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## Agenda

- Branding yourself & building your LinkedIn presence
- Preparing for & winning the interview
- Following up and communicating post-interview



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# Branding Yourself

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## Why LinkedIn

- World's **largest** professional networking platform
- Approximately **77% of Recruiters** and **72% of HR and staffing professionals** utilize LinkedIn for recruiting efforts
- **Goal:** Build credibility, showcase expertise, and stand out WHILE being authentic
- **Question:** What do you want to be known for?

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# Building Your LinkedIn Presence



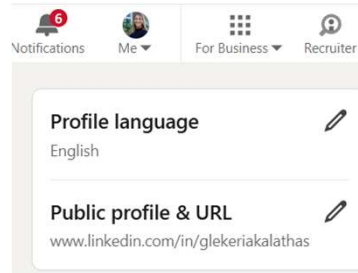
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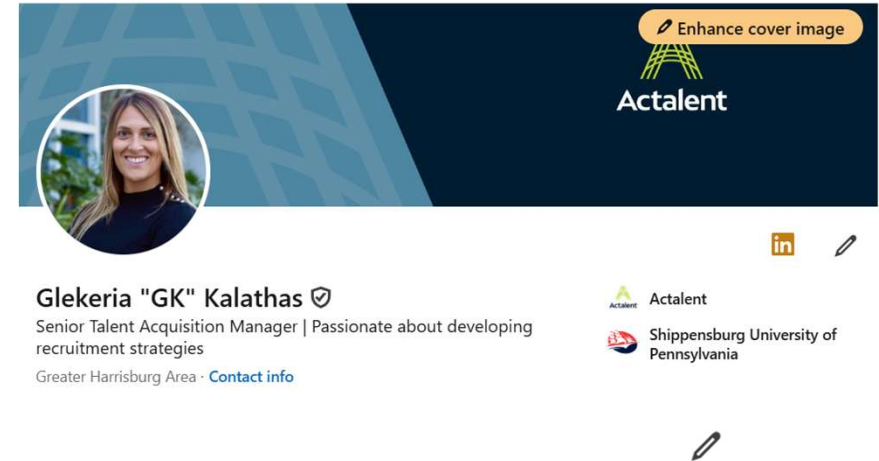


## LinkedIn All Star

- [Customize URL](#)
- Profile picture & banner
- Industry & location
- Headline – show your value!
- About you
- Experience & skills – focus on achievements!
- Education
- 50+ connections



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### About

Dynamic and strategic Talent Acquisition leader with over 11+ years of experience driving hiring initiatives in fast-paced, high-growth environments. Proven expertise in designing and executing scalable recruitment strategies, building diverse pipelines, and partnering with senior leadership to align hiring with business goals. Skilled in leveraging data analytics, employer branding, and candidate experience optimization to attract top-tier talent across various industries. Passionate about mentoring recruitment teams and fostering a culture of inclusion and innovation.





## Headline & About You Examples

### Headline:

"Passionate Mechanical Engineering Recent Graduate | Specializing in Energy Systems and Automotive Engineering | I craft sustainable solutions for real-world problems ► Prev: Intern at Tesla"

### About You:

"My journey as a mechanical engineer began with a fascination for complex systems and the desire to improve them. I've spent the last ten years honing my skills and leading teams to success. In my most recent project at General Electric, I was instrumental in redesigning the manufacturing process of a key product line, reducing production costs by 18%.

Being part of the aerospace industry, I've had the privilege of working on several groundbreaking projects. My proudest achievement was designing a fuel-efficient engine that reduced fuel consumption by 15%, contributing substantially to the sustainability goals of our company.

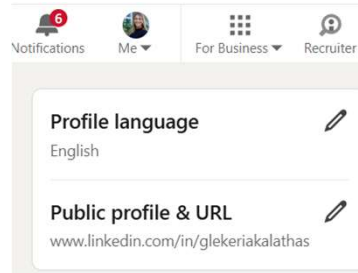
I consider myself a lifelong learner. I consistently seek out opportunities to stay updated in my field and improve my skills. I am a certified Six Sigma Black Belt and have used these principles to optimize various processes in my previous roles.

In my free time, I mentor young engineers and guide them in their career path. I believe in giving back to the community and helping others grow."

