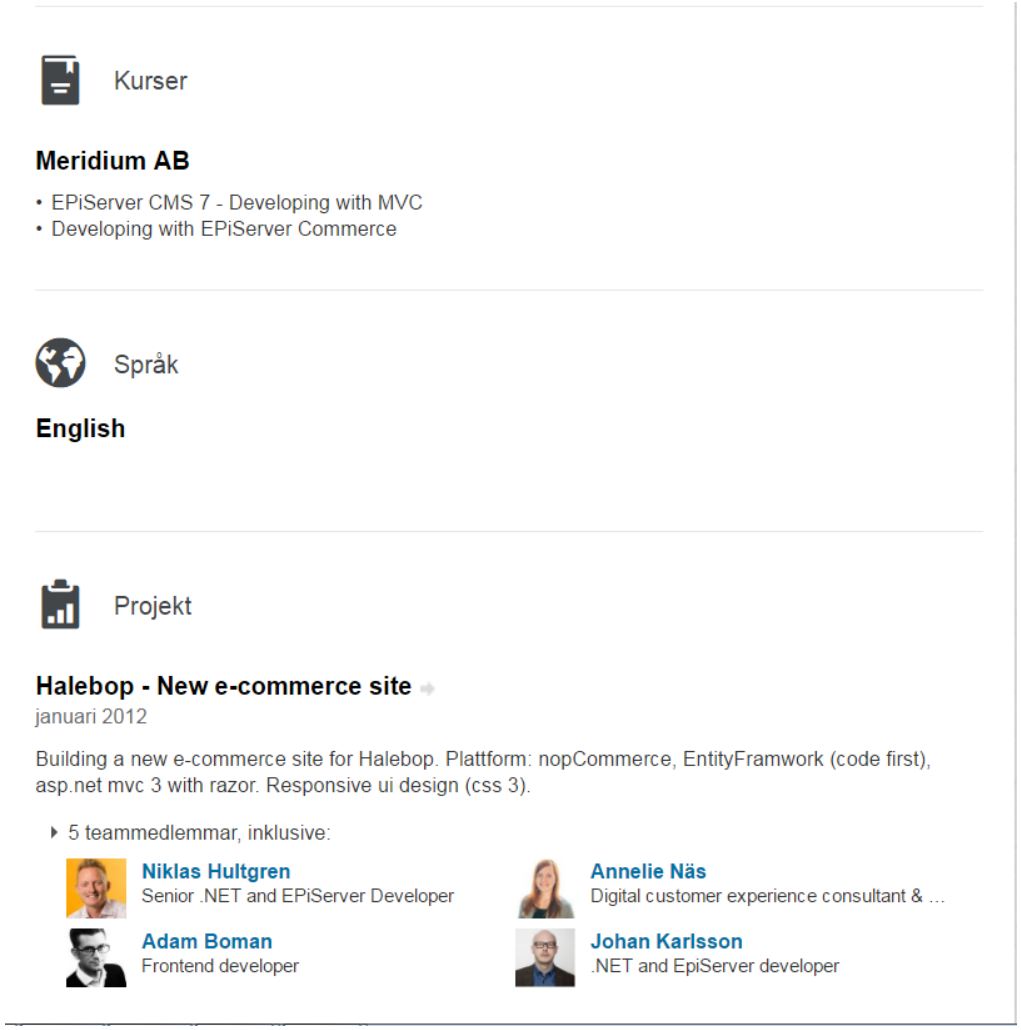
**IT Manager (CIO)**
Scand. Design OnLine AB
maj 2011 – oktober 2011 (6 månader) | Kalmar, Sverige

As an IT manager at Scand. Design Online AB I bear full responsibility for all IT functions operate optimally. I also spend a lot of time developing our sites to keep them as optimized as possible. Our sites are based on MS Commerce Server 2007 which means continued personal development within asp.net and C# among other things ...

**Systems developer (EpiServer Certified Developer)**
Logica
april 2006 – maj 2011 (5 år 2 månader)

Niklas has an extensive knowledge, and experience, when it comes to system development. His main area of expertise is building EPiServer-based websites that strictly follows current web standard. Niklas is also an ECD – EPiServer Certified Developer. Niklas is really passionate about system development and he likes to be at the forefront in terms of new knowledge. Niklas is also very good att developing/programming interactive web content with Adobe Flash (AS3).
Beside all this technical stuff Niklas is a really fun guy! A real social player!

# Profile example



Kurser

**Meridium AB**

- EPiServer CMS 7 - Developing with MVC
- Developing with EPiServer Commerce

Språk

**English**

Projekt

**Halebop - New e-commerce site**

januari 2012

Building a new e-commerce site for Halebop. Plattform: nopCommerce, EntityFramwork (code first), asp.net mvc 3 with razor. Responsive ui design (css 3).

