Please Note..

This webinar and the engagement tools will be recorded.

An archive will be available on the event website.
Optimizing Your LinkedIn Profile for Your Cybersecurity Career
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Welcome to Rock Your Profile

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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
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 ECONOMIC GRAPH

875M+
Members

59M+
Companies

14M+
Jobs

39K+
Skills

129K+
Schools

443B+
Knowledge
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
Follow companies

GAIN KNOWLEDGE
Follow influencers

GAIN INSIGHTS
See the news, content and posts that matter most
Questions?
Complete Survey

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