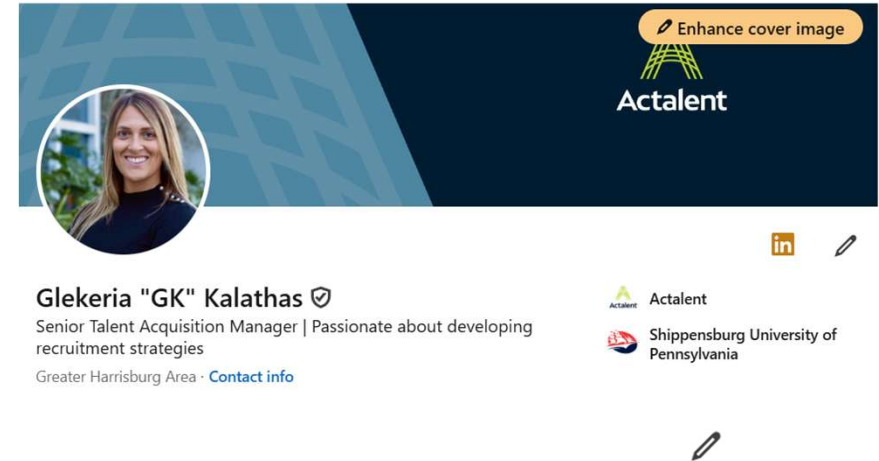


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## Networking & Building Credibility

### Recommendations

[Show all pending](#) +

Received Given



**Katie Gallegos** · 1st

Talent Acquisition

June 1, 2020, Katie reported directly to Glekeria "GK"

Gk was my direct manager. GK is one of the most positive people you will ever meet. She is the epitome of glass half full. As a manager, she gave me the freedom to work in my own style, and the encouragement I needed when things got tough. I genuinely enjoyed being a part of her team!

### Recommendations

[Show all pending](#) +

Received **Given**



**Nancy Celes** · 1st

Recruiting Specialist - Korn Ferry supporting Takeda

June 19, 2018, Glekeria "GK" worked with Nancy on the same team

Nancy helped support a large commercial account I had managed in Central Pennsylvania. She was very results driven and always had clear communication and met set expectations. She became a great partner and consistently asked for feedback to improve on her recruiting processes. I know since she has achieved several promotions, congratulations Nancy on all your success!

- Network – Start with who you know
- Network – Intentional expansion
- [Join & participate in industry specific groups](#)
- Recommendations/endorsements – be a giver!