▸ 5 teammedlemmar, inklusive:

**Niklas Hultgren**
Senior .NET and EPiServer Developer

**Annelie Näs**
Digital customer experience consultant & ...

**Adam Boman**
Frontend developer

**Johan Karlsson**
.NET and EpiServer developer

# Profile example

Certifikat

**EPiServer Certified Developer - CMS 7.5 MVC**
Startdatum: januari 2015

**EPiServer Certified Developer (EPiServer CMS 6)**
Startdatum: november 2010

**EPiServer Certified Developer (EPiServer CMS 5.1 R1)**
Startdatum: mars 2010

**MCSD: Web Applications**
Microsoft
Startdatum: februari 2015

**MCPS: Microsoft Certified Professional**
Microsoft
Startdatum: november 2014

**MS: Programming in HTML5 with JavaScript and CSS3 Specialist**
Microsoft, Licens 11268023
Startdatum: november 2014

**MCSD: Web Applications**
Microsoft

**nopCommerce Certified Developer**
nopCommerce
Startdatum: september 2016

# Profile example

Utbildning

**Kalmar University**
Master of Science In Computer Science
2000 – 2004

My education also qualifies for a Degree of Master of Science in Business Administration.

**Falkenbergsskolan**
1987 – 1990

Ytterligare information

- **Personliga detaljer**

Födelsedag 1 mars

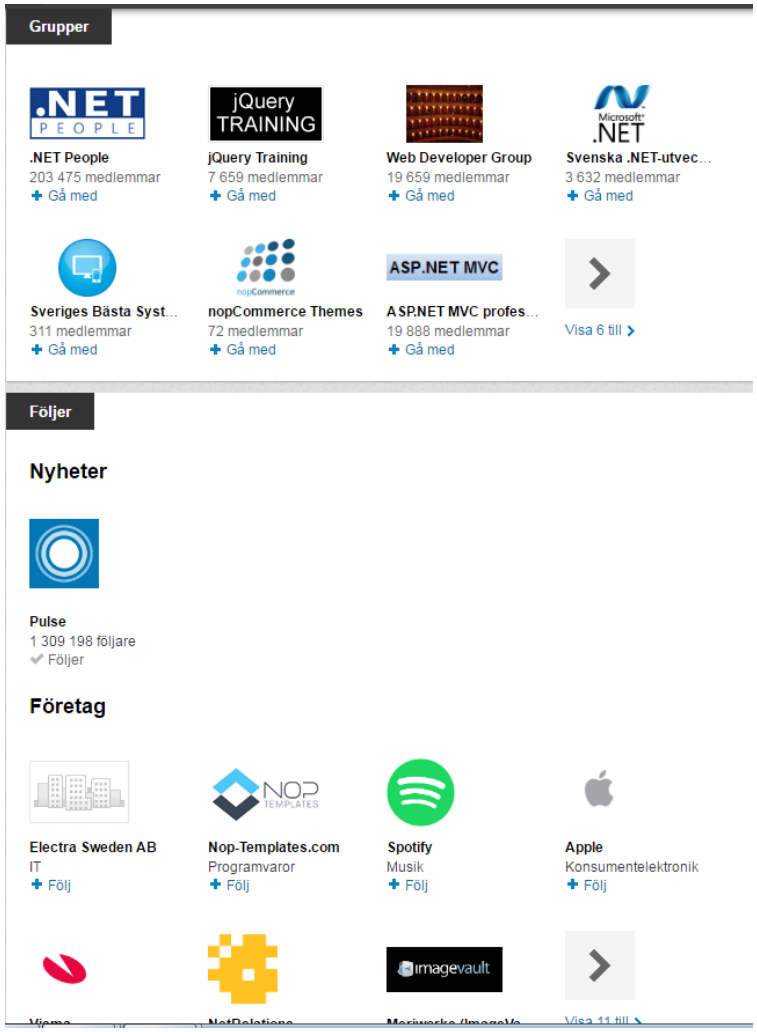
**Rekommendationer** Mottagna (7) Givna (1)

**Senior Web Developer**
Meridium AB

**Peter Lindvall**
Enterprise Architect at Capgemini

"Niklas was part of a team that built two multi-site EPiServer solutions with demanding non-functional requirements on reuse in a challenging environment with dependent projects and stakeholders from 10+ organizations. Niklas is easy going even at harder times and was appreciated by everyone involved. I really appreciated his software development skills and his astounding ... mer

# Profile example



# How to market your brand

- Github

  https://github.com/
- Your own website
- Jobsites

  telinrekrytering.se

  experis.se

  manpower.se

  monster.se

  indeed.com

  webbjobb.io

  careerbuilder.se

  ams.se

# Good luck and visit

Telinrekrytering.se

Experis.se