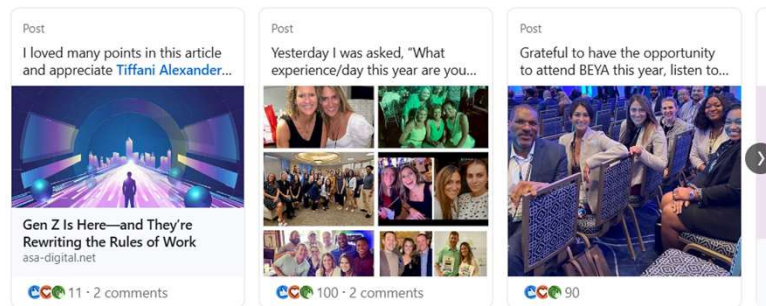




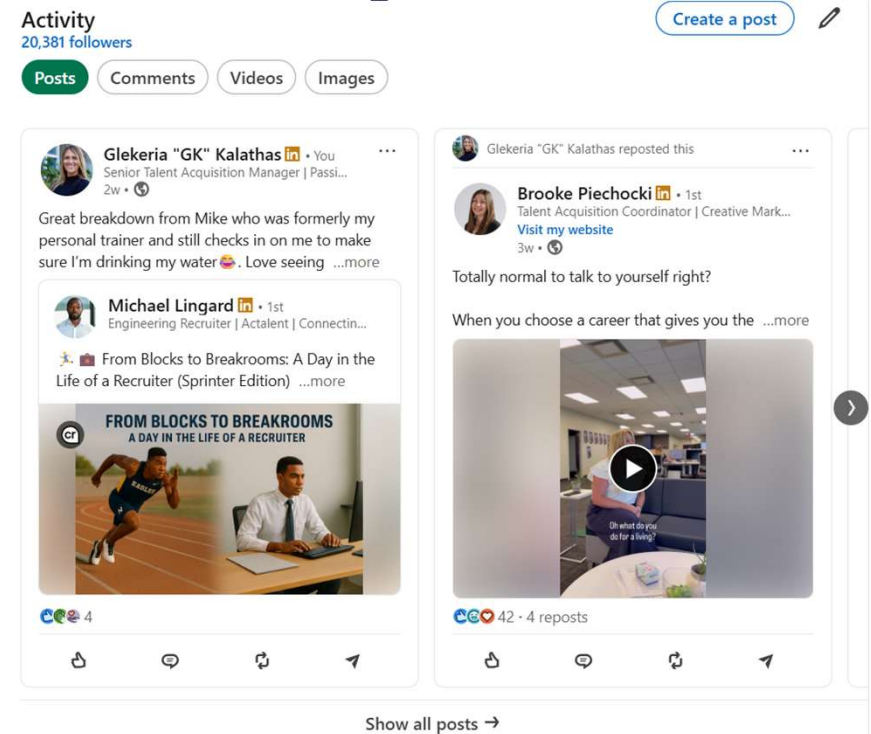
## Content is Queen – Bring it to Life

- Stay active & consistent
- Post a variety of content
- Engage with others
- Share authentic perspective & lessons learned
- Use photos & videos to stand out

### Featured



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## Preparing to WIN the Interview



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## PREPARE to WIN the Interview

*"Success is where preparation and opportunity meet." – Bobby Unser*

- **Reflect** on past experiences
- **Research** the company
- **Review** the job description
- **Prepare** STAR stories
- **Plan** your logistics (and your outfit)
- **Get** in the right mindset





## Behavioral Interview Questions & STAR Responses

### ***What is Behavioral Interviewing?***

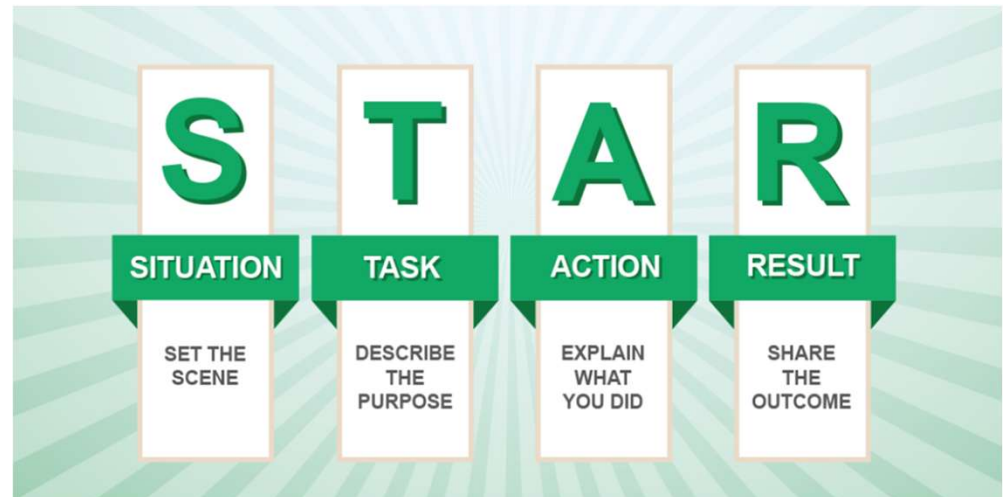
Behavioral interviewing is a technique used by employers to learn about your past behavior in particular situations.

### ***Why do employers ask these types of questions?***

Past behavior is the best predictor of future behavior.

## Commonly Asked Questions

- "Tell me about a time you failed at something."
- "Explain to me a time you received constructive criticism."
- "Describe a situation where you had to work with a difficult team member."
- "Walk me through an example of how you handle a heavy workload."
- "Describe a time you took initiative on a project".







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## Close Confidently

### *Ask questions that matter to you*

- What does success look like in this role?
- How would you describe the company's culture?
- How do you support employee development?
- How could you see someone making an impact in this role in the first 90 days?
- What does typical career progression look like?
- What are the next steps in the hiring process?

**Send a thank you email within 24 hours –  
Reiterating your interest & highlight one  
strong point to make it memorable**

### *Common Mistakes to Avoid*

- Lack of preparation
- Speaking negatively about past employers
- Over-talking or under-communicating
- Not asking questions
- Forgetting to follow up

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## Takeaways & Call to Action



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### ***Takeaways***

- Your LinkedIn profile = your digital reputation
- Strong personal brand = more opportunities
- Be authentic, consistent, and intentional
- Confidence = Preparation + Practice

### ***Call to Action***

- Audit your profile today (& regularly)
- Define your personal brand statement & elevator pitch
- Commit to engaging weekly on LinkedIn
- Throughout your career search journey – just be yourself and tune out the noise

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*Thank you!!*

**Glekeria “GK” Kalathas**

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